

Rev Up Now Marketing Moves You Can Use — On the Internet

When trying to determine if an opportunity on the Internet is worth your time and advertising funds asking the right questions can really help with the allocation of your resources.

Here are 10 questions you can ask in order to insure you get “qualified visitors” from the target links/leads.

1. Find out the type of visitors to site, industry, position/title, company size.
2. Get the overall monthly unique visitor counts to the site and to the section(s) of the site where you should be listed.
3. Ask what other stats are available (repeat visitors, other referral sites, etc.).
4. Inquire if visitor counts are increasing this year, over last year.
5. Does the site have conversion rate stats of other partners or advertisers in the segment(s) of interest? What can you expect to receive from the expenditure?
6. What types of links and/or advertising options are available? Listing on the directory, email advertising, etc.? What are the costs?
7. What additional channels off the Internet are used to market to target audience? All Internet, any type of special marketing cycles or planned promotions to this segment that you could plan to engage visitors on your page, with special offers as well?
8. How does this compare to other options?
9. How are follow-up leads delivered to you?
10. Find out the follow-up rules/recommendations. (no spam, no phone calls, etc.)



On the personal side:

Debbie H. is staying busy on the field and off the field cheering for her teenage soccer players. Debbie N. is staying busy with a kid in grade school and keeping up with family throughout the USA. Debbie H. enjoys playing tennis when she can and Debbie N. enjoys reading and piano when she has a moment.



Rev Up Now Action

Upcoming Seminars:

- October 31, Tuesday, 7:30 am registration, 8:00 am-10 am, Guerrilla Marketing & Current Trends II (Continental Breakfast provided) \$25 Courtyard by Marriott Louisville NE
- Guerrilla Marketing Coaching Session II by: Rev Up Now, The Circuit, Entrepreneur Forum 2007 TBA

Past Seminars:

- **Sold-out** Guerrilla Marketing Coaching Session by Rev Up Now, The Circuit, Entrepreneur Forum
- W.O.W. Website Optimization



REV UP NOW continues to **INJECT SYNERGY** into client campaigns and are making waves in the marketing arena with managing partners Debbie Newhouse being selected for the new upcoming Guerrilla Marketing Book and Debbie Hill performing seminars for and with others in the Marketing Industry.

OUR SHARING:

Rev Up Now was a proud sponsor of the “10th Annual Kids Are Worth It! Conference” held in Lexington, Kentucky, Sept. 20-22.

This conference is put on by the Prevention of Child Abuse Kentucky, a nonprofit organization. PCAKY (Prevent Child Abuse KY

www.pcaky.org) is a fabulous organization doing hard work everyday to make our world a better place in the future as well as today.

10 Guerrilla Marketing Partnership Examples

1. A Vet contacts a Dog Groomer and together they swap brochures and referrals, especially newcomers.
2. You share in the price of a print ad or other promotional vehicle with a bridal store and you are a flower shop. Both of you have your logos and contact information in the ad/promo materials.
3. Bed & Breakfast with a day spa nearby both display each other's information.
4. Special diet foods with non-profit organizations (i.e., no-nut treats and life threatening support networks for those with this life-style challenge).
5. A new exterior vehicle cleaning soap is promoted with car washes by fundraisers, each promotes the other.
6. There is a small dog that hangs out at our local Starbucks® wearing sweaters. One day I thought what a great little billboard that dog could be if Starbucks had a logo sweater for him. If the sweater became a hit they could sell them or have a drawing among those frequent furry friends. Reward your loyal customers and they will spread the word for you about your services/products.
7. Wine class introduces a new wine accessory item while the product company promotes the wine appreciation class.
8. A lawn service mows a lawn area free so they can post a sign off a busy road promoting their service.
9. Marketing firm teams up with a bulk mail house and they each promote the others services for direct mail improvements.
10. A doctor's office promotes quality childcare in his waiting room with brochures and the childcare center promotes the doctor's firm nearby.

NEXT ISSUE

Guerrilla Marketing Tactics and High Traffic Website checklists and tips for strategic improvement.

Beating Business Stress — Coming soon, fun approaches to get you through the business day!

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