

### ***E-Marketing Rule #1***

A marketing plan must include a description of your niche market.

Who will buy your service? When will they buy? What interests them? Why do they buy? You can't please everyone; focus on your niche.

And know how your niche market responds to your online presence. It's critical that you be able to print out detailed reports of your visitor's online habits. If you don't want to print the reports yourself, your website hosting service should send them to you as a courtesy.

Complete details online at [dgl.com/itinfo/2000/it000311.html](http://dgl.com/itinfo/2000/it000311.html).

### ***Wanna Sell to Techies?***

If IT folks buy your product or service, then you should sponsor ITinfo, the e-zine that reaches about 44,200 IT pros everyday.

Every sponsor advertisement receives top-of-message, exclusive placement.

**"I received your [e-zine] via our IT manager...Good Stuff."**

***Anthony Kalu, ITinfo subscriber***

Details and 12 more testimonials at [dgl.com/ad.html](http://dgl.com/ad.html).

### ***Reason #87 to Host with Damar Group***

Interviews with webmasters and online shoppers report that websites must load in 8 seconds or less. Any longer, and your prospective client will click away and surf to another site. That's a lost opportunity. To make your site load as quickly as possible, call Dave Murphy at 410.290.7000.



### ***What's The Information Superhighway To Me?***

The information superhighway is the federal government's moniker for the commercialization of the Internet.

What's the Internet? It's a global network of computers: some are personal computers, some are supercomputers. They're all connected using a shared computer language.

The Information Superhighway really does exist. It's expected that serious businesspeople will include both an email and website address on their cards. Keeping open the communication lines with our clients: staying in touch—the first benefit of the Information Superhighway.

As the authors of the hit book *The Cluetrain Manifesto* say over and over, business is a conversation.

Are you using Info Superhighway to create conversation with your clients? If not, call Dave Murphy, 410.290.7000. Don't wait any longer.

### ***Customers Speak Out***

**"Very helpful - individualized attention!"**

*Lauren Weaver, McCormick*

**"...check these guys out."**

*Michael Berkman CMSI*

**"Employees very personable and friendly."**

*C. W. Pickett II*

**"I found out everything that I needed to know."**

*Charlene Greaves, Spectera*

**"I learned a lot today. Everything I learned in the past makes a lot more sense now."**

*Wendy Brown, Trace Laboratories*

### ***We've Moved!***

Don't go looking for us on Patuxent Woods Drive...

We've moved our administrative address up the road to Elkridge. This change of venue reflects our focus to provide the absolutely best e-commerce and website hosting services.

We're committed to helping you make technology work for your business.

Send all correspondence and shipments, to our Elkridge address:

**Damar Group, Ltd.  
PMB 451  
6030-M Marshalee Dr  
Elkridge, MD 21075-5935**

Our new fax is 603.925.1110, but our phone numbers stayed the same: 410.290.7000 & 1.888.290.6200

### ***Do You Know Who Is Visiting Your Website?***

Are you getting regular printed reports about the visitors to your website and their interests?

What good is online marketing if you don't know how well it works?

With our service you will—and your reports come via overnight courier.

### ***Subscription Maintenance***

To add or remove a subscription, email [info@dgl.com](mailto:info@dgl.com). Past editions: [dgl.com](http://dgl.com).

### ***Where's the Author?***

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