
Web Marketing Methods Checklist

Check all possibilities.

Offline Promotion

- Community events
- Direct mail
- Marketing collateral (brochures, spec sheets)
- Offline advertising
- Offline public relations and press releases
- Packaging
- Product placement
- Promotional items (specify)
- Site launch activities
- Stationery

Free E-Mail Techniques

- Autoresponders
- FAQs and packaged blurbs
- Group or bulk e-mail
- Signature blocks

Onsite Promotion

- | | |
|--|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Affiliate program<input type="checkbox"/> Automatic updates (specify type of content, such as date, quote)<input type="checkbox"/> Awards posting<input type="checkbox"/> Blog<input type="checkbox"/> Bookmark reminders<input type="checkbox"/> Calls to action<input type="checkbox"/> Chat room<input type="checkbox"/> Content updates<input type="checkbox"/> Contests, drawings, and games<input type="checkbox"/> Coupons and discounts<input type="checkbox"/> Downloads (e.g., postcards, sound effects, animation)<input type="checkbox"/> Endorsement logos (e.g., BBBOOnLine, TRUSTe, VeriSign)<input type="checkbox"/> Favicons<input type="checkbox"/> Forums (message boards)<input type="checkbox"/> Free offers (giveaways)<input type="checkbox"/> Guest books<input type="checkbox"/> Make This Your Home Page tool<input type="checkbox"/> Internal banners | <ul style="list-style-type: none"><input type="checkbox"/> Live events onsite<input type="checkbox"/> Logo<input type="checkbox"/> Loyalty program<input type="checkbox"/> Nonprofit donation marketing<input type="checkbox"/> Onsite auction<input type="checkbox"/> Onsite newsletter registration<input type="checkbox"/> Onsite search<input type="checkbox"/> Product reviews (onsite)<input type="checkbox"/> Rich media (audio, video, flash)<input type="checkbox"/> RSS (Real Simple Syndication) feeds<input type="checkbox"/> Samples<input type="checkbox"/> Social networks (onsite)<input type="checkbox"/> Surveys and polls<input type="checkbox"/> Tell a friend (send a link)<input type="checkbox"/> Testimonials<input type="checkbox"/> Viral marketing<input type="checkbox"/> Vlog (video blog)<input type="checkbox"/> What's New page<input type="checkbox"/> Wiki |
|--|--|

Online Promotion (Buzz Campaigns)

- Award site submissions
- Blogging
- Inbound link campaign
- Online press releases
- Podcasting

- Posting to chat rooms, message boards
- Posting to review and opinion sites
- Reciprocal links
- Social network pages
- Text messaging
- Viral techniques
- Vlogging
- Webinars or Webcasting
- What's New announcements
- Wireless marketing, text messaging, cell phones

Opt-In E-Mail Newsletters

Specify audience, frequency, and method.

- Own e-mail lists
Audience: _____ Frequency: _____ Method: _____
- Paid (subscription) newsletters or e-zines
Audience: _____ Frequency: _____ Method: _____
- Public mailing lists
Audience: _____ Frequency: _____ Method: _____
- Rental e-mail lists
Audience: _____ Frequency: _____ Method: _____
- Viral e-mail
Audience: _____ Frequency: _____ Method: _____

Search Engine Submissions

- Basic 3
- Directory submissions
- Industry engine submissions
- International search engines
- Local and map submissions
- Shopping search engines (free)
- Specialty search engines (for blogs, videos, images, and so on)
- Paid submission service
- Search engine optimization onsite
- XML feeds

Paid Online Advertising

- Banner advertising
- Banner exchange
- Classifieds online
- Google AdWords PPC and other options
- Newsletter sponsorships
- Nonprofit sponsorships
- Other PPC engines and directories
- Shopping PPC
- Site sponsorships
- Yahoo! Search Marketing PPC and other options

My 1-Page Online Marketing Plan

Company Name _____

Domain Name _____

Date _____ Prepared By _____

Product or Service _____

Competitors (4) _____

What Sets Us Apart (Value) _____

Marketing Tag _____

Price _____

Position or Place _____

Online Promotion

Online Target Market(s) _____

Online Marketing Goal _____

Measurable Online Marketing Objectives _____

Online Marketing Budget for 1 Year \$ _____

Marketing Mix

Tactic _____ When _____ Cost \$ _____

Tactic _____ When _____ Cost \$ _____

Tactic _____ When _____ Cost \$ _____