

INTERNET DEVELOPMENT TOOL

04/01/12

NEWEST TRG LEADERSHIP TOOL

"Practical Means for Dealing with Difficult Times"

This section of our site features business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes focus on sequences of thought and action intended to enhance the positioning of your group, both on a long and short-term basis.

Each week additional sets of Tools on a wide array of business subjects will appear. Your input is requested as to which Tools might be of interest to you. Requests will NOT create any form of obligation on the Reader who makes the suggestion, but will help us understand which subjects are of general interest.

Please check back weekly to review the next tool. Visit our [LEADERSHIP TOOLS ARCHIVE](#) for previous tools.

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PREMISE: Internet usage is now universal: Please consider that ALL of the lists below apply to your business.

HIGH END QUESTIONS

1. Have you clarified whom you are trying to reach through the web?
2. Does your Website "Connect; Grab; Hold?"
3. How many Allied sources are sending visitors to your site by plan / mutual agreement?
4. How often and where are you or your team featured on the web?
5. Where were your last press releases displayed?
6. Do you have a written plan for web enhancement with rolling timetable?
7. Are your team, allies and supporters in sync with your plan?

Perceived needs are rapidly shifting and accelerating in real time

NOTE: Any entity without a comprehensive internet plan is flying blind

PURPOSES FOR INTERNET USAGE HAVE SHIFTED AND BLURRED

- The use of the web is now Daily/Constant/Fully Functional
- As A Primary Marketing Venue
 - The web is now the primary-direct marketing tool plus marketing support to all other methods
 - Catalog plus order taking / financial transaction

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- Provides essential support to Professional Activity
 - Accredited Courses in many cases
 - Informal in the rest
- **Directly Competing With "Live" Interaction/Functions**
 - Business Meetings
 - Training
 - Social Events (YES... even if this one gives us pause to consider)
- **Providing Personal Interconnection**
 - For and between Individuals
 - In Networks
 - Key Entertainment Outlet
 - Related Social-interaction Media are being redefined simultaneously
- **Direct Competition To Open Broadcast/Cable Broadcast**
 - Connected to print and packaging
 - New methods developed/discovered daily
 - Yahoo/Facebook /Twitter/Linked-in/???
 - Add names of programs as they become apparent (they are appearing hourly)
 - Lessons to be learned from each successive dominant media
 - e.g. Newspapers were dominant, then radio, then TV, now internet
 - All older forms still remain, but their roles have shifted significantly
 - Perennial methods must be reassessed ASAP
 - Which will remain in place? How long?
 - Which are already irrelevant? Or likely to become so?
 - How can you learn this? From whom? With what tools?

TARGETS

- **Important to shift understanding of the Internet**
 - What it is? (Functionality)
 - How it might be used (Now/Next)
- **Reset Your Outreach Methods and Priorities**
 - Systematic expansion of targets/forms of Market Recognition
 - Built in/Easily/Constantly Accessible site-usage metrics
 - Who are your primary and secondary targets?
 - For direct interaction?
 - To influence as to a perception of your market placement?
 - To be engaged how? By whom?
- **Immediate prospect of enhanced Revenue and Influence**
 - Need to reset Targets and measures ASAP (If not up to date)

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- Direct Sales Products and Services
- Licensed Products and Services
- Need to reset methods (ditto)
 - Blogs/User Groups/Q & A links

METHODS ASSESSMENT CHECKLIST

- Website
 - Appeal/"Grab"
 - Immediacy
 - Search engine placement
- Direct e-mail Program
 - Targeted
 - Broad send
- Branding phrases/images
- Alliances
 - Relational Placement!! (between allied entities)
 - Cross endorsements
- Placement on general Internet
 - Key sites (e.g. Facebook, Twitter)
- Connection to interactive business functions
 - Conferences
 - Conventions
 - Forums
- Endorsement/Cross endorsement (to expand reach)
 - E- Advertising
 - Placement
 - Frequency
- Connection to amusements
 - Commercial
 - Free
- News Media Coverage
 - Releases
 - As primary/secondary source
- Delivery Influencers/Sectors
 - New i-Net Media
 - Educators
 - Organizations of both "For Profit" and "Not For Profit" Executives

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For additional information regarding INTERNET DEVELOPMENT TOOL, please visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number 1.800.97-REGIS (1.800.977.3447).