

Is your organization struggling to get visitors to your web site? Are you providing them with valuable information and services when they find your site? Are you giving them a reason to come back, or notifying them when new information is available?

If you're looking to increase the marketing and communication value of your web site, look to the York Community Network. This is a new local internet initiative that Holberg Design is supporting. Stated as simply as possible, it's a local portal site currently in development working to bring businesses, non-profits, churches, government and other entities closer together. The Network is currently live on several local sites including YorkMain, Greater York Magazine and BlazeNet. Negotiations are on-going about incorporating the portal database into various York City government web sites, and the possibility exists that this portal may become the default search database used by the Chamber of Commerce.

With the York Community Network, web users can quickly find products, services, job postings, volunteer opportunities, flyers/newsletters, or events from community directories provided on a growing number of local web sites. We're currently signing up many of our existing clients. There is no cost to join and be included in the Network. When we register your organization, you'll receive a set of web pages in the Network where you can list your services, publications, mailing list, calendar of events, etc. and have the information be immediately included in the community directories.

But it gets even better...

As a Community Site Builder, **Holberg Design** can offer you a set of hosted "plug-in" web services that can...

- Improve internal team communications
- Reduce customer support costs
- Improve customer and business-to-business communications
- Improve efficiency and reduce resource overhead

These software plug-ins can be added to any existing web site with minimal effort. Imagine taking your current site and easily turning it into a powerful, interactive marketing and communication tool! For example, web users can join your mailing list to be kept informed of new information that becomes available in the future; or post a reply to your group discussion forums. This creates an instant connection between you and the community site visitors and provides a very effective way for organizations to enhance their on-line visibility and communications with the local community.

The complete list of hosted services includes...

- **Customer Mailing List** - An on-line opt-in e-mail database that continually grows and allows you to easily send information to your customers and prospects as often as you like. You can even input any existing e-mail list you currently have.
- **Sub Groups** - This allows you to further segment your web users for more targeted marketing purposes.
- **Products/Services Catalog** - List your various services along with complete descriptions. Your services list immediately becomes searchable in the Network so community members can quickly find what you have to offer.
- **Publications Catalog** - An on-line publications area to allow you to post brochures, flyers,

newsletters, etc. and send an e-mail notification of your new posting. This digital delivery method could supplement any newsletters you currently produce, delivering that information for a fraction of the cost.

- **Calendar Program** - An on-line calendar to allow you to automatically notify your web users of important dates. ie: a seminar series or important community events.
- **Discussion Forums** - An on-line threaded discussion forum that allows your web users to post comments to discussion subjects. This could be used to gather information and opinion, i.e. "What are your thoughts on the recent landmark tobacco litigation awards?"
- **Access Control** - You decide who can access information (i.e. publications, calendar events, etc.), and who can update the information.
- **Easy-to-Use Administration Forms** - No web programming is required. Complete a few simple web forms and your information is immediately saved to your Network pages.

AND, any new publications, products/services, calendar items, etc. that you add to your Network pages will automatically appear in the community directories!

Implementing these services on a web site can cost thousands of dollars... but use of our hosted services starts at just \$35/month. There is a one-time implementation fee which we will quote independently.

Call us today at (717) 843-4048 to learn more about the **York Community Network**... or visit **www.holbergdesign.com** to learn more about us and how we can help you with all facets of your marketing and advertising.