

# Mississippi MarketMaker Newsletter



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## Do Internet-Based Promotion Efforts Work? Evaluating MarketMaker

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### Evaluating MarketMaker

Over the last several months, you have been receiving newsletters from the MarketMaker team at the MSU-Coastal Research and Extension Center in Biloxi, MS. As extension faculty and staff, we are always curious about the impacts programs have on our clients. Researchers at Clemson University conducted an evaluation of MarketMaker to determine its impact on producers.

### Information about the Survey

The survey was sent in May and June 2011 to 4,264 producers registered in Illinois, Iowa, Nebraska, New York, Georgia, Mississippi, Ohio, Indiana, South Carolina, Colorado, Arkansas, Florida, Louisiana and Washington, D.C. 304 producers participated in the survey.

### The Results?

The survey concluded that the number of contacts received, new customers gained, and increased annual sales due to MM are positively related to self-registration, time since registration, and monthly time devoted to the website.

### What does this mean?

MarketMaker is a proven marketing tool that can increase annual sales and customers for our clients! If you are working with a producer, bring MarketMaker to their attention if they are not registered, it could gain them sales and customers. What could be better for our clients?

For any questions about MarketMaker, please do not hesitate to contact us:

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