

Is Marketing Your Website Using 3rd Party Software A Good Idea?

Examples Of Third Party Software:

- a) Google Blog Software www.blogger.com is now 3rd Party. Google blog software is no longer viable for use as a marketing strategy. [Wordpress](http://wordpress.com) will more than do the job in replacing google's blog.
- b) WordPress database security tips. One of the down sides of the application is that WordPress is frequently attacked and exploited by hackers because of its highly familiar database structure and overall popularity among web publishing software.
Luckily, the creators of WordPress provide frequent updates to protect against any potential exploits (this is why you need to regularly update your WordPress version.
- c) Third site resources including social networking sites and 3rd party shopping cart software there will remain a possibility of lost time and resources due to internal changes made at 3rd party sites.
- d) Any third party application that resides on a 3rd party server.

My Yahoo

<http://my.yahoo.com/>

Igoogle

<http://www.google.com/ig>

My MSN

www.msn.com sign in, click on add content button at upper right of page, click on "add rss feed" button at bottom of left column.

Google Groups (Usenet):

Searchable archive of more than 700 million Usenet postings from a period of more than 20 years.

Example: [cruisemaxinc](http://cruisemaxinc.com)

Community Management

Does Credibility Play A Part In Community Management?

Dental Credibility Example:

Dentist does all the rice university football players mouth guards

Do it well once, they we keep coming back.

Fred Reichheld of Bain & Co. Analysis shows that a 5 percent increase in customer retention rates results in a 25 percent to 95 percent increase in profits.

Community Management Plan

http://www.small-business-consultants.net/Downloads/web_marketing/Jays-notes-061004.doc

One Example Of Community Building Strategy

Implementing an email campaign can be one of the easiest and most effective community management tools you have and you don't have to be a techie to do it. In fact email marketing is:

- Inexpensive – just a fraction of the cost of direct mail or print advertising
- Effective – proactively communicate with your customers and prospects
- Immediate – create and send in an afternoon or less

Email marketing works for a variety of reasons

- It allows targeting (Must Segment Your Community)
- It is content driven
- It drives direct sales
- It builds relationships, loyalty and trust

Keep your business in front of current customers and prospects. Here are just a few of the things you can do!

Direct email – this might be an announcement of a special offer, a \$ off coupon for example or a reminder for service work.

Retention email – these typically take the form of newsletters and aim at developing a long-term impact on the readers. It should contain information that benefits the reader.

How do you start building a list?

A sign up window on your web site, telephone enquiry and at the checkout, in your store are 4 of the most obvious examples. Anytime there is an interaction with a customer there is a potential list building moment.

Is There A Difference In Writing Articles For A Product vs. Application Based Website?

Application writing is different than a product based site writing.

The following example of product based article writing: <http://www.easyrack.org/parking-lights-a-200.html>

This is an example of application based article writing: <http://www.rlldesign.com/parking-lot-lighting-t-37.html>