

ABSTRACT

This project shows how to promote a Web site on the World Wide Web. The success in promoting the Web site is to integrate marketing plan that uses as many corporate resources in the most beneficial ways as possible for maximum return on investment. This project will show reader how to build an online marketing plan including the benefits of online marketing and how to overcome some of their shortfalls. It also shows how to design a Web site to maximize marketing efforts. There are many proven strategies for publicizing and promoting traffic to the Web site and encourage repeat visits. They are search engines, newsletter, banner-ad, message board or forum, and email. To be successful in promoting a Web site, there are several things marketer should do to maximize online presence. The good Web site should represent the company's brand. Images must be sharp and navigation intuitive. Everything about the site must invoke specific feelings and demonstrate certain characteristics about the business. The second factor is marketer has known his/her target audiences and their needs. The third factor is to complement promotional materials effectively and efficiently. Those factors which marketer cannot overlook anyone of them are keys to success in marketing a Web site.