

11 Marketing and communications guide links/cross references

We have used cross references between the various topics identified by the symbol "□→".

In addition to cross references, we have used links to the Internet. These are identified by the symbol "○→".

For your convenience, we have summarised all the links included in this guide below.

3 Using an Internet address as a marketing tool

○→ www.use-the-internet-to-drive-success.co.uk/Domain-Checker/

4 Use your website to your advantage!

○→ www.use-the-internet-to-drive-success.co.uk/SearchTerms/

□→ Participating in a banner exchange ring and preparing a website for advertising banners

○→ www.use-the-internet-to-drive-success.co.uk/Links/

○→ www.use-the-internet-to-drive-success.co.uk/Pre-Check/

○→ www.use-the-internet-to-drive-success.co.uk/Google/

6 Information must be current: Updating and maintaining website content

□→ Using a content management system

□→ Selecting a content module with automated update function and integrating it into a website

7 Online Marketing

○→ www.use-the-internet-to-drive-success.co.uk/SearchTerms/

□→ Finding proper keywords and estimating the resulting potential for new customers using an example based on the Espotting search engine

□→ Example of registering keywords with the Google search portal

○→ www.use-the-internet-to-drive-success.co.uk/Yell

○→ www.use-the-internet-to-drive-success.co.uk/PostalMarketing/

○→ www.use-the-internet-to-drive-success.co.uk/Address-Services/

8 E-commerce using an online storefront

- Setting up an Internet shop that supports all popular payment methods and can be used to optimise commercial business processes
- Highlighting special offers and including a linked order function in an e-mail.
- Applying for a Trusted Shop guarantee and integrating it into your Internet store.
- Linking an Internet shop to eBay.
- How to get your products listed in the Pangora database
- Advertising products for sale using Kelkoo
- Advertising products for sale using Froogle
- Registering products or services with the operator of the "Affilinet" banner ad network.

9 Earning commissions by offering third-party products online

- www.use-the-internet-to-drive-success.co.uk/Amazon/
- Earning commissions by integrating selected Amazon products into your website
- Opening an eQuisto advertising merchandise shop and integrating it into your website