



# Fundamentals of Internet Marketing

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Market-Vantage and



# Today's Topics

- How to Leverage the Internet:
  - Prospecting
  - Selling
  - Market Research

# Prospecting is Getting Harder!

- Average person bombarded with 1,000 commercial messages per day
- Traditional marketing faces tough obstacles:
  - Skipping commercials on TV
  - Changing the station on the radio (or “paid” radio)
  - Screening calls for telemarketers
  - Sorting mail over the trash can
  - Filtering Email – lots of false positives

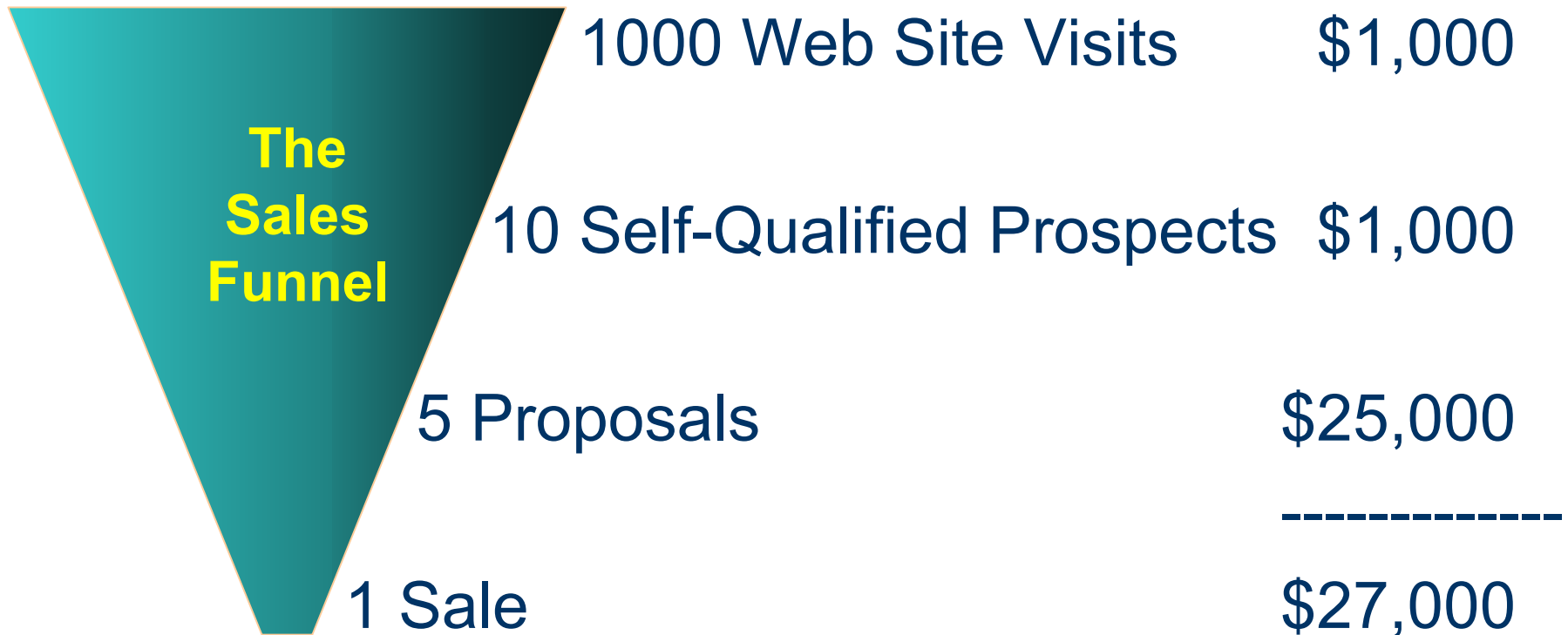
# New “Rules of Engagement”

- The difference is:
  - People don’t want to be hunted down and sold to
  - People want to buy what they want to buy, when they want to buy it
  - People want to make informed buying decisions, comparison shop – they are information-hungry!
- But people are still shopping and buying!
  - The question is, how do we reach them???

# Prospecting: The Old Math



# Internet Marketing: The New Math



# Internet Marketing

- Can put your offer in front of people who are looking for your product or service....  
...at the exact moment they are looking!
- Which means prospects find YOU...  
...instead of YOU trying to find them

# Internet Marketing Makes Sense

- Each week, 40% of everyone who has a connection to the Internet researches a purchase online.”

Greg Stuart, CEO, IAB

# Internet Marketing can...

- Turn the Internet into your company's marketing engine
  - Create awareness for your business
  - Help prospective customers find YOU
  - Generate leads and qualify prospects
  - Perform effective market research
- It's much more than “hits” and a nice website!
- It's not about building a dot-com business!

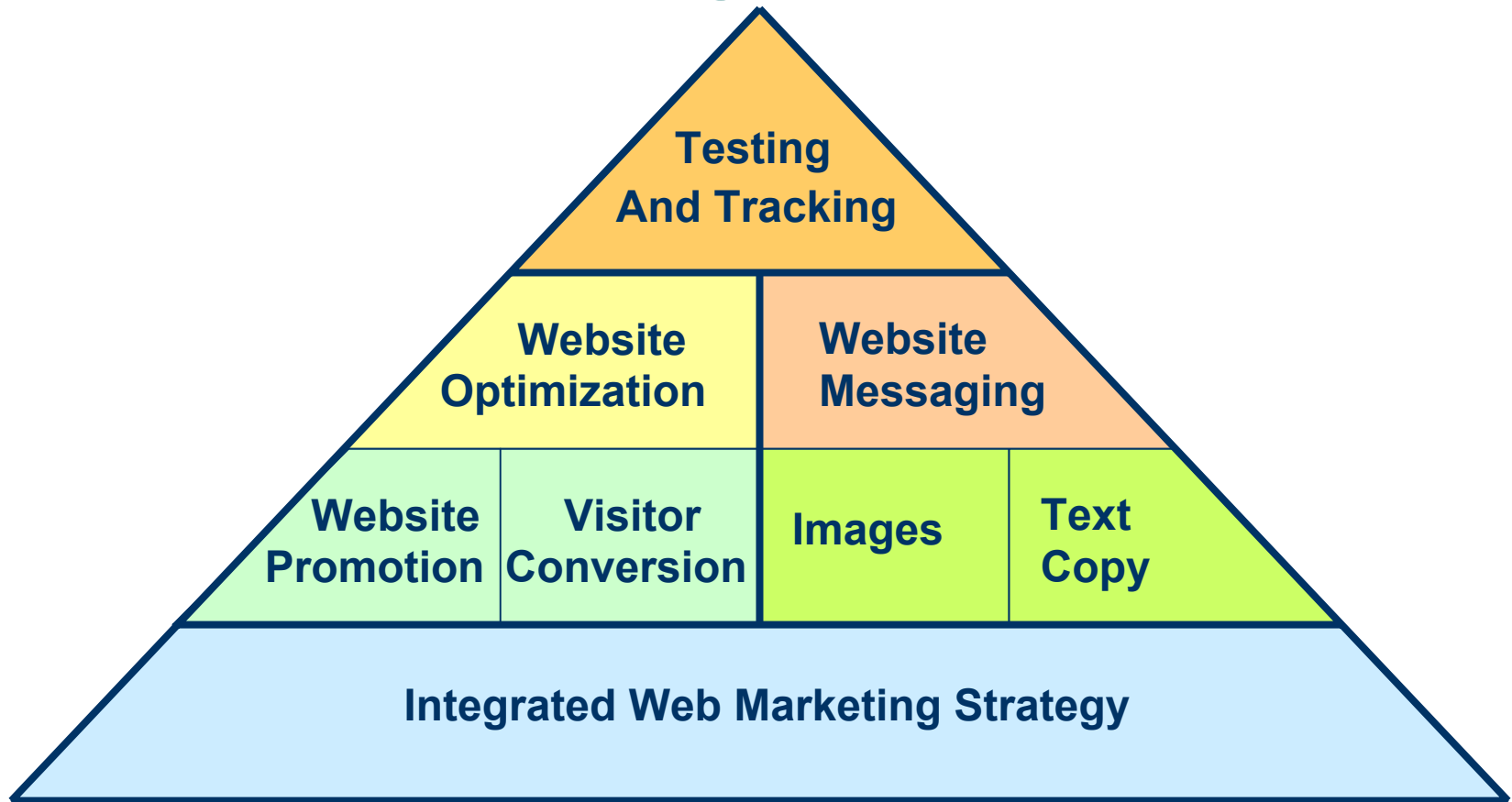
# Will Internet Marketing Work for Your Business?

- Do people search the web to find the kinds of products or services that your company offers?
- When they search, do they easily find your site?
- If they find your site, do they find compelling reasons to enter into a relationship with your company?
- Does your website supply your company with a steady stream of interested prospects?

# So What IS Internet Marketing?

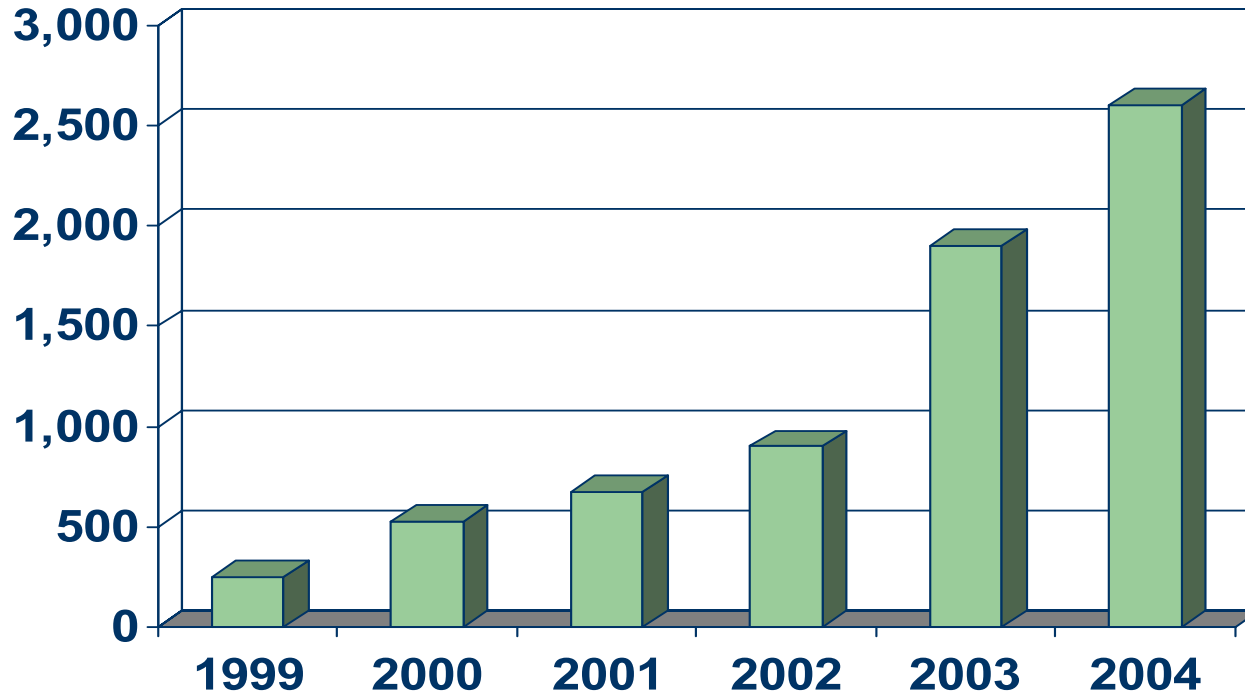
- Website Promotion
    - Attracting relevant visitors to your site
  - Visitor Conversion
    - Getting those visitors to initiate a relationship
- ...plus tracking, measuring and acting on the results to enable continuous improvement

# Internet Marketing Components



# Search Engine Ad Spending

**\$ Millions**



Source: BtoB Magazine 8-11-2004  
and Jupiter Research

# The Internet Marketing Process

## 1. Strategy

- Audiences / Messages / Actions

## 2. Website Promotion

- Attracting relevant visitors to your site

## 3. Visitor Conversion

- Getting those visitors to take action

## 4. Web Analytics

- What's working, why is it working, how can we improve?

# Internet Marketing Strategy

## Audience Segmentation and Process

- Who are the audiences that you want to attract to your site?
- What are they looking for?
- What message do you want to communicate to each audience?
- What do you want them to do before they leave?
- How will you get them to do it?

# Internet Marketing Strategy

## What's the Value of a Website Visitor?

- What's the \$ value per new customer?
- How many visitors does it take to make a sale?
- How many impressions does it take to bring in a visitor?
- What's the cost per-impression or per-click?

# Website Promotion

- In this section:
  - Search Engines vs Directories
  - Search Engines and website traffic
  - Other techniques for website promotion

# Website Promotion

## Search Engines and Directories

- Human-Edited Directories
  - Yahoo Directory, OpenDirectory (DMOZ)
- Crawler-Based Search Engines
  - Google, AltaVista, Inktomi, AllTheWeb, Teoma
- Recent History
  - Four years ago, Google barely existed
  - Remember the dominance of AltaVista?  
Infoseek?

# Website Promotion

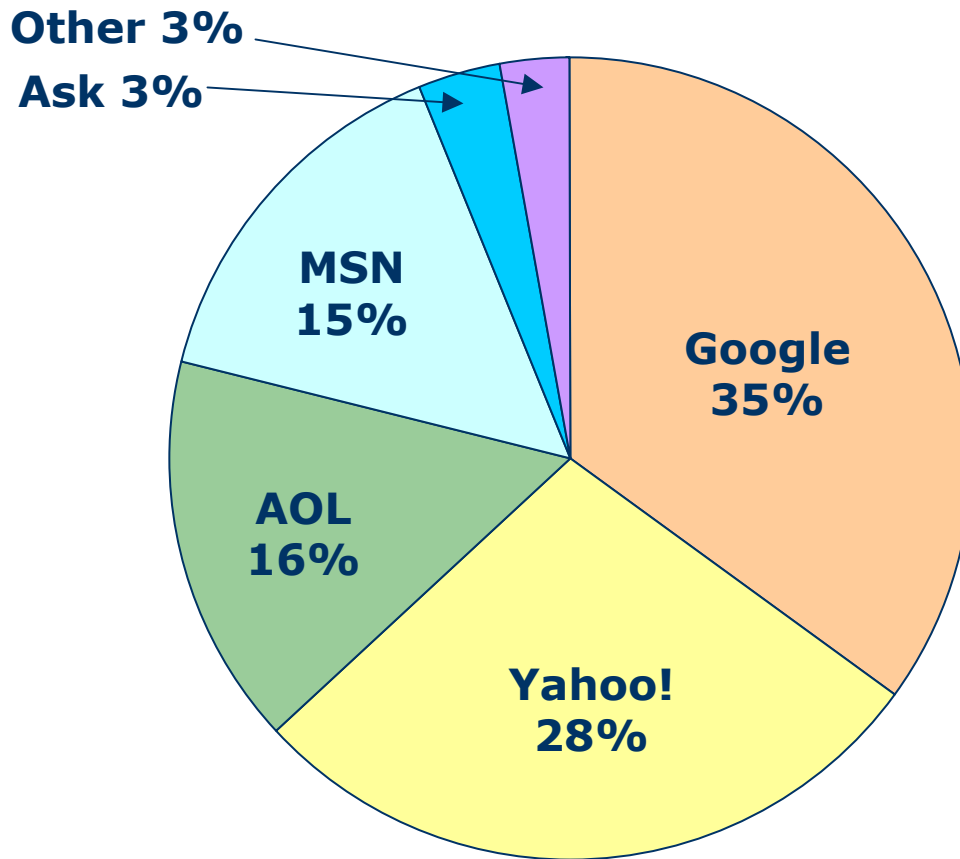
## Search Engines and Directories

### Why Are Search Engines so Important?

- 88% of users who are given a new task to complete on the Web start at a search engine.

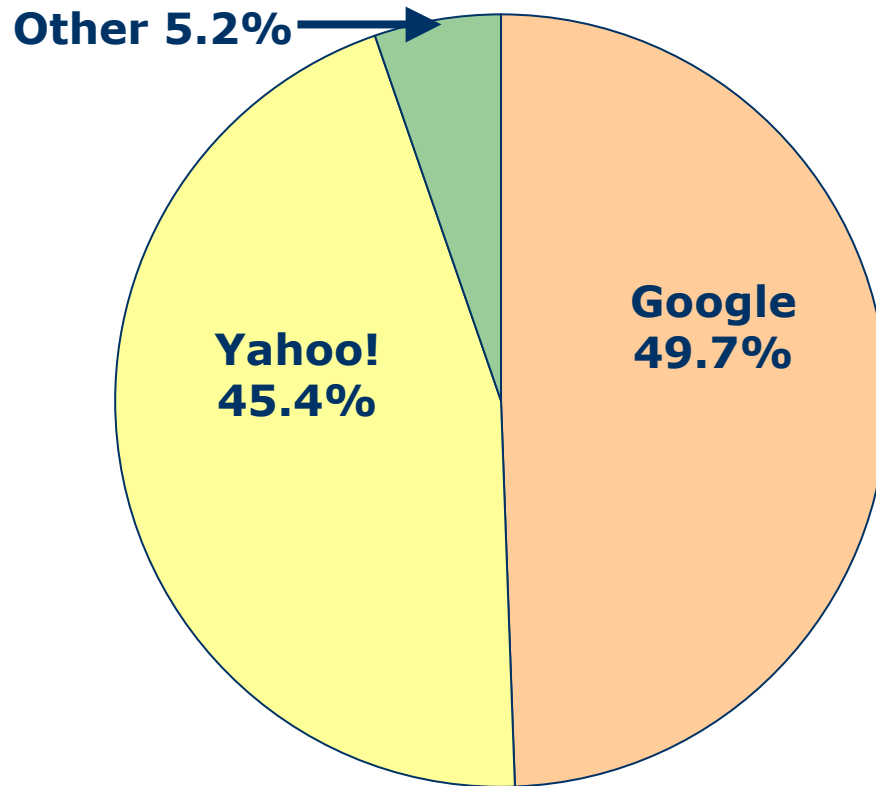
Source: Jakob Nielsen, Web 2004 Project

# Search Engine Market Shares



**Source:**  
ComScore MediaMetrix  
February 2004

# Search Provider Shares



**Source:**  
ComScore MediaMetrix  
February 2004

# Website Promotion

## Search Engines

- How can I get the search engines to send traffic to my web site?
  - Get high rankings in the search results pages (SERPs). This is done by Search Engine Optimization
  - Pay (Per-Click, placement, paid inclusion)
  - BOTH require up-front keyword analysis

# Website Promotion

## Search Engine Optimization

- How do Search Engines work?
  - Spider or crawler visits your site
    - Can't read pictures / flash / dynamic pages
    - Doesn't like frames
    - Not much time – millions of other sites to visit
    - Reports content back to a database
  - Database re-indexes new data
    - Applies relevance algorithm to rank results
    - Looks at keyword phrases on site, and inbound links
  - When you perform a search, the results are already a foregone conclusion

# Website Promotion

## Keyword Research

- What terms do people search on to find our product or service?
- How popular is each search term?
- How relevant is each term?
- How many competing pages are there?
- How many people are bidding on each term, and how much?
- How does my site rank for each term?
- How do my competitors rank?

# Website Promotion

## Search Engine Advertising – Pay-Per-Click

- Your ad appears ranked based on bid amount (most engines) or combination of bid and CTR (Click-Through-Rate) on Google



Web Images Groups News Froogle<sup>New!</sup> more »

dog food

Search

[Advanced Search](#)  
[Preferences](#)

Competing Pages

Web

Results 1 - 10 of about 4,970,000 for **dog food** [definition]. (0.16 seconds)

[News results for dog food](#) - [View all the latest headlines](#)



[Health food for pets is a treat for owners](#) - [Miami Herald](#) - Apr 3, 2004

[Iams-quality dog and cat food-pet care products](#)

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Try Pedigree® Dog Age Calculator.

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Raw and Dehydrated Natural **Dog Food**

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**Dog Food**

Compare prices on

Dog Food!

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“Natural” search results (SEO)

Paid ads (SEM)

# Website Promotion

## Leveraging the Search Engines

- Which is best? SEO or PPC?
  - Need leads fast? Use PPC
  - Need leads long-term? Use SEO
  - Many companies do both, start with PPC while they phase in SEO, then back-off PPC

SEO: Search Engine Optimization

PPC: Pay-Per-Click advertising

# Website Promotion

## Search Engine Optimization Tips

- Always start with Search Term Analysis
  - Otherwise you don't know what terms to bid/optimize
- Take advantage of HTML Title, Headings, META description
- Search Engines don't like SPAM any more than you do
  - Don't over-submit
  - Use keywords in copy, not just title, but don't over-do it
- Information-rich (search-term-rich) copy
- Get inbound links from thematically-related sites

# Website Promotion

## More on Search Engines

- Paid Placement
- XML feeds – for large and dynamically generated sites

# Stretch Break!

## Top 5 Internet Marketing Mistakes

- Flying Blind
- Hide and Seek
- Me, Me, Me!
- The Email-Blast Cold-Call
- Buy Now!

# Conversion

- Now that we have all this traffic, what do we do with it?
- Retail: close the sale before they leave
- B2B: Get them to interact before they leave

# Retail Conversion

- Presentation and usability are key
  - Don't make it hard to buy
  - Offer and benefits must be clear – why buy from you
  - Let people know how much they are paying before they have to commit
- Commodity sales are often based on price
  - Your competitor is 1 click away

## B2B Conversion

- Don't try to make the sale on the first visit
  - 1<sup>st</sup> time visitors are looking for information
- Make it easy to leave contact info behind, and offer something of value in return
- Publish a Privacy Policy (and follow it like religion)
- Offer something of real value to visitor

# Web Analytics

## Tracking and Measurement

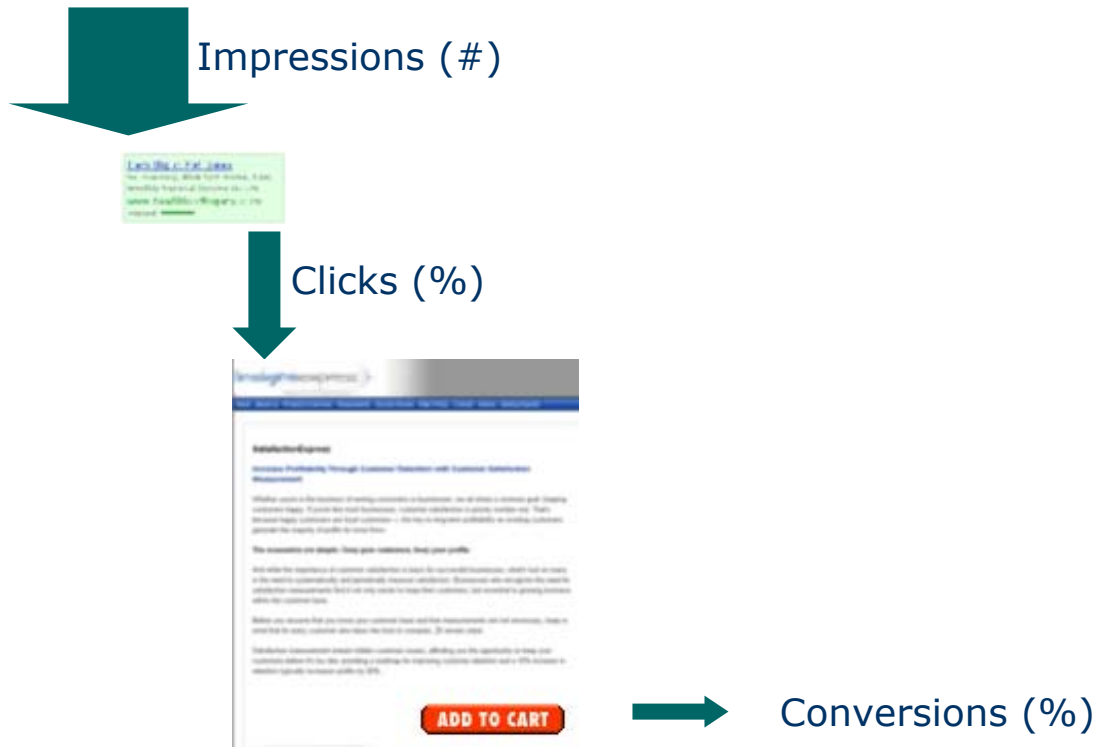
- Track website visitor behavior
- Track campaigns from visitor to “goal page”
- Especially track Pay-Per-Click ads
  - Can be a wonderful market-research tool
- A/B testing

# Web Analytics

## Market Research

- Google AdWords can help you test your
  - Message
  - Customer vocabulary
  - New product idea....in a couple of days!

# Web Analytics Market Research



# Checklist

- Make sure your strategy connects with your other sales and marketing initiatives
- Get traffic to your site
- Convert visitors to do something
- Figure out what works, and keep improving!

# Resources

- Web design firms
- Ad agencies
- PR firms (who can help you get your messaging on straight)
- SEO specialist firms
- Search Marketing firms
- Hundreds of tools for keyword research, measuring website visitor traffic, managing PPC bids, etc.
- There are companies seeking your advertising \$\$s
  - Email list rentals
  - Banner ad placements
  - E-Newsletter sponsorships

# Resources

- Google Toolbar – Great pop-up blocker plus PageRank
- Overture search term tool at [www.overture.com](http://www.overture.com)
- [www.googlealert.com](http://www.googlealert.com)
  - Watches Google, tells you about a site you're monitoring
- Lynx viewer - see what the spiders see:
  - <http://www.delorie.com/web/lynxview.html>
- [www.searchenginewatch.com](http://www.searchenginewatch.com)
  - <http://www.searchenginewatch.com/reports/article.php/2156401>  
“Who Powers Whom” search engine matrix
- CAN SPAM Act of 2003 overview chart
  - [http://www.the-dma.org/antispam/E-mail\\_Chart.pdf](http://www.the-dma.org/antispam/E-mail_Chart.pdf)
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