

# DIY Marketing – Integrating Your Website

## How Do You Integrate Your Website With The Rest Of Your Marketing?

Your website on its own will not generate the new business you need, particularly if you provide a service rather than a product. You need to use a variety of marketing tools to promote your business and you need to make sure that they all give the same message. Here's how you can use your website to lead all your marketing activities.

1. **What is the key message you want your marketing to give people?**

*Example: We provide affordable marketing services to small service-based businesses*

2. **What message does your website give?**

*Example: We provide affordable marketing services to small service-based businesses*

If your website gives a different message to the key message you want to give to people, you need to look at ways of improving your website. You may need to change the design and/or the content before you move on.

3. **List all the other marketing activities you currently use**

*Example: Networking, writing articles and your newsletter*



4. List the key message being given by each marketing activity

Record the details in the table below

*Example: We network with small businesses to give away free advice to the people we meet, to deliver the message that we provide affordable marketing services to small businesses*

Activity	Message
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

If you're not sure what messages you're giving, ask your clients, prospects and suppliers for their opinion.

5. How many different messages are you using?

Looking at the table, can you see any activities that are giving different messages to the others?

If so, list them here:

6. How can you integrate your marketing?

Once your website is giving out your key message, you may need to change the messages being delivered by some of your other marketing activities, to bring them all in line. Take each activity listed above and look at how you can make sure it gives a consistent message.

*Example: If you provide advice services, do you give away help and advice in your newsletter and at networking meetings?*

When all your marketing efforts are working towards the same goal, you'll be able to generate much better results from your efforts and your budget.

For more advice on gaining integrating your website to promote your business, contact Appletree by calling 01635 578 500 or e-mailing [Chantal@Appletreeuk.com](mailto:Chantal@Appletreeuk.com)

