

### ***E-Marketing Rule #3***

Rule #3: **create more than an online brochure.**

**1) Create depth of content** so your niche will experience your talent and knowledge in multiple, varied venues.

**2) Create more than an online brochure.** Do more than duplicate the text & images from your collateral, use the net's media for interaction.

**3) Interact with your niche.** Post html and pdf newsletters, e-zines, auto-response email addresses, questionnaires, and surveys. The web has interaction opportunities that rival oral and physical contact.

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**Always be open for new ways to sustain conversation with your niche clients.**

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#### **4) Give your clients media choice.**

Offer them options for receiving information: email, web, oral recordings, video recordings.

#### **5) Let your clients feel in control.**

This is an important interaction quality that all successful salespeople master either intuitively or through training. A prospect becomes a satisfied customer only if he feels in control of the sales process.

#### **6) Focus on your niche clients.**

Survey your clients to learn what they want to see on your site. Create content that helps your clients succeed. Be a *generous teacher*: share your knowledge with your clients.

#### **7) Add content frequently.**

At least once a week. It's super if you can add a new bit of news or a helpful article every day.

Complete details online at [dgl.com/itinfo/2000/it000414.html](http://dgl.com/itinfo/2000/it000414.html).

### ***Are You Findable?***

According to a recent poll, Internet users report that they search the Internet (57%) and look for product information (46%) more often than any other activity except emailing.

Can prospective clients find you online?

If you use the world's largest search engine to search for "super-fast website hosting", will you find Damar Group listed?

You bet you will.

Five of the top six links on page 1 send you to our site!

Now, if you type in ***your keywords***, will your site be listed? If so, are you at the end of the list: page 347? You're customers won't find you that way!

You won't be at the tail end if you use DGL's Internet E-commerce services!

*\*google.com is the world's largest search engine with over a billion webpages indexed.*

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

**"I highly value the website activity reports Damar Group sends me. The printed reports are easy to read — they tell me who is visiting my site and which pages pull best. I use the reports to make better business decisions about my company's online marketing."**

*Dave Fitton, Marketing Partners, mpus.com*

**"...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*

### ***Reason #291 To Use DGL's E-Commerce Services***

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—a lost opportunity. Webpages should load fast. To learn how, call Dave Murphy, 410.290.7000.

### ***E-Commerce Glark***

Internet users ranked searching as their most important activity, awarding it a 9.1 on a 10-point scale. The next most important activity ranked only 6.3. (Jupiter Research, 1999).

42% of those who bought from online retail sites arrived via search engines (NFO Online Retail Monitor, October 1999).

### ***Are You Guessing At Your Business Decisions?***

Do you know what your clients want to see on your website?

Do you even care? Of course you do!

How can you target your market if you don't know what it wants?

With DGL's Internet e-commerce service you'll know for sure what your clients want. And, the highly-detailed reports (charts included) will come to you via overnight courier—**for free!**

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