MARKETING ON THE INTERNET:
MULTIMEDIA STRATEGIES FOR THE WORLD WIDE WEB

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Introduction

Who is This Book For?

This book was written to help businesses, nonprofits, organizations, and other groups of people discover how they can use the WorldWideWeb to advertise and market their products or to promote their organizations. This book is primarily for:

- Businesses that have little experience with the Internet but are interested in modernizing

- Businesses currently using the Internet that want to expand to use the WorldWideWeb for marketing and sales on the Internet

- Nonprofit groups or organizations that want better contact with their members and the public at large

- Individuals interested in knowing how to use the WorldWideWeb for any reason

The Internet -- User-Friendly for Business

The Internet has gotten user-friendly for both individuals and for businesses. In the past, business activities on the Internet were indeed

limited, but now, not only **can** business be done on the Internet, it **is** being done by thousands of businesses.

Access for businesses, previously confined mostly to businesses dealing with government contracts, is now readily and inexpensively available to all businesses. Some Internet access providers are providing extra services for businesses such as online cybermalls -- groups of businesses conducting business and direct sales online.

Another required marketing component is on the Internet too: people -- lots of them. While no one knows exactly, there may be 30 million people world wide on the Internet now, and it has been predicted that there will be 100 million Internet users by 1998 -- and with the number of networks connected to the Internet doubling each year, this seems easily possible. The biggest component of these newly connected networks -- businesses.

The Internet -- User Friendly for People

Until recently an individual had to learn about many different Internet systems to make full use of the Internet's resources. This included learning the nature of and commands for Internet systems such as FTP, Archie, Gopher, Veronica, and WAIS. Now, however, fueled by the growth of the WorldWideWeb on the Internet, programs have been written that act as an interface between you and the Internet. These programs, called "browsers," provide a uniform, easy to learn way of dealing with the diverse systems and resources on the Internet.

Access to the WorldWideWeb on the Internet has also greatly improved with toll-free local Internet access numbers in many areas, and individual monthly rates as low as $20. Internet access providers are also making sessions online easier through use of menus and custom communications software designed to interact with the provider's system and with the Internet.

The WorldWideWeb -- Excellent for Marketing and Sales

The Web is a system on the Internet that allows anyone to have a 24 hour a day "presence" on the Internet. That is, specially written files are placed on a computer connected to the Internet. Others on the Internet then can, by using one of the browser programs mentioned above, view these files. What they see doesn't just need to be words, it can be any mix of full color pictures, movies, and sound. And, the person viewing

these things can indicate choices by moving the mouse pointer of their computer over an item and clicking on it. These choices can be for other pictures, audio, lists, or even on-screen fill-out forms that can be used to send responses back to you.

Here are just a few of the possibilities for marketing and sales using the WorldWideWeb:

- Full color virtual catalogs with formatted pages of text and pictures - easily updated and updates are seen by others immediately

- On-screen order forms

- Customer support online with graphics, sound and text information easily found by the customer with no extra effort after the initial materials are prepared

- Easy way to get wide distribution of product and other business announcements

- Customer feedback, requests, and survey forms with data collected in files for you to use whenever you want

Some Examples of Businesses Currently Using the WorldWideWeb

For business on the Internet the absolute hot spot is the WorldWideWeb. Kitchen table entrepreneurs and multi-national conglomerates are creating their own business presence in cyberspace on the Web. You can get products such as T-Shirts, computers, earrings, groceries, books, plastics, steel, plus services of all kinds such as travel advice and arrangements, consultants, editors, clowns, and more. Businesses are flocking to the Web.

No only are there a large number of businesses and individuals using the WorldWideWeb, but they are diverse:

- The Whitehouse (http://www.whitehouse.gov)

- Elvis (http://128.194.15.32/~ahb2188/elvishome.html)

- Theater Festivals (http://www.cyberplex.com/CyberPlex/Arts/Shaw/Shaw.html)

- Professional Wrestlers (http://www.luc.edu/~mlong/wrestling.html)

     Note: If you don't know what a URL is yet, don't worry: Later in this book you will learn how to use these long strings of characters to visit these WorldWideWeb sites.

What Are Businesses Doing on the Web?

[Note: The book itself contains screen shots of the Web pages mentioned in the figures. They have been omitted here.]

There are numerous business functions and activities that can be carried on using the Web online. These include communication -- both internal and external, information management and distribution, public relations, leveling the playing field, customer service, technical assistance, cost containment and first and foremost, marketing and sales. Chapters 3 and 10 discuss these functions in more detail, but here are a few vignettes of what some companies large and small are doing out on the Web.

Amy Hemyng's Chocolate Factory

In rural Buck's County Pennsylvania, Ann Hemyng's Chocolate Factory offers access to many kinds of chocolate and nut products, custom molded chocolate products, and T-Shirts with their chocolate logo on it. The descriptions and pictures of the candy will make a very effective sales pitch. Orders are taken via e-mail. (*http://mmink.cts.com/mmink/dossiers/choco.html*)

Figure 1 The Chocolate Factory Homepage

     Note: A "page" is the WorldWideWeb name for a particular kind of document designed to be displayed on a browser such as shown in Figure 1. A "homepage" is the main or top page offered by an individual or business on which are listed choices that lead to all of the other pages that they are offering.

Digital Equipment Corporation (DEC)

The Digital Equipment Corporation and the State of California co-sponsored election return reports via a WorldWideWeb page during the 1994 November elections in California. They offered voter information, election returns updated every 15 minutes, in six languages, including English, Spanish, Chinese, Japanese, Vietnamese, and Tagalog.

Figure 2 The Digital Equipment Corporation/State Of California 1994 General Election Homepage

This public service began in mid-October before the elections, and the page compiled information on candidates, campaign finance information, press releases, biographies of candidates in state and some local elections, and other election related materials. On election day, the returns were available as they came in.

Figure 3 The Map of Governor's Race Returns by County

Center For Arthroscopic Surgery

What, you say, are surgeons doing on the Web? In this case they are offering information about arthroscopic surgery --"Get A Leg Up On The Competition". Their focus is on offering some information, and providing a way to get more information about athletic or job-related injuries to the knees.
http://mmink.cts.com/mmink/dossiers/cas.html

Figure 4 The Homepage of the Center For Arthroscopic Surgery

Dun & Bradstreet

The Dun & Bradstreet Information Services homepage (*http://www.dbisna.com/*)provides access to a variety of business related information on a variety of topics such as:

- Market Your Business Globally
- Strategic Business Planning
- Predicting Slow Payers
- Research Effectively
- Finding Jobs
- Tactical Marketing
- How to Manage Vendors
- Frequently Asked Questions

some of these topics are covered extensively.

Figure 5 The Dun & Bradstreet Information Services Homepage

Kaleidospace -- Independent Artists

Kaleidospace is a marketplace where independent artists can sell their work. Their page contains links to a variety of artists' homepages, and a set of icons to get information on announcements, consulting, ordering and signing up.

Figure 6 The Kaleidospace Homepage.

They have a graphically interesting page showing a kaleidoscope with choices for going to the tool shop, art studios, center stage, cyberfaire, interactive media, music, news, readings, the screening room, and spotlighted items.

Figure 7 The Kaleidospace Kaleidoscope

Rolls Royce of Beverly Hills

Rolls Royce of Beverly Hills has a virtual automobile showroom online featuring pictures and information on a selection of their cars. (I'll take the Corniche convertible.) Shown are:

- The New Bugatti EB110
- Bentley Turbo R
- Lamborghini Diablo VT
- Bentley Continental R
- The All New Flying Spur
- Aston Martin DB7
- Rolls-Royce Corniche Convertible
- Rolls-Royce Silver Spur III
- Lotus Esprit S4

Figure 8 The Rolls Royce of Beverly Hills Homepage

Scottso The Clown

And, even a clown has a Web page. He offers balloon sculpting, stilt walking, juggling, magic and more. Located in southern California, he does events, parties, and announces his appearances with this page. (*http://mmink.cts.com/mmink/dossiers/scottso.html)*

Figure 9 Scottso the Clowns' Homepage

Whole Foods Market

The Whole Foods Market chain sells natural foods and products. They use their homepage to offer information about their products, their mission statement, quality standards, guides to various products and food, recipes, and their quarterly financial reports for stockholders. In addition they offer links to other sites on the Web that they think will offer information suited to their customers.

Figure 10 The Whole Foods Online Homepage

What This Book Will Do

This book doesn't assume that you know a lot about the Internet and WorldWideWeb are, nor that you know how to use them, so the first chapters are designed to bring you up to speed on these topics.

How to get Internet access is explained early in the book because getting online, and seeing the Internet first hand is important to understanding how to use it, and to comprehending its size and diversity.

Instead of many chapters explaining how to use the various Internet "protocols," systems, and software, this book focuses on how to have access to the Internet's resources by learning to use just one program, a Web "browser."

Later chapters explain how you can use the WorldWideWeb on the Internet for sales, marketing, and research -- and explains the details of how this is done with numerous examples.

On the Internet, the 4 P's of marketing -- product, price, place and promotion -- are being played out quite differently online, than they are offline.

- Products marketed on the Internet, can now be most any goods or services. This is evolving from an emphasis on information and computer-related goods and services, to the inclusion of almost all goods and services. On the Internet and the Web, the product is represented by information, images and sound files. Examples of products can be found in this Introduction, and in Chapters 3, 5, 10, and Appendices A, B and C.

- Price on the Internet looks much like price offline. But with some of savings brought about by online marketing, companies are finding that price can be adjusted for greater competitiveness when selling via the WorldWideWeb on the Internet. More information can be found in Chapters 9 and 10.

- Place is, of course, a focus of this book -- creating methods for using the WorldWideWeb to market and sell. Discussions of place can be found throughout this book, but especially in Chapters 5, 9, and 10, and in Appendices A, B, and C.

- Promotion is also a focus of this book -- the Web as a vehicle for promotion including advertising, sales, marketing and public relations. Offline promotional modalities must be adapted to make the transition to the Net. Net culture and practices are discussed in Chapter 9. Examples of promotional activities and the integration of off and online marketing can be found in Chapters 3, 5, 10 and 11, and in the Appendices.