

WHAT DO WE DO NOW? COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

Goal

The goal of this manual is to provide information on how to market and generate additional revenue on your new site.

Pre-Launch Preparation

Company XYZ Responsibilities:

- The Company XYZ Manager will contact you to discuss the specific needs of your site, appearance and deadline dates.
- The Company XYZ Manager will be your key contact and is responsible for the deployment of the site, technical aspects and providing a test site prior to the site's launch date.
- Company XYZ will handle all technical aspects of the site.
- A member of the Company XYZ Customer Service Department will be available to answer any technical questions you may have concerning your new site (support@CompanyXYZ.com, phone number).
- Company XYZ will provide promotional documentation regarding Company XYZ upon request.
- The Company XYZ Marketing Department will provide advice for your site promotion and marketing efforts if requested.

WHAT DO WE DO NOW? COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

Your Responsibilities:

- Read your contract thoroughly and review the specifics of your new site.
- View <http://www.Company XYZ.com> and the affiliate sites for an idea of how your site will look, and decide on the basic colors for your new site.
- Know whether your site is going to be integrated into an existing site or stand alone.
- Keep in constant contact with the Company XYZ Manager for updates and statistics regarding your site.
- You are responsible for promoting and marketing your site.
- Assign responsibilities to specific staff members regarding managing, promoting, and marketing the site. Provide these names and contact numbers to the Company XYZ Manager.
- Send copies of any promotional handouts, newsletters, brochures, etc. that your company uses to Public Relations Manager, Company XYZ Corporation, 4 Sample Street, City, State 00000, e-mail address, for any possible promotion by Company XYZ. She will be contacting your company for press release quotes.
- Learn how the Company XYZ tools work and teach co-workers the processes involved.
- Hold a pre-launch meeting to discuss how the site will work and tactics on bringing traffic to the new site.
- Instruct employees to use the site and tell their friends about the site.
- Review the values the new site has to offer and share your focused message and promotional concepts with your entire staff.
- Establish appropriate deadline dates in regards to marketing and promotional efforts.
- Research all possible marketing venues.
- Communicate any questions, concerns, or suggestions to the Company XYZ Manager.
- Do not forget about the site over time, and renew marketing efforts and staff participation on a regular basis.

WHAT DO WE DO NOW? COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

Prepare Promotional Materials

Online:

- Prepare a space on your current site that announces the upcoming resource.
- Research possible sites that will post a link and/or advertise your site, provide banner advertisements, newsletter sponsorships, etc.
- Post an advertisement, newsletter, banner, story, etc. on your site and any other appropriate sites regarding the new services.
- Research local venues and non-profit organizations to trade links, publicity, and event announcements at no cost.
- Prepare a list of targeted customers, media, advertisers, investors, etc. and send an e-mail announcement letter to each.

Offline:

- Prepare a list of targeted customers, advertisers, investors, etc. and mail announcement letters to those who do not have e-mail.
- Advertise in any of your own publications and other appropriate media venues.
- Write/post a press release for the new site and send to targeted customer, media, and investor list.
- Share promotional ideas with the Company XYZ Public Relations Manager, to avoid duplicative media contacting efforts.
- Consider an online sales incentive or employee contest within your company to help drive traffic to the site and increase registrations.
- Contact local organizations for free, promotional efforts.
- Prepare a targeted media contact list for non e-mail users.
- Prepare customer feedback forms.
- Possibly hold a press meeting to announce the new site.
- Prepare a database to see which of your customers, advertisers, etc. are signing-up for services.

WHAT DO WE DO NOW?
COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

When the Site Goes Live

- Announce the benefits of the new online recruitment resource on the home page of your site.
- Contact the targeted media list regarding the new site and the benefits it provides.
- Log all media contacts and share with Company XYZ.
- Return all inquiries placed by the media.
- Monitor all feedback, phone calls and e-mail you receive regarding the new site.
- Place follow-up calls or e-mails to all appropriate, targeted contacts.
- Check accuracy on all advertisement placements.
- Check internal procedures, progress of promotional efforts and in-house registrations. Employees should be telling their friends to use and link to the site.
- Register your site on all of the common search engines.
- Contact other portals and large companies in your field for reciprocal links and advertisements.
- Record any clippings in the media and share with Melanie Rembrandt at Company XYZ Corporation.
- Share any site problems, questions or concerns with the Company XYZ Manager as soon as possible.

WHAT DO WE DO NOW?

COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

After the Site Goes Live

- Report all feedback, problems and/or concerns to the Company XYZ Manager on a regular basis.
- Contact customers who are registering for services and market fee-based services to them.
- Send e-mail announcements to all of your customers describing the new services and benefits.
- Track customer, media, and promotional responses.
- Schedule a staff meeting to obtain feedback and decide future goals of your site's promotional program.
- Contact Company XYZ's Customer Service Team if you have any suggestions, comments or problems with customers.
- Send out reminder notes to registered users who are not taking full advantage of the services on the site.

Benefits of Using the Online Recruitment Services

For Users in Group A:

- Sticky content and a valuable tool for users
- Brand, content and service extension
- New, recurring revenue streams
- New users and potential subscribers, and increased loyalty with current users and subscribers
- Way to leverage current assets

For Users in Group B:

- Browser-based desktop tool to manage entire process includes: Sample Manager, Sample 2 Manager and Sample 3 Manager tools to track registrants and cross-post information quickly, easily and affordably
- Integrated marketplace of "best-of-breed" services provides a convenient single point-of-access

For Users in Group C:

- Anonymous way for users to market themselves
- Convenience features: matching, "one-click" searching and online replies
- Storage of original "look and feel" information in PDF format

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The Following Pages should be inserted here:

Fact Sheet

Marketing booklet

Current Newsletter

WHAT DO WE DO NOW?
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Sample Feedback Form

Date	Name	Notes About Site	Resolved	Information Sent to Company XYZ

NOTES:

**WHAT DO WE DO NOW?
COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL**

Sample Follow-up Form for Media

Date Contacted	Name	Publication	Information Sent	Site Appeared In Publication	Clipping sent to Company XYZ P.R. Department

NOTES:

**WHAT DO WE DO NOW?
COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL**

Sample Announcement Letter to Current Customers

Dear [Name of Customer]:

As a valued customer, we want to let you know that [Your Company's Name] is launching a new online resource at [Address of site] on [Date of launch]. The site will include free benefits for both Group A and Group B in addition to all of the services we currently provide.

Employers will receive the Company XYZ "Sample" software that provides a convenient and easy way to take advantage of the Internet for recruiting purposes. This browser-based tool streamlines the process and seamlessly connects users with the best, high-traffic, free job sites. For a nominal fee, employers can access over X amount of candidate profiles in Company XYZ's database (recently rated number two in résumé quality by the National Sample Group Index), and any information on the [Name of your site] with one click of the mouse.

The new site provides Group A with necessary career management tools and easy access to employers on the [Name of your site] network, among others, at no cost. By entering a password protected, confidential profile that does not contain any private, identifiable information, Company XYZ's unique technology enables Group A to market themselves anonymously to Group B while maintaining complete control over identity disclosure. To ensure that candidates receive all relevant matching positions, Company XYZ's Sample Product, a proprietary technology, searches with concepts rather than simple words. [Note the following information varies] Additional searching tools include: automatic e-mail notification of matches based on registered preferences, online storage, letter submissions and the ability to search and apply for jobs. In addition, access to customer service, a career resource center, online bookstore and [Name of your company] information is readily available at the site.

We hope that this new site assists you with your career and recruitment needs and encourage you to register on the site. Please contact [Name of person] at [E-mail address] or [Phone number] if you have any concerns, suggestions, or questions. We'd love to hear from you!

Thank you for being one of [Name of Company]'s valuable customers and visiting our site.

Sincerely,

[Name]

**WHAT DO WE DO NOW?
COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL**

Sample Announcement Letter for Potential Advertisers

Dear [Name]:

[Your Company's Name] is launching a new online resource to fulfill the needs of our customers at [Address of site]. The site will include benefits for both Group A and Group B in addition to all of the current services we provide. As we are predicting significant increases in site traffic, we have some valuable advertising packages available for you.

Employers will receive the Company XYZ "Sample" software that provides a convenient and easy way to take advantage of the Internet for searching purposes. This browser-based tool streamlines the process and seamlessly connects users with the best, high-traffic, sites. For a nominal fee, you can access over X amount of profiles in Company XYZ's database (recently rated number two in quality by the National Sample Index), and any information on the [Name of your site] with one click of the mouse.

The new site provides Group A with necessary management tools and easy access to Group B on the [Name of your site] network, among others, at no cost. By entering a password protected, confidential profile that does not contain any private, identifiable information, Company XYZ's unique technology enables Group A to market themselves anonymously to Group B while maintaining complete control over identity disclosure. To ensure that users receive all matches, Company XYZ's "Sample Business," a proprietary technology, searches for jobs using concepts rather than simple words. [Note the following information varies] Additional job searching tools include: automatic e-mail notification of matches based on registered preferences, online storage, letter submissions and the ability to search and apply for jobs. In addition, access to customer service, a career resource center, online bookstore and [Name of your company] information is readily available at the site.

I will be contacting you in the near future to discuss this opportunity with you. If you have any questions, please do not hesitate to give me a call.

Sincerely,

[Name]
Advertising Sales Manager
[Address]
[E-mail]
[Phone number]

Sample E-Mail Announcement to the Media

WHAT DO WE DO NOW?
COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

News for your readers!

[Name of Company] has a new Web site at [Address of site]. Now, customers receive all of our services and a complete solution on one Web site.

Group A receives:

- A browser-based desktop tool to manage the entire process including: Sample Manager, Sample 2 Manager and Searches Manager tools to track Group B and cross-post information quickly, easily and affordably
- An integrated marketplace of “best-of-breed” services to provide a convenient single point-of-access

Group B receives:

- An anonymous marketing tool
- Convenience features: matches, “one-click” searching and online replies
- Storage of original “look and feel” information in PDF format

For more information, please see the press release below or at [Link to press release online].

If you should have any questions, please feel free to contact me.

Sincerely,

[Name]
[Title]
[Address]
[E-mail]
[Phone number]

Press release in text format.

WHAT DO WE DO NOW?
COMPANY XYZ ONLINE PRODUCT SOLUTION MANUAL

Sample Reminder Note

Dear [Customer Name]:

On [Date], you registered on our new resource at [Site address]. We noticed that there hasn't been any activity on your account for some time and wanted to send you a brief reminder of the wonderful benefits of these new services.

Group A receives:

- A browser-based recruiter desktop tool to manage the entire process including: Sample Manager, Sample 2 Manager and Searches Manager tools to track Group B and cross-post information quickly, easily and affordably
- An integrated marketplace of "best-of-breed" services to provide a convenient single point-of-access

Group B receives:

- An anonymous marketing tool
- Convenience features: matches, "one-click" searching and online replies
- Storage of original "look and feel" information in PDF format

We hope you will find these services helpful and would love to hear any feedback you may have. Feel free to contact me at any time at [E-mail address] or [Phone number].

Sincerely,

[Name]
[Title]
[Address]
[E-mail]
[Phone number]