

Community Website Marketing Work Sheet

Community Name _____

Domain Name: _____

Services you plan to offer for free to your website visitors (IE: Classifieds, news, events, etc.)

Billable services you plan to offer to generate revenue (IE: Classifieds, business profiles, etc.)

What kind of visitors will use your website? (IE: neighborhood home owners, etc.)

Who will be your target audience that will pay for your billable services? (businesses, etc.)

Describe the benefits your website will offer your specific community.

Are there any other competitive community websites in your area?

How will your website be better than your competition? (IE: better managed, marketed, etc.)

Do you have personal experience that would out weigh the experience of your competitors? (IE: sales background, general management, customer service experience, etc.)

What is your estimated advertising budget?

\$ _____

How are you planning to find paying customers? Include the estimated costs on the lines you plan to use.

- Mailings
- In-person sales calls
- Billboards
- Paid advertising in newspapers or magazines
- Classified ads
- Ads on the Internet
- Yellow page ad
- Word-of-mouth advertising
- Network at business meetings
- Window signs to attract walk-in trade
- In-store displays
- Through online classified advertising or web sites
- Other (specify) _____

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How do people learn about this type of service now?

- Postal mail
- Telemarketers
- Newspapers
- Yellow pages
- Billboards
- Word-of-mouth advertising
- Friends and family
- Window signs to attract walk-in trade
- In-store displays
- On Internet Web sites
- Banner ads on the Internet
- Other (specify) _____

Determine how you want to market your site based on the results of the items above. Contact the appropriate business that you will advertise with to view costs, circulation, distribution methods, etc. Below is a sample chart to use, but we would recommend creating your own chart to allow additional fields relevant to your marketing plan.

Method (newspaper, etc.)	Cost	Circulation	Start Date	End Date	Visitors