

Marketing your Internet Services

The purpose of this section is to give you some ideas and tips on how to market and grow your Internet service. In addition to some proven marketing programs and techniques, we have included actual samples of marketing materials for you to customize. We hope you find this information useful. We look forward to working with you and achieving success in our partnership.

Getting Ready

To properly launch a new product or service, you need to make sure that you are prepared. There are several things that we suggest you do to prepare your company to offer quality Internet services to your customers. We have outlined these important steps below, as well as the suggested timeframe for completing them.

Establish a plan

Suggested Timeframe: 2-3 months prior to launch

Develop a complete marketing plan for your new Internet service. Since you have already made the decision to enter the Internet business, much of this work may already be done. Some things that you want to make sure you have included in your plan are

- ◆ **Set Goals and Objectives.** Take the time to determine what you want to accomplish by offering this service, and what means you will use to achieve those goals. Some examples are: increase customer loyalty, increase revenue, or increase the number of customers. It may be one of these, all of these, or something totally different. In any case, make sure you establish what your goal is for offering Internet services.
- ◆ **Establish Communication methods.** Determine how you will communicate to your community that you are offering a great new Internet service. Determine which methods you will use, how often, and when. We will go through most of those methods, but you will need to determine what works best in your market. Compare each method for pricing, audience demographics, and reach in order to determine which ones will give you the most impact for dollars spent.
- ◆ **Determine a Schedule.** Decide when you are going to utilize each method and for how long. This will help keep you focused. Design and implement a schedule of communications to help you manage your time and resources. To introduce your services, you might want to make a big splash, that is, an initial awareness campaign. You can do this by focusing a large portion of your advertising and Public Relations (PR) efforts to launch your services. This will serve to get your name out there and raise interest in your products and services. However, don't ignore the maintenance of your name and products. Try to run advertising or utilize PR strategies consistently throughout the year. The more you market your services, the more successful you will be.

Below is a sample 3-month communication schedule. Keep in mind that this schedule will vary greatly depending on your budget and what opportunities are available in your community.

DATE	COMMUNICATION METHOD	COMMENTS
November/December	Yellow Pages	Place ad in community yellow pages for the year
December	Web site	Make sure Web site is updated with new services and added functionality
January 3	Press Release to Local Newspapers	Introduce new Internet services
Week of January 3	Weekly/Daily Paper	Full page ad
Week of January 10	Weekly Paper/Daily Paper	Full page ad
January 10	Bill Stuffer	Delivered to customer base with special introductory offer
Week of January 17	Weekly/Daily Paper	Full page ad
Week of January 24	Weekly/Daily Paper	Full page ad
Month of February	Local Popular Radio Station	Advertise services in morning drive time spots or most listened time frames
Week of February 7	Weekly/Daily Paper	½ page ad
February 14	Internet Article	Contact local newspaper editor to get article published
Week of February 21	Weekly/Daily Paper	½ page ad
Week of March 6	Weekly/Daily Paper	½ page ad
March 13	Direct Mail Campaign	Start direct mail campaign targeted at residential customers with special offer
Week of March 20	Weekly/Daily Paper	½ page ad
March 27	Quarterly Newsletter	Publish and send out quarterly newsletter to all customers

♦ **Establish a Budget.** Establish a budget that will help you accomplish your goals and keep it in mind. Don't allow yourself to spend more than you have budgeted unless there are clear benefits to doing so.

If you utilize these four points, you will have a clear plan for what you need to do and when. Establish realistic goals and objectives to measure your success. Consistently gauge the results of your campaign and how much has been spent so you can decide if anything needs to be changed. Be prepared to change your plan if a particular method does not work for your market.

Order Materials

Suggested Time frame: 4-6 weeks prior to launch

Order any marketing materials you need to support your new services. It is important to portray a positive and professional image to potential and existing customers. The appropriate marketing materials can help you do this. If you are a brand new Internet Service Provider, you will first need to develop a name and logo for your company. If you already have a core business, consider adding Internet services onto your current materials. Some things to consider:

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|------------------------------------|-----------------|
| -Business cards | -Press Releases |
| -Stationery | -Advertisements |
| -Product information and brochures | -Bill Stuffers |
| -Company information/who you are | -Web site |

Business cards and stationery can be done professionally through a local printer. If you have a smaller budget, can develop your materials in-house on a color printer or purchase pre-designed materials and simply add your name and logo. However you create these items, make sure they have a professional look. You never get a second chance to make a first impression.

Keep Everyone Informed

If you have existing employees, and Internet services are new to your current core business, make sure your employees know what services you are offering, why, and how. Your employees are one of your best sources of referral advertising. If they are kept informed and understand the positive impact this will have on your business, it will be easy for them to talk to their friends, family, and customers about your new Internet services.

Marketing Your Services

Advertising

Advertising is a valuable form of communication that works well with other marketing tools to create strong brand awareness. Below are some pointers on how to make sure your advertising is effective:

- ◆ **Make sure your ads coincide with your business positioning.** Along with a listing of meaningful features and benefits, a good positioning strategy ensures identification of the correct target audience for your advertising. It can provide reasons why the product is superior and unique, along with an advertising "personality." An example of a positioning statement is "(company name) is your quality provider of Internet services from a trusted leader in the community".
- ◆ **Communicate a simple, single message.** For print ads, the simpler the headline, the better. A disadvantage to print advertising is that not everyone bothers to read it. The headline message must grab the reader's attention at first glance. Every other ad element should support the headline message, whether that message is "price," "selection," "quality," or any other single-minded concept.
- ◆ **Stick with a likable style.** Ads also have personality. Find a likable style and personality and stay with it for at least a year to create instant name and brand recognition. Changing ad styles and personality too often will confuse potential buyers.
- ◆ **Remain credible.** If you say your quality or value is the "best" and it is not, advertising will speed your demise, not increase your business. Identifying and insulting the competition is also potentially confusing and

distracting. This tactic may backfire on you by making buyers more loyal to competitive products, not less.

- ◆ **Call to Action.** Invite buyers to call, send for information, or come to your Web site. Provide easily visible information in the ad so potential customers can order your service: location, telephone number, when to call, etc. Make sure you double-check this contact information when you proof the ad.
- ◆ **Make sure the ad is competitive.** Do your homework. Examine competitive ads in the media that you are planning to advertise in. Make sure your ad stands out from these. You can use personal judgment, test ads with a small group of target buyers (i.e., qualitative research), or do more expensive, sophisticated quantitative test methods. Compare ads for uniqueness, memorability, credibility, and incentive to purchase.
- ◆ **Make sure the ad looks professional.** If you have the time and talent, computer graphics and desktop publishing software can provide professional-looking templates to create polished and professional print ads. Consider obtaining writing, artistic, and graphics help from local agencies or art studios that have experienced professionals on staff or creative computer software in-house. They may save you time and money in the long run with better results. Electronic ads (e.g., TV, radio, Internet) and outdoor ads are best left to professionals to write, produce, and buy for a fee or percentage of media dollars spent.
- ◆ **Be truthful.** Whatever advertising medium you select, make sure your message is ethical and truthful. There are stringent laws regarding deceptive practices and false advertising.

Here is a list of media that you can use for advertising your Internet business. These are just options. You know your market the best. Based on your knowledge, you will have to choose which methods you will use for advertising your services. Keep in mind that almost all rates for advertising vary highly based on the form and are also negotiable. Make sure you ask!

Bill Stuffers/Invoice

If you bill your customers for other services, consider adding a small insert into your billing package. This is an extremely popular and successful way of advertising. Best of all, bill inserts are relatively inexpensive, since you already send mail to your customers each month. This insert can advertise the introduction of your new Internet service, or add-on services such as Commercial Web Hosting. It can offer a special promotion, or simply serve as a reminder about your services offered. You may also be able to add a few lines of text onto your current invoices to promote your Internet services.

Newspaper

There are national, regional, state, and local newspapers that you can use to advertise your service. You can use display ads or classified ads. Display ads are the typical ads you see in the newspaper (the local department stores use display advertising) and are usually priced per column inch. For example, a 30-column inch

ad is approximately ¼ page. Classified advertisements are where people advertise to buy and/or sell goods and services. Classified ads will be less expensive but not as eye-catching or effective.

Radio

Local radio can be a very cost-effective option for advertising. Every day your current customers—and your competitors' customers—listen to the radio. They listen at home, at work, during leisure activities, and in the car. This is a perfect time to advertise to a captive audience.

With cost efficient radio advertising, you can afford to deliver your message frequently to influence today's busy customers. Call your local radio stations to establish a relationship and inquire about their radio advertising prices. Some radio stations might also be interested in sponsorship partners for local events, or you may be able to trade services with them. For example, see if they are open to trading a certain number of spots per week for several free Internet accounts. Ask the station to recommend the best time slots for your targeted audience. They will know what customer demographics listen at what times. Endorsements by local radio personalities can be particularly effective.

Cable TV

Regular, broadcast TV advertising is expensive. With prime-time 30 second commercials in medium-sized cities costing several thousands dollars each, broadcast TV ads are out of reach for most small and medium sized businesses. Cable TV, however, can provide a cost-effective solution. Over half of all American homes subscribe to cable. Your local cable operator may even have the ability to send your commercials to specific parts of town and neighborhoods.

Cable rates, like everything in media, are highly negotiable. The zones you choose to send your spots to, the size of your town, and the time of year, will all have an influence on the spot price you pay. Don't wait until the last minute to place your spots. Plan weeks in advance. Placing your order early will ensure you get the times and channels you want at a lower price. Again, check with the cable company to determine what timeslots will be the best for your targeted audience. Many cable operators will produce your ad for free or at a reduced rate for a guarantee of some quantity of spots.

Yellow Pages

The Yellow Pages offer a good opportunity for those businesses that know how to use the medium. Advertising anywhere in the yellow pages is not enough. You need to design your ad to immediately draw readers to your company before any other advertisement. Effectively communicate the proper information to your target audience and make the shopper confident and comfortable with calling your business first.

Make sure to check out ALL the directories in your area—Sprint, MCI WorldCom, Ameritech, Bell South. Many areas receive directories published by more than one company. The cost of advertising varies, as does the market served. Try to pick the one that targets your potential customers the best at the lowest cost. For residential customers, the traditional, local telephone company's directory is usually the best choice.

If you can afford only a single line listing, go for the bold-type listing if possible. If you can manage it, a display ad can pay big dividends if you keep it running year after year. Use strong black borders if possible and get the most size for the money without sacrificing placement. Don't be afraid to use lots of copy and use pictures and color (red is the usual alternative) if your budget can handle it. The categories you might want to consider placing your ad are: Internet, Internet Service Providers, or Web Hosting. You can also place your listing under more than one category and refer back to the main display ad.

Outdoor

The outdoor advertising market (billboards, etc.) continues to expand and prove itself a viable, effective and, with new technologies, an increasingly attractive advertising medium. The quality of outdoor advertising has improved and is an available alternative. Other outdoor options may include: bus shelters, bus exteriors, commuter rail cards, station platforms, underground shelters, street furniture such as newsstands and benches, airports, malls, and painted walls. You need to work with a local advertising agency to use any of these types of advertising. While the cost of most metro billboard space is out of reach for most local ISPs, rural and small town space can be surprisingly cost effective.

Direct Mail

Direct mail allows you to specifically target likely prospects. However, it takes some planning to ensure the success of a direct mail campaign. It may seem easy, but the more time you put into it, the more you will get out of it.

Following are some important action steps to follow that will help insure your success:

- ◆ **Determine Your Objective.** Having a clear objective for your direct mail program is absolutely critical to its success.
- ◆ **Pick Your Targets.** Depending on who your target market is, the form of your direct mailing can change dramatically. You may want to target one direct mail campaign to consumers and use another one to specifically target businesses in the area. The message would be different for each target audience, so it is best to specifically target one group at a time and direct the message to their needs.
- ◆ **Research Your Message.** Before launching your first mailing you must research your targets and learn what will turn them on and get their attention. Without knowing their "hot buttons," your chances for success are minimal. A strong warning here: Don't assume you know what your customers want.
- ◆ **Test, Test and Retest.** Even if you think you know what your prospects want, it pays to test the market. This is particularly important if you are contemplating a large mailing that could cost thousands of dollars. Take the time to create two or three different offerings and mail these to small random samples of several hundred targets. Carefully track the results to determine

whether there is any significant difference in the results from the different sample groups. It's typical for offerings to be revised several times before the final package is developed.

- ◆ **Track the Results.** To insure your direct mail program is achieving your objectives, you must track the results. This means tabulating how many responses you get and determining whether different classes of targets behave differently. Keep track of whether targets buy or don't buy, how much they spend, how much your profits are, and especially whether these exceed your investment.

- ◆ **Manage Your Lists.** Continually update your lists. Remove names of targets that have moved, and keep track of what offering each target has been sent and how they responded. This will let you tailor future offerings to maximize your opportunities for positive results. Buying or renting mailing lists from list management firms may seem expensive, but the cost is more than repaid by the postage saved by not mailing to areas or groups unlikely to buy your services. Postage is quite often the single highest component of cost of a direct mailing campaign.

- ◆ **Personalize your letter.** Send it to "John M. Doe, President" or "William A. Smith, Purchasing Manager." Don't address it simply to "President" or "Purchasing Manager." Doing the latter immediately identifies your letter as direct mail and increases the chances that the letter will be screened out without ever reaching your target or that it will be thrown away by your target without being opened. Adding the target's title also increases your chances of having the letter read in cases where the person you are seeking is no longer there.

- ◆ **Choose your postage.** Your best results will be if you use a standard postage stamp – preferably applied at a slight angle (studies have shown putting the stamp at an angle improves results). Using a postage meter, especially at bulk mail rates with the words "bulk mail" stamped on the envelope, labels the letter as direct mail.

Obviously, this is one area where you will have to make a hard decision. At current rates first-class postage is 34 cents for the first ounce while bulk mail ranges in the low 20 cent range. Putting a postage stamp on each letter will also increase your handling time compared to running them through a meter. On the other hand, because postage meter imprints are dated, the post office handles metered mail faster than it does stamped mail. Your decision should be based on the size of your mailing, what you are trying to accomplish and to whom the piece is directed.

- ◆ **Personalize the Address.** Using printed self-stick labels marks your piece as direct mail. The best choice is to hand write the address. Next best is to type them. If you must use self-stick labels because of the size of the mailing, we recommend that you use clear labels. These cost about twice as much as standard white self-stick labels, but once applied they look almost like they've been typewritten.

What should your direct mail package include?

Depending on your goal for the mailing, there are a number of possibilities. Options include sending a letter only, sending a letter plus a brochure (with or without reply card), sending a postcard, or sending a promotional piece specifically designed to raise your mailing's overall impact. Every good direct mail cover letter has four primary parts. These are called the "hook," the "offer," "substantiation" and the "call to action."

Hooks appear in the headline. You have only five to ten seconds to get your target interested and hooked on reading the rest of your letter. Your headline must accomplish this. There are a variety of different types of hooks, and all can be effective. Several of the most popular are benefits that involve your target (i.e. "take this sample test"), newness ("introducing"), knowledge ("10 ways to . . ."), value ("save 50%...") and questioning. Remember, whichever of these hooks you choose, your chances of its working are much higher if you have researched your target market to find out their concerns and interests.

Below the headline is the body of your letter. This is where you'll put your offer; the substantiation that establishes your credibility and proves you can really deliver the benefits you promise; and your call to action. There are two important points to keep in mind when you write the body of your letter. The first is that long copy sells. Remember, only interested people have gotten this far. The ones who aren't interested have already thrown your letter away. If they're interested, you can't tell them too much about the subject. The second point is to create urgency. Give them a reason to act now. You can create additional urgency if you include an expiration date for this information or offer. If you don't trust your own abilities to write a successful letter or create an effective package, hire an expert – it will be money well spent.

e-mail

e-mail will be effective for you if you currently have a customer base. You need to be careful with e-mail as most people do not like to receive a lot of e-mail they don't request. An e-mail should be used to send a message to your existing base announcing your new services. The note should be friendly, informative and short. It should include a call to action. If you are going to use e-mail, make sure you add a disclosure at the bottom of the e-mail as a way for people to e-mail you back if they would like to be removed from any further notifications.

Web site

Another idea that will cost you very little is updating your Web site. Make sure to splash your new services on your Web site. Let people who come to your site know that there is something new! Make sure you research all the elements in developing and maintaining a site. Because web site maintenance can be costly and/or time consuming, you need to make sure you will get the maximum benefit out of it.

And keep the content fresh!

Public Relations

Public relations (PR) encompasses a variety of marketing activities that strengthen your credibility, enhance your image, and develop goodwill. These are usually targeted directly at an audience, such as speeches, special events, newsletters, and annual reports. PR involves communicating who you are, what you do, why you do it, and how you make a difference. Below are some of the most common PR activities.

Press Releases

A press or news release is a document prepared by you that gives the editors of the newspaper basic information about a specific news item. The key word, here, is "news." Unlike a display ad for which you pay the newspaper to print, a news item, i.e. your press release, is information that you must convince the publisher to print for free. They may choose to print your document as written a portion of your document, or a story they write using your document as an information source. Before an editor will commit precious, unpaid column inches to your story, he must be convinced that it is newsworthy to his readership. He must answer the question: "How do the facts in the story effect the lives of his readers?" Thinly disguised self promotion and advertisements will not get printed. Further, after one or two "non-news" press releases, the editor may be biased against ever printing anything you send.

However, if you make them newsworthy, press releases can lead to great free publicity. The best place for a smaller business to get free publicity is the local area media. Legitimate reasons you might want to write a press release include:

- You are opening a new business in town.
- You are offering a new service to your community.
- You have hired someone well known in the community.
- You have reached a milestone goal (e.g. number of customers after 6 months).
- You received a recommendation for your service from a famous or trusted "local".
- You made a donation or sponsored a local event.
- You add a new product or service to your Internet offering.
- You need to explain a major service disruption.

Once you have a press release written, call or fax it to your local newspaper editor. Send it to as many local newspapers as are in your area. Ask them to let you know if it runs and keep a copy of the story when it is published. Placing an ad in the same issue may increase the chances of getting your press release published, as well as the effectiveness of both.

To maximize your chance for publication, it's best that you follow the press trade conventions for press and news releases:

- Use white, 8 ½ by 11 letterhead. Some companies make up special news release letterhead paper, but it's not really necessary. If your stationary is not plain white, use your copier to make up a few sheets. Avoid fancy fonts. Ten point Courier always works. Editors are not impressed by releases that look pretty. They are only interested in what it says and how easy it is to read after being FAXed to them.

- Use only one side of the paper. Double space the copy. Do not hyphenate (split) words at the end of a line. Leave a 1 ½ inch left hand margin and 1 inch right and bottom margins. Start one fourth to one third the way down the first page. Second page, use a one inch top margin.

- Include a release date. Either after the “dateline” on the first line of the release (Mytown, GA-- Jan 3, 2000) or in the information above the body of the text. Generally you would use “FOR IMMEDIATE RELEASE” unless you have a need to “embargo” the information until a later date. In that case you would put for example, “FOR RELEASE AFTER Jan 3, 2000.” As a practical matter, it’s usually best to hand deliver or FAX your release three or four days before the dead line and no sooner.

- Compose a headline for the release. Very likely, the editor won’t use it, but it gives them a quick and dirty idea of what the release is about. Keep the body of the release between 100 to 300 words. If the copy exceeds one page, place “more” within dashes at the bottom of the page (-more-). At the top of the second page, place a word or two from the headline, typically the name of your company, and a “dash 2” (/2-2-2). Mark the end of the release with either “###” or “-30-”.

- Include contact information at the top of the first page with the release date. For example, “FOR FURTHER INFORMATION CONTACT Albert E. Neuman, President 770.555.1234.” Be sure whoever might answer the phone is able to provide the information or refer the caller to a proper person, quickly. Reporters are always fighting a deadline. If they can’t get the answers they need, your story won’t get printed.

- The last paragraph should be a brief “boilerplate” statement about your company: when it began, service area, basic services and products, number and type of customers, etc.

- Attaching a photograph is usually a good idea. If at all possible, photos should include recognizable people. Do not write on the back of photographs. Tape a cutline (caption) at the bottom or back identifying the people from left to right and your contact information. Newspapers prefer clear, black and white (color is usually acceptable, check with the editor), 5 by 7 inch or 8 ½ by 11 inches.

It’s also a good idea to post the press release on your web site, and build an on-line archive of past releases.

A sample press release is included at the end of this section.

Special Events

Events draw attention to your organization or bring people to your place of business. Open houses, fund-raisers, trade shows, awards ceremonies, contests, receptions and speeches by V.I.Ps. are just a few examples of special events. Special events are a way to increase your name recognition and sell your services.

Public Speaking Opportunities

A special event can also be something as simple as being on the program for a local civic club luncheon meeting. Most civic clubs are always seeking someone to provide an informative presentation for their meetings. Contact the program chairman to get on the schedule. Also find out from the chairman any restrictions on presentation

content. While the members of most business and civic clubs are interested in new businesses and services coming to town, they can be resentful of a blatant sales pitch. The trick is to give them information of value, while at the same time soft selling your business. Being entrepreneurs and corporate executives, they would likely be interested in subjects such as "Selling on the Web—Thing to watch out for when taking credit card payment over the Internet" or "DSL technology: a cost effective solution for business connection to the Internet."

Whatever your topic, there are several simple, but often overlooked, things to remember when making a presentation:

- **Confirm your presentation**—Contact the program chairman a day or two before your scheduled day to confirm the day and time. This will be a good time to find out if you are sharing the agenda. Many times the club will have a last minute speaker on some topic of immediate interest to the members. Therefore, be prepared to speak for as long as 40 minutes and as few as 10 minutes.

- **Organize your speech**—Know your topic well enough so that you don't have to read it. Use note cards for your outline or key points. Be sure you can read them at a distance. You will want to place them on the lectern in front of you and not hold them up to your face. Use the three "Tell-ums" when writing or laying out your presentation: First, tell-um what you are going to tell-um, tell-um, and then tell-um what you told um. That is, don't keep the point of your remarks a secret until the end. Introduce your topic, listing the major points you will cover. Then give the body of the speech, and then conclude with a quick summary or wrap up of what you just presented.

- **Be aware of the venue**—Most civic clubs meet in a private dining room of a local restaurant for lunch or dinner. It may be very clumsy to set up visual aids. If you wish to use a flip chart, overhead projector, video tape, or computers in your presentation, be sure that you are familiar with the location before you arrive, or you may find that there is not enough room at the head table. Is there access to electrical power? Do you need a side table for your equipment? How early must you arrive to set up? In general, it's best not to use visual aids at restaurant meetings. Even if time and space are ample, most restaurant seating does not provide adequate sight lines for complex shows. Also, darkening the room to reduce glare on projected images may prove problematic.

- **Arrive early**—Not only is this courteous, there are the practical consideration of introducing yourself to as many of the members as possible as they arrive. If you are not well known to the group, giving the program chairman a very short bio of yourself on a note card will help him introduce you. Also by arriving early, you will have time to place literature or "pass-outs" at each seat.

- **Be considerate of your audience**—Be sure that you can be heard. Speak to that last person at the farthest table. And remember that these are business people who have schedules to keep. Be conscious of the time; even if you have to place your watch on the lectern. If you are in the middle of an active question and answer session when time runs out, look to the president or presiding officer of the club for guidance. Generally it's best to wrap up the present question and offer to stay and address further questions after the meeting closes. Not everyone in the group will have the same interest level.

- **Bring toys**—Whether you are speaking to the third grade at the elementary school or to the county Rotary Club, come bearing gifts: a pen, some office toy, or at least an informative brochure. It's your way of showing appreciation for the privilege of speaking to them. Besides, they need to leave with something that has your business name and telephone number on it! And don't forget to put a handful of business cards in your pocket.

Newsletters

Newsletters are a way that you can keep close to your customers. They can also be used as an information piece at trade shows, in direct mail, or whatever other reason you might have to display them or hand them out. The newsletter is typically four to 12 pages in length, although some are longer, with short articles intended to keep your customers, members, investors, or donors up-to-date on what your organization and its people are doing. It may also contain advice or other information of particular interest to your audience. A simple newsletter can be done in-house cost effectively.

Letters to the Editor and Op Ed Pieces

Promote your expertise by responding to items in the news by writing a letter to the editor. You can even position yourself as the local "Internet expert" and offer to write an article for the local paper.

Sponsorships

If you don't want to organize a special event, sponsor one that somebody else is organizing. Or sponsor a local sports team, musical group, or community theater. Make sure your sponsorship will be acknowledged on advertising, programs, uniforms, posters, or other promotional materials.

Charitable Contributions

Even though a donation has to be very large to make the news, a consistent commitment to giving back to your community by supporting local charities will do much to enhance your image. Be sure you give to charities that acknowledge donations in their newsletter, annual report, wall plaques, or other promotional materials.

Partners

You may have computer stores, bookstores, and other retail establishments in your service area that would be willing to distribute your Internet software CD. Pay the Partner a commission for everyone who signs up from a CD that they give out. Our Affiliate Management and On-line Registration (OLR) Software will allow you to track the sales of each partner. One option might be to pay them a one-time royalty of \$10 when a customer signs up. Another is to pay them a monthly commission of \$2.00 for each month the customer stays on.

Partnering with a local retailer may also give you the opportunity to do some co-operative marketing and advertising. You might be able to do joint advertising in the local paper or on the local radio with each of you paying half. This is a great way to

leverage the partnership and reduce your expenses. However you decide to compensate your retail partners, we recommend you have a policy that states that you pay the commission only after the customer has paid for their first month's service and has been on-line for at least 30 days.

Other Promotional Ideas

Special offers

There are many different ways for you to attract new customers or increase your name recognition. We have gone over the most common in the above sections. Some other ideas are outlined below:

During certain times of the year, you might want to promote a special offer to increase your customer base. Examples of a special offer are:

- **Offer customers 12 months for the price of ten.** If customers sign up for a full 12 months and pays up-front, allow them to purchase this for the price of 10 months. This will ensure that your customers will stay for a longer time period.
- **Create holiday gift certificates.** At Christmas you can sell gift certificates for three months of Internet access.
- **Offer one month free.** For new customers that sign up in a certain timeframe, give them their first month of service free. This is consistent with other ISP offers that are in the marketplace.
- **Offer a referral program for your customers.** If someone refers a new customer to you that stays on-line for six months, give the referring customer a monetary gift or a few months free of Internet. This works well if you are selling your services to businesses.
- **Offer a "family and friends" promotion for your first 90 days.** Anyone who is a family or friend of your business can get a special rate.
- **Offer a free t-shirt.** For new customers that sign up for your new service, send them a t-shirt. People love give-a-ways, and with this option, you'll receive free advertising every time they wear the t-shirt.
- **Find out what your competition is doing.** See what your competition is doing and offer the same thing or something better!

Promotional Items

Promotional items are perfect for trade shows, corporate gifts, grand openings, premiums, incentives, or customer appreciation. In addition, they provide free advertising every time the item is worn, shown, etc. Examples:

- t-shirts
- key chains
- coffee mugs
- koozies
- baseball hats
- plastic bags
- bumper stickers
- magnets
- mouse pads
- pens/pencils
- buttons
- balloons

- sport bottles
- umbrellas
- calendars
- post-it note pads

Certain items lend themselves well to joint participation. That is, two messages on the same item. This can work well for you if you can team with a community interest group. For example, the local police department and the schools might wish to distribute a bumper sticker with your name and logo with the message "Just say no to drugs!" Pencils also work well in schools. High school students like sport (water) bottles and large, outrageous pens.

Company Vehicles/Materials

If you have any resources that you normally use in the course of your business, such as uniforms, company vehicles, or marketing materials, add your new services to these materials for instant advertising. Vinyl signs look good on truck doors and are relatively inexpensive.

Seminars/Training

Consider having an Internet training seminar. Invite current and potential customers to a local facility or your place of business to learn more about the Internet. While they are attending the training, you can use this time to increase your current customer's loyalty to you and have the time to sell your services to any potential customers.

Movie Theatre Advertising

You can run advertisements in local movie theatres. These ads run on the movie screen before the movie starts. Contact your local theatre for costs and exposures.

Point of Purchase

If you have a storefront or any place where customers and potential customers can walk in, it is a great place for some free advertisement. Utilize counter signs or tent cards to advertise your new Internet services. You can also leave out brochures for people to take. If you choose, you can actually hand out CDs for the customer to sign up automatically. If you don't have a storefront, think about partnering with a local computer store, coffee shop, etc. to hand out your material.

Human Resource Departments

If you have several large employers in your area, contact the Human Resources department about your service. They may be willing to place coupons for your service in the companies paychecks as a perk for their employees.

Welcome Wagon Kits

If there is a local Welcome Wagon, have them include a coupon for your service. The best time to get a new Internet customer is when they are moving into your area. Leave brochures at the local Chamber of Commerce for new families and business.

Grocery Stores

Check with the local grocery stores and see what advertising they have available. Many stores have advertising available on the back of receipt tape or on grocery carts.

Sample Marketing pieces

Sample Press Release on following two pages:

**Sample Computer Systems, Inc.
123 North Main St.
Hometown, ST 12345**

February 15, 2001

FOR IMMEDIATE RELEASE
or
(FOR RELEASE AFTER March 3, 2001)

CONTACT: Ms. Heather Flowers
770-555-0000 Voice
770-555-0001 FAX
hflowers@sampleinternet.com

SAMPLE ANNOUNCES INTERNET ACCESS SERVICE

(Hometown, ST-- Mar 3, 2000) SAMPLE INTERNET of Hometown is now offering a full line of Internet services to the Home County area. In addition to local dial-up Internet connection service, Sample offers professional web hosting and consulting services as well as direct connections to the Internet for business computer systems.

According to General Manager William Investor, Sample's dial-up service includes 10 Megabyte of space for a personal Web site, three free e-mail boxes, free access to over 30,000 Usenet newsgroups, and toll free 24 hour--365 days a year technical support: "We've installed state of the art equipment and are committed to providing the finest in customer service." Web site content filtering and roaming service to all fifty states is also available, Investor added.

For service or just information, people can call Sample at 770-555-1235 or drop by their new store at 123 North Main, Hometown, in

-MORE-

the Home County Shopping Village. Or visit www.sampleinternet.com and sign up on-line.

Locally owned and operated, Sample Internet has served Hometown and Home County since 1995 as Sample Computer Systems, Inc., providing design, consulting, training, and sales of business computer systems. Originally housed on Canal Street, Sample relocated to it's present larger location in the Home County Shopping Village in January, 2001.

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Sample Print Advertising

Sample Radio Ad Copy

30 second spot:

You've wondered how the Internet relates to your business. Let (Your Company Name) show you how. Call (xxx-xxx-xxxx) and ask about their new Web Hosting Packages. They have several plans to fit your business, and can help you from concept to design. Call TODAY, xxx-xxx-xxxx. (Your Company Name) can provide Internet access, Web hosting services, and more. For home and business Internet solutions call (Your Company Name) at xxx-xxx-xxxx today.

60 second spot:

Are you tired of hearing (Busy signal sound) when you try to connect to the Internet? Or, how about (Musak) when you call for Help? Well, (Your company's name) has the answer to your problems. (Your company's name) is now offering Internet access with no (busy signal sound). And, friendly support 24 hours per day, 7 days per week, 365 days per year to take (Musak) out of your life. (Your company's name) is a full service Internet provider! Get your business on the web by calling (Your company's name) for both Web hosting and design. Let (Your company's name) provide you with Internet solutions that make sense. To get connected today simply call xxx-xxx-xxxx. Act now and receive Internet access for only (Special promo price)*. Let (Your company's name) take the (busy signal sound) and (Musak) out of your life. Call (Your company's name) at xxx-xxx-xxxx today.

Sample Bill Stuffers

Sample Product Brochures

On the following pages is some sample copy that you can use for product brochures for Individual Access accounts, Web Hosting and Development, and Dedicated Connections. You can use this copy and integrate it with your own corporate look and logo.

Individual Access Account

It seems as if an Internet account is a must today. It's no wonder. The Internet makes it easier to communicate with friends and family, or to shop for everything from airline tickets to groceries. You can conduct international business or simply find out where and when a new movie is playing. (Your Company) can bring the power of the Internet into your home or business. We provide fast and reliable access that will connect you to the Internet quickly and easily.

Communicate with email

Every Internet account comes with email access, which allows you to send and receive messages from anywhere in the world to anyone else that has Internet access. Unlike calling your friends on the phone who live far away, there are no long distance charges when you send email. If the phone number you dial for Internet access is a local call, then you pay no additional charges, no matter how often you send email, or how far.

Post a personal page

Your Internet Access account comes with space to post a personal Web page that can be viewed by your friends and families with Internet access. You can provide information about your hobby, your favorite music, or you can post a family newsletter complete with pictures of the kids and slide show from your last vacation.

Discuss everything and anything

With our Internet service you have access to tens of thousands of Newsgroups (discussion groups) on a variety of topics. No matter what you want to talk about, chances are there are a bunch of people in the world that have the same interest. Whether you want to talk about your favorite TV show, get advice on how to fix your golf swing, or discuss the latest theories in quantum Physics, there is a Newsgroup for you.

Friendly and Helpful Support 24 hours a day

We have a staff of customer care representatives that can help you get connected, and answer your questions after you are on-line. There is no charge for Technical Support and the phone call is free.

Features and Benefits

- Fast, reliable connections
- Explore the vast resources on the Internet such as: World Wide Web, Newsgroups, chat rooms, on-line games, shopping and more.
- Put your own personal web page on the Internet.
- Get access to news at the touch of a button.
- Free customer support, 24 hours per day, 7 days per week.
- Free e-mail to keep in touch with your friends and family.
- Free Internet software makes it easy to get on-line.

Call (Your Company) Today

Internet access is only \$19.95 per month. Call us at xxx-xxx-xxxx and get connected.

Web Hosting

You may have thought that it would be nice to have a Web page for your business, but it's probably too expensive. You would like to sell your products on-line to the millions of people around the world with Internet access, but surely that is too complicated. Actually, putting your business on the Web is easier and less expensive than you might think. Let (Your Company) show you how.

There is no need to have your own servers or a high-speed Internet connection. We will host your Web site on a server in our world-class Data Center for a fraction of the cost of a print or radio ad, and your site will be viewable on the Internet worldwide 24 hours a day. We will register your domain name (for example, yourcompany.com) and set everything up so that your web page and email address is at that name.

We have three plans to choose from. Our Value Hosting is perfect for a small business on a budget. Our Enhanced Hosting includes the necessary features for ecommerce and additional space for more Web pages. Our Premium plan is for companies will have large amounts of data and lots of Web hits.

Hosting Plan	Set-up Charge	Recurring Charge	Disk Space Included	Data Transfer Included	Ecommerce Capable
Value	\$50.00	\$14.95	20 MBs	1,000 MBs/mo	No
Enhanced	\$50.00	\$35.00	100 MBs	2,500 MBs/mo	Yes
Premium	\$50.00	\$50.00	200 MBs	5,000 MBs/mo	Yes

Additional Web site Space: \$1.00 per MB

Additional Data Transfer: \$0.12 per MB

Ask about our PLUS hosting plans, which include an Internet access account at a special price.

Web Hosting Features and Benefits

- Your Web site will be viewable 24 hours per day, 7 days per week.
- Easily upload and maintain your site.
- We will register your domain name for you.
- On-line Web statistics to see who is visiting your Web site.
- Your company name for your Web address, for example: <http://www.yourcompany.com>.
- Compatible with Microsoft FrontPage.
- All e-mail to your domain name routed to one e-mail box.
- Available with or without a dial-up account

Professional Web Design

With our Web hosting packages, you have full access to the site, and can design and maintain your Web pages if you like. But, if you do not have the time or expertise in-house, you can use our professional Web development group. Even if you have never heard of HTML, and don't know the difference between a byte and a bite, we can show you how to get the most out of your Web presence. Our experienced developers can create your Web site from the ground up, designing a high quality, attractive web site. Highly skilled at both user interface and graphic design, we create sites that are inviting to the eye, yet load quickly and navigate easily.

Call (Your Company) Today

We can get you started on the Web. Call xxx-xxx-xxxx today.

Dedicated Internet Services

Do you want to provide Internet access to several employees at your company, but think that it would be too expensive and complicated? (Your ISP Name) has the answer. We can provide your organization with a direct, full-time connection to the Internet, without the need to have a phone line and modem for every user. If you have a local area network (LAN), then a single phone line can connect anyone on your LAN to the Internet.

A network connection can be as simple as a full-time connection using a standard telephone line, to a leased point-to-point T1 connection. (Your Company) can help you determine the best connection for your business based on the number of employees that will have access, their expected Internet use, and whether you will host any Internet servers. Plus, our experienced staff of network engineers will order and pre-configure the equipment that you need so that you do not need to worry about unfamiliar technology.

A dedicated line will increase productivity and can actually be less expensive than multiple dial-up accounts. With a dedicated line, you do not need a modem and phone line for each workstation that you want to connect to the Internet. All workstations can connect through a single phone line and router, so it is less expensive and easier to scale as you add workstations. And, since the Internet is always on, your employees will not be waiting while a modem dials and connects.

Features and Benefits

- Maintain a continuous connection to the Internet.
- Provide Internet access to multiple people over a single connection.
- All network components are monitored 24 hours per day, 7 days per week.
- Technical Support available 24 x 7.
- All equipment is already configured for you.
- Host your own email server or Web server.

How much does it cost?

Dedicated Service:	Dedicated Analog	ISDN 64Kbps	ISDN 128Kbps	T-1 Leased Line
Setup	\$300	\$300	\$300	\$1,000
Recurring Monthly	\$175	\$250	\$395	\$1,000
Router	\$350	\$700	\$700	\$2000

Call (Your Company) Today

We can take the mystery out of the Internet. Call xxx-xxx-xxxx today for a free consultation.