

✦ *From the Board...*

Marketing Your Web Site

The big advantage of a web site is that anyone can access it anytime they like. But only if they know of its existence. The trick is to make people aware of the web site, to remind them of the web site address, and to encourage them to visit the site (for additional information, free downloads, white papers, etc.).

A variety of activities can be undertaken to improve the marketing of your web site:

- **E-mail Addresses.** Use the domain name of your company's web site for all e-mail addresses eg name@yourcompany.co.nz as opposed to say name@clear.net.nz.
- **E-mail Signatures.** Add the web site address to all e-mail "signatures".
- **Stationary.** Add the business's web site address to all stationery including letterhead paper, Invoice, business cards and labels:
- **Advertising.** Include the web site address on all signage, and in all advertisements.
- **Presentations/Articles.** When giving presentations, writing articles, refer people to your web site - give them an idea of its content.
- **Associations.** Make use of industry and professional associations with a member's directory or links page.
- **Strategic Partners.** Exchange web page links with strategic partners.
- **Search Engines and Directories.** A popular way to find web sites is via search engines and directories. So, submit your web site to relevant search engines and directories.
- **E-newsletters.** Use e-newsletters to provide the basic information - with embedded links to the details on the web site.

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Annual General Meeting Notice

Members will find enclosed with this newsletter information pertaining to the upcoming AGM for 2004. Please note that an electronic copy of the proposed rule changes are available for downloading from our website – www.smei.org.nz under “Membership Information”. Simply click on the “Rules of SMEI Wellington” tab on the left of the page to be taken to the proposed rules. On this page you will also find pdf. files of the Financial Statements for 2003 and a copy of the Auditors Report for the period.