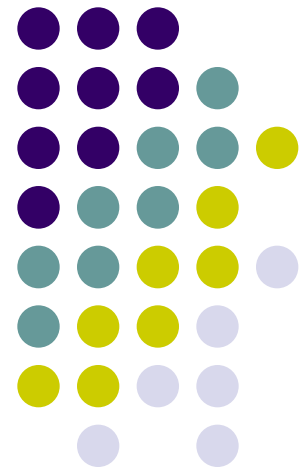
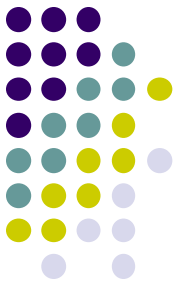


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**E-MARKETING**  
**Dr.Ali Hapeep**



# E-MARKETING



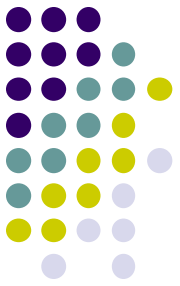
## Marketing:

- A comprehensive process that involves every aspect of a business from designing its products, setting the pricing strategy to analyzing sales statistics and collecting customer feedback.

## E-Marketing:

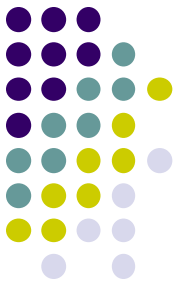
- Refers to using technology such as the internet, website and email, sms, including its wide variety of options and tools to conduct your marketing activities and achieve your marketing objectives.

# E-MARKETING TOOLS



## E-Marketing tools and strategies include:

- Business websites;
- Search Engine;
- Email;
- Online newsletters/e-zines;
- Online catalogues;
- Online press releases;
- Online surveys;
- Online customer service;
- Banner advertising;
- Affiliate marketing.
- Mobile telephone marketing;
- Online Community (Friendster, YouTube) - new
- Web Log (Blog) - new

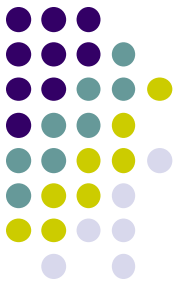


# The e-Marketing Concept

**The objectives of marketing are to:**

- get the right product
- promoted in the right way
- sold at the right price
- distributed at the right place
- **profitably**

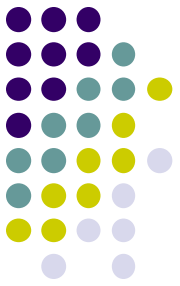
# THE E-MARKETING CONCEPT



## Examples of e-Marketing include:

- online surveys to conduct market research
- web site to display and sell your products
- internet advertising to promote your business
- software to collect and analyse your customer information

# THE E-MARKETING CONCEPT



## The Key to e-Marketing:

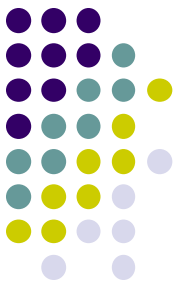
- The key to successful e-Marketing in today's business environment is to place your clients in control. Allow them to choose how often and what type of messages they receive, thus creating a more meaningful relationship with your business.
- This is commonly referred to as Permission Marketing.
- Your e-Marketing messages and tools should aim to deliver information that the consumer wants - that they perceive to be valuable.

# INTEGRATING E-MARKETING INTO YOUR BUSINESS



- e-Marketing is not an alternative to your existing Marketing Plan, in fact you may already have a "Marketing Plan" that identifies your marketing objectives, outlines your key strategies designed to achieve those objectives, and guides your daily marketing activities.
- With e-Marketing you can develop techniques to enhance this existing plan to make your marketing activities more effective (smarter) more efficient (cheaper) and you may even find that you can tap into new markets both locally and overseas.

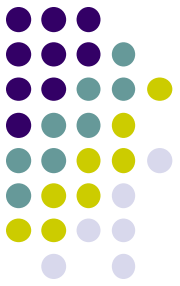
# HOW WOULD E-MARKETING ENHANCE MY EXISTING MARKETING PLAN



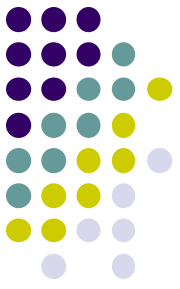
- With the use of internet-based product catalogues you can reduce your printing costs and maintain a higher quality of product information for your customers.
- By utilising marketing information systems you can analyse your sales information to make more informed decisions and customers all over the world can view your products with a website.



# CAN MY BUSINESS AFFORD E-MARKETING?



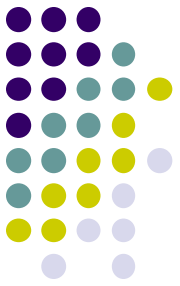
- The cost of e-Marketing depends on which strategies you choose to implement.
- Any business can start using simple e-Marketing techniques such as email, newsletters, computer based data management and internet research by purchasing a computer and connecting to the internet which can be achieved for less than \$2,000.
- Businesses can also spend many thousands of dollars utilizing the services of a professional e-Marketing firm to create and implement a complete e-Marketing package. The choice is yours!



# The Marketing Process

- A comprehensive marketing process and resulting Marketing Plan is critical for the success of your business.
- An effective marketing process should provide you with the information, strategies and solutions to any and all obstacles you might encounter along the way in building and running a successful and profitable business.

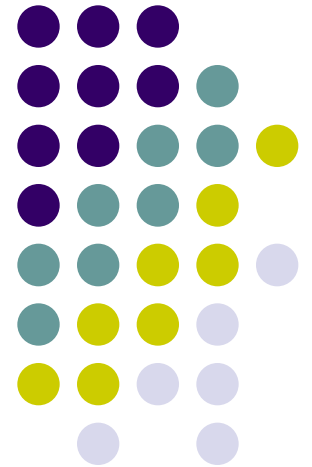
# E-MARKETING TOPICS

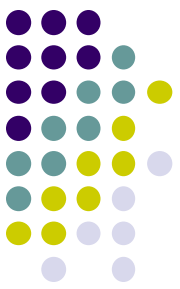


- 1-Email Campaigns
- 2-Banner Exchange
- 3-Business Website
- 4-Mobile Phone Marketing

# Email Campaigns

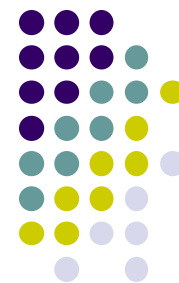
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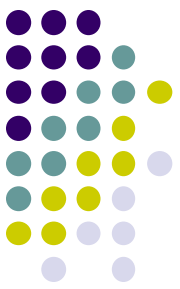
## About Email Campaigns

- *Email* or electronic mail has revolutionised communication. Anyone with access to the *internet* and an email program can send a written message - along with attached documents - anywhere in the world within seconds via the internet.
- Email campaigns are targeted emails that work much like conventional direct mail campaigns. They come in various forms such as direct email, newsletters, newsgroups, and press releases.



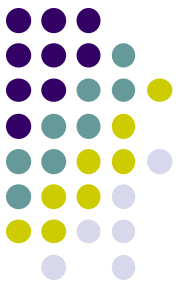
## Direct Mail vs. Direct Email

- Direct mail is very expensive compared to direct email. Most of us have received multiple versions of the AOL CD via direct mail, which in most cases makes a great drink coaster at best. Most of us can not afford to make a billion pieces of direct mail like AOL, but, fortunately, there is direct email.
- The creation cost for both are about the same but the publication and distribution costs for direct email is much less. This gives you the opportunity to use direct email on the Internet on a much smaller budget.



# Spam Email

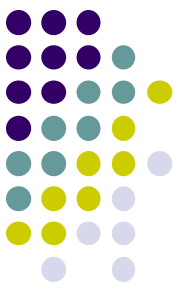
- A sharp line divides email marketing from spam. Basically email marketing is solicited email (requested), and spam is non-solicited email (not requested).
- The gray area begins to form when you start arguing over how a recipient asks. Understanding this division is the key to ensuring you do not come across as spamming.



## Opt-out Email

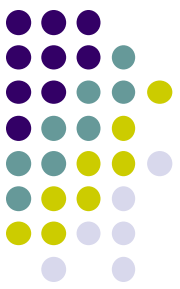
- Opt-out email is email sent to target groups who have shown an interest in a specific topic. Once the email is received, the recipient has the option to "unsubscribe" from receiving further email from you.
- Opt-out email is considered solicited email because at some point the recipient filled out a form somewhere that landed them on a list of people who have agreed to receive email.
- Opt-out list may start as a legit email list, but those lists are often bought, sold, shared, rented or exchanged by others with similar lists. This results in your email address being vulnerable to anyone, including spammers.
- Opt-out email is often mistaken for spam since you don't specifically ask for opt-out email.





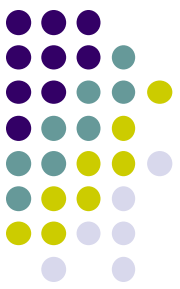
## Opt-in Email

- Opt-in email is email that has been specifically requested. This email approach will be well received by your target audience since they ask you to send it to them.
- The recipient must explicitly request to be placed on your opt-in list, or you run the risk of looking like a spammer.
- Most Opt-in sign ups are single opt-in, meaning you enter your email address then you click a submit button and you are subscribed.
- Double opt-in requires you to reply to an email confirmation before you are added to the list. This helps ensure someone else can not add you to an opt-in list without your permission.



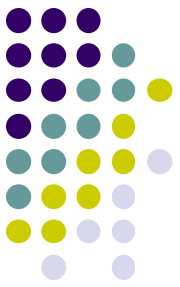
## Purchased vs Rented Email Lists

- Every time you turn around, someone is trying to sell you a list of 1,000,000 email addresses. At best you are purchasing a static list of opt-out email addresses that are not targeted towards any particular demographics. At worst you are buying a near dead opt-out list of emails, and those you do reach will view your company negatively because they have already received too much spam email from the same list.
- Rented email lists are living opt-in lists where people subscribe and unsubscribe daily. In most cases, you never actually see the list, but instead the company submits your email to their list for you. Rented lists are more easily targeted because you can choose a company or companies whose audience matches your target audience.



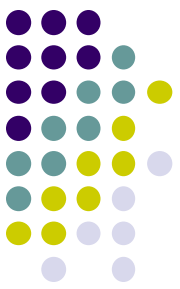
## Renting a List

- When you rent a list, your email is distributed for you to individuals all over the world who sign up and receive email messages on specific topics.
- You can visit Web sites that have similar demographics as yours and see if you can rent their list. For example, would likely rent from [www.searchenginewatch.com](http://www.searchenginewatch.com) because of similar demographics.



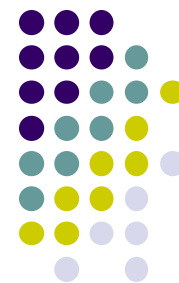
## Building A Better Email

- In direct mail marketing, the envelope has two primary purposes: branding and to encourage the recipient open it.
- In email marketing, the envelope is the email's From: line, Subject: line, and To: line. Following a few simple rules can increase the success of an email campaign dramatically.
- You should start the email off with a headline at the top which is set apart from the rest of the email by single dashed line on the top and bottom of the header. The header should be two lines at most and summarize exactly what you have to offer.
- The signature is the section at the bottom of your email that allows you to identify yourself and offer contact information. Using a signature at the bottom of your emails ensures that the recipient knows who originally sent the email, even if it is forwarded.



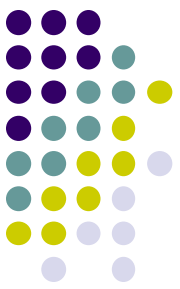
## Test Your Email

- Before sending any email campaign to the rest of the world, be sure to send a copy to yourself to make sure everything looks exactly the way you expect it to. Check your links in the received version to see that they all work, check the contact information for correctness, and check to see that the email meets all the length and formatting rules.



## Avoid Email Attachments

- Some companies have found email attachments containing postcards, slide shows, or even commercials. Though this method can have some effective results, it should be avoided as many users assume any attachment from a third party is a possible virus.
- Next, if the attachment contains the bulk of your payload and is not opened, then your message will never get seen. By simply supplying a link to a Web address containing more information, you can grab the prospect's attention without the fear of a potential virus.



## When to Send Email

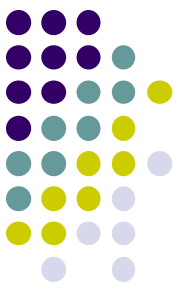
- Conventional wisdom suggests that everything should be waiting for you first thing Monday since you are fresh and ready for a new week. However, reality will show you that your email box is bulging at the seams on Monday and you just want to get through it at any cost.
- Instead, email early Friday afternoon. Most people are winding down for the weekend at that time and putting off tasks till the next week. This allows for more light reading of the few emails trickling in on a Friday afternoon.



# The Unsubscribe Option

- Even if you are using your own opt-in email list, you must offer a way to unsubscribe from the list in every email. This applies to direct email, newsletters, and all other email promotions. This shows your respect for their time when they decide to no longer receive direct email.
- The option to unsubscribe can be placed near the bottom of the email with easy-to-follow instructions. Probably the simplest unsubscribe method tells the recipient to reply to the received email and place the word "Unsubscribe" on the subject line. This is quick and easy, thus the recipient does not feel trapped.

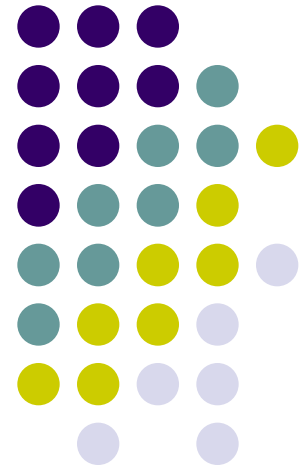


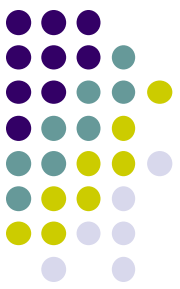


# Response Tracking

- Response tracking from email marketing can be handled easily by two methods. First, the campaign can include a Web page address that is unique to the campaign, and you can track the visitors to that page. Next, you can associate a promocode with the campaign and track how often it is used.
- A combination of both methods would allow you to compare how many people responded relative to how many people acted on their response.

# Banner Exchange





# Banner Advertising

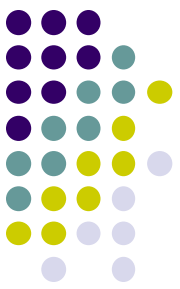
- A [\*banner advertisement\*](#) is an image placed at the top or bottom of a [\*web page\*](#), to catch the viewer's eye and possibly prompt them to click on it.
- It can either be static, that is, simply like a billboard displaying the name of a website, or dynamic, encouraging the user to click on the banner image to be transferred to that website.
- Banner advertising is based on one-to-many advertising rather than one-to-one. It has traditionally been the most common form of promotion on the web.



# Banner Advertising

SBDC banner

The screenshot shows the 'Online WA' website interface. At the top, there is a navigation bar with the 'online WA' logo and the tagline 'Your Doorway to Western Australia's Information and Services'. Below this, a grid of buttons provides access to various services: Well-being, Business, Law & Order, Community, Learning, Leisure, Government, Habitat, Get Around, Life Events, Holiday, and Shop. A central content area features a yellow banner for 'COM ENTRY POINT' with the text 'Putting you in the right direction'. To the right of this banner is a 'Western Australian Diabetes Strategy' section. The bottom of the page includes a footer with links for Search, FAQs, Standard Version, A to Z Finder, Text Only, Contact Us, Privacy, and Disclaimer, along with a 'Local Time' display showing 25 Nov 2002 - 03:47PM.



# Banner/Link Exchanges

- A [\*banner exchange\*](#) (link exchange) is a cooperative advertising program where participating businesses work together to promote each other's products/services and websites on an exchange rather than paid basis.
- [\*Banner exchanges\*](#) have management systems that track when and where banners are displayed throughout the network. Every time you display the banner of another member, you receive a credit. Based on these credits, the management system ensures that your banner is displayed at other sites in the banner exchange network.



# Banner/Link Exchanges

**What is it ?**  
The goal of this site is to increase advertising opportunities for small business by banner exchange advertising.

**Home and Garden Banner Exchange**

- 1000s of banners to advertise on
- target a local or international market
- full banner add size
- monthly reports on your adds effectiveness

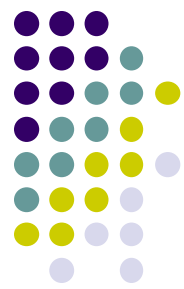
[sign me up please!](#)

**How Does it Work ?**  
Each time you display one of our banners on your web site, we will display your banner on some one else's site.

**Testimonials**  
"I have had a great deal of success using garden and home banner exchange."  
Joe Smith  
[FindaHome.com](#)

link to real estate agents web site





# Banner/Link Exchanges

The screenshot shows a web browser window with the title "Finda Home . com - your guide to home real estate". The address bar contains "www.findahome.com". The main content area features the "Finda Home" logo in orange, with the tagline "Your Guide to Home RealEstate" in smaller text. Below the logo is a navigation menu with links: News, Contact Us, Add Site, Resources, Directory, and Popular Sites. A search bar is present with the text "Search For" and a "GO" button. A prominent purple banner with green text reads "TIRED OF RENTING?" and includes a link "click here to visit Mortgage Busters". Below this banner, a red bar contains the text "Click on the suburb below to find homes in your selected area". A grid of 15 suburb names is listed below, each as a red underlined link.

<a href="#">Applecross</a>	<a href="#">East Peth</a>	<a href="#">Joondanna</a>
<a href="#">Bassendean</a>	<a href="#">East Fremantle</a>	<a href="#">Kelmscott</a>
<a href="#">Bayswater</a>	<a href="#">East Victoria Park</a>	<a href="#">Kardinya</a>
<a href="#">Bateman</a>	<a href="#">Edgewater</a>	<a href="#">Leighton</a>
<a href="#">Crawley</a>	<a href="#">Fremantle</a>	<a href="#">Mount Law ley</a>
<a href="#">Cottesloe</a>	<a href="#">Forrestfield</a>	<a href="#">Mount Hawthorn</a>
<a href="#">Claremont</a>	<a href="#">Highgate</a>	<a href="#">Maylands</a>
<a href="#">Deakin</a>	<a href="#">Innaloo</a>	<a href="#">Nedlands</a>
<a href="#">Dunsborough</a>	<a href="#">Inglewood</a>	<a href="#">Northbridge</a>
<a href="#">Duncraig</a>	<a href="#">Joondalup</a>	<a href="#">Osborne Park</a>



# Banner/Link Exchanges

Mortgage Busters Home Loans

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address  Go Links

Brokerage Taxes Home Loans Insurance Bills & Banking Small Business

Quick Loans Mortgage Refinance Home Buyers Equity Call Centre Help

# Mortgage Busters

## Online Home Loans

Get a Home Loan Now!  
Just fill in our questionnaire and we will tailor a home loan to suit your needs.

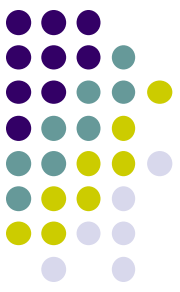
SECURE - CONFIDENTIAL - OBLIGATION FREE

[Begin Questionnaire](#)

**Real Home** Your Guide to Home Real Estate  
find a home in your selected area here. 100s of homes available now!

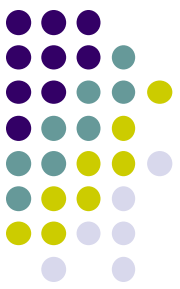
1-1 banner exchange





## Banner Branding vs. Click-Throughs (impression vs click)

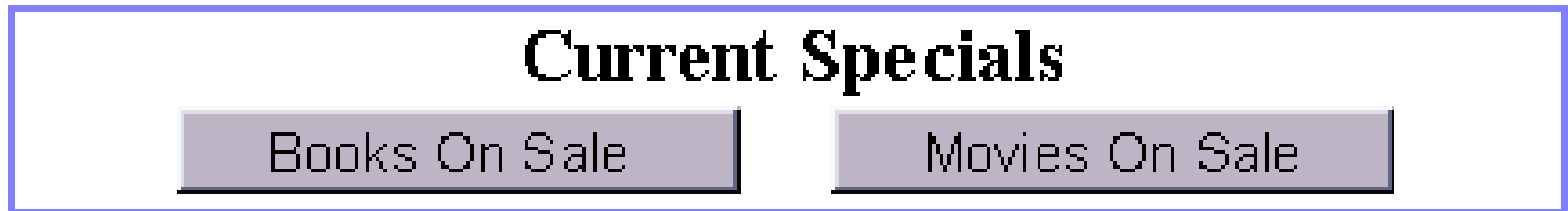
- There are two goals of a banner campaign, branding and click-throughs.
- A branding campaign is more concerned with how many people see the brand name and not as much with how often it is clicked.
- Coke, for example, just wants to bring their name to mind, visiting their Web site, is secondary.

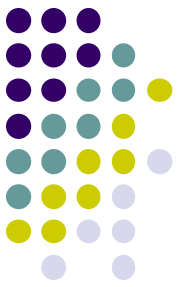


# Banner Optimization

## Cloaked Banners

- One fairly new technique is to build a banner with a clear background, no border, option buttons, and text instructions. When done correctly, the banner will appear to be an integral part of the Web site and lose the banner look all together.





# Pay Per Banner Impressions

- **Overview**

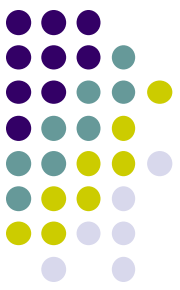
The [www.doubleclick.net](http://www.doubleclick.net) banner network is by far the largest pay per banner network, with fees starting around \$15 per thousand impressions. A visit to any major site that displays banners other than their own is likely to feed from [www.doubleclick.net](http://www.doubleclick.net).

- **Web Site Specific Banners**

The key advantage to purchasing banners on a specific Web site is to ensure a quality demographics match. For example, if you sell sports cards, then placing a banner campaign at a sports cards magazine site, such as [www.beckett.com](http://www.beckett.com), ensures your banners are displayed to visitors who are likely interested in sports cards.

- **Search Engine Banners**

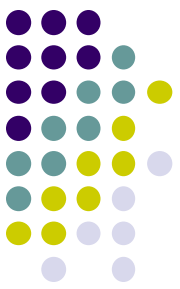
Another method to qualify your traffic is to purchase banners on a search engine site such as [Yahoo.com](http://Yahoo.com), [Google.com](http://Google.com), and [DirectHit.com](http://DirectHit.com). Google.com for example, places three banner ads to the right of all search results. The pricing is \$15 per 1000 impressions.



# Pay Per Banner Impressions

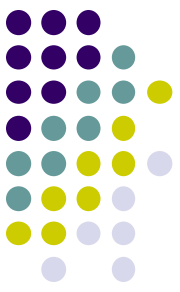
## Banner Program Options

- If you do decide to purchase a banner campaign, don't forget you may have options. First, consider purchasing click-throughs and not banner impressions as this will yield more quality traffic. If branding is your main focus, then a banner impression campaign may be right for you.
- Next, be sure to target your banners to best fit the demographics of your potential traffic. Last, be sure to check your banner statistics supplied by the banner network regularly to see where your best traffic is coming from. This can help you fine tune your banner ad campaign.



# Free Banner Exchanges

- [Free banner exchanges](#) agree to display your banners for free in exchange for you displaying other member banners on your Web site. For new companies with little to no advertising budget, banner exchanges are an option to consider.
- [www.bcentral.com](http://www.bcentral.com) is by far the largest of the banner exchanges, meaning they have the largest Web site participation base. This does not always equate to the best option however, as we will see.
- It is important to note that banner exchange networks also generate revenue by selling banners across their network, but you are NOT required to purchase banners.



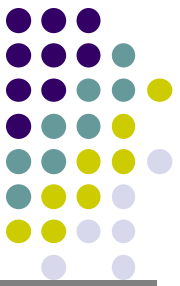
# Grading Banner Exchanges

## Not All Banner Networks Are Equal

- There are literally thousands of banner exchange networks, many of which come and go on a daily basis.

## Banner Exchange Ratio

- The typical banner exchange ratio is 1:2 or 50%, meaning for every two banners you display on your sight, your banner will be displayed once across the banner network. Some banner networks will give you an exchange ratio as high as 1:1 or 100%, but as we will see later, this may be too good to be true.



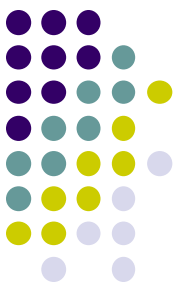
## Using Banner Exchange

### Choose a banner exchange

- First you must choose the banner exchanges in which you would like to participate. The chart below ranks our top 12 banner exchanges based on how many real visitors we received each week from them, with all other variables the same.

### Real Traffic Per Week

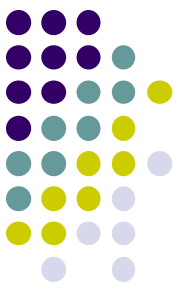
Rank	Link Exchange URL	RT/Week
1	<a href="http://www.hitexchange.net">http://www.hitexchange.net</a>	4.27
2	<a href="http://www.exchangead.com">http://www.exchangead.com</a>	3.19
3	<a href="http://www.sitebrand.com">http://www.sitebrand.com</a>	2.77
4	<a href="http://www.bcentral.com">http://www.bcentral.com</a>	2.31
5	<a href="http://www.LinkBuddies.com">http://www.LinkBuddies.com</a>	2.28
6	<a href="http://nbe.net-on.net">http://nbe.net-on.net</a>	2.24
7	<a href="http://www.click2net.com">http://www.click2net.com</a>	0.95
8	<a href="http://www.ms-links.com">http://www.ms-links.com</a>	0.81
9	<a href="http://www.free-banners.com">http://www.free-banners.com</a>	0.63
10	<a href="http://www.exchange-it.com">http://www.exchange-it.com</a>	0.56
11	<a href="http://bannersxchange.com">http://bannersxchange.com</a>	0.11
12	<a href="http://Webmasters.bpath.com">http://Webmasters.bpath.com</a>	0.07



# Paid vs. Free Banners

- Paid banners are preferred if your advertising budget can afford it. The truth is, free banners come at a price. You are given free banner impressions by the network in exchange for cluttering your site with banners that may lead to traffic leaving.
- On the flip side, if you have a minimal advertising budget, then the free banner exchange may be the best solution for you in the early stages.





# Reciprocal links

- Reciprocal links are very similar to banner exchanges except there is a simple agreement between two web sites rather than an organised exchange.
- Your business places a linked banner on an associated web site and they put their banner on your web site. It is common that the two web sites will sell associated products or have some sort of common theme however this is not necessary.



# Reciprocal links

Your Site



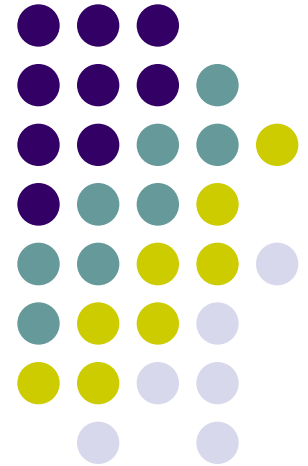
Partners Site

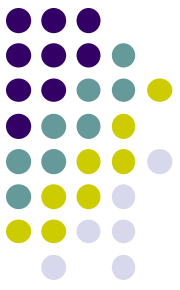


Partners Banner

Your Banner

# Business Website

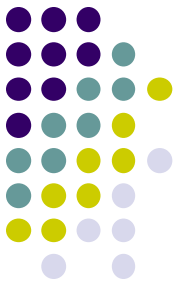




# Business Website

- Technically speaking a [web site](#) is a related collection of World Wide Web (WWW) files that includes a beginning file called a [home page](#). A company tells customers and potential customers where to find their website on the [internet](#) by giving them the address (or [URL](#)) of their home page. From the home page, you can get to all the other pages on their site. For example, the web site for the Small Business Development Corporation ([SBDC](#)) has the home page address of <http://www.sbdc.com.au>
- [Web sites](#) may be very complex and consist of hundreds of pages of information and even provide the ability for your customers to purchase your products on the internet. Alternatively, they can be quite simple, consisting of only a few pages that do little more than inform your customers of your businesses address and contact details.

# Business Website



sbdc web site ↓

Small Business Development Corporation - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.sbdc.com.au/index1.asp>

## Small Business Development Corporation

FAQ | GLOSSARY | LINKS | NEWS | SITE MAP | MINISTER

**Our workshop**  
**Exporting Starts with an 'e'**  
is only \$50  
Book n

**Starting a Business**

**Business & Licence Information**

**Growing your Business**

**Business Support**

**Business Enterprise Centres**

**About SBDC**

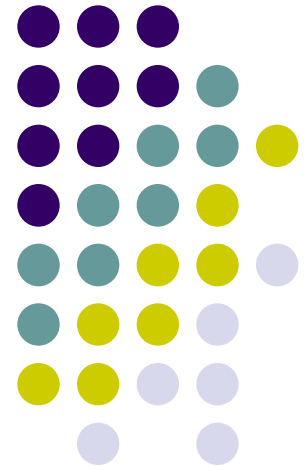
**E-Commerce**

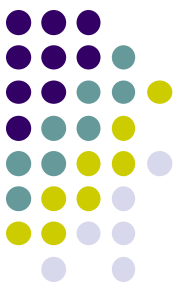
**e-COM ENTRY POINT**  
Pointing you in the right direction...

Small Business Research | bgeneration | Business Workshops | Business Mentors | Business Migration | Bookshop | Women in Business | Labour Relations

**Disclaimer** Attend our short training workshops on business related subjects. [\(Click here\)](#)

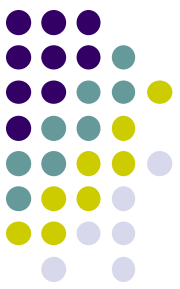
# Mobile Phone Marketing





# Mobile Phone Marketing

- *Mobile telephone marketing* is the use of mobile phone technologies such as voice, text and multimedia message services to promote products/services to consumers.
- With the significant increase in the use of mobile telephones in Australia in recent years, there has been a corresponding increase in marketing via these technologies.

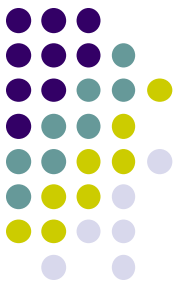


# Mobile Phone Marketing

Currently, the main mobile telephone technologies used for e-Marketing are:

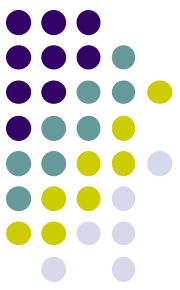
- Short Message Service (SMS)
- Multimedia Messaging Service (MMS)
- Wireless Application Protocol (WAP)
- General Packet Radio Service (GPRS)





## Mobile Phone Marketing - SMS

- [\*Short Message Service \(SMS\)\*](#) is a message that can be sent to and from mobile telephones. The messages can be both text and simple line drawings. Mobile phone users can also download screensavers for their mobile telephone.
- The main use of [\*SMS\*](#) is by mobile phone users especially the youth market sending messages to each other via their mobile phones or via a computer to mobile phones.
- There are also technology companies that offer the service of sending bulk SMS's to multiple mobile telephones at one time.
- For the purposes of [\*e-Marketing\*](#), small business can send SMS messages via a personal computer or have a specialist technology company send the messages on their behalf to prospective and existing customers. The messages can promote almost anything such as advertising product specials, promoting a [\*web site\*](#), inviting them to a function, to participate in a competition etc..



## Mobile Phone Marketing - SMS

