

*Direct Marketing:  
One Community at a Time*



The Redistribution Network  
The Ad-Marketing List

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# *Why a redistribution network?*



- Engage multiple audiences
- Get the word out
- Build infrastructure
- Drive traffic
- Build brand (What's a Netpreneur?)

# *Steps to building the network*

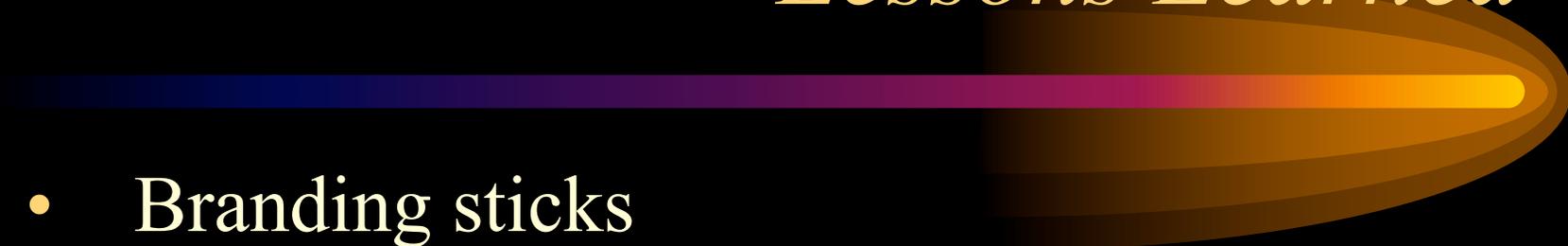


- Research market
- Prioritize & develop targeted list
- Build key relationships
- Distribute information, contacts redistribute
- Propagate the pipeline

## *Outcomes, so far...*

- Offline activity, calendar, discussion group
- Connect 74 groups in tech community
- Reach 62,000 individuals
- Fill 12,000 seats
- Drive 50,000 users to Web site

# *Lessons Learned*



- Branding sticks
- The more targeting, the better
- Leverage
- Value proposition is important
- E-mail works
- Relationship is key

*Relationships are key...*

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**Special thanks to the entire community  
for helping get the word out  
about Angels & Revolutionaries:**

- [American Electronic Industries Association](#)
- [American University](#)
- [Americans Communicating Electronically \(ACE\)](#)
- [Association of Information Technology Professionals \(AITP\)](#)
- [American Marketing Association- DC Chapter](#)
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# advertising & marketing

Welcome to the Netpreneur Ad-Marketing Community, the on & offline place for marketing entrepreneurs from Greater Washington and the Internet to learn, connect & grow their businesses

## Netpreneur Ad-Marketing List

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### Marketing Challenges

### Ask the Experts

washingtonpost.com presents



Want to be a facilitator at this conference's lunch on April 16?  
Send an email note to:  
[ad-marketinglunch@netpreneur.org](mailto:ad-marketinglunch@netpreneur.org)

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# *Why an Ad-Marketing List?*

- Offer a place to meet, learn & get answers
- Create social glue in the region
- Find out what we have
- Talk to lots of people at the same time

## *What we did*



- Evaluated different approaches
- Created an email discussion list
- Added products & services
- Pulled people together offline

## *What happened*

- Folks learned, did business, connected
- Experts attracted into region market
- Off-list activity surpasses online discussion
- People got involved
- List becomes list plus

## *What we learned*

- People are busy, but respond to value
- The best content comes from users
- Topics are bigger than the region
- People are helpful!
- This market is different, marketers aren't
- We are in a personal business

# *Challenges*



- Retain point of difference and value
- Retain regional/global focus
- E-mail overload
- As the list grows, so do expectations



*Thanks to the Ad-Marketing List*  
*<http://netpreneur.org>*