

### **E-Marketing Rule #2**

Rule #2 of successful e-commerce is **deliver information.**

**1) Offer content.** Create an online information (marketing) program that creates depth of content depth. Visitors to your website and subscribers of your newsletters will judge the quality of your company by the quality and quantity of content you freely present.

**2. Engage your readers.** Encourage them to succeed by using your information. Make them **want to return** to your site and just about die to get on your newsletter subscription lists.

**3. Keep your content current.** Update information every day. If you don't have more than a moment to work on your site, then post a "tip of the day." Not a quote, not a joke—who cares?!? Put a business tip of the day online that will help your clients make money!

**4. Know what your niche wants.** Give it to 'em. If 80 percent of your clients like gardening, start a gardening e-zine. If you're not versed in the subject don't fake it; invite contributing writers—move yourself to the editor's chair.

**5. Write, write, write words.** Eye-candy graphics are fine, so long as they contribute to your message. But, research demonstrates that interesting content—words—creates **stickiness**—that sometimes illusive quality that makes it impossible for your niche to stay away from your site. Stickiness is best described as creating an environment in which your niche just *has to visit* your site **every day** to see what you've got to say.

Complete details online at [dgl.com/itinfo/2000/it000312.html](http://dgl.com/itinfo/2000/it000312.html).

### **Drive Your Clients (To The Bank!)**

Last week I professional saleswoman asked me how she could keep prospective clients that she was developing offline from becoming an online "house account."

It seems if they placed their first order via the company's website, she wasn't getting credit for having "driven the client to the site"—she was losing her commission.

I say, go ahead, use your company's website to help you sell more, just make sure you're getting credit for the new clients that you're sending to the site.

Get your name is listed on the website's order form as an account rep. Your new clients can put a check next to your name so you'll get credit.

1) Drive the traffic, 2) Get the credit, 3) Go to the bank!



### **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*

### **Who Visits Your Site? What Interests Them?**

Do you read the reports that report your website visitors' interests?

Do you even get the reports?

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

With our e-commerce service you'll know for sure what your site's visitors want. You'll know for sure. And, the reports will come to you via overnight courier—**for free!**

### **Internet E-Commerce vs. Web Design**

From this week's issue of a recognized Internet e-zine came this quote, **"...you ought to speak to a firm that specializes in ecommerce development. These days, simply contacting a web designer is not good enough because, quite frankly, anyone can hang out a shingle and call themselves a web designer."**

I don't call myself a web designer. I invent Internet E-Commerce solutions. I make money for each of my clients.

It's really that simple. I build Internet e-commerce systems that take my client's business online and meet the needs of their niche market.

By building a solid e-commerce system, my client makes money both online and offline.

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

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