

## **Setting Up Your Web Site For Niche Marketing**

*By Evalyn M. Williams*

You have a Web site in order to generate more sales; therefore, you want to get as many people to view your site as possible. But more than that, you want the “right” people to visit your site – the ones likely to purchase what you are selling. To accomplish this, you may need to concentrate on niche marketing.

Niche marketing is targeting those people most likely to buy your products or services. In order to target these consumers, you must first profile who your customers are. Describe them in detail, and then find out where they congregate on the Internet. Mailing lists and news groups are online discussion groups that have people who are already interested in the subject.

Join the discussion and at the right moment, let them know you have something that interests them. Though it is not proper “netiquette” to “sell” your wares outright in these discussions, you can include your e-mail signature, which then becomes a miniature advertisement for your business. An e-mail signature is four or five lines of information about your business containing, at a minimum, your business name, a tag line, and Web site and e-mail addresses on every e-mail you send or discussion in which you participate.

Most importantly, if you can get 200-1000 targeted consumers to visit your Web site and you offer a quality product or service at a reasonable price in a convenient way to shop, you might generate a significant amount of business through your Web site.

Keep in mind the three most important aspects of niche marketing on the Internet:

1. Profile your potential customers
2. Find out where those customers congregate on the net and

### 3. Get your message to them

Considering the proliferation of online shopping these days, if you do not use the Internet to gain customers, you are missing a huge potential consumer base.