



Professional Internet Solutions - Moff Interactive Inc.
Phone: 360 394 9601 Web: www.moff.com

SUMMER 2005

VOLUME 1, NUMBER 2

In This Issue

- Marketing Your Website
- Recently Completed Projects
- How to Protect Yourself From Identity Theft via Phishing Scams

Marketing Your Website

The successful business will flourish through the aggressive and pre-planned execution of a complete Marketing strategy. Simply put, marketing mix involves the selection of multiple marketing communications channels to convey your business messages and requires you to:

- Identify Your Audience
- Allocate Marketing Resources
- Implement Plan

The goal is to use both active and passive mechanisms to reinforce the message to your target audience, leading to increased revenues.

A Successful Marketing Plan Includes

- Proven pay-per-click on-line marketing strategies
- On-line newsletters and interactive content
- Beyond the web (business cards, print campaigns, etc.)
- Identity and Brand development

Let's Focus On Pay-Per-Click Advertising

Instead of looking for customers, what if they found you? Moff Interactive, Inc. and a pay-per-click advertising campaign can assist you in helping customers find your website. Pay-per-click advertising lists your site in search results across the web, so you connect with customers who are searching for your product or service. The following are some benefits of pay-per-click advertising:

- Reaches over 80 percent of active internet users.
- Lists your business in the search results on eight of the top U.S. search properties: MSN, Yahoo!, Alta Vista, InfoSpace, AlltheWeb, CNN.com, HPinvent, and NetZero. The more search engines your listings appear on, the more customers you attract.
- Receives the highest return on investment.
- Advertises only to customers who are already interested in your products or services.
- Pays only when users click through to your site.
- Sets your own cost-per-click.

You set the price you're willing to pay for each customer who clicks on your listing. Unlike direct mail, you won't have to pay for mailing lists, printing or postage, and you won't pay for impressions as with banner ads and tiles. You pay only for the interested customers who actually click through to your site. You also reduce the number of clicks it takes to find your site. Often with on-line co-op marketing your site gets lost in the maze of other sites that are listed, and it adds one more click for a potential customer to go through before they find your site. Call 360 394 9601 or visit www.moff.com for to schedule a free Web Site Marketing Consultation.

