



in Belgium, Brazil, Denmark, Finland, Germany, Hungary, Italy, India, Netherlands, Poland, Spain, South Africa, South Korea, United Kingdom, United States

Why marketing and promotion of the WageIndicator websites?

Marketing the website is crucial. For if there's nobody to complete the questionnaire there are no data. And without data no salary check, no research. Therefore, initially a lot of effort and creativity must go into the marketing and promotion of any new WageIndicator website. It must attract many visitors; employees and self employed people from different occupations and branches.

Here are our 7 tips which help *attracting crowds*:

1. work on links and partnerships with other labour market related websites in your country
2. focus on the inner working of the search engines
3. read your web statistics
4. try to be better than your virtual competitors
5. know what your visitors want and meet their expectations
6. use web language and tone of voice
7. answer email everyday!

The domain name must fit visitors' expectations. In Brazil it is MeuSalario. In Spain Tusalarrio. In Poland Twojezarobki. In Belgium VotreSalaire. All pretty similar connotations. In South Africa it is MyWage and in India Paycheck. In the USA it is WorkLifeWizard; less straightforward than just pay! But the concept is the same.

In The Netherlands there are also target group-oriented websites: for women, young workers, workers over 40, the self-employed. They are basically the same, but vary in content, look & feel, tone of voice. The different target group oriented-websites help to 'catch' everybody on the labour market. If you can reach as many different people, your dataset will reflect more variation and so your research!

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PARTNERS IN THE WAGEINDICATOR CONCEPT

BE	HIVA; ACV-CSC; ABVV-FGTB	Leuven; Brussels	www.loonwijzer.be www.votresalaire.be www.mijnloon.be www.monsalaire.be
BR	DIEESE; all trade unions in Brazil;	Sao Paulo	www.meusalario.org.br
DE	WSI; Verdi, DGB and other trade unions in Germany; Sueddeutsche; Stern	Dusseldorf; Berlin	www.lohnspiegel.de
DK	NewInsight; 3 F; Politiken	Copenhagen	www.lontjek.dk
ES	University of Salamanca; CC.OO; UGT; Comfia; Infojobs.net;	Madrid; Salamanca	www.tusalario.es
FI	Tietopalvelu Käyttötieto Oy; SAK, Akava, STTK;	Helsinki	www.palkkalaskuri.fi
HU	MSZOSZ; SZGTI; ESZT; V2 Excelsior Bt; Nők a Holnapért Alapítvány;	Budapest	www.berbarometer.hu
IN	ITPF India, IIM Ahmedabad; Mafoi; Indian Institute of Science Bangalore; SEWA; Times of India; Monster; Union Network International	Ahmedabad; Bangalore; Chennai; Delhi	www.paycheck.in
IT	University of Torino; Cgil;	Rome; Torino	www.iltuosalarario.it
KR	KLSI; all trade unions in South Korea;	Seoul	www.wageindicator.org.kr
NL	WageIndicator Foundation; University of Amsterdam/AIAS; FNV; Monsterboard.nl; Telegraaf, MSN; Content	Amsterdam	www.loonwijzer.nl
PL	University of Economics Poznan; Solidarnosc; Gazeta.pl/Gazeta Wyborczej;	Poznan; Warsaw	www.twojezarobki.pl
UK	IDS; TUC; Mayor of London	London	www.paywizard.co.uk
US	The Labor and Worklife Program at Harvard Law School, Harvard University	Cambridge, MA	www.worklifewizard.org
ZA	Naledi; LRS; Cosatu and affiliates in South Africa;	Johannesburg; Capetown	www.mywage.co.za

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NL	The Dutch Ministry of Social Affairs and Employment; Dutch Confederation of Trade Unions; NWO; Task Force ouderen	Den Haag, Amsterdam	
EU	FP6-2004-50659; EQUAL; ESF-3;	Brussels	

SME'S WORKING FOR WAGEINDICATOR

NL	Webword (General & Web management)	Bussum	www.webword.nl
NL	Wyldebeast & Wunderliebe (Web technique)	Groningen	www.wyldebeast- wunderliebe.com
NL	IfThen (Web design)	Buren	www.ifthen.nl
NL	Datamatch (Data management)	Utrecht	www.datamatch.org
NL	Zodra (Web journalism)	Rhenen	www.zodra.nl
NL	Van Tunen & Genda Projects & trading (Financial management & book keeping)	Amsterdam/ Utrecht	

WAGEINDICATOR GENERAL

SITE			www.wageindicator.org
E-MAIL	www.wageindicator.org/contact		
OFFICE	WageIndicator Foundation, Plantage Muidersgracht 4, 1018 TV Amsterdam, The Netherlands		
WLOG	www.wageindicator.org → worklogs		www.wageindicator.org
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