



# HOW TO MARKET YOUR COMMUNITY WEBSITE

An Advertising Guide for your AtHomeNet  
Community Website



**AtHomeNet**

Share. Inform. Educate. Communicate.

## Dear Client:

Congratulations on your decision to use the AtHomeNet website service. You have taken another step towards improving your communication with your homeowners. One way to greatly reduce the expense of the website is to have someone else pay you to put their ad in front of your residents! That may sound like an oversimplification but it's really not difficult to partner with vendors anxious to place their message in front of your homeowners.

To help you accomplish this task, the Advertising Guide contains:

- Listing of potential advertisers by category
- Reasons companies would want to participate
- Sample letter to mail to potential advertisers
- Instructions for creating a merged document to mail letters
- Ad samples

Advertisers are more inclined to participate if they are the only company in their category on a website. In other words, use only one bank or insurance agency per site. Lastly, make the cost of advertising attractive. Markets will vary but a good guideline is \$0.20 - \$0.40 per home.

We offer a number of features that will support advertising and will describe them in detail in this guide: Classifieds, Banner Ads, Sponsorships on the home page and eforms.

Always remember that you can contact our Support Team Members for assistance in using any of our features at 800-556-7852. Also, our Director of Client Services is a great resource for you to bounce ideas off of. If it can be done by one of our association web sites, she'll know how!

**Good luck!**  
**AtHomeNet, Inc.**

## **POTENTIAL ADVERTISERS:**

Companies that are willing to advertise on websites are everywhere – but it helps to know where to look. Below is a list by industry. In addition be sure to go through your own list of vendors that offer goods and services of interest to homeowners. If you are a member of the local Chamber of Commerce or other civic organizations like Rotary, be sure not to overlook those contacts. Lastly, the Yellow Pages is a rich source of companies serving the consumer market.

**Appliance Dealers**

**Attorneys**

**Auto Dealers**

**Auto Repair and Servicing**

**Banks**

**Beauty Salons**

**Boat Dealers**

**Carpet Cleaning**

**Caterers**

**Childcare Services**

**Cleaners**

**Cleaning Services**

**Deck Cleaning Services**

**Dentists**

**Electricians**

**Furniture Companies**

**Garden Centers**

**Gift Shops**

**Grocers**

**Handy Men**

**Hardware Stores**

**Home Improvement Centers**

**Heating & Cooling**

**Contractors**

**Insurance Companies**

**Interior Decorators**

**Investment Advisors**

**Kennels**

**Landscapers**

**Mortgage Companies**

**Movie Rental Stores**

**Opticians**

**Paint Stores**

**Painters**

**Paving Contractors**

**Pest Control Services**

**Pet Groomers**

**Pet Stores**

**Pharmacies**

**Pizza Delivery**

**Plumbers**

**Pool Maintenance Services**

**Real Estate Agents**

**Real Estate Offices**

**Restaurants**

**Security Companies**

**Storage Companies**

**Theatres**

**Tire Dealers**

**Travel Agents**

**Veterinarians**

**Video Stores**

**Weight Control Services**

## CLASSIFIED ADS

These ads are like those found in the newspaper. Like the newspaper, web site ads are grouped into "categories" for easier browsing and run for specific periods of time. These ads are displayed within the classified advertising feature found on the left hand menu bar.

Classified ads can be displayed on the public and private resident only portions of the website, or on just the private portion of the web site. Wording for these ads is supplied by the advertising business. Pictures can be attached to the ad, so we've seen businesses supply the community with their menu or with coupons that can be printed and used by the residents. The community typically charges for these ads by the timeframe. For example, they will run the ad for six or 12 months on the web site. Rates charged for these ads are completely up to the community – anywhere from \$10 to \$25 a month for the ad.

You can even have vendors pay for the ads using your Online Payment feature; just fill out the application today!

## SPONSORSHIPS

Suggest to vendors they sponsor the web site. They can run ads, classifieds, surveys, and coupons. Create a contact eFrom just for them. Placement on the homepage will bring in additional customers and brand the website. Offer various levels of sponsorship, for the entire website or just certain pages. Sponsors love it because they are getting continuous exposure for the life of the ad, not just on the page it was distributed.

### **Sponsors could include:**

- Real Estate Agents or Brokers**
- Area Restaurants**
- Insurance Companies**
- Maintenance Companies**
- And More...**

## **SAMPLE ADVERTISING FLYER**

Many communities look to the web site not only as a communications tool but also as a source of revenue for their community. The following are various documents that can aid you in accomplishing this goal.

### **Sample Community Web Site Advertising Opportunities**

#### **REACH 600 FAMILIES IN YOUR AREA FOR \$10 per month**

Sample Community is a single-family residential community in the John's Creek area of Duluth, Georgia. Sample Community consists of more than 600 homes.

This is a family community with swim and tennis facilities and homes that sell from the low to mid-200s. Sample Community has developed a community web site in order to increase interaction and communication within the community. Residents visit the Sample Community web site to read community newsletters and announcements, find neighbors in the community address book, post messages on the message board, talk with fellow residents in the live chat room, participate in community surveys and also to find local stores, restaurants and services in the classified section.

The web site provides an opportunity for local merchants and service providers to make themselves known to a very targeted audience of local customers at an extremely reasonable price. You can place a classified ad – including a copy of your menu or a coupon on the Sample Community web site for only \$10 per month. Your ad can include your company name, a description of your products or services, any specials you may be offering, your address, directions, phone number, email address, even a link to your web site, all for less money than it costs to distribute 20 flyers.

Please complete the attached form to begin your advertising experience with the Sample Community HOA 600+ families. Visit our community web site at [www.SampleCommunityHOA.com](http://www.SampleCommunityHOA.com). If you have any questions contact:

**Joe Doe at 770-555-1212, or [joedoe@SampleCommunity](mailto:joedoe@SampleCommunity)**

# SAMPLE ADVERTISING FORM

Web Site Advertising Order Form.

## Web Site Advertising Order Form

Company Name

Contact Name

Address

City, State and Zip

Phone Number

Email Address (optional)

Web Site Address (optional)

Requested Classification  
(i.e. Restaurant, Real Estate)

Ad Header  
(used as a link to the main ad copy, up to 30 characters)

Ad Copy (up to 50 words)

Desired run time (minimum of 2 months)

- 2 months (\$15 each)
- 4 months (\$13 each)
- 6 months (\$10 each)
- 8 months (\$9 each)
- 10 months (\$8 each)
- 12 months (\$7 each)

Desired Start Date

Please include:

- 1) Copy of any flyer, menu or coupon you would like as part of our advertisement
- 2) full payment in check made out to:

# REVENUE GENERATING TIPS

## **Sell Classified Ads to local vendors.**

When vendors drive through the neighborhood and put those annoying flyers on your mail boxes, call them up and suggest they run an ad on the web site. Did you know that you can scan in coupons and menus as well as business cards and have them display as part of the ad? Residents love this feature, as the coupon is there when they need it; vendors love it because they are getting continuous exposure for the life of the ad, not just on the day it was distributed; and the board loves it too as no one is calling to complain about paper flying through the neighborhood

## **Create a "Your Ad Here" Eform.**

Make sure you have an eForm on the public side of your site for interested advertisers to fill out and be routed to the appropriate people.

## **Add Advertiser Events in the Events Calendar**

This feature displays a monthly view of all events. By selecting a particular date, all events for that date will be displayed. Upon choosing an event, a more detailed description is available. Details can include a picture as well as a hyperlink. Sell ads that include their special events in the events calendar, such as a sale or promotion

## **Take advantage of Real Estate Advertising Dollars.**

Sell ads to Real Estate companies in the Homes for Sale Those selling a home in your community can advertise it here. You can post a picture of the home, and list all the information a buyer would be interested in. Ads can be set with a time limit to prevent sold homes from continuing to be displayed on the site in Lease and Lots for Sale sections. They can be added as if you were adding a home, except the ad would appear there instead.

## **Make "Related Site Links" Ads.**

Sell a link from the community site to their web site in the "Related Site Links" (also sometimes called 'Hotlinks' or 'Community Links') section. This is a great way to add value to other ad packages, such as "Purchase a classified ad and we will include a free link to your web site in our 'Related Site Links' section!"

## **Offer to design an e-form for a Vendor.**

Create a form such as 'Apply for a Loan Consolidation, and save money!' This would be stored under e-forms, and be sent directly to the vendor, or through you TO the vendor. The form could be as simple or complex as you and the vendor want to make it, from name and address to salaries and more. Charge an initial setup fee to design the form, and then a monthly fee to keep the form on the site.

### **Offer advertising through the e-mail bulletins feature.**

With this feature, residents sign themselves up to receive an e-mail whenever something new occurs. Bulletins might include community events, information for facility members (golf course, or swimming pool) or even a community newsletter. The great thing about this option is that you can sell ads that are supremely targeted - A lawn care company might place an ad in the golf e-bulletin to entice people to let them do the yard work while the owners play golf. This is a great hook for the vendors, and good content for the members of your community at the same time.

### **Use Announcements.**

Here you can store the latest community announcements. Announcements may be entered manually or automatically via the events calendar. Announcements are categorized to better manage content to Advertise. Create an announcements category like "Special Offers" or "Contests and Giveaways" and populate it with appropriate ads. Look for this as an up-sell or added value for advertisers that might have a coupon, special offer or contest on their Web sites.

### **Use Advertiser Content.**

Offer advertisers with their own useful content the opportunity to infuse it, appropriately, with your own content on your site. In the section Community Documents, documents are displayed in this area. This can include legal documents, newsletters, brochures, general interest documents, and more. Documents may be uploaded in any standard format including Adobe PDF, Text, HTML, MS Word, Word Perfect, and MS Excel. For instance, you might upload a document informing residents of the dangers of chemical lawn treatment, which could have been written by your lawn care vendor.

### **Use the surveys**

Create surveys on community centric topics. Each homeowner can vote one time on each survey. Summarized results are available for all to see (not individual vote information). Use this to take the temperature of the community on such issues as budget usage, paint colors, and community parties. Results are hidden until the logged in individual places a vote. This section could feature an advertiser. For example, infuse a client's product into one of the responses on a web site poll.





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To find out more information, please contact:

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1-800-556-7852

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