



Re: SED Posts in the Wild

20% are from my website

10% mention seeing a "discussion", but usually from Google finding it

...Jim Thompson

Most of our new-customer business comes from google searches. A lot of the rest comes from word-of-mouth within customer divisions. We do print ads and direct mail and Globalspec, all of which are likely a waste of money.

As Lord Leverhulme said, half of our advertising dollars are wasted, but we don't know which half.

I expect zero business from newsgroups. Some sorts of business things are possible of course, like finding potential employees, or consultants, or learning about good parts or suppliers.

John

.