

# NetBest Internet Services

PowerTipps Presentation, December 12<sup>th</sup>, 2008

## 7 Steps toward Launching an e-Business on the web....

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### 7. Develop the Vision

The first stage in the process, of course, is to develop your vision for the new business as clearly as possible. This can take months or come in a furious session at 2:00 am. But it needs to be thorough. **WRITE IT DOWN** and make revisions as needed until you are completely satisfied that you have enough detail to proceed. **GIVE IT A NAME** (a business name).

The concept forming in my mind might be a world-wide Political Action support effort that would reach tens of thousands of people, helping them learn how to understand issues of the day and allowing them to develop a consistent and satisfying life; regardless of who is in office. I'll offer membership/subscription content, as well as book sales, T-Shirts and paraphernalia.

### 6. Prepare a Unique Marketing Strategy

The Vision was pretty well worked out, but now I needed to squeeze it down to a single sentence or two that summarizes your potential market place (Who are your customers, where are they, how do they choose products like yours), and how you can differentiate yourself from the many thousands of businesses on the Internet today.

Incidentally, don't skip the step of refining your concept down to this level. Set **GOALS** and **CHECK POINTS** for success. If you can write a clear and precise Selling Strategy, you have a chance for success. If you can't, don't waste your energy, time, and money.

## 5. Obtain a Domain Name

The next stage is to secure a domain name. I feel that I can market my service most effectively with its own memorable domain name and identity. I'll pick a domain name that "represents" the Business Name and Vision so that people who hear of the service in my off-net marketing efforts are likely to find the site easily on the web. If it's available I'll use the company name and, if not, maybe something like **criticalpolitical.com** would work for my vision.

## 4. Identify Funding Resources

The next stage in the process is to secure or set aside funding for your project. This should include startup costs, promotion costs, projected ongoing overhead for a minimum period of **ONE YEAR**. Sometimes this can be a "Stop The Presses Moment". Also remember that there are times when a quick entry into the marketplace is an essential part of a marketing plan. Sometimes a more gradual approach is called for, and allows you to retain control of your business AND its profits.

## 3. Lay Out a Project Plan

As we get close to kicking our plan into action, there's an important planning stage before we begin. That is creating a timeline with the required actions, dependencies and responsible parties that support the execution of the various projects actions involved. The more complex the project, the more you'll need to use sophisticated project management tool, such as Microsoft Project. Be sure that the items on this timeline support the **VISION** and **STRATEGY** refined from #7 and #6 above and that consideration is given to **FUNDING RESOURCES** defined in #4. If some tasks require actions outside of your direct control; be sure the timeline includes check-points to be sure the expected progress is being made. You can **EXPECT** what you **INSPECT**..... a plan must be managed. Set **TARGETS** and **GOALS**.

Now (from the web site perspective) you're ready to roll.

## 2. Create Website and E-mail Systems

Your project will be unique. These are some of the steps involved in setting up the systems necessary to run a high traffic website and e-mail publication with

the minimum of labor later. Even though we're getting closer to launch, there's a great deal to do, though not necessarily in this order. (Of course, there are other items in addition to the list below. This is only a sampling.)

1. Write website introduction and guidelines. If yours is an effort involving several groups or individuals, it's important to carefully qualify participants and manage expectations, so all have a clear idea of what is expected and to avoid confusion or disappointment later.
2. Design basic webpage templates for the site pages. (colors, logos, etc)
3. Prepare site graphics that help tell the story, but minimize download time.
4. Devise and test a mock-up of the product and service information to be integrated into the e-Commerce solution.
5. Set up a navigation system to allow the site to grow in complexity. We may use a left-side menu. We will avoid the problems associated with use of an HTML frames format.
6. Develop web content (pages) that support the **VISION, STRATEGY** and **MARKETING STRATEGY** for your project. At a minimum, will include a **HOME** page, an **About US**, a **Contact US**, **LINKS** and perhaps the **discussion** or **Blog** area.
7. Install online **e-commerce software** on an SSL secure server to facilitate online contributions. We will use a **Shopping Kart** e-commerce software and **real-time credit card authorization and payment processing**. Of course, a **merchant credit card account** is necessary to take credit card payments.
8. Develop an online subscription system that will simultaneously subscribe participants to our customer database and offered *product and services*.
9. Complete miscellaneous business functions, such as filing a **DBA** business name statement, securing a **business license**, **setting up a bank account**, etc.

## 1. Execute Marketing Strategies

Many businesses and sites don't really have a marketing plan, but without a marketing plan, you can't expect to succeed. Once you have determined your absolute **LAUNCH** date, implement your **MARKETING PLAN** based on your **STRATEGY**. Set **TARGETS** and **GOALS** within your timeline.

Here are a few possible steps toward getting the word out.

1. Announce the launch to your targeted market and interested groups or individuals via appropriate media resources. Send e-mail, letters or post card announcements.
2. Publicize via in-house newsletter, radio, TV or other print media. One principle is to give people something they value, and then market your **VISION** to them.
3. Provide news releases to key editors of news papers, magazines, local advertising medium, major e-mail newsletters, etc. with a request to review the new business and your site. This has been successful in the past.
4. **Register with search engines and directories.** Be certain that you have prepared your site content, titles, META description and keyword tags for each webpage to support your VISION, STRATEGY.
5. Pursue and effective "**LINK EXCHANGE**" program.

We're well on our way now!

## **Open The Doors To Your Business**

10 – 9 – 8 - 7 - 6 - 5 - 4 - 3 - 2 - 1 – We're Off!

Every e-business is unique. The one you're operating or considering is doubtless much different than one I would consider but, I expect that you'll find a number of ideas in this article to improve your site. Why don't you write them down in a To-Do list before your forget.

**T**he real work *and, hopefully,* the benefits come after the launch. Manage to your plan, allow for changes, updates and modification of targets and goals.