

Hiding Resource Link

<href=<http://www.visionmasters.com/links.htm>> Visionmasters

<a href=<http://www.visionmasters.com/links.htm>"
rel="nofollow" Visionmasters

Do a search for nofollow in source code of link partner.

A note on xml

Add xml by category

Building Blocks Of A Community.

1. Content
2. Community Management
3. Web Techniques
4. Email
5. Usenet
6. Discussion Forum
http://www.tinnitushearing.com/tinnitus_forum/tocproto.htm
7. Customer Service.
8. Web Techniques

What Is Community & Why Do I Need One:

- 2) **Interactivity:** Individuals are able to share their opinions about the content presented on the site, and in turn, are able to exchange with others. This provides the site with additional resources to complement and enhance the information already present.
- 2) **Promotion:** Community is an excellent way to promote features of the site and services sold, as they can be directed into a conversation-based on the topic. This provides an additional means to direct members to the site features and encourage members to utilize those features.
- 3) **Visitor Retention and Loyalty:** Like any form of community, an online community provides a sense of belonging and a reason to bond with others. Once bonds are formed and people see the benefit of the exchange that a community can provide, they will return. They tend to remain loyal to the brand, site and the community at large.
- 4) **Sales Support:** Community can serve as a sales support mechanism, where visitors can gain information regarding the different services/products available. Community also provides a means for other visitors to share their experience with your services/products, thus promoting them, which in turn can lead to new sales.
- 5) **Reduce Reliance On Search Engine Traffic.**

Web Techniques

Example: If you liked this article click here to recommend it. Also for products free content. Must register to participate

 EMAIL ARTICLE TO A FRIEND	 PRINT PAGE
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Add to my favorites logo like:

<http://www.movietickets.com/>

Email Sign Up:Form

<http://www.residential-landscape-lighting-design.com/>

Subscription Example:

First Name	<input type="text"/>	Last Name	<input type="text"/>
Company Name	<input type="text"/>	Email	<input type="text"/>
Format Preference: <input type="radio"/> HTML <input type="radio"/> Plain Text			
<small>(text is recommended if you use Eudora Light, Eudora Pro 3 or earlier versions of Eudora Pro, Lotus Notes or AOL 5.0 or earlier)</small>			
<input type="button" value="Submit"/>		<small>(required fields in bold)</small>	

Community Management

Designate A Community Manager

Using Auto Responders for coupons and specials

Most customers aren't looking for the fastest or the least expensive service. Most are looking for the best total value. Value is determined by several factors not even related to price. These include such elements as trust, dependability, quality, and service. So don't cut your price, instead increase service, value, and relationship.

Follow up on every sale

Don't wait to survey your customers just once a year. Every time a client buys from you, ask him or her how you can improve your products and services.

Create a short questionnaire by writing down every single question you would like to ask your clients. Then narrow that list down to the essential information you absolutely need to know. Don't ask more than 6 questions!

3. Write customers a personal letter

Customers love personal service. Use the information in your company's database to write individual letters to clients. Thank the customer for purchasing from you. Note the products that the client recently purchased and offer information about other products that the client might be interested in.

In fact, sign up your repeat customers for monthly mailers about new products, advance notices about sales or special members-only coupons. Experts agree that one key to loyal client is follow-up.

The point is to offer information and products that the customer will find valuable, not just services you'd like to sell. Add a handwritten note at the end and offer to follow up your product suggestions by telephone. You may be surprised at how much extra business you can generate.

4. Hand out coupons to generate sales

Coupons are a tried and true method for generating sales. You can include them in your invoices.

Before you create a coupon yourself, gather a good sampling and study them. Then be sure to include exactly what the coupon offers in large, bold lettering, as well as an expiration date so customers will use the coupon quickly.

Coupons work best when you **repeat the offer four or five times** on a regular basis. Always keep track of how successful the coupon is by tallying how many coupons are redeemed.

6. Reward your best customers

Research shows that it takes more effort and money to get a new client than it does to keep an old one. So naturally it follows that you should absolutely keep your current clients happy.

Find out what they like and give them more of it. Or talk to your clients and ask what keeps them up at night. Then create a product or service that will help them.

Offer long-term clients a discount or invite them to a special "preview" event to unveil new products. Send them holiday cards or send cards for their birthdays or anniversaries. Some enterprising businesses even send birthday cards to their clients' children.

If nothing else, just make clients feel special and always thank them for their business. It's doubtful that any client in business history has ever been over-thanked.

Customers should receive personal attention, so they know exactly what they will receive before any product is shipped, including how it will be packed and crated.

Periodically sends e-mail promotions to opt-in customers.

2. A FORUM

http://www.tinnitusearringing.com/tinnitus_forum/tocproto.htm

Discussion board, bulletin board, forum, whatever you want to call it, these could be the best thing to ever add to your site - all depending on your site of course!

A forum is where users can register to post new discussions, questions or information, and can in turn respond to other users' discussions, questions and information. They can be tremendously 'sticky' (meaning people will keep coming back), BUT they can also be extremely difficult to launch effectively, and to also manage from an administration point of view.

SITE COMMENTS

Being able to read feedback and comments from fellow consumers and users is important for anyone seeking to purchase a product, or take part in a site. Offer the ability to leave comments or reviews on your product pages, or your articles, and you will be giving people a voice, and offering them a chance to be part of your site. But, remember to **POLICE THE**

COMMENTS EFFECTIVELY!

NARROW LINK EXCHANGES

Everyone exchanges links (or should). But one way of promoting your site even better is to develop what I call 'narrow link exchanges', where you swap links with similar or related sites, with a limit on the number of link members, and then promote that exchange as a form of 'partnership.' A great way to network with other webmasters.

Online Customer Service?

Using community to take some customer support off sales people)

Community Types?

So what does Community do? A very simple answer would be:

1. it provides a venue for exchanges between individuals as part of a more or less defined group.
2. it encourages the sharing of opinion, knowledge and/or information between those individuals.
3. it elicits or builds on a sense of "belonging" to a group in the individuals who participate.

Communities of Knowledge or Practice

Some communities, for example, are defined by a professional or corporate body whose members (professionally accredited people, employers, employees and so on) belong to it by nature of their status or membership. An instance of this would be a community of therapists who by nature of their profession belong to an accrediting organization. Such a community might be termed a community of knowledge or practice, whereby the means and modes of community exchange are aimed at the communication and sharing of professional information, ideas and practices.

Often this kind of community is not open to the general public and is based on an existing affiliation, meaning that there are formal barriers to entry. Indeed, many communities of this type are restricted to an organization's internal use only, on an intranet or extranet system.

Communities of Interest

Communities of interest are built around an identifiable need, theme or interest which extends across organizational boundaries. To extend the analogy of the therapists mentioned, this might be seen in the instance of the patients of therapists who form a support group. Such a community might be termed a community of interest, whereby the community is orientated around a particular need, demographic feature or facet which is jointly held by its members. The vast majority of online communities are communities of interest. Examples include entertainment and fansite communities, communities set up around hobbies and sports, and health and well-being groups.

Using Email For Community Building.

28 Ways to Build Permission-Based Email Lists

Developing a cost-effective email list poses a challenge for all email marketers. Because email addresses change at a rate of 30 percent or more on most lists, marketers must adopt an aggressive approach to expand their list and yield a significant return on investment.

As you browse the list below please keep these helpful tips in mind:

- **Consider All Touch Points:** Use every point of contact with customers and prospects.
- **Obtain Permission:** Always obtain permission with the confirmed (double) opt-in method for online contacts. For offline contacts, update your database with when, where and how the contact was initiated. Confirm their permission in the first email.

- **Required Information:** Obtain email address, name, format preference and logical interests/preferences.
- **Focus Equal Attention on Existing Lists:** Implement strategies and incentives to transform inactive subscribers into active ones.
- **Provide Valuable Benefits:** Convince potential subscribers of the valuable benefits they'll receive.
- **Convey Trust:** Clearly state your privacy/email policies.

1. **Feature a Newsletter Sign-Up Form on Each Page of Your Site** – Be sure to remember this basic concept. Sign-up opportunities should be ubiquitous throughout your site.

2. **Promote Benefits on the Sign-Up Page** – Enhance subscription value with sample emails, testimonials and strong call to action copy.

3. **Offer Opt-In Incentives** – Incentives like white papers, discounts and special reports significantly increase conversion rates.

4. **Optimize Your newsletter for Search Engine Placement** – Optimize current and archived newsletters for search engines to increase traffic and subscriptions.

5. **Include email subscription information** – On every page in header if possible.

7. **Include “Send to a Friend” Options** – Generate new subscribers with minimal effort if bundled with promotional campaigns.

8. **If You use print ads** - Encourage email subscriptions on all print ads.

9. **Direct Employees to Include Messages and Links in Email Signature Lines** – Add “Subscribe to the Company X Email Newsletter” to employee email signatures.

10. **Direct Call Center and Sales Employees to Obtain Permission and Capture Email Addresses Over the Phone** – Instruct call center and sales staff to ask customers and prospects if they'd like to receive newsletters or promotional email.

12. **Add Sign-Up Message to Invoices.**

13. **Promote Your Email/Newsletter in Articles** – Include a reference and link to your newsletter after the byline on internet articles in trade and consumer websites.

14. **Include Opt-in Message and Check Boxes on Shopping Cart Pages** – Remember to ask for email format and product/information preferences.

15. **Include Newsletter Subscriptions in Trade Show Lead Generation Forms** – Obtain permission to send your monthly newsletter to booth visitors.

16. **Include Opt-in Information on Customer Satisfaction Surveys** – Ask permission to communicate valuable information via email newsletters and promotions.

17. **Include Opt-in Forms in Product Shipping Boxes** – Advertise email promotions on packing slips and direct mail cards with links to your site. Many retailers and catalogers also include promotional offers from non-competing companies.

Does this email's content provide value to our readers?"

Reminder Emails

Reminder emails, regardless of whether for surveys, ecommerce, seminars, etc., can lift your response rate by a significant amount. However, you must use them sparingly and send them only to those who did not respond in some way (either by not opening or by opening and not clicking) instead of sending to your entire list again.

Example Of Footer

This newsletter is a service of RLLD should you no longer wish to receive these messages please click here to unsubscribe or send an email to unsubscribe@rllld.com

Simplify Sign Up Process

Although you want to simplify your sign-up process, there are two shortcuts to avoid. You should still use a double opt-in process to avoid data-entry errors and prank sign-ups.

Make Messages Meaningful

First, you have to get the recipient to open your message. Then, you must make the content relevant to your audience. If you haven't revisited your basic message design in the last year or so, it's time to take another look.

This principle covers both "outside" of your message (the from and subject lines) and the inside (the content).

1. Use your company or brand name in the "from" line, which tells recipients who sent the email.
2. Write a brief optimized (six words or less is ideal) subject line that accurately represents the message's major content. Longer subject lines are OK, just make sure each word is critical and the most important are in the first 50 characters – those that follow will get cut off in many email clients. Include the email's title, if it has one (such as a newsletter title). If you can't, then include your company, division or brand name in the "from" line. List it first here.
3. Keep HTML-format messages as simple as possible. The more gizmos you pack into an HTML message -- superfluous images, graphics, sound or video -- the more likely something won't work on your recipients' computers. Store rich-media content on the Web; limit image size and use colors that reflect your logo.
4. In HTML messages, use alt tags and support text around images so that readers whose [email clients block images](#) by default will still get the gist of your message. Many email clients will also block alt tags, so good use of text is key.
5. If you offer a text version (**asci text is read by all computers**), make sure the content includes links to all of your core functions and tasks. Load up on relevant links. If your goal is to funnel readers to your Web site, give them many access points, such as two or three order buttons sprinkled around a promo message instead of just one, or links to related information on your site. You've probably got a wealth of info at your site; make it easy for your readers to find it.
6. Lose the generic action button. Instead of "click here," use descriptive terms such as "Order now!" or "subscribe me!" or "Get whitepaper here." Be explicit about the actions you want users to take.
7. Test each email message before you send it, in different browsers (Internet Explorer, Firefox, Opera, etc). Adhere to your users' preferences for frequency, format and content. If you keep sending promo offers to people who signed up just for the newsletter, you'll lose them.

8. Help readers manage your information. Include a **forward-to-a-friend link** in messages where appropriate and a print option that links to a **printer-friendly version of an HTML** message. Label those functions, either with icons or brief text.

three common problems with newsletter sign ups:

1. **"A big dead silence"** after someone subscribes. "I want something to happen right away in my email inbox,". Send your latest newsletter or offer in a return email instead of waiting for the next publication date.
2. Overwhelming readers with too many choices, without explanations or grouping into interest or demographic categories.
3. Not explaining whether the email a prospect is signing up for is a bulletin about new content at the Web site or a full-content newsletter.

Building a Trust-Based Email Marketing Program

<http://www.residential-landscape-lighting-design.com/>

<http://www.residential-landscape-lighting-design.com>

The CAN-SPAM Act lays the foundation for a clear differentiation of "spammers" from permission-based email marketers. However, in this era of customer control it's even more important for companies to go beyond CAN-SPAM compliance and create trust-based email marketing programs.

Six Core Elements of a Trust-Based Approach

The key elements of a trust-based approach are:

1. **Permission**
2. **Privacy**
3. **Reputation**
4. **Preferences**
5. **Expectations**
6. **Compliance**

Why Permission is Critical

Obtaining permission to send email communication limits legal liability, creates an audit trail, produces higher delivery rates, and strengthens customer relationships while enhancing your brand image in the marketplace.

What Is Permission?

Permission is explicit consent from a potential recipient, either in the form of a reply to an email or as a result of site action initiated by the recipient.

- For instance, recipients who sign up for an informative newsletter should only receive that newsletter, not advertising or promotional messages, regardless of their relevance to the subject matter in the informative newsletter.

Acquiring Permission

- **Adopt an Email Policy** that describes your commitment to privacy protection. Email privacy policies are read more frequently than general privacy policies so they should be simple, succinct and should answer the question "How will you use my email address?" (See samples below.)
- **Require User Action**
Ensure that you receive affirmative consent by requiring action on the part of the potential recipient. Check-boxes can be used, and depending on the scope of the list and possible third party usage, it's important to have users confirm that they've read and agree to your privacy policy.
- **Send a Confirmation Email**
Send a follow-up email that confirms the subscription and reinforces their preferences. Add detail about the subscription process and applicable company policies. This message also initiates your relationship with the customer and reassures them of their rights and their choices. It's important to be very specific and adopt a friendly tone that nurtures the relationship you've established.
- **Avoid Pre-Checked Boxes**
If your organization uses pre-checked boxes in the sign-up process, switch them to unchecked boxes or another affirmative consent approach. Otherwise you'll have to add a conspicuous notice that identifies your messages as advertisements or solicitations. The CanSpam Act does not consider pre-checked boxes to be a form of confirmative assent.

Permission Begins with List Building

Now that we've defined permission and outlined the steps for acquiring it, you can begin to build a list by incorporating messaging that would drive traffic to your site and motivate users to sign up for your programs. The following are other list-building sources and best practices:

Acceptable

- **Append: Opt-in** – Addresses that have been added and confirmed as a result of opt-in requests from recipients who wish to receive email.

Unacceptable

- **Harvesting** – Software that sweeps the Internet searching for @ addresses randomly is illegal under the Can-Spam Act.
- **Append: Opt-out** – Unconfirmed appends. Addresses that have been added but not confirmed.
- **List Purchase** – Purchasing lists without the consent of recipients.
- **List Rental: Non Opt-in** – List rental is where recipients did not consent to email from third parties.
- **Directories** – Email addresses that appear on a directory have not granted consent for inclusion in your list.

Why Double Opt-In Instead of Single Opt-In?

The double opt-in subscription policy is a closed loop confirmation method for adding subscribers to your mailing list. Double opt-in is a second step that potential subscribers must take to become a member of your mailing list and confirms recipients' interest, prevents erroneous subscriptions, reduces inactive recipients, and provides proof of opt-in. Double opt-in confirmation logs allow you to refute any spam complaints that may arise and are seen by mail administrators as the most privacy-conscious way to handle subscriptions. Corporate filters are more apt to whitelist your newsletters if confirmation logs are available, and they also protect your company against anti-spam legislation by providing evidence of solicitation.

2. Email Privacy Policies

An email privacy policy describes your email marketing program practices and should cover:

- **Mailing Frequency**
- **Scope of Marketing Programs**
- **Subscription Management**
- **Issue Resolution Procedures**
- **Third Party Availability**

Privacy Policy Examples

Following are two privacy policies, one that appears in a new window when viewers click on a link, and one that appears in response

to a mouse scroll. The best practice is to have the short version next to the submit button and provide a link to the longer, detailed version.

Comprehensive Version

"The information you provide upon registration for our newsletter will be used to keep you informed about new services, discounted products, and website updates and will not be sold or disclosed to any third party. By signing up for the mailing list on www.genericcompany.com you understand that generic company will send you emails periodically. You have the opportunity to unsubscribe from the generic company database at any time via a link at the bottom of every email."

Abbreviated Version

"Email addresses are never given out or sold. The only use of your email will be to communicate about your interest in generic company's products and services. To view more detail, [click on this link](#)."

Sample Email Privacy Footer

To read more about the email privacy footer, [click](#) to read this article by Loren McDonald.

Sample Email Privacy Footer:

3. Updating Preferences and Profiles

This crucial third component of any trust-based program is providing the ability for recipients to self-select preferences and modify personal profiles. If customers and prospects have control over mail that you send them, they're more likely to trust you and provide information that increases the relevance of your email communications, a win-win situation for you both. The following update options should be available to list members:

- **Update email address**
- **Choice of format (HTML versus Text)**
- **Frequency of messaging**
- **Interests and Preferences**
- **Subscription Options**
- **Unsubscribe Options**

The Benefits of Updating

- Global suppression is "required" by CAN-SPAM. Though not explicit, the Act implies that global suppression options are required.
- Easier for subscribers, provides control over messaging
- Fewer bad addresses
- More segmentation data so you can target specific interests
- More satisfied customers

In addition to updating preferences/profile fields, it's also a good idea to update:

- Call center procedures
- Direct mail forms
- Subscribe forms
- Any other marketing formats that elicit information from recipients.

4. The Emergence of Email Reputation Services

ISPs review the messages you send and how they're being received, then decide whether to deliver messages based on customer complaints and bounce percentages. Adopting stringent permission practices helps you participate in whitelisting programs for the ISPs that have them, and may help resolve any false-positive blocking issues that may arise. Maintaining a trust-focused reputation will help recipients communicate about their expectations, and they'll be more likely to modify their profile or utilize unsubscribe links instead of clicking on "report spam".

Current methods of reputation management are largely internal to specific organizations and exist in the following forms:

- **Private Lists** - Blacklists and whitelists based on established criteria are maintained internally by

5. Expectations Are Everything

Managing expectations is an important component in establishing trust, and provides opportunities for personalization and customer contact, reinforcing the value you receive from your client list.

1. Opt-in subscription form messaging, (sample below)
2. Thank you page messaging
3. Confirmed opt-in email messaging
4. Initial and ongoing messages should contain:
 - Timely content
 - From name
 - Quality - reinforcement of your brand
 - Content value
 - Reminder of subscription information

Managing Expectations

- **Content Scope:** Remind recipients that you will only send messages that relate to preferences and interests indicated during the opt-in process.
- **Purpose/Value:** Reiterate the objective of your messages and the value for recipients (receiving promotions that relate to their interests, etc.)
- **Frequency:** Remind them of the preferences they indicated about frequency of delivery, and reassure them that you'll only send messages within that framework.

Overview - The Trust Payoff

In conclusion, the trust-based approach to email marketing pays off for you, the marketers, and your customers and prospects. You'll receive higher conversion rates, reduce unsubscribed and spam complaints, and benefit from enhanced brand reputation and customer relationships.

Articles Relating To Community

[Stepping Stone Communities?](#)

[Community Importance?](#)

[Using Avatars](#)

[Best Community Launch Approach?](#)

[Free Community Software?](#)

[E-mail Management Blues?](#)

["Proposing to Moderate?"](#)

[Award Versus Reward?](#)

[Using Focus Groups?](#)

[Community Pitfalls?](#)

[Spurring Discussion?](#)

[Building An IT Community for Young People?](#)

[Community Implications of Article 14 of the European E-commerce Directive?](#)

[ISP Ban?](#)

[Online Presentation Q&A?](#)

[Technology and the Virtual Community?](#)

[How Do I Get People to Post?](#)

[My Child's Safety?](#)

[Intranet Communities?](#)
[Finding Community Resources for Moderators?](#)
[How Do I Attract and Maintain Visitors?](#)
[How Many Chatters Is Too Many?](#)
[What Makes A Successful Community?](#)
[Gauging Success?](#)
[My Post Was Deleted?](#)
[Finding Moderators?](#)
[Turning Visits into Participation?](#)
[Community Guidelines \(TOS\)?](#)
[Dealing With Conflict? \(Part 2 Mediation\)](#)
[Dealing With Conflict?](#)
[Building a Business Case for Community?](#)
[How should I compare community sites and functions?](#)
[Moderating disruptive individuals for the greater good?](#)
[Making the Most of a Targeted Community?](#)
[How Should My Moderation Team Present Themselves?](#)
[Niche Market Community?](#)
[Part Two: How Do I Deal with Moderation Team Issues?](#)
[Part One: How Do I Deal with Moderation Team Issues?](#)
[In-house vs. Outsourced Community Management?](#)
[Community Tools and Patronage?](#)
[Polls and Surveys?](#)
[A Marketing Tool?](#)
[Volunteer Management and Incentives?](#)
[Community Rewards and Identity?](#)
[Moderating Forums?](#)
[Finding Good Volunteers?](#)
[Community for B2C e-commerce site?](#)
[Managing Expert Communities?](#)
[Enabling Consensus?](#)
[Can Community Generate Revenue?](#)
[Revenue from Live Events?](#)
[Threaded vs. Non-Threaded?](#)
[Getting Content?](#)
[Community Promotion?](#)
[Encouraging Visitors?](#)
[Live Events vs. Regular Chat?](#)
[Why Moderate?](#)
[Staying On Topic?](#)
[What does Community mean?](#)
[What is Stickiness?](#)
[New Site Community?](#)