Web Lab Marketing Write-Up:

Marketing my particular website would be something of a unique challenge. Technically, only a very small group of people (< 10) need to be impressed by the site, and those people will, at some point, have the site delivered directly to them.

However, having prior support from the public (before the conference committee reviews submissions) would be an immense help to bringing the conference to Miami. Seeing as this is a rather niche interest, a more comprehensive marketing plan (Google’s is rather plain unless you want to spend *lots* of money) would heavily feature some specific keywords. “Tuba,” “euphonium,” and “ITEC,” would be the three of most use. I would likely run such an ad campaign for two months prior to the selection of the winner, as this would likely reach most of my intended audience without burning a massive hole in my wallet.

In addition, it would be smart to get buzz going on what I like to call the “grassroots Internet” by posting on tuba and euphonium-specific online communities (forums being the primary outlet). Thankfully, this can be accomplished with no cost to me and minimal effort.