
Web Marketing Methods Checklist

Check all possibilities.

Offline Promotion

- Community events
- Direct mail
- Marketing collateral (brochures, spec sheets)
- Offline advertising
- Offline public relations and press releases
- Packaging
- Product placement
- Promotional items (specify)
- Site launch activities
- Stationery

Free E-Mail Techniques

- Autoresponders
- FAQs and packaged blurbs
- Group or bulk e-mail
- Signature blocks

Onsite Promotion

- Affiliate program
- Automatic updates (specify type of content, such as date, quote)
- Awards posting
- Blog
- Bookmark reminders
- Calls to action
- Chat room
- Content updates
- Contests, drawings, and games
- Coupons and discounts
- Downloads (e.g., postcards, sound effects, animation)
- Endorsement logos (e.g., BBBOOnLine, TRUSTe, VeriSign)
- Favicons
- Forums (message boards)
- Free offers (giveaways)
- Guest books
- Make This Your Home Page tool
- Internal banners
- Live events onsite
- Logo
- Loyalty program
- Nonprofit donation marketing
- Onsite auction
- Onsite newsletter registration
- Onsite search
- Product reviews (onsite)
- Rich media (audio, video, flash)
- RSS (Real Simple Syndication) feeds
- Samples

- Social networks (onsite)
- Surveys and polls
- Tell a friend (send a link)
- Testimonials
- Viral marketing
- Vlog (video blog)
- What's New page
- Wiki

Online Promotion (Buzz Campaigns)

- Award site submissions
- Blogging
- Inbound link campaign
- Online press releases
- Podcasting
- Posting to chat rooms, message boards
- Posting to review and opinion sites
- Reciprocal links
- Social network pages
- Text messaging
- Viral techniques
- Vlogging
- Webinars or Webcasting
- What's New announcements
- Wireless marketing, text messaging, cell phones

Opt-In E-Mail Newsletters

Specify audience, frequency, and method.

- Own e-mail lists
Audience: _____ Frequency: _____ Method: _____
- Paid (subscription) newsletters or e-zines
Audience: _____ Frequency: _____ Method: _____
- Public mailing lists
Audience: _____ Frequency: _____ Method: _____
- Rental e-mail lists
Audience: _____ Frequency: _____ Method: _____
- Viral e-mail
Audience: _____ Frequency: _____ Method: _____

Search Engine Submissions

- 3 Primary search engines (Google, Yahoo!, MSN)
- Directory submissions
- Industry engine submissions
- International search engines
- Local and map submissions
- Shopping search engines (free)
- Specialty search engines (for blogs, videos, images, and so on)
- Paid submission service
- Search engine optimization onsite
- XML feeds

Paid Online Advertising

- Banner advertising
- Banner exchange
- Classifieds online
- Google AdWords PPC and other options
- Newsletter sponsorships
- Nonprofit sponsorships
- Other PPC engines and directories
- Shopping PPC
- Site sponsorships
- Yahoo! Search Marketing PPC and other options

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