A MARKETERS GUIDE TO THE INTERNET

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Publisher, www.electric-pages.com

GOALS OF THE COURSE

- Fully comprehend the Internet and the World Wide Web

- Understand the marketing and advertising opportunities

- Use the principal features and visit the important sites

RESOURCES

◆ Jack Powers, instructor

◆ Ian Butler, Hollis Wagenstein, GRLab associates

◆ Course book and slides

◆ Web page with examples

◆ DX.com Macs and Windows PCs

File   Edit   Disconnect   Script   Session   Settings   Help

Welcome to the Virginia Cluster of the Pubnix Access Systems.
      (A tiny little division of UUNET Technologies, Inc.)

Warning: there are some things that do not work like on many other systems:
  - .forward files in your home directory do not work, if you
    want to forward your mail someplace else, use "chinfo -m"
  - .rhost files do not work
  - "vacation" (which uses a .forward file) does not work
  - We have a fully "kerberized" system - if you have access to kerberos
    enhanced systems, and are accessing our system over the Internet, you
    should consider using these systems when accessing our system.
  - The "Mail" and "mail" commands do not get new mail.
    Use pine, mush, MH, or emacs instead. "from" can be used to find
    out if you have new mail.

Email aliases for various classes of problems and questions:
        Shell Accounts: support@va.pubnix.com
    WWW hosting service: web-support@uu.net
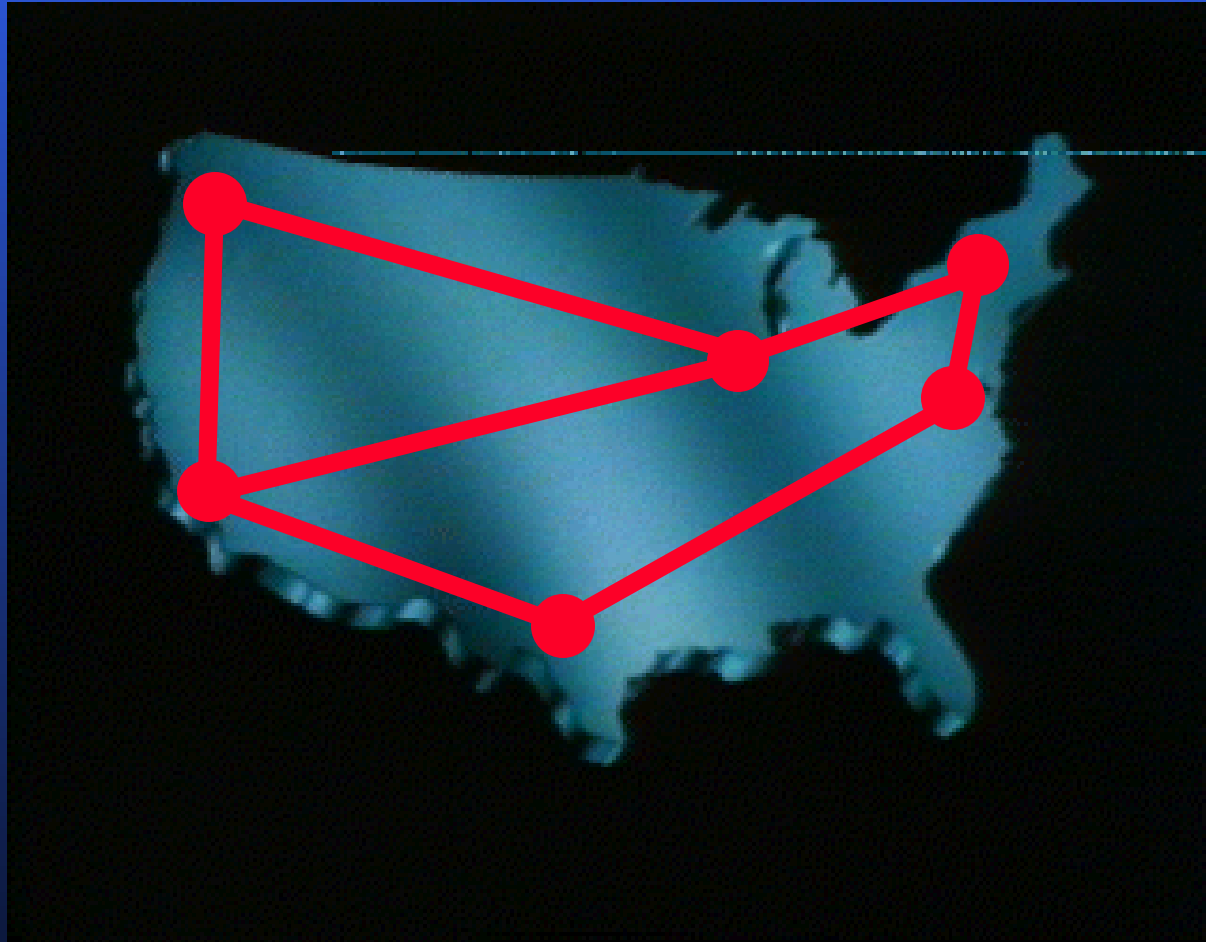 9:56AM up 5 days, 11:27, 1 user, load averages: 0.16, 0.06, 0.01
grlab@itsy-31: ls
bin/   electric/   html/   mail/   shlib/
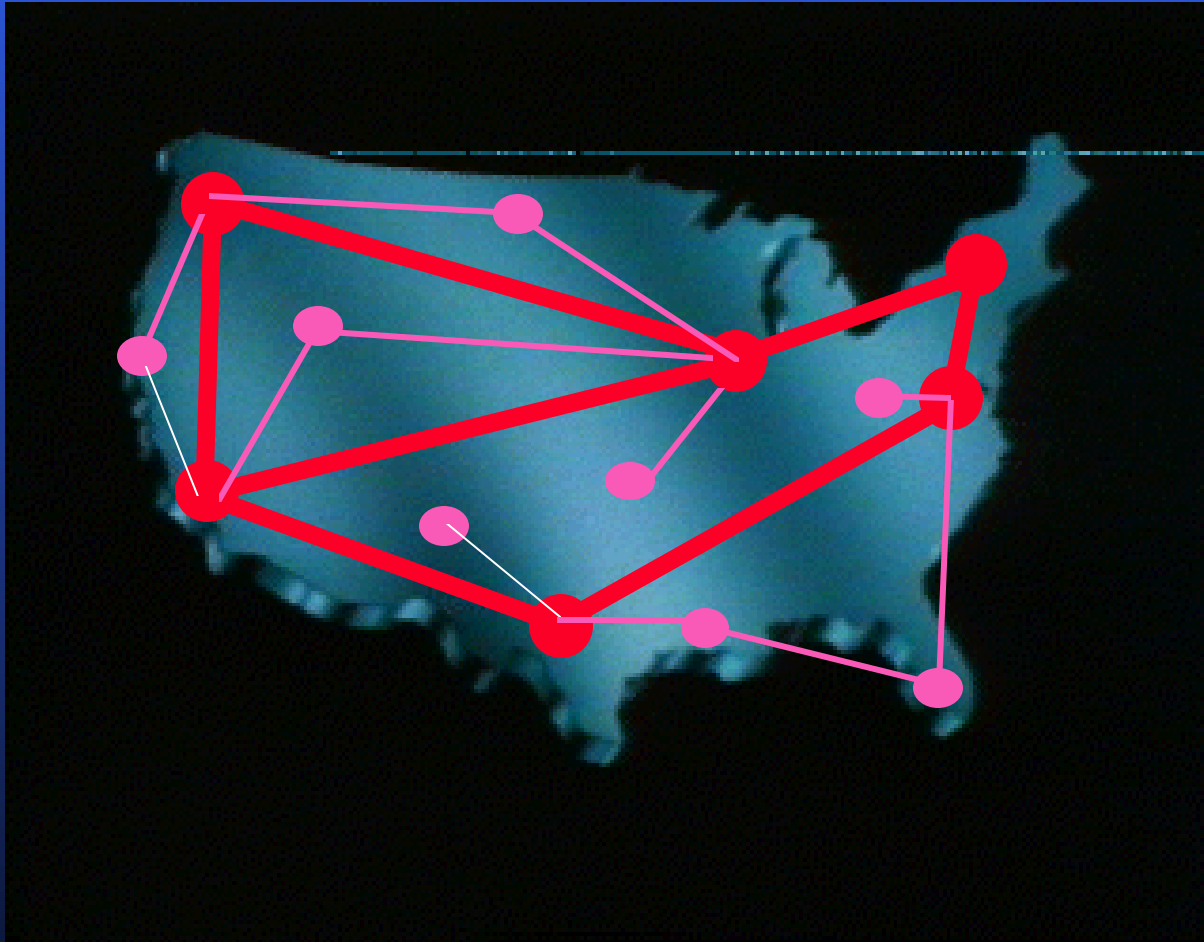cgi-bin/   etc/   logs/   refstats.pl
grlab@itsy-32: █

No lines selected.   VT320   24,16
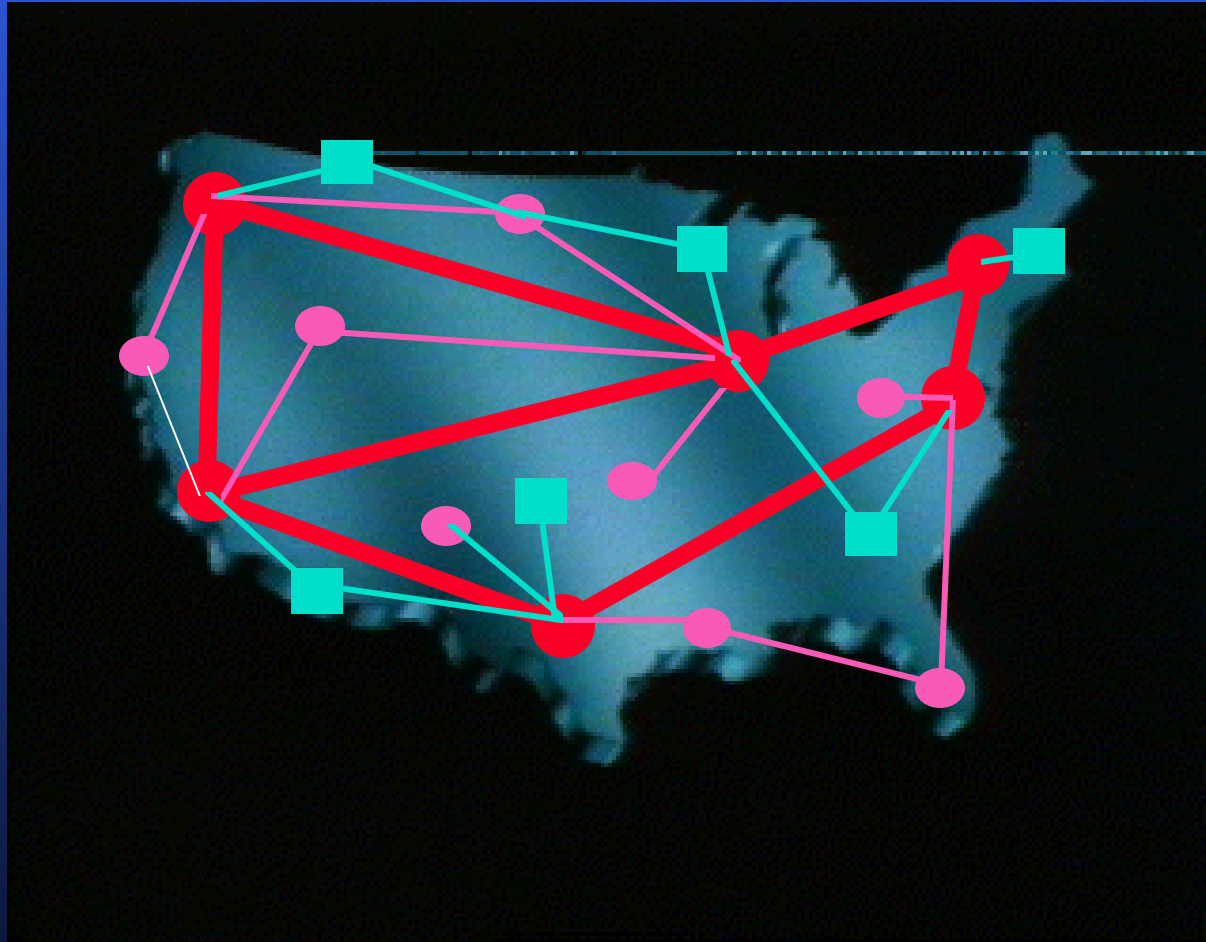
INTERNET GEOGRAPHY

University supercomputers

INTERNET GEOGRAPHY
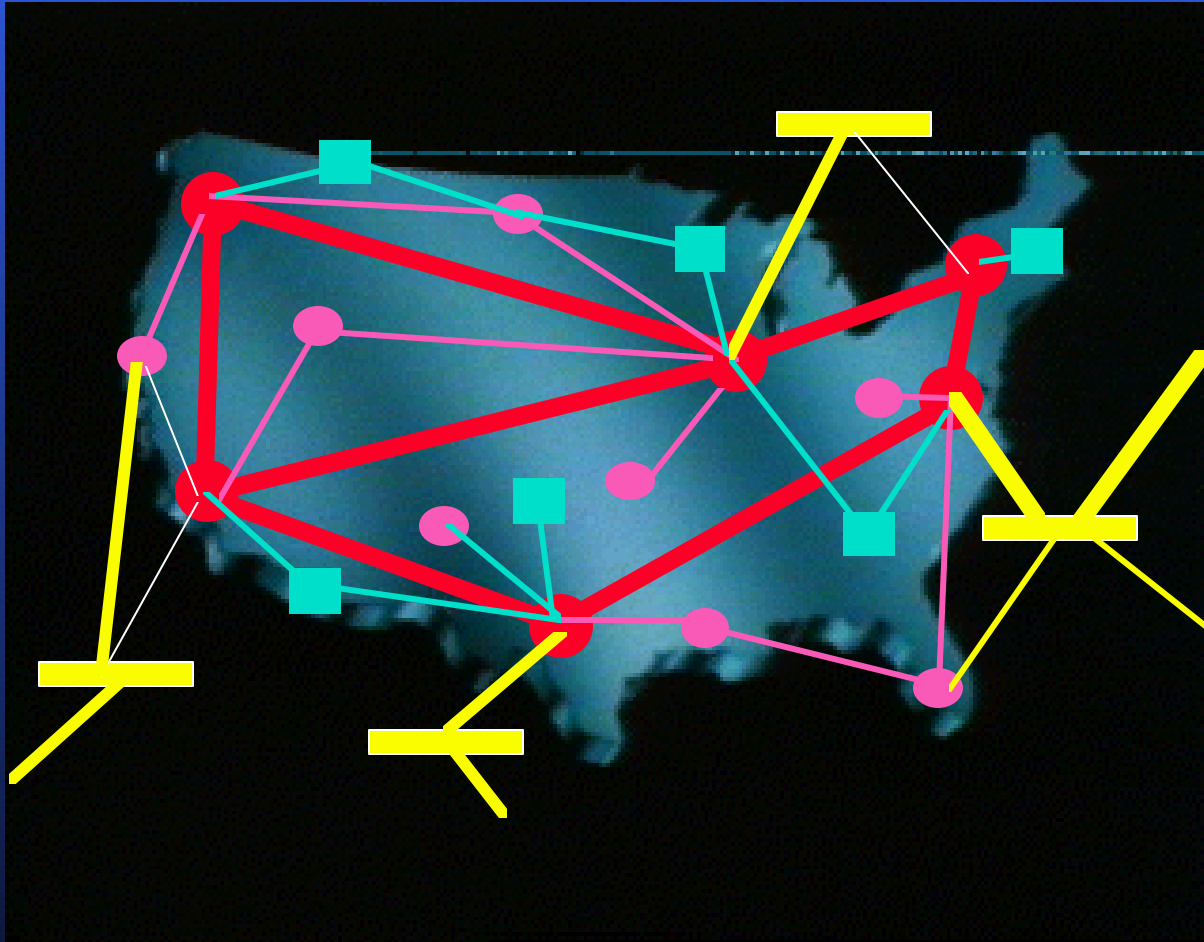

University supercomputers

College PCs and minicomputers

INTERNET GEOGRAPHY

University supercomputers

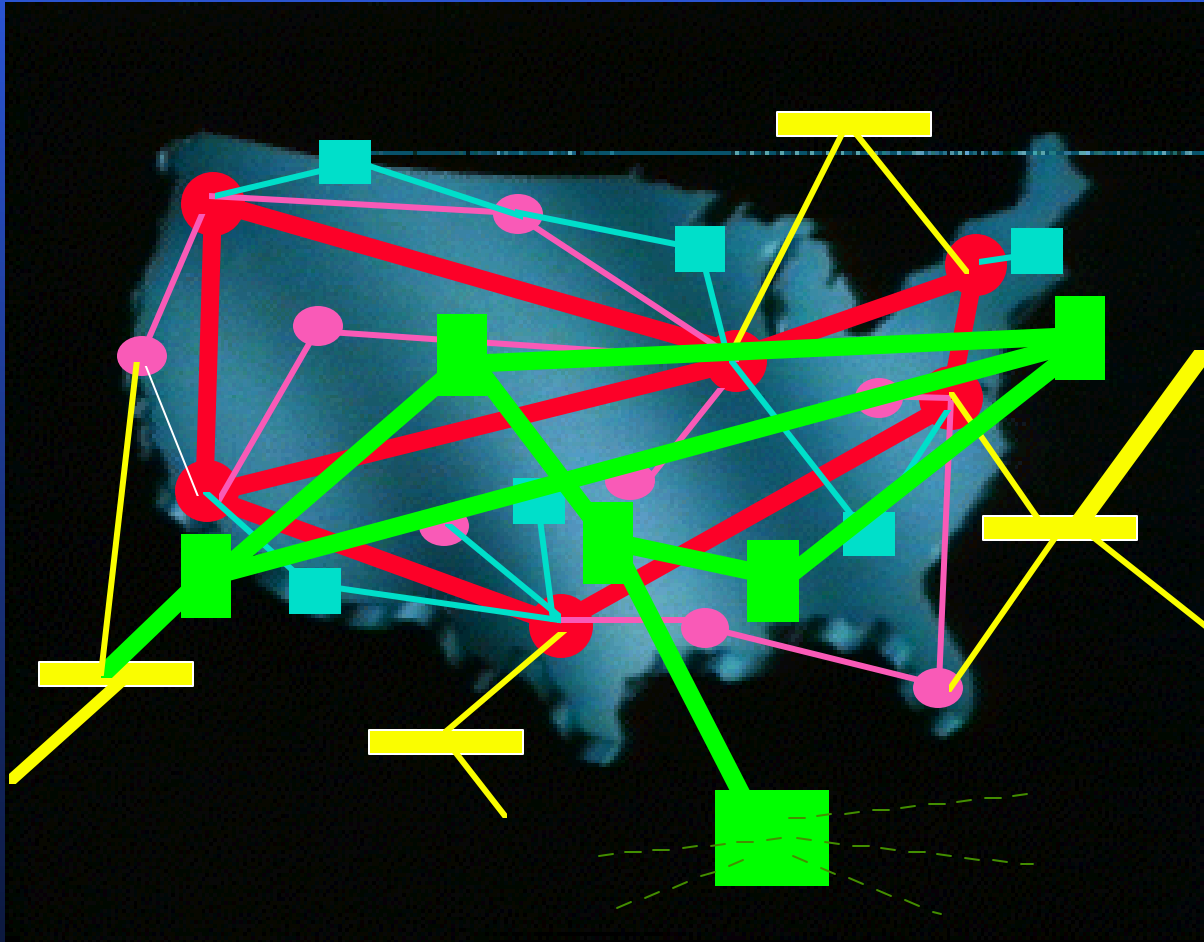**College PCs and minicomputers**

Corporate research groups

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Net servers

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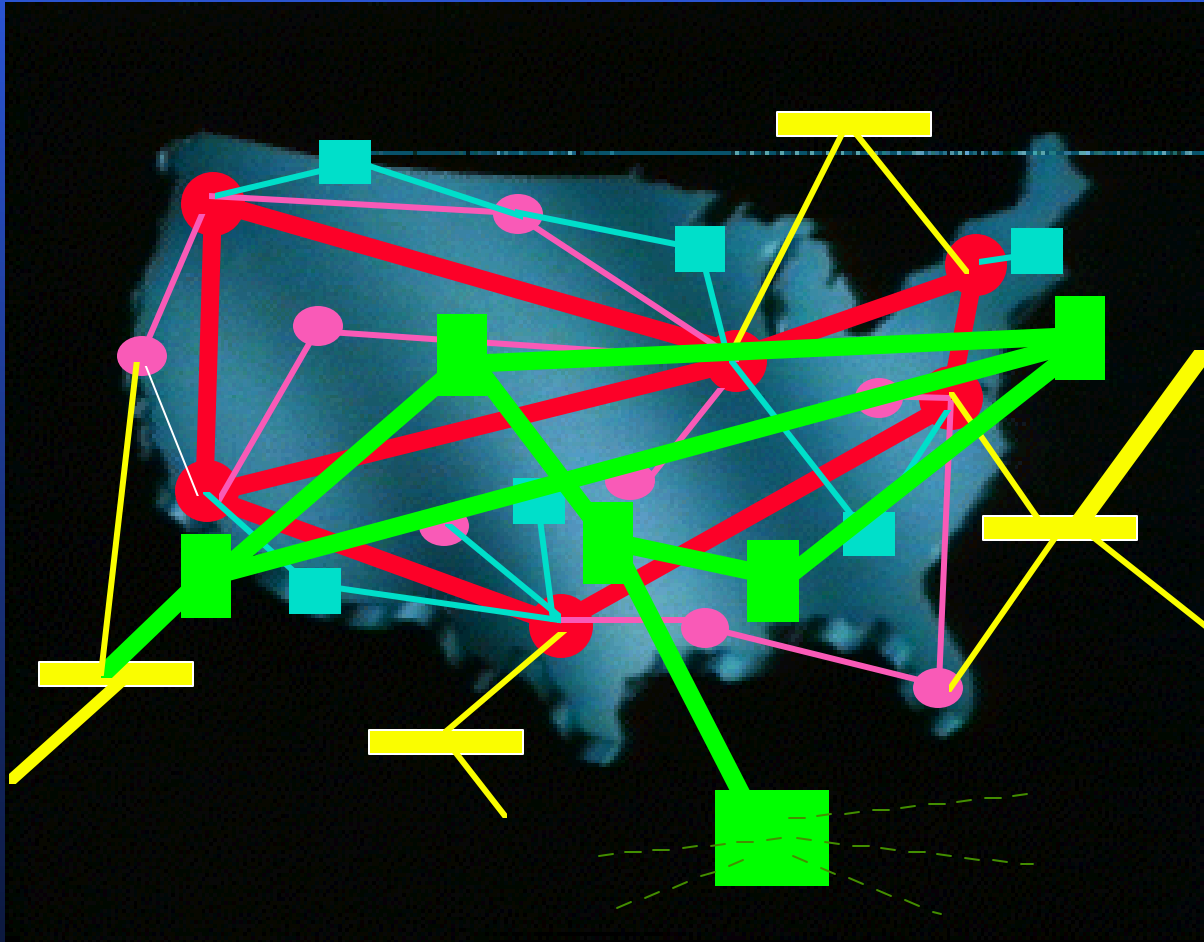
Commercial Internet Access Providers

Commercial Dial-up Users

INTERNET GEOGRAPHY

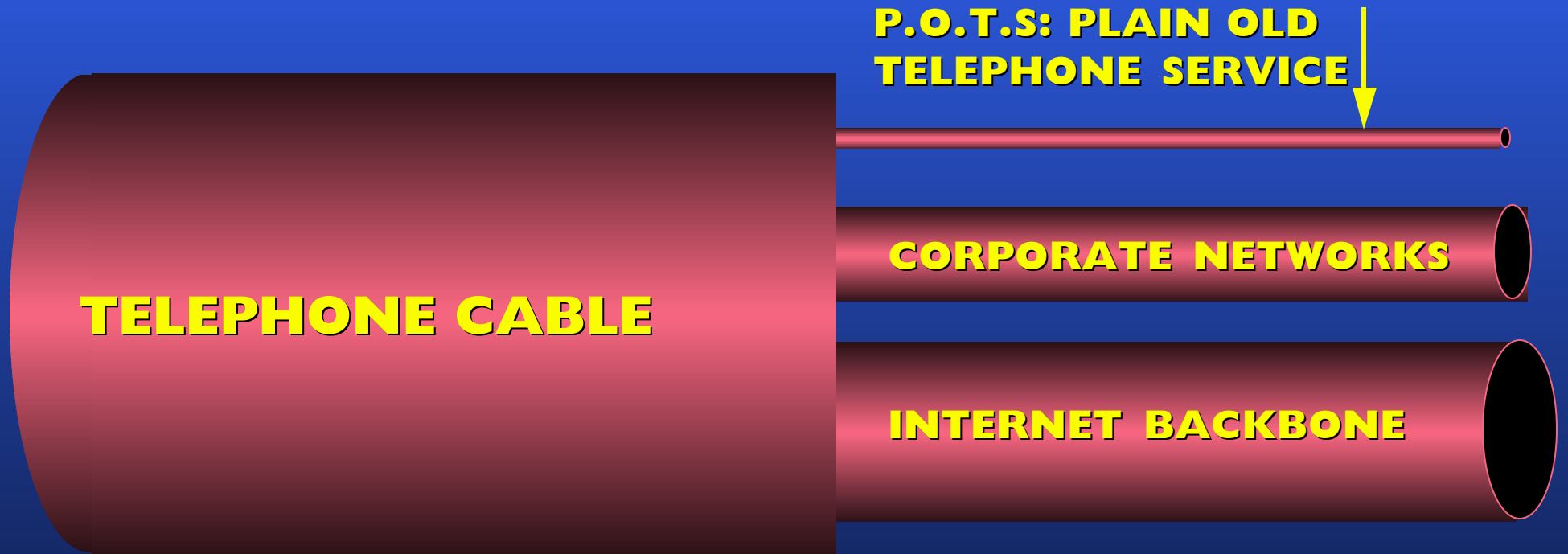

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TELECOM BANDWIDTH

P.O.T.S: PLAIN OLD TELEPHONE SERVICE

TELEPHONE CABLE

CORPORATE NETWORKS

INTERNET BACKBONE

DOMAIN NAMING

- lawnet.law.columbia.edu

- locis.loc.gov

- www.mgdtaproom.com

- www.eat.com

- www.met.fu-berlin.de

VOLUNTEER CULTURE

- RFCs
- STDs
- FAQs
- RTFM

INTERNET STATISTICS

◆ >360,000 domains in Jul 96
  ◆ 26,000 in Jul 93

◆ 74 fully-connected
  77 partly connected
  countries

INTERNET STATISTICS

- 17,000 newsgroups posting
  100 megabytes per day

- 300,000 commercial domains

- >1000 commercial presence providers

- 18 million WWW users (Nielsen)

- 2.5 million purchasers (Nielsen)

INTERNET STATISTICS

- ◆ 500,000 hits/day to the Playboy Home Page per day
- ◆ 90,000 user-sessions/week to TimeWarner Pathfinder
- ◆ 232,000 registered users (subscribers) to Hot Wired

THREE USES OF THE NET

- COMMUNICATION
- PUBLICATION
- TRANSACTION

THREE USES OF THE NET

- ◆ COMMUNICATION
  - ◆ Electronic Mail
  - ◆ Listserv mailing lists
  - ◆ Internet Relay Chat

THREE USES OF THE NET

- ◆ PUBLICATION
  - ◆ Sharing Files
  - ◆ Newsgroups
  - ◆ Gopher & WAIS and other legacy systems

THREE USES OF THE NET

- ◆ TRANSACTION
  - ◆ Telnet timesharing
  - ◆ World Wide Web standardization
  - ◆ Interactive publications, games, commerce and telecomputing

HOW TO CONNECT

- THE SERVICE
- THE WIRE
- THE SOFTWARE

THE SERVICE

- ◆ Commercial on-line services
  - ◆ Partial Access, Part Time
- ◆ Internet Access Provider
  - ◆ Full Access, Part Time
- ◆ Direct Internet Link
  - ◆ Full Access, Full Time

THE WIRE

- ◆ P.O.T.S:
  Plain Old Telephone Service
  - ◆ 14.4 to 28.8 kbps

- ◆ Digital Phone Service
  - ◆ 64 kbps, 1.5 Mbps, 45 Mbps

THE ACCESS SOFTWARE

◆ Commercial on-line service

◆ Windows/Mac programs to access text and file transfer

◆ World Wide Web browsers

ACCESS EXAMPLES

◆ America On-Line with POTS

   ◆ $10 per month plus local phone call

◆ PSI Interramp with ISDN

   ◆ $75 per month plus local ISDN call

◆ PSI InterMAN

   ◆ $1,200 per month

DISCLAIMER

The network you are about to experience is live. Some of the features may seem arcane and esoteric, others may seem frivolous, some may not even work when we try to use them. But this is the real thing, the Internet in the Fall of 1996.

HANDS-ON THE INTERNET

THREE USES OF THE NET

- ◆ COMMUNICATION
- ◆ PUBLICATION
- ◆ TRANSACTION

THREE USES OF THE NET

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    - ◆ Electronic Mail
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THREE USES OF THE NET

- PUBLICATION
  - Sharing Files
  - Gopher & WAIS
  - Newsgroups

THREE USES OF THE NET

◆ TRANSACTION
  ◆ Telnet timesharing
  ◆ World Wide Web standardization
  ◆ Games, commerce and telecomputing

ANCILLARY BUSINESS

◆ RESEARCH

- ◆ Market intelligence
- ◆ Trends Analysis
- ◆ Directories and databases
- ◆ Lurking on the net

ANCILLARY BUSINESS

◆ INTERNET BUSINESSES
   ◆ Publishing and consulting
   ◆ Access and presence
   ◆ Malls and Main Street
   ◆ Production & fulfillment

INTERNET MARKETING

◆ Internet Demographics

◆ Internet Culture

◆ Global Presence

◆ Reaching Your Audience
   via Digital Direct Response

ON-LINE ADVERTISING

◆ ADVERTISER WEB SITES

◆ DISPLAY ADVERTISING

◆ DIRECT EMAIL

ADVERTISER WEB SITES

- CORPORATE/INSTITUTIONAL
  - On-line annual reports
  - Contact lists and email

ADVERTISER WEB SITES

- ◆ PRODUCT MARKETING
  - ◆ Marketing communications
  - ◆ Update and product briefs
  - ◆ Newsgroups
  - ◆ Demos, samples

ADVERTISER WEB SITES

- ◆ ON-LINE ORDERING
  - ◆ Catalogs with 800 numbers
  - ◆ Inventory system links
  - ◆ On-line transactions
  - ◆ On-line delivery of digital products

CATALOG WEB SITES

◆ VENDOR CATALOGS
  - ◆ Inventory system links
◆ ON-LINE MALLS
  - ◆ Catalog aggregators
  - ◆ Subject-specific catalogs

APPROPRIATE ITEMS

◆ Can be delivered on-line

◆ Has strong brand image

◆ Can be bought sight unseen

◆ Makes a nice on-line demo

◆ Is hard to find or order

◆ Can be bought on an AmEx card

DISPLAY ADVERTISING

- ◆ DEMOGRAPHICS
  - ◆ 66% male, 25% > $80K hh income, 64% college degrees
  - ◆ 66% work, 44% home, 8% school
  - ◆ Average 5.5 hours per week

MAGAZINES & MEDIA

◆ Hot Wired, Pathfinder, Where, The Atlantic Monthly

◆ Wall Street Journal, The New York Times

◆ ESPN, Discovery Channel

SERVICE SITES

- ◆ Yahoo
- ◆ Lycos
- ◆ Netscape
- ◆ Prodigy

MAIN STREETS

- Global Shopping Network's MarineNet and FishNet American Express University

- Bristol-Myers Squibb Women's Link

- Zima Z-Spots

WWW AD RATES

- TimeWarner Pathfinder: $40,000/qtr
- Hot-Wired: $30,000/qtr, 232,000 subs
- ZDNet: $10-25,000/qtr, 2.5 mil hits/wk
- Playboy: $10,000/mo, 200,000 hits/day
- Wall Street Journal: $50,000/6 mos
- World News: $1-5,000/mo depending on placement, 16,000 visits/mo

DIRECT EMAIL

◆ DEVELOPING LISTS
  - ◆ Incenting addresses
  - ◆ Signing up new members
◆ BUYING LISTS
  - ◆ Un-subscribe routines and software screening

DIRECT EMAIL

- Web site promotion
  - Monthly mailings
  - URL Minder update notification
  - Subscriber services

DIRECT EMAIL

◆ Free Email
  ◆ Ad-supported
  ◆ Coupons and promotions
◆ Email contests

THE ON-LINE AD

◆ Perfectly Zappable

◆ Perfectly Measurable

TEMPTING THE CLICK

- ◆ Creating prospect incentives
  - ◆ Product-related info and demos
  - ◆ Discounts and coupons
  - ◆ Compelling editorial/game environment
- ◆ Direct response techniques
- ◆ Video game design skills

NEW MEDIA BENEFITS

- ◆ Customization
- ◆ Timeliness
- ◆ Comprehensiveness
- ◆ Searchability
- ◆ Economy
- ◆ Transaction

MULTIMEDIA ELEMENTS

- Typography
- Illustration
- Photography

- Hyperlinks
- Television
  - Sound
  - Animation
  - Video
- Participation

INTERACTIVE DESIGN

- ◆ Strong editorial content
- ◆ Content, community and commerce
- ◆ Continuous updates
- ◆ Tempting the return click

CLICKSTREAMS

◆ Who, what, when, where, how and how long...
page by page

◆ The Web server log

◆ I/Pro, IAudit, NetCount, Nielsen...

AD PRICING OPTIONS

◆ Standard space ad deal
  ◆ Should have rate card and audit
  ◆ Bottom-up TFN CPMs

◆ Basic rate plus per inquiry

◆ Per inquiry only

◆ Percentage of transactions

◆ Confusing combinations

SECURITY/ENCRYPTION

- ◆ OFF-WEB AUTHORIZATION
  - ◆ 800 fulfillment house
  - ◆ Email
  - ◆ Audiotext
- ◆ BROWSER ENCRYPTION
  - ◆ Netscape, VISA/MC, AmEx and Internet standards

PAYMENT METHODS

◆ On-line credit card

◆ ECash and Internet Checking

◆ First Virtual VISA/MC service

◆ Spend AND collect

OFF-WEB LINKS

◆ DVD-ROM/Web hybrids
  - ◆ Disk catalog + web ordering
  - ◆ Integrated DVD/Web browser
◆ Web faxing and beeping
◆ Web "document delivery"
◆ Real-world sensor data

WEB'S MARKETPLACE

◆ Supports and extends integrated marketing initiatives

◆ Targets niche markets

◆ Offers flexible prices and plans

◆ Sells (and delivers) globally

◆ Compels with media-rich features

WEB MANAGEMENT

◆ IN-HOUSE or AGENCY

 ◆ Creation

  ◆ Editorial, Art, Multimedia

 ◆ Computing

  ◆ Searches, transactions, games

 ◆ Production

  ◆ Keying, scanning, updating

WEB MANAGEMENT

◆ Who can sell (who can see) the possibilities?

◆ Digital direct response culture

    ◆ Integrated marketing

        ◆ Pitch the sale

        ◆ Take the order

        ◆ Fulfill it on-line

THE FUTURE AT WORK

◆ Constant connectivity

◆ Integrated Internet

◆ Personal and corporate Information Robots

◆ Global market culture

◆ Constant commerce

THE FUTURE AT HOME

◆ Cable connectivity

◆ Broad bandwidth sub-Web

◆ Games, contests, coupons

◆ Web supplements to conventional media

◆ DVD-ROM/Web hybrids

INTERNET STRATEGIES

- Develop a net presence
  - COMMUNICATION
    - Email
  - PUBLICATION
    - Web Site
  - TRANSACTION
    - One-to-One Marketing...and Selling

INTERNET STRATEGIES

◆ Think globally

◆ Market One-to-One

◆ Monitor...

  ◆ the market

  ◆ the technology

  ◆ the competition

THE FUTURE OF THE INTERNET

- ## GROWTH
  - Web multimedia broadens access
  - Telecom costs, esp ISDN
  - Commercial sites draw large blocks of serious business users
  - Estimates of 100 million worldwide users in 2010

THE FUTURE OF THE INTERNET

◆ COMMERCIALIZATION

- Business to business environment
- High-end consumer applications
- Cable & satellite paths to the home
- Secure payment techniques
- On-line catalogs

THE FUTURE OF THE INTERNET

◆ TECHNOLOGY

  ◆ Increasing bandwidth

  ◆ Animation, audio and video

  ◆ Telepresence and videoconferencing

  ◆ Encryption and privacy schemes

  ◆ Sun Hot Java and other helpers

  ◆ Cable modems

THE FUTURE OF THE INTERNET

- ◆ GLOBALIZATION
  - ◆ English (or at least Unix code and HTML) as the world language
  - ◆ Transborder communication, publication, transaction
  - ◆ Translating web sites