



# Micro Sites: When, How, Why

## Micro Sites---Why & When Should You Use One?

1. Micro Sites can be used for virtually any specific or targeted purpose. They're generally used when you want to promote a specific event, product or service, promotion or target consumer. The goal of a micro site is to isolate all the important information (that your listener just saw or heard in the ad) in one place.
2. We're asked quite often...why can't we just promote the client site? You can, but again, the goal is to make it very easy for the prospect to find exactly what they heard/saw/read about that prompted their interest. Very often it just takes too many clicks to get to the information. Additionally, some clients do not have access to change their home page to reflect the information or cannot change it quickly enough to meet the campaign time table. There are also times when a client's URL is hard to spell, which can throw a serious wrench into an otherwise wonderful campaign. In those cases (and some others below) it is often more effective to use a micro site approach.
3. Perhaps the most common question is...shouldn't we send everyone through our media site first? Not necessarily. Small newspaper & radio sites will probably never have the large traffic numbers that television and daily newspaper sites boast. Plus, you really don't want to get caught up in the transactional CPM world where agencies tell you what your product is worth. So, it's not as crucial to build station site traffic as it is to get your clients RESULTS. In some cases we advise a key word/page word concept (i.e. visit wxyz.com, keyword 'furniture'). This approach is often easy to remember, especially if your site has drop-down search options. That key word can easily link to a micro site.
4. When should you use a standalone URL? When it's catchy, easy to remember and easy to spell it can draw a lot of qualified traffic. Removing the intimidation factor is another option. For instance, would you be more likely to respond to "go to smithtoyota.com to see this month's great specials" OR "go to toyotacash.com to download your instant \$500 coupon"? Using something like toyotacash.com completely removes the feeling of being 'sold' and replaces it with a feeling of 'providing a service'.
5. Another reason to consider a standalone URL is when your client would like to promote the micro with other media outlets. In my opinion, that's the ultimate flattery when your client feels the idea is so great that he wants all his other media to promote it! This will often get you a larger share of the buy and the client will always remember who brought this great idea to the table.