

# Grab 'Em and Don't Let Go!

***E-Marketing: How to Build  
Awareness and Attract  
Visitors to Your Web Site.***

*Presented by Susan Carr*



# 1. Know Your Targets.

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- Potential Customers
- Potential Investors
- Potential Employees
- The Media
- The Public /Community

# 1. Know Your Targets.

The screenshot shows the SailTime website interface. The browser's address bar displays "http://www.sailtime.com/". The website features a navigation menu with links for "Member Login", "Start a Business", and "About Us". A search bar is located below the navigation. The main content area includes a "WELCOME" banner with a sunset sailboat image, a text box about social media, and social media icons for Facebook and Twitter. Below the banner is a "Fractional Sailing and Fractional Boating in" section with a dropdown menu for "Our Services" containing options: "As a Member", "As a Boat Owner", "As a Sailing Student", "As a Sailor", "As a Power Boater", and "Our Fleet". To the right, there are two vertical images labeled "SAIL" and "POWER", a "request info" button, and a "SailTime Blogs" section with a list of articles. The browser's status bar at the bottom shows "Done".

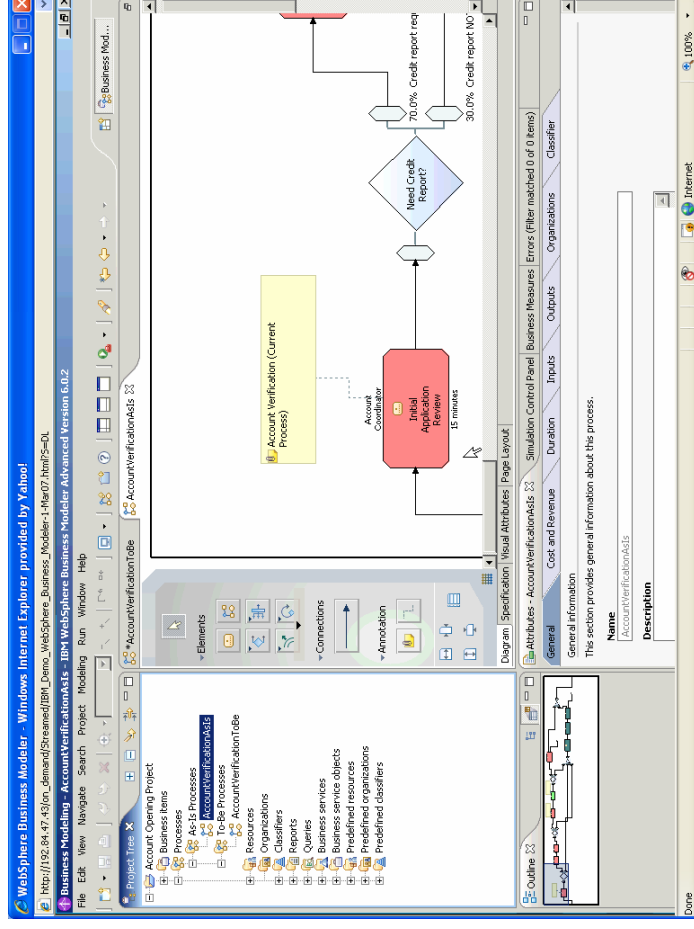
Target areas indicated by arrows:

- Member Login
- Start a Business
- Our Services
- As a Member
- As a Boat Owner
- As a Sailing Student
- As a Sailor
- As a Power Boater
- Our Fleet

## 2. Create Content That Provides Value and Adds Credibility.

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- Background
- Products and Services
- Learning Materials



## 2. Create Content That Provides Value and Adds Credibility.

The screenshot shows a Mozilla Firefox browser window displaying the SailTime website. The page title is "Frequently Asked Questions-FAQ-SailTime Sailing Member - Mozilla Firefox". The URL in the address bar is "http://www.sailtime.com/faq/member/sail". The website header includes the SailTime logo, a search bar, and navigation links: "Member Login", "Start a Business", "Our Services", "Experience SailTime", and "About Us".

### Frequently Asked Questions: Sailing Member

**Q** [How Does A SailTime Membership Work?](#)

**A** SailTime is just like a gym membership, but on the water. ; you join at a location near where you live, pay a monthly fee, use the equipment, clean it up when you are finished, and leave - without all the ownership responsibilities. Sailtime also provides an online scheduling system and an electronic check-out and check-off system that makes it easy to schedule your boating time and ensures the boat is always clean and ready to go. SailTime is perfect for anyone who wants a smarter and more realistic way to sail on a new boat.

**Q** [What Is The Maximum Number Of Fractional Boaters On A Given Yacht?](#)

**Q** [What Is The Cost?](#)

**Q** [Will My Costs Go Up If There Are Fewer Fractional Sailors Available On The Boat?](#)

**Q** [How Much Cash Will I Be Required To Pay When I Join SailTime?](#)

**Q** [What Is The Length Of The Commitment?](#)

**Q** [Do I Need To Sign A Contract? Can I See It?](#)

### SailTime Blogs

- Fractional Sailing is Challenging the Old Paradigm of Boat Ownership
- Orange County, CA at Dana Point Boat Show this Weekend
- Northeast Florida Base Spring Open House at St Augustine
- Newport Beach Base Disperses the myth that Fractional sailing programs are anything like Charter

[View all posts](#)

[twitter](#) [facebook](#)

SailTime News & Events  
SailTime Events  
SailTime\_GTA\_Oneon\_House

### 3. Make Valuable Content Easy to Find.

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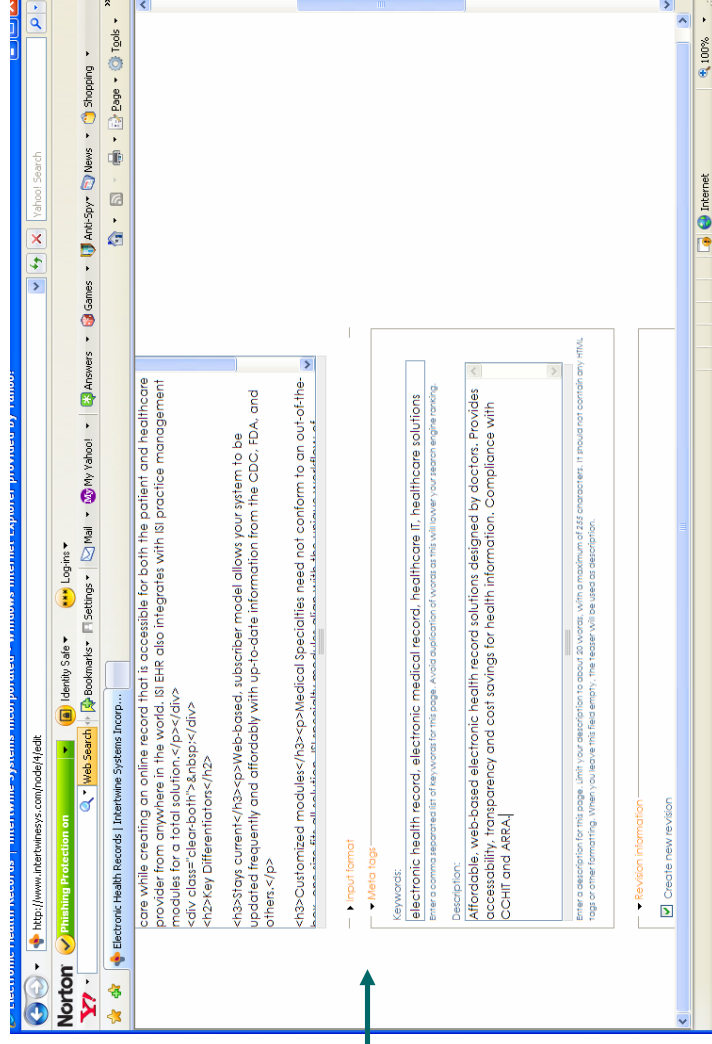
- Navigation
- Design



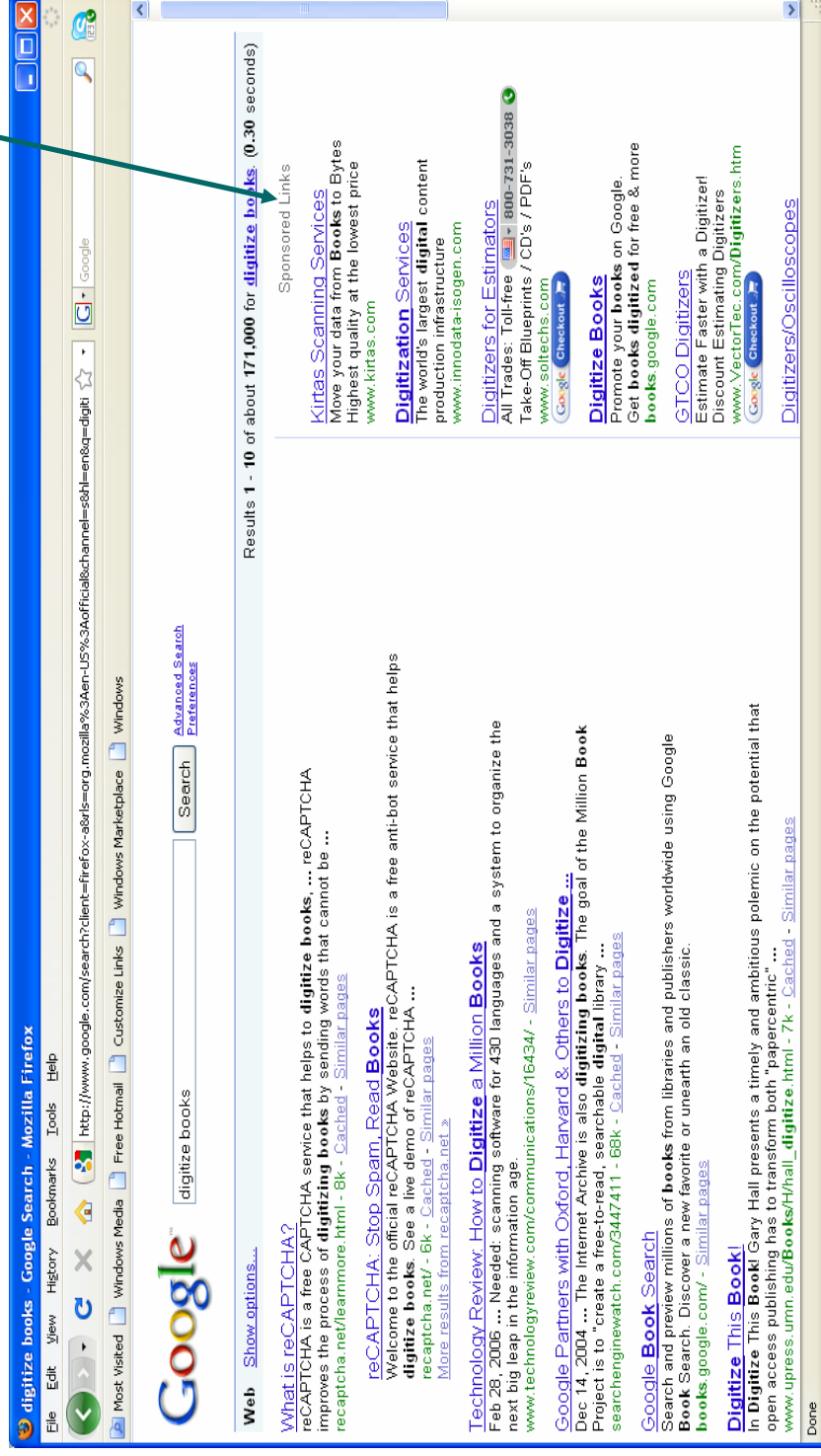
## 4. Make Sure Visitors Can Find the Site

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- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- Referring Sites



## 4. Make Sure Visitors Can Find the Site



digitize books - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?client=firefox-a&rlz=org.mozilla%3Aen-US%3Aofficial&channel=s&hl=en&q=digitize books

Most visited Windows Media Free HTML Windows MarketPlace Windows

digitize books Search Advanced Search Preferences

Results 1 - 10 of about 171,000 for **digitize books** (0.30 seconds)

**Web** Show options...

**What is reCAPTCHA?**  
reCAPTCHA is a free CAPTCHA service that helps to **digitize books** ... reCAPTCHA improves the process of **digitizing books** by sending words that cannot be ...  
[recaptcha.net/learnmore.html](#) - 8k - [Cached](#) - [Similar pages](#)

**reCAPTCHA: Stop Spam, Read Books**  
Welcome to the official reCAPTCHA Website. reCAPTCHA is a free anti-bot service that helps **digitize books**. See a live demo of reCAPTCHA ...  
[recaptcha.net/](#) - 6k - [Cached](#) - [Similar pages](#)  
[More results from recaptcha.net](#)

**Technology Review: How to Digitize a Million Books**  
Feb 28, 2006 ... Needed: scanning software for 430 languages and a system to organize the next big leap in the information age.  
[www.technologyreview.com/communications/16434/](#) - [Similar pages](#)

**Google Partners with Oxford, Harvard & Others to Digitize ...**  
Dec 14, 2004 ... The Internet Archive is also **digitizing books**. The goal of the Million Book Project is to "create a free-to-read, searchable **digital** library ...  
[searchenginewatch.com/3447411](#) - 68k - [Cached](#) - [Similar pages](#)

**Google Book Search**  
Search and preview millions of **books** from libraries and publishers worldwide using Google **Book Search**. Discover a new favorite or unearth an old classic.  
[books.google.com/](#) - [Similar pages](#)

**Digitize This Book!**  
In **Digitize This Book!** Gary Hall presents a timely and ambitious polemic on the potential that open access publishing has to transform both "papercentric" ...  
[www.upress.umn.edu/Books/H/hall\\_digitize.html](#) - 7k - [Cached](#) - [Similar pages](#)

Done

**Sponsored Links**

**Kirtas Scanning Services**  
Move your data from **Books** to Bytes  
Highest quality at the lowest price  
[www.kirtas.com](#)

**Digitization Services**  
The world's largest **digital** content production infrastructure  
[www.innodata-isogen.com](#)

**Digitizers for Estimators**  
All Trades: Toll-free 800-731-3038  
Take-Off Blueprints / CDs / PDF's  
[www.softechs.com](#)

**Digitize Books**  
Promote your **books** on Google.  
Get **books digitized** for free & more  
[books.google.com](#)

**GICO Digitizers**  
Estimate Faster with a Digitizer!  
Discount Estimating Digitizers  
[www.VectorIec.com/Digitizers.htm](#)

**Digitizers/Oscilloscopes**





## 5. Provide Ways to Connect and Interact.

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- Communication Tools
- Call to Action Tools:
  - Forms
  - Email
  - Phone
  - Live Chat

# 5. Provide Ways to Connect and Interact.

The screenshot shows a Mozilla Firefox browser window displaying the registration page for SailTime. The browser's address bar shows the URL <http://www.sailtime.com/join>. The page title is "Get More Information about SailTime Fractional Sailing and Boating - Mozilla Firefox".

The main heading of the page is "Find out How Easy, Affordable and Smart it is to Become A SailTime Member". Below this heading, there is a paragraph of text: "Thank you for your interest in SailTime and we look forward to serving your needs and getting you on the water with your friends and family as soon as possible! Get more info now to learn about joining SailTime in your local area. You are on the right track to an Easy, Affordable and Smart way of getting on the water!".

To the right of this text is a photograph of a white and red sailboat on the water. A green arrow points from the text area towards the registration form.

The registration form includes the following fields and options:

- Please Provide Your Information Here So We Can Contact You To Determine Your Unique Needs**
- \* Indicates required field.**
- First Name\*
- Last Name\*
- Email address\*
- Phone number
- Where would you like to sail\* (Dropdown menu with "Charleston, SC" selected)
- Are you interested in SailTime Sail or Power?\* (Dropdown menu with "Sail" selected)
- I would like to be a... (Dropdown menu with "Member" selected)
- Would you like to receive the SailTime eNewsletter? (Radio buttons for "yes" and "no")
- 

Below the registration form, there is a section titled "SailTime Blogs" with a list of four items:

- Fractional Sailing is Challenging the Old Paradigm of Boat Ownership
- Orange County, CA at Dana Point Boat Show this Weekend
- Northeast Florida Base Spring Open House at St. Augustine
- Newport Beach Base Disperses the myth that Fractional sailing programs are anything like Charter

To the right of the blog list are social media icons for Twitter and Facebook, and a link that says "View all posts".

At the bottom of the page, there is a "SailTime News & Events" section with a list of items:

- SailTime GTA Open House BBQ
- SailTime GTA Demo Days
- View All Events

Below this list are links for "Promotions" and "Press Center".

The browser's status bar at the bottom right shows "Done".

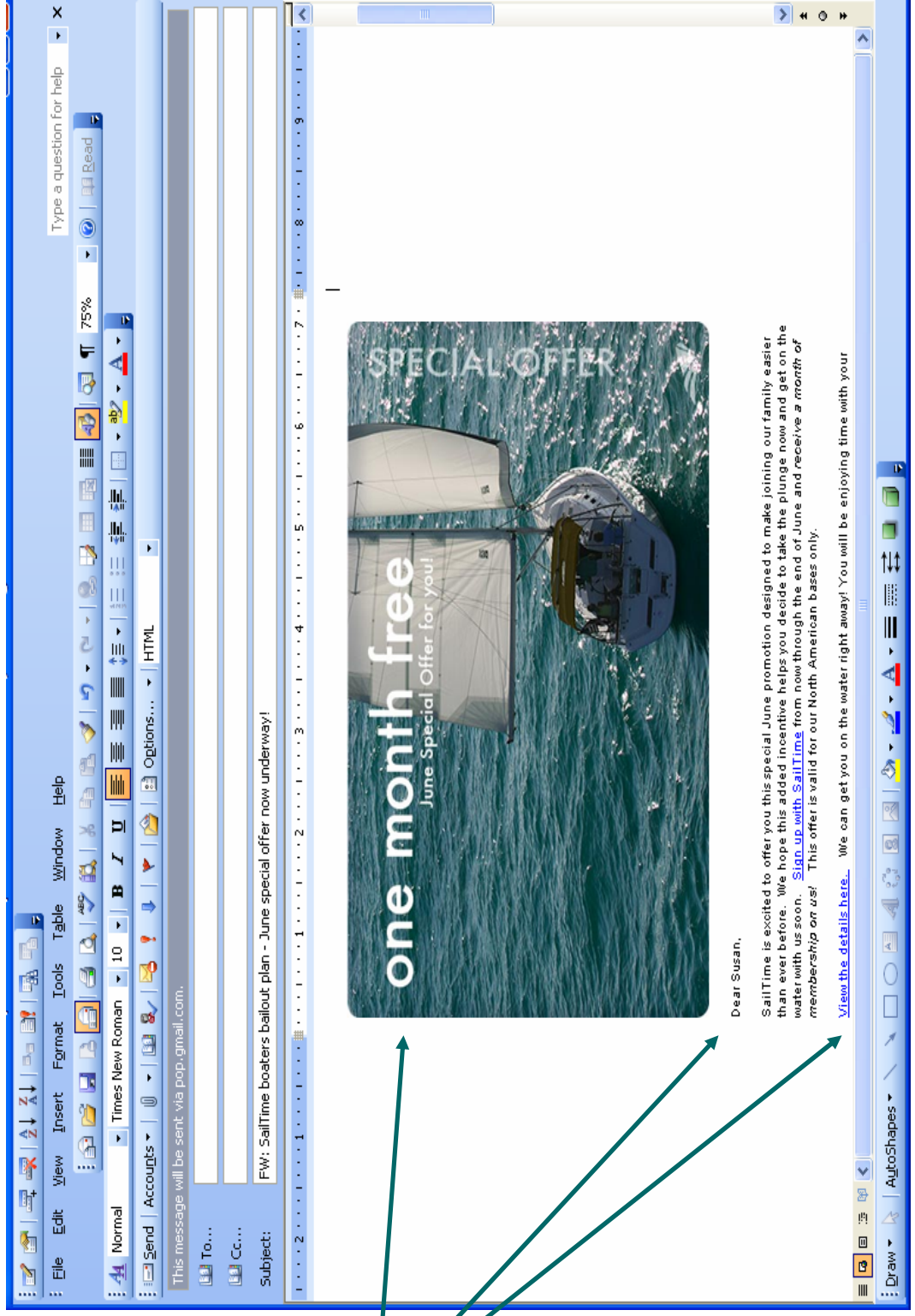


## 6. Entice Visitors to Come Back

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- Targeted Emails
- Custom Landing Pages
- Fresh Content

## 6. Entice Visitors to Come Back



The screenshot shows an email client interface with a promotional email from SailTime. The email content includes:

**one month free**  
June Special Offer for you!

Dear Susan,

SailTime is excited to offer you this special June promotion designed to make joining our family easier than ever before. We hope this added incentive helps you decide to take the plunge now and get on the water with us soon. [Sign up with SailTime](#) from now through the end of June and receive a month of membership on us! This offer is valid for our North American bases only.

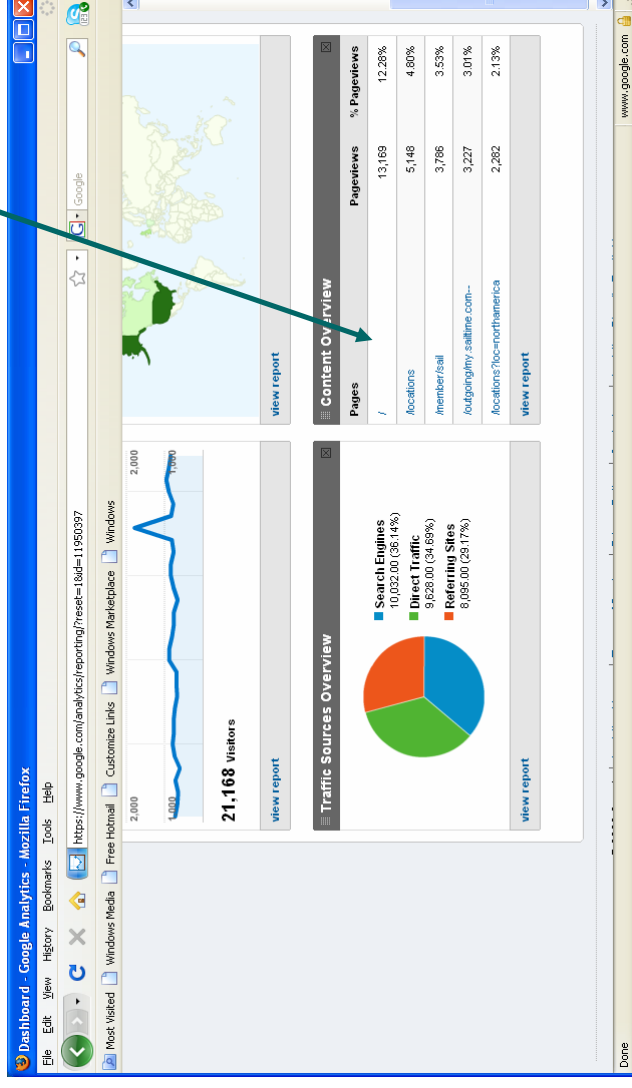
[View the details here.](#) We can get you on the water right away! You will be enjoying time with your

Three green arrows point from the bottom of the page to the 'one month free' text, the 'View the details here.' link, and the 'Sign up with SailTime' link in the email body.

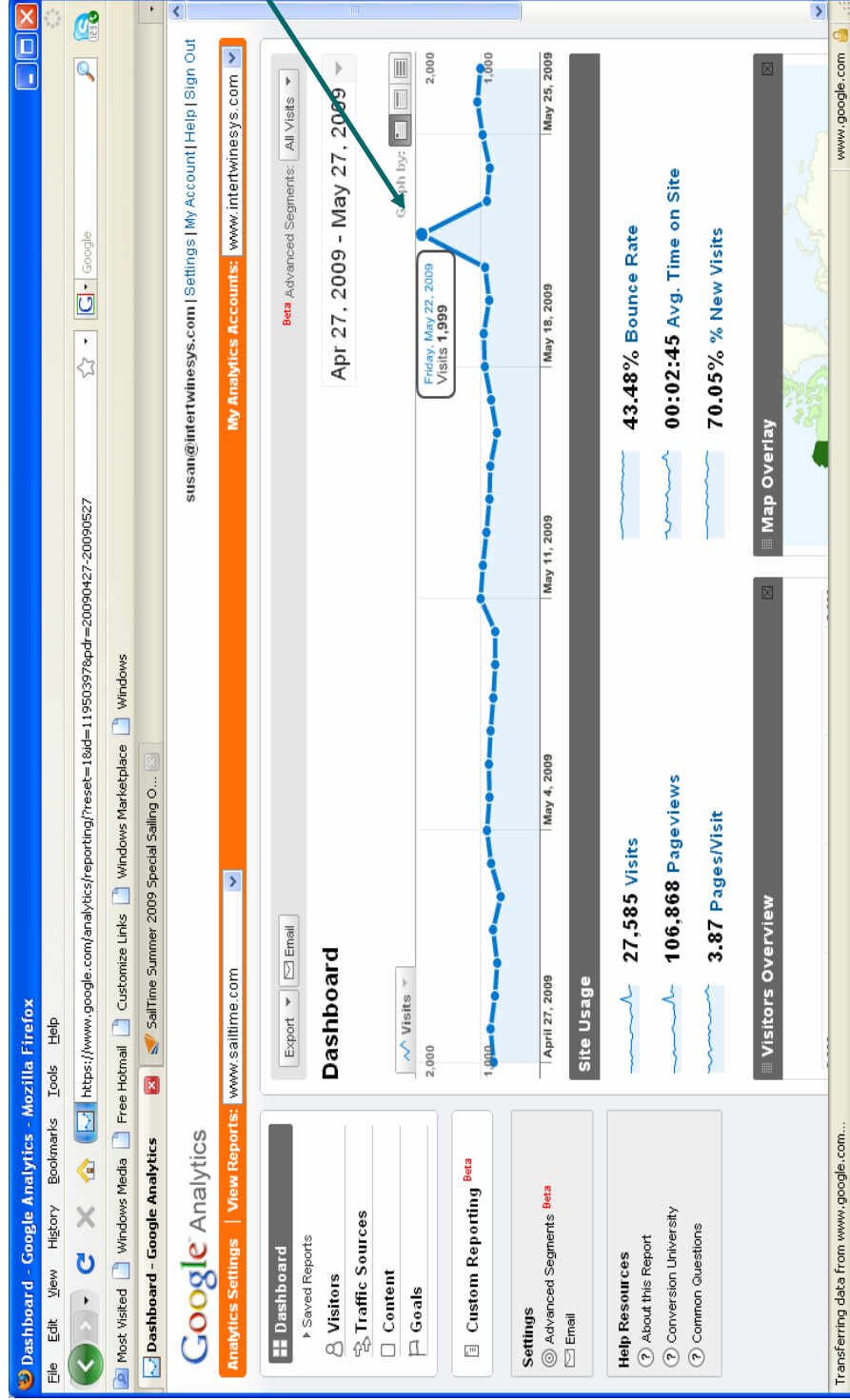
## 7. Measure Your Results

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- Enable and review analytics.
- Get direct feedback.
- Adjust!



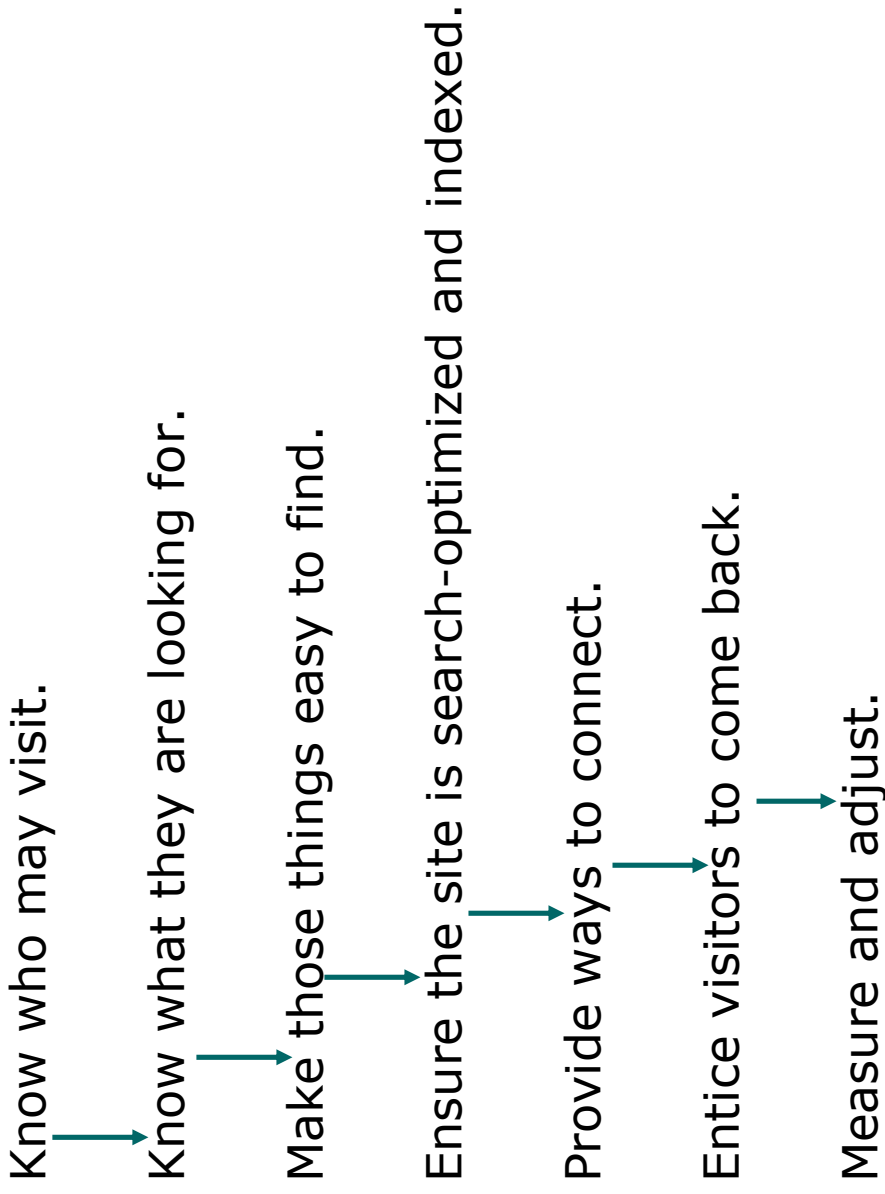
# 7. Measure Your Results





# Goal of this Process: *Build Relationships with Visitors.*

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Thank you for your time.

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○ Any questions?