

Posting on the forums

When you first arrive at <http://www.idnac.org/forums/> it may be a little overwhelming and you may end up asking yourself “**ok, so just where should I post my question, there are so many choices here?**”

In the previous issues, we covered all of the topics found in the **Start Here – General Forum Use & Guidelines** and the **General Forums**. If you missed the previous Newsletters they are available on the site in the [Newsletter Archive](#).

This series of articles will help you understand the different forum sections, and how to use them, so that you will not feel quite so overwhelmed.

Really, if you think about it the layout of the forum is like an outline, let me explain.

The Forum is broken into three sections or topic areas (these are represented by green bars):




- General Forums (used to discuss everything relating to integration)
- Sales & Marketing Forums (where we discuss sales and marketing methods)
- Talk with the IDN Advisory Council (where everything else goes – kind of)

Each Forum Section contains sub-forums or subtopics:

- General Forums
 - Advisors Seeking Developers
 - Developers Seeking Advisors
 - 3rd Party Application Brochures and Information
 - General Discussions for QB Integrators
 - 3rd party Application Reviews
- Sales & Marketing Forums
 - Internet & Search Engine Marketing
 - Marketing & Advertising
 - Developers Promoting Developers
- Talk with the IDN Advisory Council
 - General Information
 - ProAdvisor Subcommittee
 - Non-North American Developers
 - Tool Developers
 - Custom/In-House Developers
 - Boxed Products

Each sub-forum or sub-topic contains many different topics that relate to that section.

This month we will focus on the Sales and Marketing Forums and it’s sub-forums, some general guidelines for the types of posts that belong in each section, and why using these forums could play a major role in the overall success and growth of your business.

Sales and Marketing Forums				
	Internet & Search Engine Marketing This forum is designed to cover topics relating to Search Engine Optimization and Internet Marketing.	Most recent topic	Total # of Topics	Total # of posts
	Marketing & Advertising This forum is designed to cover all non-internet marketing topics; such as Print Marketing, Direct Mail, and Magazine Advertising.			
	Developers Promoting Developers This is probably one of the most under utilized forms of marketing that we all have available to us. It's a proven fact that Word of Mouth is the best form of advertising. Developers with companion products can easily promote each other through reciprocal links on their website or through newsletters that they publish to their customers. Word of Mouth is a free and effective means of advertising.			



Signifies that there are topics and Posts within this forum section



Signifies that there are New Posts in this forum section – you do have to be a registered user and logged in for this icon to change colors.

Why using these forums could play a major role in the overall success of your business.

The reasons are numerous, so we'll give you a few example that should spark your overall train of thought in this area – most of which involve **saving time, networking with others, establishing new relationships, learning new things, and quite possibly finding new clients – ALL without having to spend any money!**

Doesn't that sound like a win-win situation for everyone involved?

Next month, well talk about the **Talk with the IDN Advisory Council** section.

Until then ☺

Nancy

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