

STRATEGIC WEBSITE TECHNOLOGIES

LECTURE 10 (MARKETING)

Power Shifts

Internet is an opportunity for those people who know how to use it.

There are 3 major power shifts that will make Internet an even bigger opportunity for online businesses.

1. From large to small businesses. (Equal opportunities to reach the global market).
2. From sellers to buyers: (Free flow of information including price, product, delivery, distribution, payment terms) “FRICTION FREE CAPITALISM” – Bill Gates
3. Direct sellers to Intermediaries (New businesses to aggregate content for a particular type of customer)

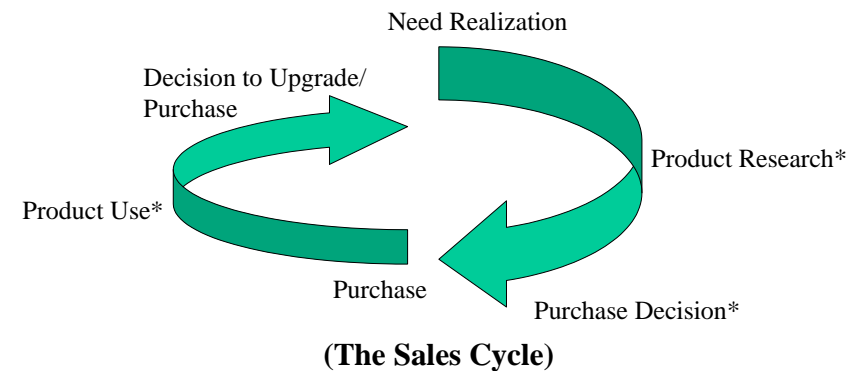
The Sales Cycle

“A victorious army wins its victories before seeking battle.” – Sun Tzu

Every product is sold before the customer ever enters a store!

Throughout the sales cycle every company has two objectives:

1. To ensure the consumer maintains the decision to purchase
2. The final purchase decision is to buy a specific product



- You can use the power of computing in most of the steps of the sales cycle.
- Specially when the customer decides to buy something you may offer additional supplies.
- It is possible to provide online customer service using web.

Conversation with the Customer

The key to successful marketing on the Internet is to initiate and maintain a conversation with the online consumer that starts well before they decide to purchase and continues well after they have paid.

This ongoing conversation helps to

1. Create a product that meets the needs of the consumer (customer research)
2. Tell the consumer about the product (advertising)
3. Answer the consumer's questions and concerns to close a sale
4. Listen to the consumer to ensure the product and the service continues to meet the customer's needs (customer service)

One Product, One Message

Be sure not to send conflicting messages such as "Top of the line products at rock bottom prices".

From text to design to video to audio, it is more important than ever to develop and maintain a branded environment that consistently reflects **one look, one feel, and one voice** for your product.

Profiting Through Targeting

Average consumer receives over 1500 ads per day.

As a result they are less trustful of the message being delivered.

They look for a specific product that satisfies their needs.

Focusing on one identifiable product and brand is the first step to success on the Internet.

TARGET YOUR AUDIENCE

or

YOU WILL BE AT THE TARGET

On the Internet Content is the King

Content means producing some type of information or entertainment to which a particular audience will respond.

The creation of content is the first step in promoting a product on the WWW.

People care about ease and accuracy of the content.

Don't forget that they will investigate the information you give them. So you should provide the facts!

You should be more online publisher than strict advertiser.

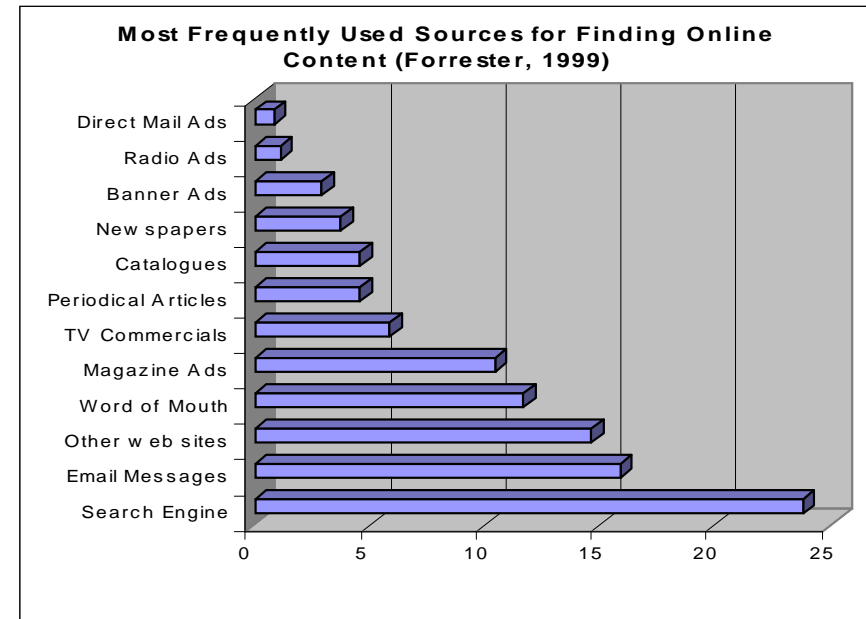
Online Advertising

Online advertising is one of the primary methods to drive traffic to online content.

You can use banners, content or e-mail to give online advertisements.

By online advertising

1. Monitor exactly how many eyes have seen a given message
2. Target customers with customized messages based on demographics or content.
3. Link customers directly to the sales department. (Direct response advertising)



Search Engines

There are 2 types of search tools on the Internet:

1. Search engines (Altavista, HotBot)
2. Directories (Yahoo)

In directories a human looks various Web sites. (More targeted)

Search engines use programs called robots or spiders to do the same job. (Large number of sites)

Some search tools combine the two strategies.

Basic Rules to Announcing Your Site

Timing:

Wait a day or two after your site is published. Make sure that all the links are working perfectly.

Do not expect instant results. It takes time for search engines to process the information.

Listing Tools:

www.submitit.com : To list your site quickly.

www.positionagent.com: Reports your websites rank in the leading search engines.

www.webgarage.com: Analyses your sites ability to work with different browsers and search engines.

Metatag

One of the first things search engines use for listing is the meta tags.

By using keywords relevant to your site you can increase the hit rate of your site.

3 meta tags to consider: title, description and keyword

```
<HTML>
<HEAD>
<TITLE> 75 Words </TITLE>
<META NAME="description" content="150 words.">
<META NAME="keywords" content="150 words.">
</HEAD>
```

Some Tricks

- Use **upper and lower case** fonts at the beginning of important keywords.
- If the user enters "President" most search engines look for only upper case version of the word.
- Similarly **pluralize** important words.
- Try to use the keywords **in the text** as much as possible.
- Don't forget that search engines cannot understand graphics (and text in graphics), yet.

Some "Do Not"s

Do not try to **hide keywords** by making them the same color as the background.

Do not **repeat** the same keywords back to back.

If search engines sense that you are trying to cheat they may ignore your site all together.

Online Advertising

You can advertise your brand or your website on other websites.

One of the most important sides of online advertising is that return of investment (ROI) is measurable accurately.

You can use **cost per thousand (CPM)** and **cost per click (CPC)** to measure the effectiveness of your ad on a particular website.

CPM = Cost of media buy / number of viewers (in thousands)

CPC = Cost of media buy / number of clicks

For example, if you have hired an ad for \$10,000 where 100,000 people has seen the ad with 2% click rate.

CPM = \$10,000 / 100 = \$10

CPC = \$10,000 / (100,000 * 0.02) = \$5

Places to Advertise

You can advertise on search engines, niche sites (specific subject), top 100 sites, local sites (eg city guides).

You can use Run-Of-Site (ROS) or Run-Of-Category (ROC) types of advertising.

ROS: Runs throughout the site (untargeted) (\$5 CPM)

ROC: Runs throughout a specific section (more click rates) (\$50 CPM)

You can **buy keywords** in search engines! (\$50 CPM)

If you think of buying keywords have a look at <http://www.eyescream.com/yahootop200.html> (unofficial side that lists top 200 keywords searched on Yahoo!)