

The Internet and Interactive Media

Rapid Adoption of the Internet



Speed/convenience of information access

Control over what & how much is received

E-commerce

Extensive product and service offers

Marketers' Adoption of the Internet

Better
targeting

Direct
feedback

ROI tracking

High-speed
connections

Users online
longer

New media
technologies

Interest and
purchase
tracking

More potential
buyers

The Web Site

A Well Designed Web Site

Good Overall Context

Commerce

Communication

Connections

Content



Web Design & Customer Interface Issues

Context

*Site's layout and design,
look and feel*

Commerce

*Site's capabilities to
enable commercial
transactions/ scheduling*

Connection

*Degree site is linked to
other sites*



Content

*Text, pictures, sound
and video that web
pages contain*

Community

*The ways sites enable
user-to-user
communication*

Customization

*Site's ability to self-tailor
to users or allow users
to personalize the site*

Communication

*The ways site-to-user or
two-way communication
is enabled*

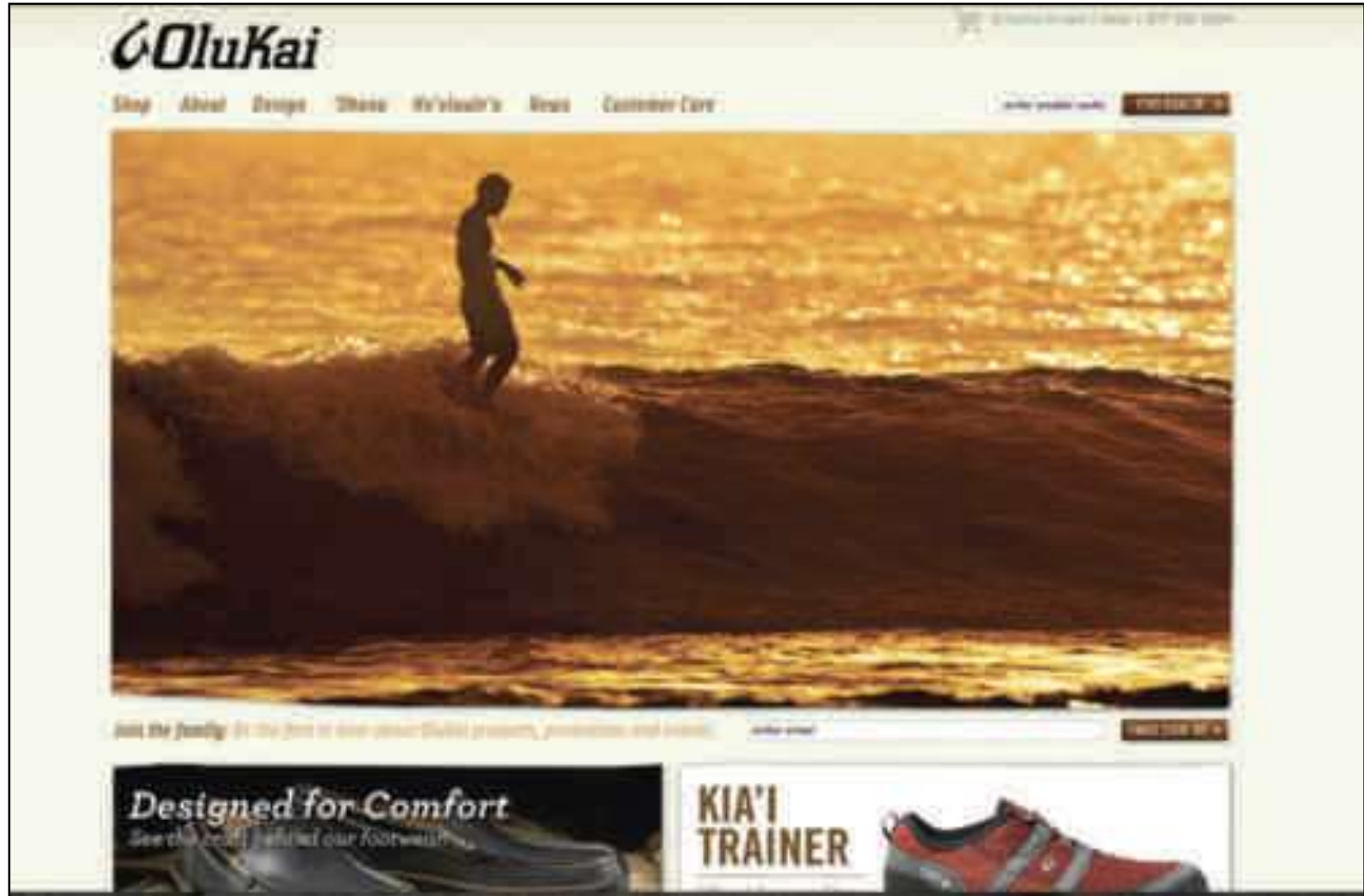
Internet Communications Objectives



Huggies Goes Beyond Providing Information



Using Web Sites to Build Image and Brand



Meeting Other Communications Objectives

Stimulate Trial

Create Buzz

Gain Consideration

Under Armour Launches Prototype Shoes via Internet

The screenshot displays the Under Armour TNP Training website. At the top left is the Under Armour logo with the word "PERFORMANCE" below it. To the right, a navigation bar includes a "Welcome to TNP Training" message, a "SIGN-UP TODAY" button, and a "LOGIN" link. Below this, a secondary navigation bar features links for "Home", "Join TNP", "TNP Training Blog", "Change Workout", and "Gear Up". The main banner features a large image of a male athlete in an orange and grey turtleneck, with a female athlete in the background. The text "WHAT DO YOU WANT TO BE?" is positioned above "TRAIN FOR TOTAL DOMINATION.", which is followed by "INTRODUCING TNP TRAINING. GET STARTED. >". Below the banner are three promotional tiles: "UA TNP Training Blog" with an image of a person on a treadmill, "Gear Up For Performance" with an image of Under Armour sneakers, and "Meet the TNP Training Team" with an image of a man. The footer contains the "UNDER ARMOUR" logo, copyright information for 2010, and links for "Privacy Policy" and "Feedback Survey".

UNDER ARMOUR
PERFORMANCE

Welcome to TNP Training
SIGN-UP TODAY >

LOGIN >

Home Join TNP TNP Training Blog Change Workout Gear Up

WHAT DO YOU WANT TO BE?
TRAIN FOR TOTAL DOMINATION.
INTRODUCING TNP TRAINING. **GET STARTED. >**

UA TNP Training Blog >

Gear Up For Performance >

Meet the TNP Training Team >

UNDER ARMOUR
Copyright © 2010 Under Armour. All Rights Reserved.
Privacy Policy Feedback Survey

E-Commerce



Direct selling of goods and services
through the Internet

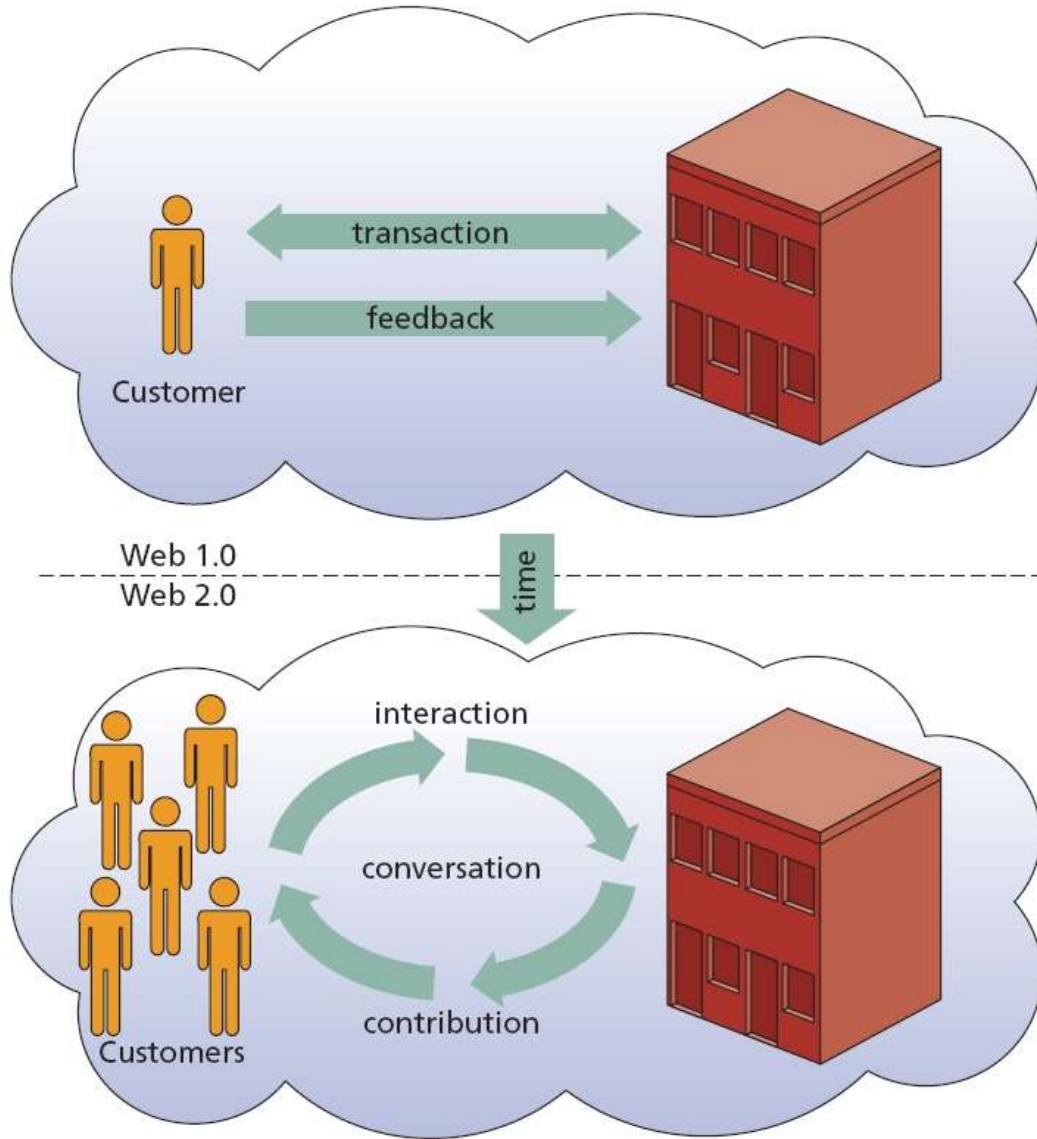
May be primary or secondary objective

Ebay is a Popular E-Commerce Site

The screenshot displays the eBay homepage with the following elements:

- Header:** eBay logo, navigation links (home, pay, register, site map), and a search bar with "Start new search" and "Search" buttons.
- Secondary Navigation:** Buttons for Buy, Sell, My eBay, Community, and Help. A "Hello, @@" (Not you? Sign in) message and "Advanced Search" link are also present.
- Banner:** A large banner stating "Whatever it is, you can get it here" with a search bar and "All Categories" dropdown.
- Left Sidebar:**
 - Specialty Sites:** eBay Motors, eBay Stores, Live Auctions, Reviews & Guides, Want It Now, eBay Business.
 - Categories:** A list of product categories including Antiques, Art, Baby, Books, Business & Industrial, Cameras & Photo, Cars, Parts & Vehicles, Cell Phones, Clothing, Shoes & Accessories, Coins, Collectibles, Computers & Networking, Consumer Electronics, Crafts, Dolls & Bears, DVDs & Movies, Entertainment Memorabilia, Gift Certificates, Health & Beauty, Home & Garden, Jewelry & Watches, Music, Musical Instruments, Pottery & Glass, and Real Estate.
- Main Content Area:**
 - Xbox 360 Listings:** A large section titled "Xbox 360 LISTINGS ENDING NOW!" featuring an image of the console and a "Click Here" button.
 - Register to Bid, Buy and Save:** A section with a "REGISTER NOW" button and a "Give It" logo.
 - Give It - The eBay Gift Certificate:** A section promoting gift certificates.
 - Designer fragrances:** A section for "Designer fragrances from \$10, Estée Lauder, Victoria's Secret & more!"
 - Dell notebooks:** A section for "Dell notebooks from \$250 Find great deals on top models!"
 - Murano glass art:** A section for "Find Murano glass art at major savings. Save on exquisite Italian glass!"
 - Go Wireless!** A section for "Go Wireless! Bid on a bluetooth headset and other cell phone accessories."
 - Get great prices on video games:** A section for "Get great prices on video games like Gran Turismo 4 to Splinter Cell here on eBay."
 - Rimmm!** A section for "Rimmm! Zippy savings on radio control cars start right here."
- Bottom Section:** A section titled "See the most watched items on eBay" featuring four small product images with captions: "New CDs Under \$1", "Auctions Ending Now!", "New DVD Boxsets From \$20", and "Listings Ending Now!"

Web 1.0 and 2.0



Advertising on the Internet (Part 1)

Forms of Internet Advertising

```
graph TD; A[Forms of Internet Advertising] --> B[Banners]; A --> C[Interstitials]; A --> D[Sponsorships]; A --> E[Push Technologies]; A --> F[Pop-ups/Pop-unders]; A --> G[Links];
```

Banners

Interstitials

Sponsorships

Push
Technologies

Pop-ups/
Pop-unders

Links

Typical Banner Ads



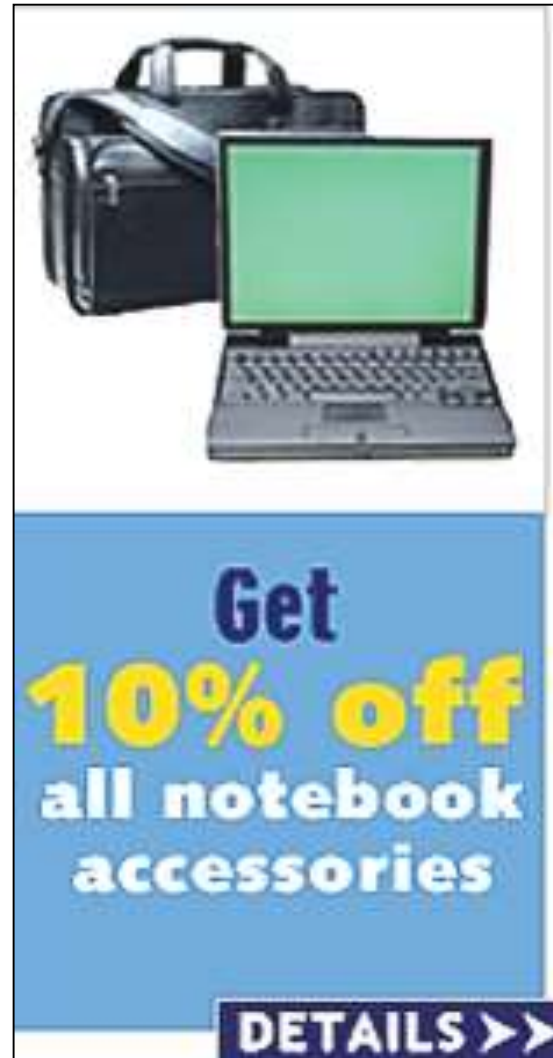
A vertical banner advertisement for Windigo Internet Security Software. At the top, there is a photograph of three people (two men and one woman) in business attire. Below the photo, the text "INTERNET SECURITY SOFTWARE" is written in white, bold, sans-serif capital letters on a blue background. Underneath, the words "download a free trial version" are displayed in white, lowercase, sans-serif font. At the bottom of the blue section, the text "Click here" is written in white. The bottom of the banner features the Windigo logo, which consists of a stylized four-leaf clover in green, yellow, and orange, followed by the word "Windigo" in bold blue font and the tagline "Opening Doors to Windows" in a smaller, italicized font.

**INTERNET
SECURITY
SOFTWARE**


download
a
free
trial
version

Click here

 **Windigo**
*Opening Doors
to Windows*



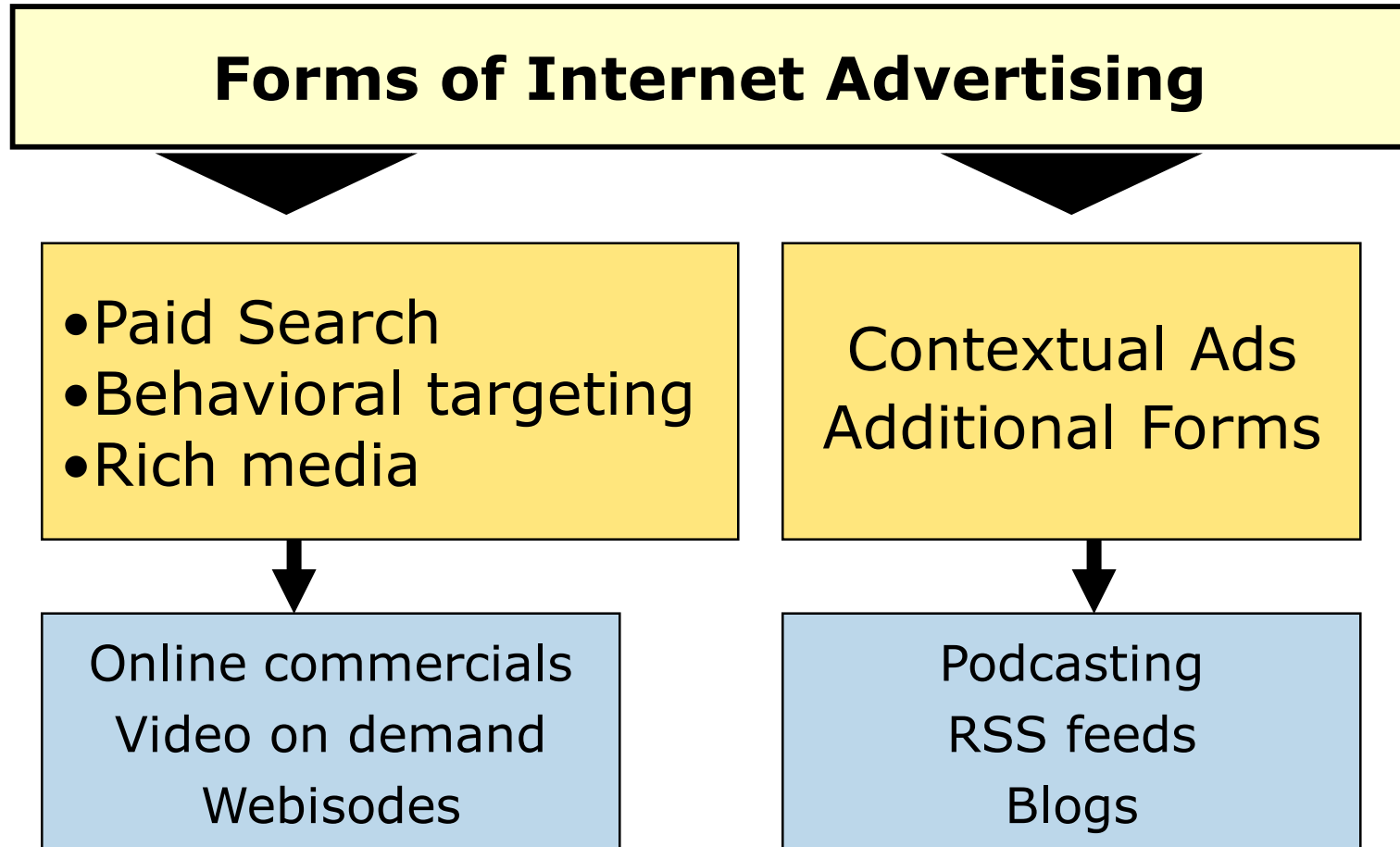
A vertical banner advertisement for a 10% discount on notebook accessories. The top half of the banner shows a black laptop with a green screen and a black briefcase standing behind it. The bottom half has a solid blue background with the text "Get 10% off all notebook accessories" in white and yellow. The word "Get" is in blue, "10% off" is in large yellow font, and "all notebook accessories" is in white. At the bottom right, there is a dark blue button with the text "DETAILS" in white, followed by two white right-pointing chevrons.



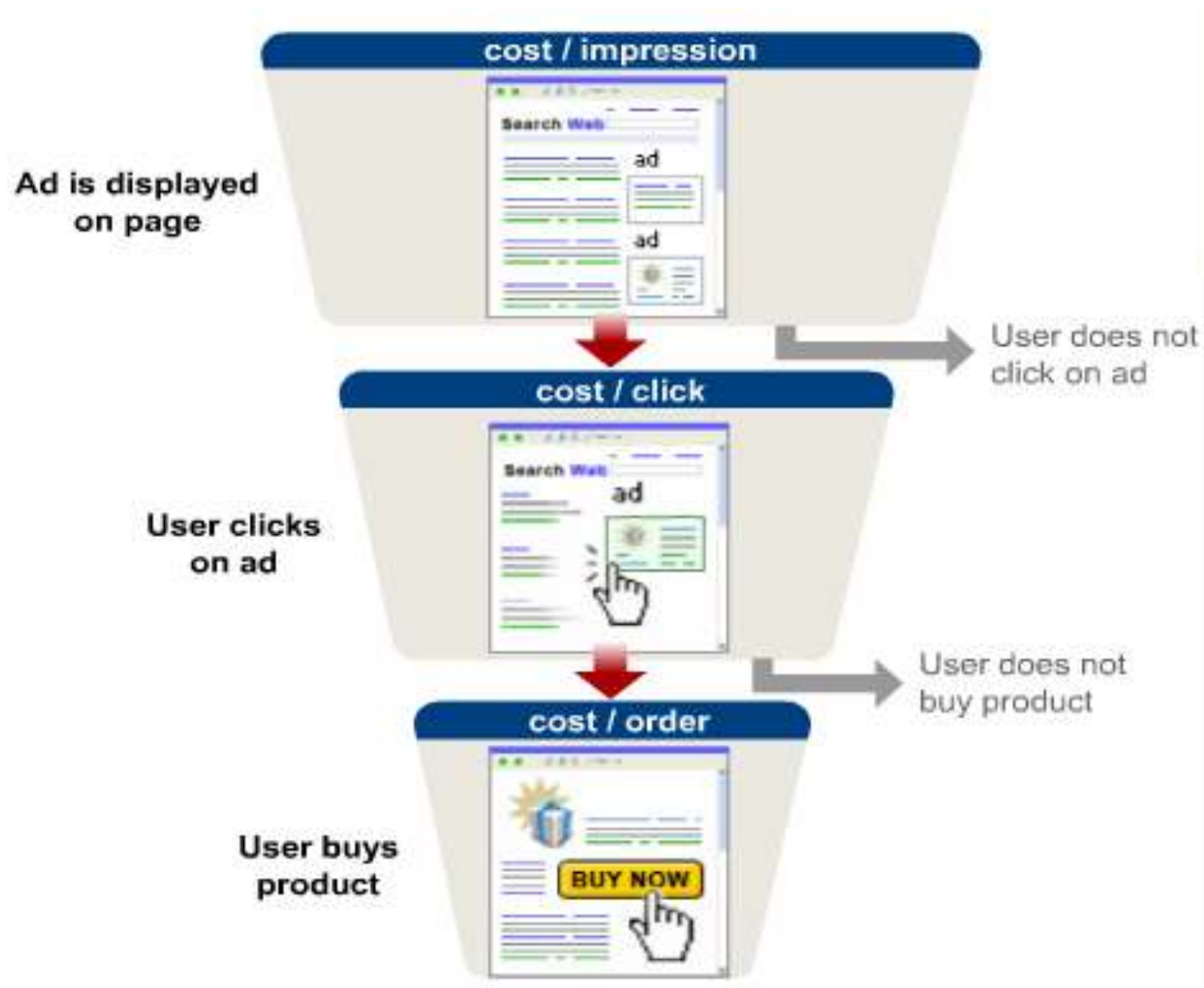
Get
10% off
all notebook
accessories

DETAILS >>

Advertising on the Internet (Part 2)



Internet Advertising Models



Internet Search Advertising

- Search Engine Marketing
 - The entire set of techniques and strategies used to direct visitors from search engines to marketing web sites
- Paid Placement
 - Text-only ads targeted to keyword search results on search engines
 - Offered through programs such as Google AdWords, Yahoo Search, or Microsoft Bing
 - Sometimes referred to as *paid placement*, *pay-per-click*, *cost-per-click* advertising

Internet Search Advertising

- Behavioral Targeting
 - Targeting online ads to consumers based on their Web searching behavior
- Contextually Targeted Ads
 - Text ads targeted to the content of web pages using programs such as Google AdSense and Yahoo Search Content
 - Placement of ads determined by content of the web page where they are shown
- Organic Search Optimization
 - Using a range of techniques to improve how well a site or page is listed in search engines for specific topics

Paid Search

- Online search-based advertising
 - Advertiser pays only when a Web surfer clicks on their link from a search engine page
 - Search ads appear in a specified, sponsors-only area near the search results for that phrase
- Advertisers bid on search keywords
 - Prices for popular search terms
 - Background check - \$1.18 per click
 - Car loan - \$1.34 per click
 - Refinance - \$4.46 per click
 - Mesothelioma - \$50 per click

Rich Media

A broad range of interactive digital media that exhibit dynamic motion, taking advantage of enhanced sensory features such as video, audio, and animation

Online Commercials

Video on Demand

Webisodes

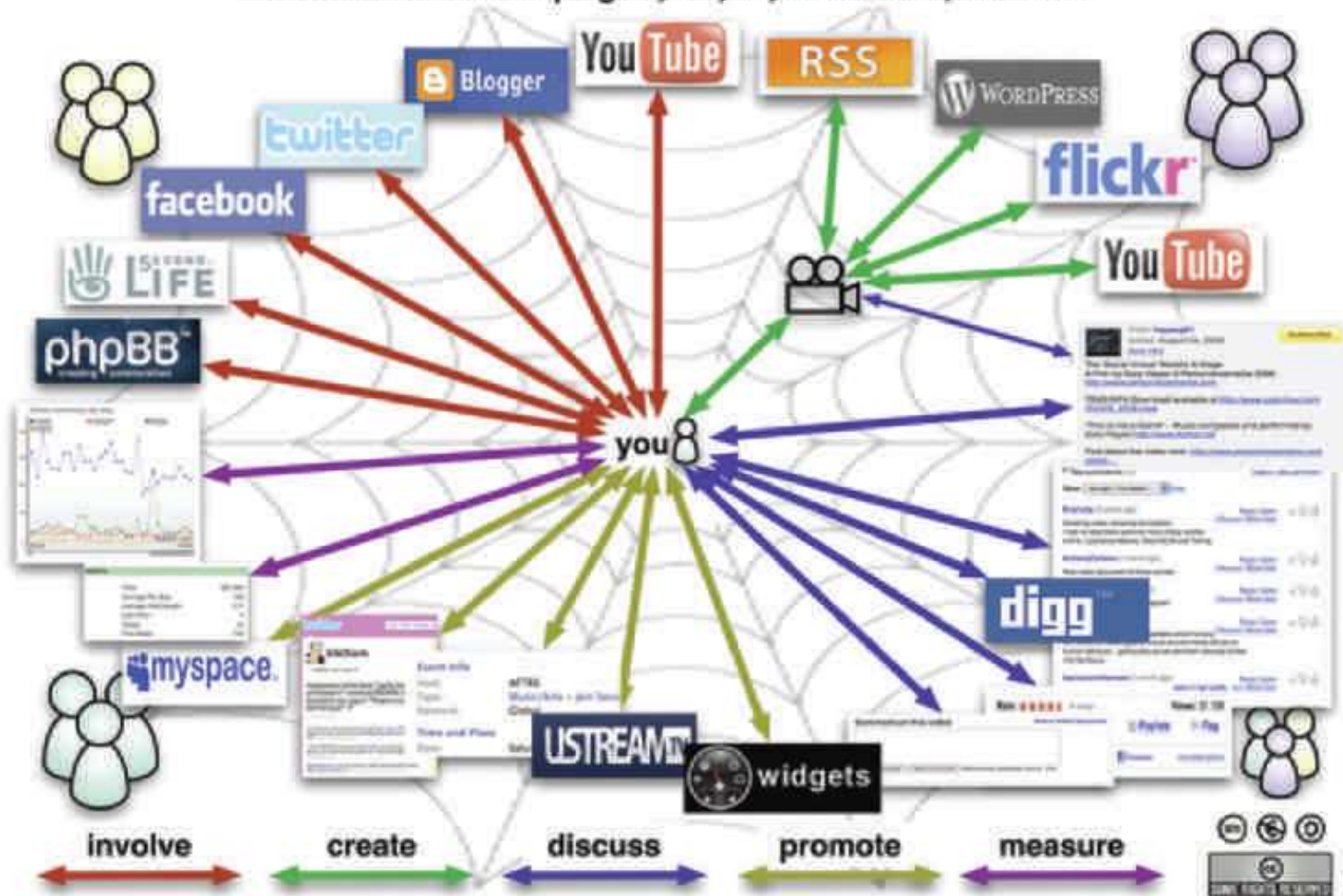
Other Forms

PodCasting, RSS, Blogs, and More



Web 2.0 – The Social Media Landscape

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008



Social Media

- Internet Social Media

- Online technologies and practices that people use to share content, opinions, insights, experiences, perspectives and media themselves
- Created, initiated, circulated and used by consumers intent on educating one another about products, brands, services, people and other topics of interest

Examples of Social Media

Social networking	MySpace, Facebook, Twitter
Creativity work sharing	<ul style="list-style-type: none">•Video (youtube)•Photos (Flickr)•Music (Jamendo)
User-sponsored blogs	Cnet.com
Company-sponsored sites	<ul style="list-style-type: none">•Blogs•Cause/help sites (<i>Dove Campaign for Real Beauty</i>)
Business networking	LinkedIn
Collaborative	Wikipedia
Commerce communities	Ebay, Amazon

Popular Social Media Sites

Social Sites – Big Players



Uses of Social Media in IMC Mix

- Enable companies to interact with their customers
 - Way to engage customers (contests, online voting, online games, submit ideas (Frito Lay))
 - Enables consumers to see others using product (Swiffer contest)
 - Provides information to customers
- Enable customers to interact with one another as well as companies
 - Word-of-mouth
- Support causes important to consumers

Sales Promotions are Done on Web Sites

GHIRARDELLI *a Million Moments*
OF TIMELESS PLEASURE™

Moments Shared Earn Stars
0,000,000

[Share Your Moment](#) [View Moments](#) [Rich Pizzes](#) [Follow The Trail](#) [SQUARES™ To Serve](#) [Times Square](#)

Share your Moment & win
a Grand Prize trip to St. Marks Square

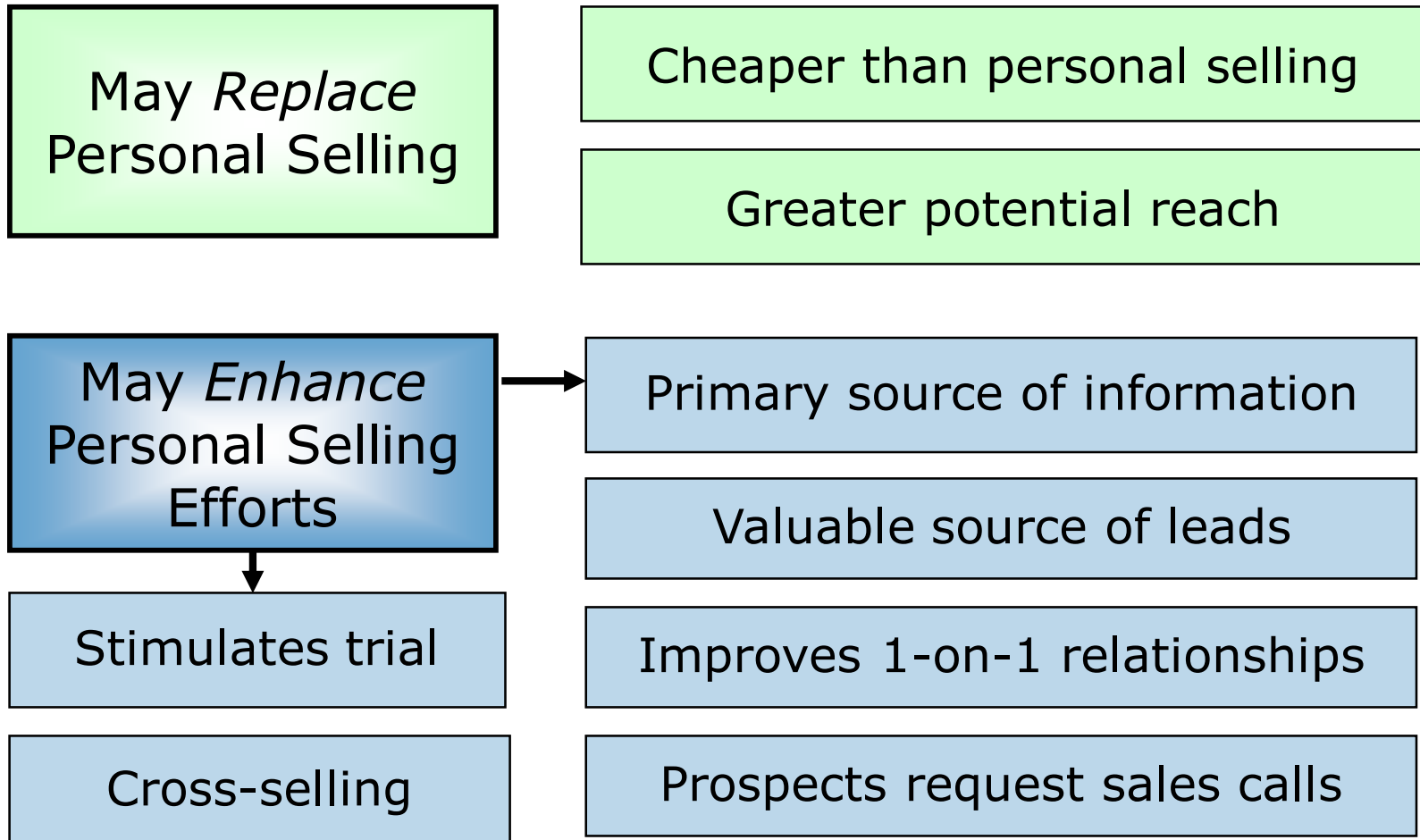
SAVINGS TO MAKE YOU MELT
Take \$1.00 off any 2 bags of Ghirardelli SQUARES™ Chocolates.
SAVE TODAY!

WINNING MOMENTS
Keep take on all our recent winners here.
SEE WINNERS

YOUR MOMENT TO SHINE
See your moments in lights, in the heart of Times Square.
SHARE YOUR MOMENT

About St. Marks | Terms & Conditions | Official Rules | Contact Us

Personal Selling on the Internet



Public Relations on the Internet

Chrysler - The Chrysler Experience - News, Events, Programs, Projects


Home | Dealership | For Sales | Media | Press

THE CHRYSLER EXPERIENCE

Home | News | Events

In The News

Featured Story




The Chrysler Wing Signs on as Official Sponsor for "Fashion Week"
- 9/22/10
Chrysler Media Services LLC

Chrysler brand and Italian-born designer Phyllis Zel together for first time in Chrysler exhibit to present "Fashion Week Inspiration Road" >

[Read Full Story >](#)

Chrysler Events



ALTO SHOW
CONCEPT VEHICLES,
AUTO SHOW HIGHLIGHTS,
AND MORE

Chrysler Events

2011 Trade Experience
Orlando Beach, Florida
9/17/2010 - 9/17/2010

The 2011 Trade Experience offers an entire day of job, media, and networking opportunities. Don't miss it at the Orlando International Convention Center!

[Learn More >](#)

Chrysler Events


2011 Trade Experience
Orlando Beach, Florida
9/16/2010 - 9/16/2010

Chrysler Events

2011 Trade Experience
Orlando Beach, Florida
9/16/2010 - 9/16/2010

The Chrysler Community

Now Playing




Chrysler 300 Artist

[Watch Video >](#)

CHRYSLER 300 ARTIST

Joseph D. / 10/22/10, 10/1



Direct Mail (Email)



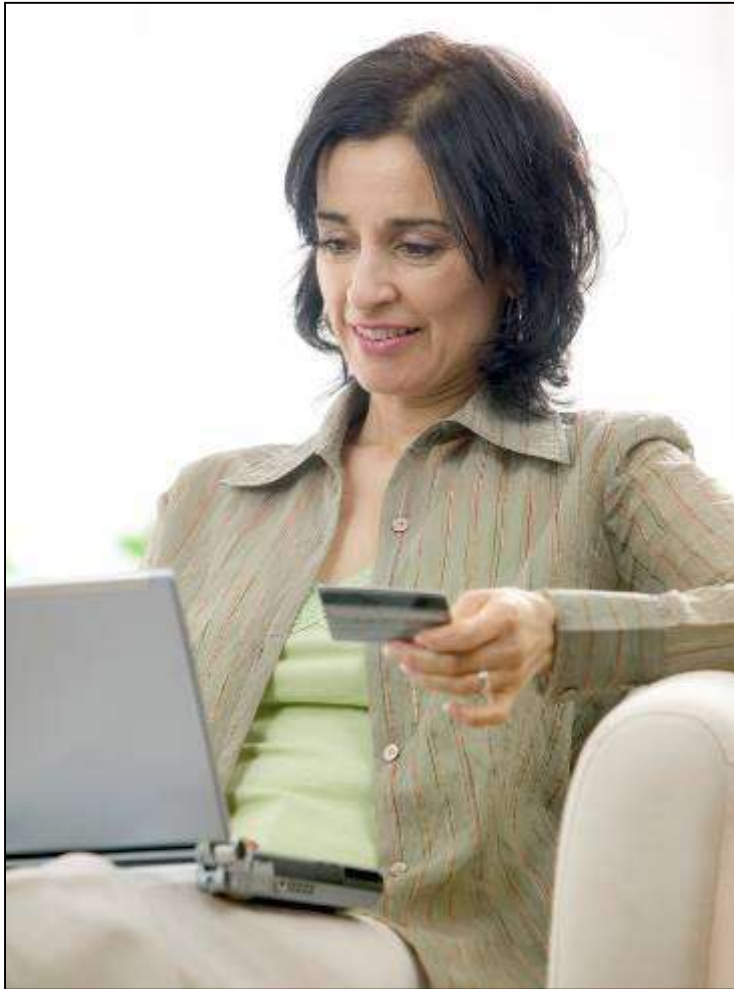
Electronic version
of regular mail

Highly targeted

Tries to reach those
w/specific needs

Relies on
email lists

Infomercials and Home-Shopping



Infomercials

Program content similar to television, cable or satellite

Web allows greater audience interaction

Online retailers include QVC, HSN, ShopNBC

Measures of Internet Effectiveness

Frequency to Conversion Ratios

Clicks

Post-click
conversions

Cost per
conversion

Unique
visitors

Average
frequency

Ad exposure
time

Ad interaction
rate

View-through
rate

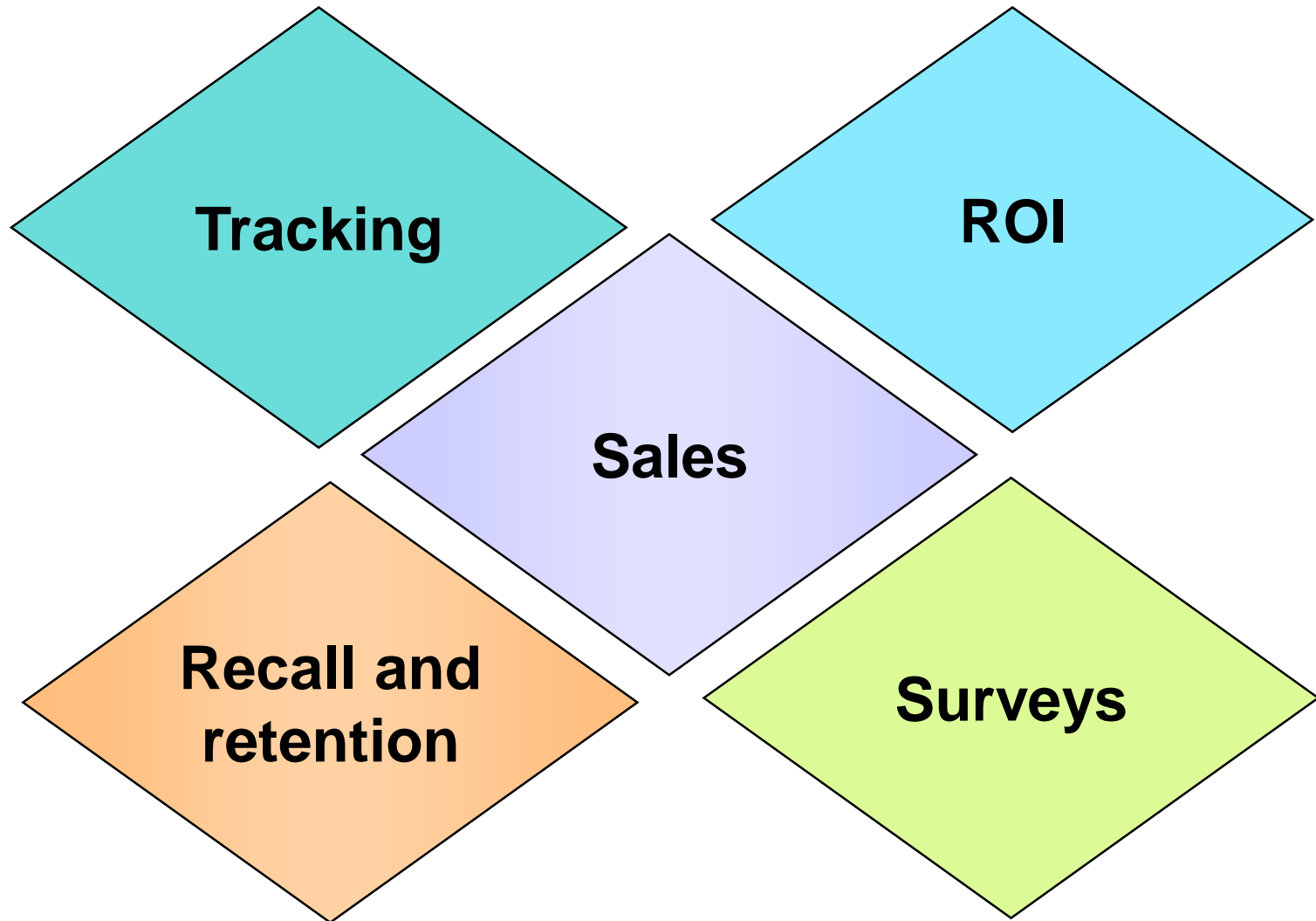
Visits

Webpage
eye tracking

Offline
sales lift

Cross-media
models

Traditional Measures of Effectiveness



Internet Marketing Pros and Cons

Advantages

Target Marketing

Sales Potential

Message Tailoring

Creativity

Interactive Capabilities

Exposure/Speed

Information Access

Complement to IMC

Internet Marketing Pros and Cons

Disadvantages

Measurement
Problems

Clutter

Potential for
Deception

Privacy

Irritation

Additional Interactive Media



Interactive TV—
allows viewers to
interact with the
program and
advertising



Mobile—
communications
through satellite
broadcast systems
or cellular phones

Test Your Knowledge

Interactive TV, interactive CD-ROMs, kiosks, and interactive phones:

- A) Are viewed by businesses as breeches of consumer rights to privacy
- B) Can be contributors to an IMC program
- C) Cannot be linked with traditional advertising media
- D) Replace the Internet in most IMC programs
- E) Are not viewed as viable elements within a well-designed IMC program