



You need to build your database of interested Prospects. One extraordinary way is to acquire these online. Offer value-added content and require some contact information in return so that you may contact the party (at their invitation, of course) with your ongoing presentation of your products and services.

This may include weekly or quarterly newsletters, topic-specific white papers that relate to their industry, tips on solving relevant problems etc. If they perceive you as a source of value-added information, you will have their attention. You may then take the opportunity to promote your products and services.

The contact data gathered must always be done in an up-front manner with the full knowledge and consent of the visitor. This data will become a centerpiece of your outreach marketing plan.