

# HOW THE WORLD WIDE WEB CAN HELP YOUR BUSINESS



Special Report

# WHY YOUR BUSINESS SHOULD BE ON THE WEB



These days more and more companies are discovering the benefits of establishing a presence on the World Wide Web. This takes many forms, from an online brochure used to compliment conventional promotion; through to market research and customer service; right up to fully fledged online catalogues or e-commerce solutions - where customers can actually order goods online.

In whatever form it takes, companies are finding the web an excellent resource. This is backed up by research, which indicates that over 70% of large UK businesses are making use of the Internet. This high percentage is quite an achievement in such a short time. From small beginnings the web has grown at a tremendous rate making it the fastest growing medium of all time. In 1996 online sales figures were only 2.8 billion. This has grown dramatically and is expected to reach 45 billion sales this year. What's more, by the year 2005 it is predicted that 50% of all credit card transactions will be made over the Internet. Add to this the fact that the number of people shopping online is increasing by 230% annually, and I'm sure you can see the huge potential of the web for your business.

Other attractions of the web include its low start up cost; its flexibility and its huge global market which is estimated to consist of 100 million people. No other media offers such a huge audience at such a low cost. What's more, the web gives any business the opportunity to expand its operation to international dimensions without the costs normally associated with setting up such an operation. It also allows the small business, to compete on an equal footing with large multinational corporations. In fact, in the UK, it is the small to medium enterprise sector (SME) working in conjunction with web developers who are making the best strategic use of the web - overtaking large business in the process!

We can help your company to do the same. We are a marketing oriented Web Development agency who can help your company realise the full potential of the Web. We are experts in graphic design, copywriting, digital technology and direct marketing. Our unique approach allows us to give you a professionally designed site for a fraction of the price charged by other agencies. What's more, we offer a unique money back guarantee if you are not completely satisfied - no other agency has the confidence to offer such a guarantee!

Your company has the opportunity to gain a huge advantage over your competitors. Over the next few years the Internet is going to completely change the way we do business. It is probably the most important development in business and communication in the history of this planet. However, because the Internet is developing at such an amazing rate -those companies who put off entering the world of online commerce may never be able to catch up with their more forward thinking competitors.

# INTRODUCTION

## TO OUR COMPANY & SERVICES



We are a web development company, whose principal goal is to help small to medium enterprises (SME) harness the full potential of the world wide web.

We are a specialist marketing orientated agency and have a unique approach to developing your site. By combining our expertise in graphic design, copywriting, technology and direct marketing we are able to provide you with the most effective solution for your web site.

At a time, when the average fee for a 4 page web site is £1000.00 - £4000.00, our unique approach to web site development, means our prices - which start from £199.00 - are extremely competitive.

We are able to keep our prices low because of efficient working practices and low overheads due to our S.O.H.O. office environment. We also realise that as a new agency without a reputation to fall back on we must be more competitive than more established companies. However this does not reflect the quality of our work. This is of the highest standard anywhere in the world.

Just take a look at our own site to judge for yourself and compare us with other agencies. While there may be companies that can match our prices and others that can offer comparable designs - there are none that can offer both.

When this is combined with direct marketing skills to make the most of your site we believe our services cannot be beaten.

We can offer a complete service. In addition to basic design we can provide the latest technologies such as javascript, animation, dynamic html, database programming as well as audio & video on your site. We also provide, Internet connection, web hosting, domain name registration and Internet marketing services.

On top of this, we believe we are the only agency in the UK - maybe even the world - to offer a guarantee on our work.

How many other agencies have the faith in their abilities to offer such a guarantee.



**So why are so many companies getting online? The answer is because no other method can bring so many benefits and reach so many potential customers at such a low cost!**

**In a recent survey, 70% of companies questioned reported enhanced corporate image as a result of the Internet. 57% reported increased efficiency and 50% reported improved quality of service.**

**From a marketing perspective, the web offers an unparalleled opportunity for your company!**

It allows you to set up an online brochure or catalogue, in a global market place estimated to consist of 100 million potential customers which is growing at a rate of 10% per month.

Information about your products and services would be available to this huge market 24 hours a day, 7 days a week.

An online commerce solution would allow credit card orders to be automatically processed online around the clock.

It gives your company the opportunity to trade internationally, on a level playing field with large multinational corporations.

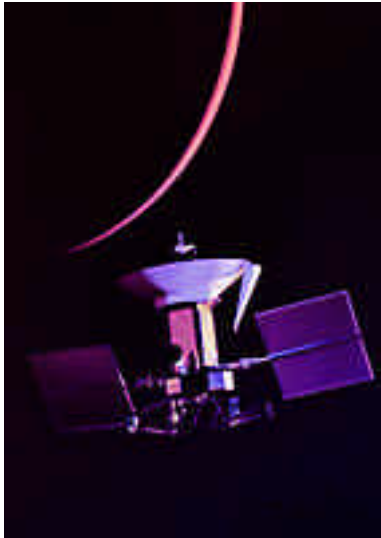
It is flexible enough to benefit all areas of your business, such as sales, marketing, customer service, market research, order processing and much much more.

All promotional material on the web can be updated instantly thereby increasing efficiency and reducing print costs.

Due to the low costs involved, only a few responses are enough to make your site profitable.

It can be used in conjunction with other existing promotions such as direct mail; press releases; adverts; posters; leaflets etc. Just direct enquires to your web site for further information or to process orders online.

# USING TECHNOLOGY AS A MARKETING TOOL



Probably the greatest reason for the web becoming the main sales & marketing channel of the future will be due to the fact that the technology that gives the web its interactive nature can be used as a highly effective marketing tool

Modern marketing strategies are based on database analysis, profiling, targeting and relationship building. In other words finding out who your customers are; finding their needs and likes; and creating a database from this valuable information. You are then in a position to direct, highly targeted offers on a regular basis that they are most likely to respond to and thus building up a long term relationship. The web offers an unparalleled opportunity to do this and much, much more.

When someone visits your site, they bring with them certain information about themselves. From this information you can start to build a database. Using a special computer language known as javascript, it is possible to recognise that person when they return to your site and greet them with a personalised message.

This could simply be to welcome them by their name and direct them to parts of your site that have been updated since their last visit. Or it could be used as a sales tool to direct them to special offers they would be interested in, based on previous visits.

For instance, when someone comes back to your site a second time, you know they must be interested in what you are offering, so you could give them an extra incentive by giving a discount if they place an order there and then.

This type of targeting is used extensively in direct marketing; and allows you to offer the products your prospect is most likely to respond to. However, with the Internet it can be done automatically and to a far higher degree of sophistication.

I am sure you can see the enormous possibilities of this. When you add to this the fact that purchasers spend more on their second and subsequent visits to a site than they do with their first visit - nearly twice as much in fact (source Internet mag 3/98) I am sure you can see the enormous possibilities.

The world wide web offers one of the greatest business opportunity of all time. By getting involved now, you will be able to learn the strategies and techniques that will bring unparalleled success to your business in the years ahead.

# GETTING CONNECTED TO THE WORLD WIDE WEB



**A Computer:** You will need an IBM compatible PC, capable of running Windows or an AppleMac that can run OS 7.5 and above.

**A Modem:** This connects your computer to the Internet through the telephone network. They cost around £100 and come in various speeds. At the present time the most popular are 28.8 & 36.6.

**An Internet Service Provider:** These are companies who connect you to the Internet through their network. They supply you with the software that instructs your computer & modem to automatically dial a special phone number, whenever you want to connect to the Internet

### Extras you need to get on the World Wide Web:

**Web Space:** Many service providers, give you a certain amount of free web space with your connection. However, this usually has a limited capacity and is not really suitable for a professional site. We provide you with hi-speed, commercial webspace, that will enhance the experience of visitors to your site.

**Web Site Developer:** You may be tempted to design your site in-house. However this is a very specialised area and should be left to professional developers. Besides, after purchasing the necessary software; learning how to use it; taking the time to design the site; then making the necessary changes so that it actually functions properly on the web - you will find it is more cost effective to use an agency. How to select an agency is described on the next page.

# HOW TO CHOOSE

## A WEB DESIGN COMPANY



The first and most important step involved in setting up a web site, is choosing the right web developers. However not all agencies are the same!

Most web designers come from creative and advertising backgrounds. As such they are well suited to producing sites that look good and increase brand awareness. This is fine for larger business clients - however small businesses require direct response from their advertising.

Web page design is a very specialised area. It is a cross between graphic design, programming, copywriting and marketing. However different agencies have different strengths and weaknesses.

As the main purpose of a business web site in the SME sector is marketing. The overriding factor in deciding on an agency is whether they can develop your site as an effective promotional tool. Therefore out of all the abilities an agency should possess, by far the most important is direct marketing skills; because without applying effective marketing techniques to the site - a good design will be of little use for your business.

### How Do You Judge An Agencies Ability

The work that the agency has done will be available for you to view on the web. The web site of most agencies will have a list or portfolio of their clients sites. These will show either direct links to the current clients or displays of the designs they have produced.

The exception to this rule is new start up agencies. In this case their own web site is the best sample of their work. In the absence of a portfolio, they should have a style guide showing the types of designs they can produce. There should also be at least one or two real examples of their work.

These new agencies can be an extremely valuable resource for getting professional quality sites at well below their true market value. This is because although the agency may have the expertise - they do not have a reputation to fall back on. They therefore have to reduce their prices until they build up their name.

**This is good news for you!!!**

# INTERNET TRENDS

## AND STATISTICS



According to the CBI, within the next 10 years, online commerce could overtake high street sales.

10% of the UK has Internet access. This figure is doubling every year.

During 1997 the number of people on the Internet doubled. By the end of that year, there were estimated to be 100 million people on the Internet 18.75 million were from Europe. (source NUA).

Electronic Commerce in the UK will exceed £2.73 billion by 2001. That's a growth rate of 109% since 1996.

In a recent survey 70% of large UK companies are using the Internet 70% of those questioned, reported an enhanced corporate image as a result of using the Internet 57% reported increased efficiency and 50% reported improved quality of service. (Source: Cambridge News Online)

By 2005, Internet transactions will account for 50% of the credit card market. (Source Killen & Associates)

The number of people shopping online is 8.6 million. This will increase by 230% annually.

\$10 billion worth of Internet trading last year will rocket to \$96 billion this year

Online sales grew from 2.8 billion in 1996 to 13 billion in 1997 and are expected to grow to 45 billion for the 1998 financial year. (Source: Active Media).

In UK SME are overtaking large businesses in strategic use of the web.

3.5 Million people in the UK have used the Internet in the past six months. 1.5 million are regular users.

# A CLOSER LOOK

AT SUCCESS ON THE WEB



Amazon.Com is an online book retailer that is valued at \$120 million. It is one of the most successful examples on the Internet. Within a few months of starting it became the largest book store in the world. They encourage participation by inviting shoppers to submit book reviews. The UK version of Amazon.Com is Book Pages. This company has a loyalty points scheme to encourage customers to come back and therefore create a community around their site.

Computer manufacturers Dell sells over two million dollars worth of equipment every day. Its success is due to using a built to order model. This allows customers to purchase a bespoke computer which has been built according to their specification. E.g. this amount of internal memory, that size of hard disk and the other type of casing. These details are all submitted and processed on-line.

Another great success in the UK has been Internet Music Shop. This is an online retailer of music CD's. The business which was launched in May 1996 has been valued at £2.2 million. They have succeeded in creating a strong online community around their site with 40% of their orders coming from existing customers. Their site attracts 1000 visitors a day, and from this number 5% place orders. This is way above the industry standard in mail order which is one to two per cent. This goes to show the power of the Internet as a sales channel - when things are done right!

You shouldn't forget the international aspect of your business either. A US clothing company sold US\$350 million in Japan without having a single office or employee in that country. Obviously this will be inspiring to the many manufacturing companies and their representative companies.

More traditional businesses are also finding success on the Internet. In the US which precedes the UK in business trends - many small businesses are finding that 40% - 50% of their business is now coming from the Internet.

However a surprising success story was that of a local butcher who started selling speciality meats through the Internet and the business took off to such a degree that he closed down his shop and now trades exclusively over the Internet. The diversity of businesses that can and are currently benefiting from the Internet is endless

# OPPORTUNITIES ON THE WORLD WIDE WEB



**On line company brochure:** Having your company brochure put onto the Internet means it can be viewed 24 hours a day, 7 days a week.

**Attracting New Customers:** With over 100 million people connected to the Internet and a far larger number with access through work or friends, the web offers an excellent opportunity to advertise your products and services - opening up many new international markets that you may not have considered before.

**Sales Channel:** This is also known as E-Commerce. It is the real future of the Internet for businesses, involving automated sales & order processing and thereby reducing overheads & man hours.

**Combined With Traditional Advertising Techniques:** The most successful companies on the web are those that make the Internet part of their over all marketing strategy.

**Customer Service:** In addition to using the Web to generate sales directly, it offers an excellent means of servicing existing customers in a more efficient way.

**On Line Catalogue:** This is an extension from an on line brochure combined with a sales channel. An on-line catalogue will have a far larger selection of goods for sale and this will be combined with an online database and a method of purchasing on line.

**Relationship Marketing:** Modern marketing strategies are based on profiling, targeting and building a relationship with your customers. In other words finding out who your customers are, finding their needs and likes, building a database and targeting offers that are most suited to them on a regular basis and thus building up a relationship. The web offers an unparalleled opportunity to do this and much, much more.

**Market Research:** find out what your target audience want: Related to the above is the use of your web site as a market research tool. A feedback form is an essential part of any web site. This allows visitors to express their opinions about the site and your products or services

**Export:** Opening New International Markets One of the greatest advantages of the web is its ability to promote your business on a global scale. It makes it far easier for companies to do business around the globe for a fraction of the price of conventional methods.

**Winning New Contracts:** If you are in a business where you are involved in competitive tendering, then the web can be used to increase your exposure and give you the opportunity to compete for more contracts.

**Lead Generation:** The web is an excellent means of generating new leads. Because your prospective customers will be able to see your products in full detail, they'll be well informed & highly targeted prospects.

**On-Line Info For Mobile Sales Force and Telecommuters:**

Telecommuting offer substantial cost savings and higher productivity. Additionally the mobile sales representatives can be updated with the latest product developments using the web in conjunction with a portable lap top computer and a mobile phone.

**Job Opportunities:** A major use of company web sites is recruitment. Many corporate sites now have whole sections devoted to employment opportunities within their company. If your company frequently advertises for new staff this is an excellent way to recruit. This is especially true if you are direct sales company and need a constant supply of new recruits to keep your sales up.

# GETTING STARTED & DEALING WITH AGENCIES



## THE BRIEF:

The first thing you must do when choosing a web developer is to sit down and consider exactly what you want from your site. This should be committed to paper and is known as a “design brief”. The brief should answer the following questions:

### *What is the purpose of the site?*

(e.g. on-line brochure, on-line sales, advertising, marketing etc.)

### *What is the target market for the site?*

(e.g. what is the profile of your typical customer. Sex, age, interests etc.)

### *What should the site look like?*

e.g. What is the character of the site: business like, fun, trendy etc.)

All these questions should be answered in detail on the brief which should be no less than a full A4 page. The brief will be used by the agency to create a site to fit your needs – so you need to give this important document some careful consideration.

## WHO'S DOING WHAT?

A web site consists of many different components. The main ones are copy (text) and images (photos, logos, illustrations & diagrams) and it is the designers/developers job to make sure all these components fit together in an aesthetically pleasing way that projects your image and message in the most effective manner.

**Copywriting:** The text or content for the web site is usually supplied by the client. The job of a good agency is to edit this text into a sales and marketing format that effectively gets the message across and elicits a response such as an enquiry or order.

If you want the agency to do all the copywriting from scratch, you will need to provide another brief and give some background info about your company, products and services.

**Images:** This is usually left to the designer, as the look and feel of the site will be determined by the images. It is the job of the designer to find or create a visual image or images that represents the message that the site is trying to portray. This will be the focus of the main page. However, the rest of the site will require images to support the text – such as photos of products, key personnel, services being carried out etc. - you will need to supply these yourself.

# THE INGREDIENTS

## FOR SUCCESS ON THE WEB



In traditional direct marketing there are 3 main elements that can affect the outcome of a campaign.

These three elements also affect web marketing. These are shown compared with web marketing below together with

Element	Direct Mail	Web
Targeting	40%	33.3% - 35%
Proposition	40%	33.3% - 35%
Design	20%	30% - 33.5%

Basically this means you have to make the right offer to the right prospects and present it in a professional & effective manner.

The variation between direct mail and web marketing is due to the nature of the web. The reason for this is that unlike a mailshot which just arrives through your letter box - on the web, the person must make a conscious decision to visit your site.

They will also have to pay telephone charges while they are viewing your site. The other factor is that people browsing the web have a far shorter attention span than people reading direct mail. Therefore if your site isn't visually attractive and interesting enough to immediately gain their attention - they will move to another site.

One factor not included above which is extremely important in any form of marketing but which cannot be controlled is TIMING - e.g. when a person is ripe to receive your offer.

However on the web - you have the means to take advantage of this element. When a person decides they are in the market for your type of products they can turn to the search engine and get a list of companies supplying what they want. They can then view the full sales material instantly and if you offer online ordering can place the order there and then.

This introduces another direct marketing concept - more sales result from getting your promotional material to a prospect WHEN THEY ARE HOT. In other words the moment they decide they want it. Only the web can offer this.

Over the next few pages we will look at the 3 main elements in more detail

# TARGETTING

## ONLINE DIRECT MARKETING



### **Search Engines:**

The first place anyone looks when trying to find something on the web is one of the numerous search engines. These are on-line searchable databases that list web pages submitted to their indexes.

### **Reciprocal Links:**

By making an arrangement to link your site to a similar online business as your own and vice versa - both parties can attract potential customers that they otherwise would not have received. This has proved an extremely effective promotional method.

### **Affiliate Programs:**

This is a method of paying a commission to other web sites for promoting your goods or services with a link to your site. This method is used by Amazon.com - the most successful retailer on the web.

### **Newsgroups & Mailing Lists:**

These are on-line discussion groups which focus on a particular subject. By participating in these discussions you will have a very effective and highly targeted method of promotion. However you have to be subtle as no blatant advertising is tolerated.

### **Banner Advertising:**

This is a straight forward advertising method, where your advert is displayed as a banner at the top of a successful web site. There are various methods of payment.

### **Bulk Email:**

This is using email lists in the same way as a direct mail list. Using carefully targeted lists or opt in lists where the recipient has asked to receive information on a particular subject you can achieve excellent response rates which are way above conventional direct mail levels.

### **Content Providers:**

In addition to connecting you to the Internet, some Internet service providers also have online forums. These can be used in the same way as newsgroups to submit articles associated with your products that subtly encourage people to visit your site for more information.

### **Conventional marketing:**

This includes direct mail, press releases; advertising, posters, leaflets and stationary. These should all contain your web address for people to find out further information.

# THE PROPOSITION

## CONTENT AND COMMUNITY



Content & community are two of the most important concepts to the online marketer.

Content is all the information that makes up your site. It can also be expanded to include everything else included on your site such as links, images & buttons etc.

Community is the group of people who regularly visit your site and view it as a useful resource . This is important for a number of reasons:

- They Bring in new customers through referrals
- Increase your brand
- Maintain customer loyalty.

The content of your site needs careful consideration. This is the reason people are visiting your site.

They are looking for good information. You should decide what information you want to include at the brief stage. Alternatively you can complete your brief and let the agency advise you on suitable subjects.

Due to the enormous amount of information already on the web, you need to make yours stand out from the crowd. Therefore not only do you need to get your message across - but you have to do it in a unique and compelling way.

This will encourage visitors to return on a regular basis to your site which should result in a purchase. They then become a member of your community. Here are a few suggestions for interesting content:

- Product/Service Sales Information
- Info & contact details for key personnel
- Price list, ordering & information
- Technical specifications
- Annual Report/Accounts
- Product Research & Development
- Free Reports To Download
- History of your company, product, industry
- Articles/Press Releases
- Competitions/Online Games
- Links to other related sites & resources
- What's New: latest updates on your web site
- Frequently Asked Questions
- Free Online or email Newsletter

Once you have decided on the content, it is the job of the agency to edit your text into marketing copy. This is the use of words to enhance the appeal of your product by emphasising the Unique Selling Proposition (USP) and appeal to the "what's in it for me" factor (WIIFM) of the potential customer.

The unique selling proposition is the benefits that make your offer stand out from your competitors. These benefits could be lower price, better service, longer warranty, interest free credit, hand crafted etc., etc., etc. These benefits must answer the basic motives of the prospect, which is - "what they are going to get from the product" These factors are put together using the AIDA formula, which is as follows:

**ATTENTION**  
**INTEREST**  
**DESIRE**  
**ACTION**

This formula builds the copy up to a peak of persuasion, leading the casual visitor, step by step, up to the point where they can be directed to take further action such as placing an order or contacting you NOW.

# EFFECTIVE DESIGN

## AND VISUAL COMMUNICATION



The main purpose of the design is to attract attention, give a professional image and support the message you are trying to convey in writing.

There are arguments for doing the design in-house. However Web page design is a very specialised area. It is a cross between graphic design, programming, copywriting and direct marketing. It is difficult enough trying to find an agency with these skills, let alone finding the talent in-house. If your web site is going to become a major focus of your business, then it may be worth considering hiring someone full-time with the necessary skills. However, it is probably more cost effective to use an agency.

Badly designed sites reflect badly on your business. Even if the site looks presentable - unless it follows the rules of web marketing, image handling, copywriting and the many other aspects of web development - it will not do its job.

As we have already mentioned. The reason that design is more important than in conventional direct marketing is because people are choosing to visit your site and paying phone charges for the privilege of doing so.

By providing them with a visually attractive, entertaining and informative site, they will be sure to return. In fact people will revisit a well designed and interesting site for these factors alone.

If you are providing photos, choose those that are interesting and inspiring. If you already have a connection to the Internet, you can visit the photo libraries listed below and choose photos you like.

<http://www.photodisc.com>

<http://www.photostogo.com>

<http://www.stockmarketphoto.com>

# STEPS TO SUCCESS

FOR YOUR COMPANY ON THE WEB



1. Prepare a design brief detailing exactly what you want to achieve from your site.
2. Prepare the copy or text for your site. This should be written using direct marketing copywriting techniques either by yourself or the agency
3. Select images for your site. These can be existing photos or chosen from an online photo library.
4. Choose a direct marketing orientated web developer.
5. Submit your site to the 6 top search engines & directories. Yahoo, Infoseek, Excite, Alta Vista, Web Crawler and Lycos.
6. Use web marketing strategies to attract visitors to your site such as reciprocal links, direct email, newsgroup and listserve postings etc.
7. Combine online marketing with conventional promotion such as direct mail, advertising and include your web site address on all business correspondence
8. Include an online form for your prospect to respond to your offer. Either to place an order or request more information.
9. Build up a database from enquiries. Offering a free report on the subject of your products or services that can be downloaded, is a good way to build up a database of qualified prospects.
10. Email your database regularly to keep them informed of new developments and offers. Alternatively produce an online newsletter for the same purpose.

# HOW WE CAN HELP

YOUR BUSINESS ON THE WEB



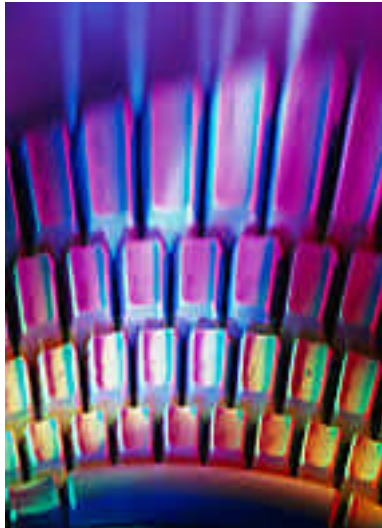
We are a specialist marketing orientated agency and have a unique approach to developing your site. The problem with most companies is that they do not know what they want from a site. This is quite understandable as it is a new medium and unless your business has actually experienced the web you won't know how it can best serve your company.

This is why we offer a low cost starter package that allows you to test the water without it costing the Earth. This gives you the opportunity to see what the web has to offer and most importantly find out exactly how the medium can help your business. From this information you will be in a position to implement the best Internet development strategy for your company.

This eliminates the situation encountered by 95% of companies getting online for the first time - paying out a small fortune for a site that isn't what they wanted. It is only after they have been using their site for a while that they realise what they really need.

This is usually a completely different direction from what they thought they wanted at the beginning. They are then faced with the choice of either paying out another large bill for the site to be redesigned or leaving it as it is and having a site that doesn't serve a useful purpose. In both cases they will have wasted a considerable amount of money.

With our package you do not have this problem. What's more once you see the potential of the web and understand how the medium relates to your business you will be in a better position to develop your site in the best way.



### **Web Site Design & Maintenance:**

Presenting your goods and services in the most appealing way that will generate a response from potential customers is a very specialised skill. We are one of the few agencies with the necessary direct marketing experience who can effectively do this. When this is combined with our copywriting & graphic design abilities, together with our unique moneyback guarantee - we are your best choice for an effective web presence. Once your site is up and running we can update it with new information; special offers and promotions at very competitive rates.

### **Web Space:**

For a professional site you need to use commercial web space. We can offer the highest grade commercial space on high capacity bandwidth using fast NT servers. Our hosting offers unlimited webspace, unlimited sub-domains, access to your own cgi-bin and full ftp access.

### **Internet Connection**

The first step to getting online is a connection through an Internet Service provider (ISP). We can also provide this for FREE as a service to our customers.

### **Domain Name Registration:**

This registers your company name or an abbreviation of it as belonging to you. This gives a professional image for your company and allows people to find your name by typing in your domain name. E.g. <http://www.yourname.co.uk>.

### **E-Commerce**

The most productive use of your web site is to be able to accept orders online. This requires a secure server and shopping cart software. This allows credit card details to be authenticated and processed online. This type of set up may also be linked to a database so products, prices and specifications can be updated dynamically. An E-Commerce solution would normally cost several thousand pounds. However we can set it up for a fraction of this price.

### **Web Marketing:**

This covers a number of techniques. The most basic is search engine submission. However we can also arrange to establish reciprocal links, direct email campaigns, banner advertising, press releases, newsgroups marketing.