



How to get vendors to advertise on your web site:

Draw them In...

- Tell them the number of communities you manage, and the number of homes. This will give them an idea of the coverage that they can attain by advertising on your web site.
- Give them literature: Send them a sign up form along with a small explanation of the benefits of advertising with you. Send it along with your monthly payments, or send it to a good contact in the company.
- Quote statistics. Some good quotes and survey statistics are listed below.

Classified Ads

- Offer them a number of advertising options:
 - ◆ A number of words: 25 words for \$X plus \$0.XX per word after.
 - ◆ A specific dollar amount per month per site.
 - ◆ A picture included with the ad for an extra amount (like their logo)
 - ◆ Special text formatting (like colors and bold) for an extra amount
 - ◆ A rate for private only, public only, or both sections of a web site.
 - ◆ A rate per site, or per range of sites
 - ◆ A special rate for all web sites in your management company fold (Preferred Vendors)

Pricing

- Offer them a deal. It might be one month free if they buy a year's worth of ads, or three months free if they buy for two years.
- Another option is free advert on the management company site if they sign up for 3 or more communities.
- Provide a sliding scale. Start with the cheapest option (\$10/month, for example) and gradually move up to additional options. Most people will be willing to pay an extra fee for something special, while they might not pay that fee outright.
- Offer a full package. Give it a special name like "Preferred Vendor" and provide a number of ad options for a large yearly fee. (This could include a permanent link in Hot Links, a monthly ad in Classifieds, and e-mail advertising)

How to get vendors to advertise on your web site:

Other Ideas

- Sell ads that include their **special events in the events calendar**, such as a sale or promotion.
- Sell ads to **Real Estate companies in the Homes for Sale, Lease, and Lots for sale** sections. They can be added as if you were adding a home, except the ad would appear there.
- Sell a **permanent link** from the community site to their web site in the 'Hot Links' section.
- Offer to **design an e-form** for them: Create a form such as 'Apply for a Loan Consolidation, and save money!' This would be stored under e-forms, and be sent directly to the vendor, or through you TO the vendor. (The second option is good if you plan to charge PER request) The form could be as simple or complex as you and the vendor want to make it, from name and address to salaries and more. Charge an initial setup fee to design the form, and then a monthly fee, or a CPC. (Charge per click, basically meaning each time a web site visitor completes the form you assess a charge.
- Offer **advertising through the e-mail bulletins** feature. With this feature, residents sign themselves up to receive an e-mail whenever something new occurs. Bulletins might include community events, information for facility members (golf course, or swimming pool) or even a community newsletter. The great thing about this option is that you can sell ads that are supremely targeted - A lawn care company might place an ad in the golf e-bulletin to entice people to let them do the yard work while the owners play golf. Of course, this option requires some work on your part, but it is a great hook for the vendors, and good content for the members of your community at the same time!
- Create listing pages that have high general interest, like "**Special Offers**" or "**Contests and Giveaways**" and populate them with appropriate ads. Look for this as an up-sell or added value for advertisers that might have a coupon, special offer or contest on their Web sites.
- Offer **advertisers with their own useful content** the opportunity to infuse it, appropriately, with your own content on your site. This should be in a special area that highlights the client on that page. In the documents section, for instance, you might upload a document informing residents of the dangers of chemical lawn treatment, which could have been written by your lawn care vendor.
- Sell **fixed position sponsorships** on your home page or custom pages. They combine the power of targeting and affinity with frequency, a very important quotient in any marketing campaign. By the way, sponsorship placements don't have to consist of a graphic. Think about adding a tag that identifies them as sponsors or text that allows them to stand out on the page.
- Use the **surveys section** to feature an advertiser. For example, infuse a client's product into one of the responses on a web site poll.

How to get vendors to advertise on your web site:

Quotes

"I have often used a listing model that combines a graphic with text copy and a link, placed on a well-defined category page (like the yellow pages). The result: Ads that provide real information, viewed by a predisposed audience, and click-through rates that average 15 percent (and are often over 30 percent). This model also has the advantage of unlimited inventory... and offers better results."

"Take advantage of e-mail... Not only does e-mail occupy somebody's complete attention while they're reading it, but people often save their e-mail for later (giving the ad additional potential impact)."

"Advertising is -- at its heart -- about being seen and/or heard by the customers you most want to reach. On the Internet, this means that it has an impact, whether somebody clicks on a link or not. In fact, the power of the Internet as a marketing tool goes well beyond a link. If you get out of the box, get creative and create ad packages that take advantage of that power, there are infinite ways to succeed online."

Jim Brody, Vice President of Content for SiteShell.com, a company developing a network of radio station Web sites.

Survey Statistics

December 10, 2004: Young people largely drove the early stages of Internet growth in the U.S. But in the last four years, most new growth in Web adoption came from people aged 55 and up, according to a survey conducted by International Demographics. A population bulge of baby boomers nearing retirement age is increasingly going online, opening up new opportunities for online marketers and advertisers, said Robert Jordan, president of International Demographics. The findings are based on a regularly-conducted survey of 80 U.S. metropolitan markets with a combined population of 130 million. Of that total population, 61.2 percent visit the Internet regularly, compared to 54.9 percent in 2000.

November 15, 2004: Internet ad spend topped \$2.4 billion last quarter, according to the quarterly "Internet Ad Revenue Report" conducted by PricewaterhouseCoopers (PwC) on behalf of the Interactive Advertising Bureau (IAB). The third quarter estimates mark the eighth consecutive quarterly increase for the industry and the fourth record-setting quarter. Q3 2004 represents a 35.3 percent increase over the \$1.79 billion of the year-ago quarter, and a 2.4 percent increase over the \$2.37 billion of the previous quarter.

Mar 24 2003: According to Nielsen-Netratings, the top traditional advertisers increased their share of online advertising by 30 percent by the end of 2002.

Feb 25 2003: Over half a billion people worldwide now have Internet access, according to new research from Nielsen-Netratings. The US posted the greatest increase in the number of adults online over the same period with nearly 10 million people over the age of 16 gaining Net access. The US now accounts for 29 percent of the global Internet access universe, followed by Europe with 23 percent, Asia-Pacific with 13 percent, and Latin America with two percent.

2002: Millward Brown Intelliquest reports that 78% of women in the US use the internet for product information before making a purchase and 33% research products and services online before buying offline. The study notes that 69% of the women surveyed go online daily. Additionally, 60% of women click on banner ads and 34% go back to the related website for more information.