



Outline for Targeted Marketing of Databases

Business People

ProQuest: ABI/Inform Global

- Rosetta Stone Online Learning Center

Could promote to:

- Chamber of Commerce
- Demo at train stations

ESOL Program Instructors & Participants (BOCES, Literacy Volunteers)

- Individuals learning English as a second language can use this program to support their language learning and can access it from home.

Chilton's Auto Repair {Professionals seem to have access to other stuff}

- BOCES – Head of Automotive Dept.
- [DIY People]Car Parts stores – Autozone, Sears etc.
- Car Clubs

HeritageQuest

- Historical Societies
- Office for the Aging
- Senior Groups

Price It!: Antiques & Collectibles

- Antique stores
- E-bay enthusiasts?

Testing & Education

- BOCES

Science Reference Center

- Middle School/High School teachers and students