INTERNET MARKETING

BCE BLACK BOOK

BY

Mayuresh Phansikar	TU3F1819102
Archit Konde	TU3F1819107
Amey Thakur	TU3F1819127
Mega Satish	TU3F1819139
Saakshi Deokar	TU3F1819140

INTERNET MARKETING

Outline

INTRODUCTION

- We explore *Internet marketing campaign* components
  - Marketing research, advertising, promotions, public relations, search-engine registration
- Website traffic generation
- Keeping user profiles
- Recording visits
- Analyzing promotional and advertising results
- *Target market* is the group of people toward whom it is most profitable to aim your marketing
- Use Internet marketing with traditional marketing

BRANDING

- *Brand*
  - Typically defined as a name, logo or symbol that helps one identify a company's products or services
  - Customers' experience can be considered part of its brand
- *Brand equity*
  - Includes the value of tangible and intangible items, such as a brand and its monetary value over time, customer perceptions and customer loyalty to a company and its products or services
- Internet-only businesses must develop a brand that customers trust and value
- Brand uniformity will increase brand recognition

BRANDING

- The Internet makes it difficult to protect a brand from misuse
  - Rumors and customer dissatisfaction can spread quickly
  - It is not difficult for people to use other companies' logos on their sites or products illegally
- Companies can attempt to protect their brands
  - Hiring people to surf the Web and look for news, rumors and other instances of brand abuse
  - Brand monitoring activities can be outsourced to companies such as eWatchBrand monitoring activities can be outsourced to companies such as eWatch and NetCurrents

INTERNET MARKETING RESEARCH

- *Marketing mix* includes (4Ps):
  - Product or service details and development
  - Effective pricing
  - Promotion
  - Distribution
- Traditional marketing research
  - Consists of focus groups, interviews, paper and telephone surveys, questionnaires and *secondary research*
    - Findings based on previously collected data
- Online marketing research
  - Faster option for finding and analyzing industry, customer and competitor information
  - Provides relaxed and anonymous setting to hold focus-group discussions and distribute questionnaires

INTERNET MARKETING RESEARCH

- *Demographics*
  - Statistics on human population, including age, sex, marital status and income
- *Psychographics*
  - Can include family lifestyle, cultural differences and values
- *Segmentation*
  - Can be based on age, income, gender, culture and common needs and wants
- Traditional focus groups can allow customers to touch, smell and experience products or services

INTERNET MARKETING RESEARCH

- *Online focus groups*
  - Conducted to allow current or potential consumers to present their opinions about products, services or ideas
  - Comfortable setting for participants
  - Leader of the focus group cannot interpret a participant's body language as a form of communication
  - SurveySite
- Online surveys
  - Conducted from Website or through email
  - **InsightExpress.com**, GoGlobal Technologies and **QuickTake**
  - Test your site and marketing campaign on a smaller scale with focus groups and trials
- Data collected from a company's Web site

INTERNET MARKETING RESEARCH

- Evaluate campaign results
- Measure costs and benefits of campaign
  - Helps with development of a budget for marketing activities
  - Identify growing and most profitable segments
- Marketing-research firms
  - Forrester Research Forrester Research, Adknowledge Forrester Research, Adknowledge, Jupiter Communications Forrester Research, Adknowledge, Jupiter Communications and Media Metrix
- *Freeware* and *shareware*
  - Both are no cost software distribution; however, shareware is distributed with the expectation of donations in return

INTERNET MARKETING RESEARCH

- Pricing
  - Some products priced to reflect competition
  - High pricing to influence perception of high-value
  - Can use prices to *position* products and services on the Internet
    - *Positioning* includes affecting consumers' overall views of a company and its products and services as compared to the way those customers view competitors' products or services
    - Positioning strategies can be based on price, quality, use and competitors' positions in the market
- Distribution cost and time contributes to success or failure
- Fulfillment
  - Execute orders correctly and ship products promptly

E-MAIL MARKETING

- Fast, cheap, far-reaching
- Define the *reach*
  - The span of people you would like to target, including geographic locations and demographic profiles
- Determine the level of personalization
  - *Personalized direct e-mail* targets consumers with specific information and offers by using customer names, offering the right products at the right time and sending promotions
- *Response rate*
  - Shows campaign success or failure by measuring the percentage of responses generated from the target market

E-MAIL MARKETING

- Global businesses send translated e-mails
  - LogosLogos and AltaVista
- Outsourcing
  - Parts of a company's operations are performed by other companies
  - Used when unmanageable e-mail volume and inadequate staff or technical support
  - MessagemediaMessagemedia, Digital ImpactMessagemedia, Digital Impact, iLuxMessagemedia, Digital Impact, iLux, 24/7 Media Messagemedia, Digital Impact, iLux, 24/7 Media and e-Contacts
- Audio, video and graphics
  - MindArrowMindArrow, inChorusMindArrow, inChorus and MediaRing.com
  - Customize based on receivers' preferences and their readers'
- A *plug-in* is a small application designed to extend the capabilities of another product, such as a Web browser

E-MAIL MARKETING

- Improve customer service
  - Add an e-mail link to Web site
  - E-mail systems set up so that incoming e-mails will be sorted automatically and directed to the appropriate people
  - Track location of orders, inform customers of when to expect delivery and possible delays and providing information such as the carrier's name
- *Permission-based marketing*
  - A company can market its products and services to people who have granted permission
  - *Internet mailing lists* include contact information for people who have expressed interest in receiving information on certain topics

E-MAIL MARKETING

- – *Opt-in e-mails* are sent to people who "opt-in" to receive offers, information and promotions by e-mail
  - PostMasterDirect.com will send your e-mail campaign to those on a list who have expressed interest in your business category
  - Yesmail.com Yesmail.com and Xactmail.com create lists of people who have opted-in to receive information about a certain subject
- *Spamming*
  - – Mass e-mailing to customers who have not expressed interest
  - – Can give your company a poor reputation

E-MAIL MARKETING

- *Traditional direct marketing*
  - Includes sending information by mail and using telemarketers to contact prospective customers
  - Used in conjunction with e-mailing to reach largest audience
  - Direct mailing
    - often more expensive, more difficult to analyze and has lower response rate than direct e-mailing
    - Direct mail specialists: EletterDirect mail specialists: Eletter and MBS/Multimode
- E-mail can arrive if recipients are busy or away, receivers can read e-mails at their convenience
- Telemarketing
  - Can be more expensive than e-mailing
  - Offers benefit of being interactive
  - People likely to answer phone whereas can ignore e-mail

PROMOTIONS

- Online and offline e-business *promotions*
  - Attract visitors to sites and may influence purchasing
  - Be sure customers are loyal to company, not reward program
  - Give away items that display company logo
    - **Branders.com**, **iSwag.com**
- *Frequent-flyer miles*
  - Offered to consumers for making online purchases
  - Increase brand loyalty, offers a reason return visits
  - *ClickRewards* allows customers to accumulate *ClickMiles*
- *Points-based promotion*
  - Customer performs a prespecified action and receives points to be redeemed for products, services, rebates, discounts, etc.
    - MyPoints

PROMOTIONS

- Offer discounts when purchases are made online
- Offer free trials
- *Online coupons* for online shopping
  - Place coupons on sites to bring visitors to your site
  - Sites that advertise coupons include DirectCoupons, **Coolsavings.com** and **valupage.com**
  - Offer free promotional items: **free.com**, **free2try.**com and **freeshop.com**
- Online promotional tutorial containing information on ways to promote your site found at Promotion World

E-BUSINESS ADVERTISING

- Traditional
  – Television, movies, newspapers and magazines
- Prime-time television slots most expensive times to air commercials
  – (**monster.com** advertisement)
- Establish and continually strengthen *branding*
  – *Brand* is a symbol or name that distinguishes a company and its products or services from its competitors and should be unique, recognizable and easy to remember
- Publicize URL on direct mailings and business cards
- Online advertising
  – Place links on other sites, register with search engines

BANNER ADVERTISING

- *Banner ads*
  - Located on Web pages, act like small billboards, usually contain graphics and an advertising message
  - Benefits include:
    - Increased brand recognition, exposure and possible revenue
  - *Side panel ads* or *skyscraper banners*
    - Advertisements that lie vertically on Web sites
  - Banner advertisements are losing their effectiveness
    - Industry has calculated click-through rates at around .5 percent
  - Place logo on banners, enhancing brand recognition

BANNER ADVERTISING
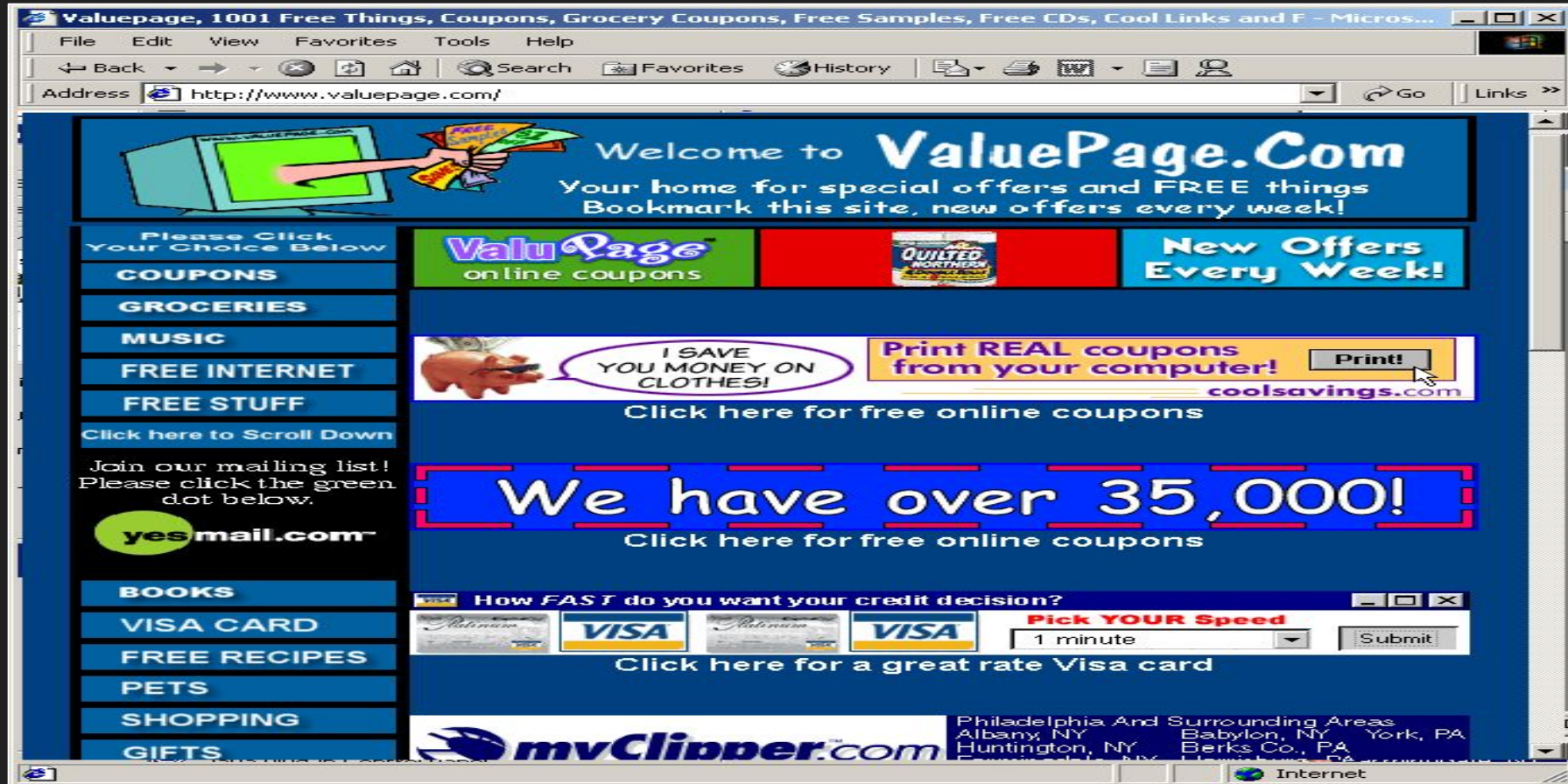
Banner Advertisements. (Courtesy of **GaryCohn.com** Marketing.)

BANNER ADVERTISING

Example of a panel ad. (Courtesy of Venture Capital Online, Inc.)

BANNER ADVERTISING

- Inventive color schemes and movement
  - Flashing, scrolling text, *pop-up boxes* and color changes
    - *Pop-up box* is a window containing an advertisement that appears separate from the screen the user is viewing, pops up randomly or as a result of user actions (can have a negative effect due to their intrusive nature)
- Determine the best position on sites for a banner
  - Web sites cluttered with ads annoy visitors
- Space can be more expensive during high traffic
- Exchanging banners with another site
- Adbility Adbility and BannerTips

BUYING AND SELLING BANNER ADVERTISING

- Buy advertising space on sites that receive a large number of hits and target a similar market
- Selling ad space provides additional income
- Monthly charges for online advertising rarely used
- *CPM (cost per thousand)*
  - A designated fee for every one thousand people who view the site on which your advertisement is located

BUYING AND SELLING BANNER ADVERTISING

- *Unique visitors* versus total number of *hits*
  - Visiting any site registers one *unique visit*
  - *Hits* are recorded for each object that is downloaded
  - To determine the value of a Web site for advertising purposes, use the number of unique visitors, not total hits
- Advertising payment options
  - *Pay-per-click*: you pay the host according to the number of click-throughs to your site
  - *Pay-per-lead*: you pay the host for every lead generated from the advertisement
  - *Pay-per-sale*: you pay the host for every sale resulting from a click-through

BUYING AND SELLING BANNER ADVERTISING

- Selling advertising space
  - Provide appropriate contact information on your Web site
  - Register with organizations that will sell your space for you
    - These companies typically charge a percentage of the revenue you receive from the advertisements placed on your site
    - ValueClickValueClick, DoubleClickValueClick, DoubleClick, AdSmartValueClick, DoubleClick, AdSmart and LinkExchange

VALUE CHECK-BACK FEATURE

- <u>ValueClick</u> acts as a broker for people who want to buy and sell advertising space
- Gives you the option of targeting specific markets
- To buy advertising through ValueClick:
  - Design a banner
  - Contact a representative of ValueClick to determine what program best fits your advertising needs
  - Pre-pay for the service based on the number of visitors you want to receive, a minimum fee is required

VALUECLICK FEATURE
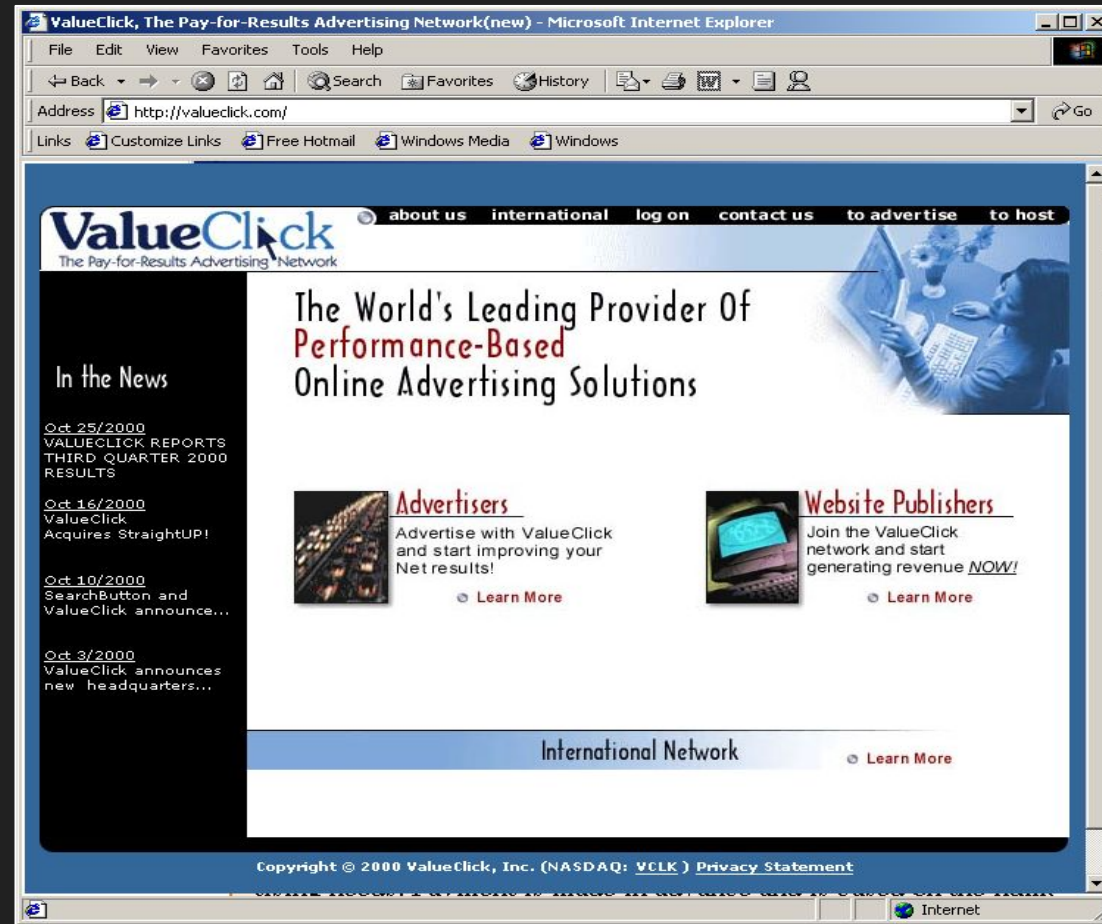
ValueClick's home page. (Courtesy of ValueClick, Inc.)

VALUECLICK FEATURE

- Offers many *segmented markets* for advertising
  - Segmented markets are people or companies that are grouped together based on similar characteristics
- Earnings depend on number of click-throughs resulting from the advertisements
- Pays host monthly if revenues are greater than certain amount
- Offers four options for publishing advertisements on your site
  - ValueClick Affiliate, Premium, AdVantage and AdVantage Plus programs

MEDIA-RICH ADVERTISING

- *Webcasting*
  - Involves using streaming media to broadcast an event over the Web
  - *Streaming video* simulates television, streaming delivers a flow of data in real time.
    - Resource MarketingResource Marketing, Clear DigitalResource Marketing, Clear Digital, NavisiteResource Marketing, Clear Digital, Navisite, Cyber-Logics, www.streamingmedia.com and Macromedia
  - Many people have relatively slow Internet access
    - The slower the connection, the more disconnected the video appears
  - Victoria's Secret Webcast most popular ever held on Web

MEDIA-RICH ADVERTISING

- *Bursting*
  - There is a substantial build up of content at the receiving end, causing a video to appear smoother
    - **Burst.com**
- *Cross-media advertising* or *hybrid advertising*
  - Involves using a combination of rich media (such as audio, video, images and animations) and traditional advertising forms (such as print, television and radio advertisements) to execute an advertising campaign
  - Involve consumers in the advertising process
    - Nike
    - WebRIOT, a game show on MTV
    - H2O Design H2O Design and Lot21

MEDIA-RICH ADVERTISING

- *Interactive television advertising*
  - Allows people viewing television to interact with what they are seeing on the screen
  - Consumers have the ability to choose to learn more about an offer, make a purchase or even request that customer service representatives contact them
  - RespondTV

WIRELESS ADVERTISING

- Wireless Internet in early stages
  - Advertising companies are preparing to take advantage of this medium
- SkyGo
  - Wireless advertising company offering real-time wireless delivery and tracking of permission-based campaigns
- Adbroadcast
  - Pays people who opt in to receive advertisements on cell phones
- GeePS
  - Offers brick-and-mortar stores wireless advertising targeted toward specific markets
  - Sends relevant wireless ads to customers as they enter the proximity of a store

BUSINESS PUBLIC RELATIONS

- *Public relations (PR)*
  - Keeps customers and company current on latest information about products, services and internal and external issues such as company promotions and consumer reactions
- Methods
  - Chat sessions
  - Bulletin board
  - Special events or functions on Web site
  - Trade shows and exhibitions
  - Press releases (can be delivered over Web, PR Web)
    - Printing and distribution, MediaMap
    - Add link that connects to all press releases
  - Video clips
    - PR NewswirePR Newswire and Business Wire

E-BUSINESS PUBLIC RELATIONS

- *Crisis management*
  - Another responsibility of PR, is conducted in response to problems the company is having
  - Bridgestore/Firestone, Inc.
- Outsourcing public relations

BUSINESS TO BUSINESS (B2B) MARKETING ON THE WEB

- (B2B) marketing
  - Consider distributors, resellers, retailers and partners
  - Selling to someone who is not the direct user
  - Usually more than one person involved in purchasing process
  - Businesses making large purchases depend on suppliers and expect reliability and delivery of quality products and services on time
  - Personalization
- Intranets and extranets
- Industry marketplaces
  - Construction.comConstruction.com, Worldwideretailexchange.com
  - Connect IncConnect Inc, Concur TechnologiesConnect Inc, Concur Technologies and Ariba

SEARCH ENGINES

- *Search-engine ranking* important to bring consumers to a site
  - Method used by search engines to rank your Web site will determine how "high" your site appears in search results
- Make sure all Web pages have been published on the Web and linked correctly
- By registering with search engines a company will increase traffic to its site

META TAGS

- *META tag*
  - An HTML tag that contains information about a Web page
  - Does not change how Web page is displayed
  - Can contain description of page, keywords and title of page
- Most search engines rank your site by sending out a *spider* to inspect the site
  - The spider reads the META tags, determines the relevance of the Web page's information and keywords and ranks the site according to that visit's findings
- Examine competitors' sites to see what META tags they are using
- Top ten results

SEARCH ENGINE REGISTRATION

- Submit keywords and a description of business
- Search engine will add information to its database
- Registering will increase the possibility that a site will make an appearance in search-engine results
- Many search engines do not charge a fee for registering
  - <u>AltaVista</u>AltaVista, <u>Yahoo!</u>AltaVista, Yahoo!, <u>Lycos</u>AltaVista, Yahoo!, Lycos, <u>Excite</u>AltaVista, Yahoo!, Lycos, Excite, <u>Google</u>AltaVista, Yahoo!, Lycos, Excite, Google and <u>Ask Jeeves</u>
    - Ask Jeeves uses *natural-language technology* that allows people to enter their search subjects in the form of questions
- *Metasearch engines*
  - Aggregate results from a variety of search engines
  - <u>Metacrawler</u> and **FrameSearch.net**

SEARCH ENGINE REGISTRATION

- ***WHAT IS SEARCH ENGINE REGISTRATION (SER)?***
- Search Engine Registration is the step of submitting your site to search engines to let them know that it exists. Registering your website then gives search engines the opportunity to "crawl" and index your website. This is what allows your website to begin appearing on search engines so that potential customers can discover it.

SEARCH ENGINE REGISTRATION