



# Website marketing

## MARKETING YOUR WEBSITE!

There are numerous tactics from a Marketing perspective when it comes to announcing a website release. Depending on your services/products and the industry you work in, strategy will vary. As with all things Marketing related, it's not an exact science.

At Merkley Marketing Group, we like to **simplify the assortment of tactics** and breakdown our approach into two distinct paths for our clients:

- The “Quick & Economical” Way
- The “Extended” Way (takes time & money)

### The “Quick & Economical” way

Here are 9 of ideas for those with **limited budgets** and resources looking for **quick results**:

- **PRESS RELEASE ON THE WEBSITE:** Assure there's a prominent link to the article on the homepage somewhere. Best place to post is on your Blog page. **We can help with that!**
- **VOICE MAIL MESSAGE:** Ask your employees to include a message about the new site in their voicemail message.
- **ON HOLD MESSAGE:** Announce your new website on your on hold message.
- **E-MAIL SIGNATURES:** Ask your employees to update their e-mail signatures with a message and URL (e.g. Visit our NEW website – <http://newwebsite.com>).
- **COMPANY EMAIL:** Send out a company-wide e-mail.
- **FACEBOOK:** Post a Link to the press release on your Facebook page.

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- **TWITTER:** Tweet the news.
- **LINKEDIN:** Update the status on your company's LinkedIn page.
- **ONLINE DIRECTORIES:** Submit your company & website to directories (Google, Yahoo). **We can help with that!**

## The “Extended” way

Have some time and a budget? Here are 11 ideas for those looking for a more strategic solutions:

- **ONLINE PRESS RELEASE:** Submit a press release to a PR website (PRWEb.com is a good one). We can help with that! **We can help with that!**
- **EMAIL MARKETING:** Reach out to your database of customers through E-mail Marketing announcing the launch & its new features (and why exactly they should visit). **We can help with that!**
- **DESIGN A CREATIVE FLYER.** Provide these handouts where opportunity arises (e.g., Trade Shows, client/vendor meetings, PR events). **We can help with that!**
- **BUILD A SECTION ON THE WEBSITE:** (e.g., yourbusiness.com/newfeatures) providing users with a tour of “What’s new?” Highlight key areas, provide FAQ’s & don’t forget feedback forms! **We can help with that!**
- **VISITOR INCENTIVES:** Provide incentive(\$) to visit the site. If you’re launching an e-commerce website, provide things like coupons and free shipping deals in your announcements. If you’re offering a service, give something away in exchange for a user’s information (White Papers, Free Website Analysis, Trial Account, etc.) People like free items, and the more incentive you provide to visit your new website, the more viral activity will be generated. **We can help with that!**
- **CAR SIGNAGE:** Create a car decal or have your website address, logo or tagline painted onto your vehicle. Every time you drive somewhere, you are exposing your business to countless new consumers, unlike other methods in which you may be advertising to the same people over and over again. **We can help with that!**

- **CORPORATE LITERATURE:** All of your company's business cards, letterhead, envelopes, faxes and invoices should display your website address, as well as appropriate email addresses. ***We can help with that!***
- **COMPANY APPAREL:** Similar to the promotional items listed above, t-shirts, polos and hats can all work to promote your company's web address while serving as a nice bonus gift for your employees and clients. Just make sure the clothing remains tasteful and clean, so that people will be thrilled to display your wares. ***We can help with that!***
- **SIGNAGE:** If you have on site signage opportunities, such as a mall, make sure to place your website address in large letters on your signage. This is an excellent way to have potential customers see the type of work that you do, become interested, and then visit your website to learn more. ***We can help with that!***
- **BILLBOARDS:** Same as above, more people are looking at website addresses versus a phone number these days. A person I spoke to just tonight who is a very non-tech person said he even realized that and it is now the FIRST thing he looks for and never pays attention to a phone number anymore on a billboard. If you have a website and have bought billboard advertising do not miss the chance to promote your online billboard . ***We can help with that!***
- **MAGNETS:** Want to keep your logo and site name in front of people? Hand out refrigerator magnets in your place of business. People use these to hold up pictures, menus, etc so it is a constant reminder when they go to the fridge. ***We can help with that!***

Whatever path you choose, don't underestimate the opportunity here.

Embrace your opportunity by committing at least a few hours to do some economical activities, and for those with further resources take it a step further and ***hire us to help execute some or all of these website marketing ideas. We would be honored to work with you!***

## SAMPLE PRESS RELEASE

Attached is a sample press release for the launch of your new website!

We have a non-watermarked version in Word & Pages format.

If you would like for us to send you one of these formats that you copy and paste, just email a request to [info@mmgwow.com](mailto:info@mmgwow.com).

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# Press Release

## A Digital Makeover

### A New Internet Presence!

**CITY, STATE DATE:** We are pleased to announce the launch of our brand new website! After months of hard work and dedication, we are delighted to officially announce the launch on **DATE**. The new site launch is available and the URL is **[HTTP://WWW.URL.COM](http://www.url.com)**

Our goal with this new website is to provide our visitors an easier way to learn about **COMPANY NAME** services and solutions and also to allow the visitor to browse information based on their own choice. Our current and prospective clients will find useful information about our services on the homepage of our website.

#### Amongst the new features the site contains:

- Integrated **social media share buttons** so visitors and clients can easily share our website page(s).
- The site is **responsive** so the complete website can be viewed on any device from smart phones to desktops.
- We have added **SSL for a secure** website interaction experience including secure form submission.
- **Social Media** buttons for easy access to our social media sites.
- Optimized hosting for **greater site speed**.
- **LANGUAGE TRANSLATION. - NOT ON ALL SITES**

We hope you find the new website with a fresh professional look, easy to access information and we also wish to establish this portal as a source of information for those who visit our site.

We would also like to thank Merkley Marketing Group who designed and developed our extraordinary new website!

For any questions, suggestions, feedback or comments, please E-mail us.

**NAME**  
**COMPANY**  
**EMAIL ADDRESS**  
**PHONE NUMBER**