WORLD WIDE WEB

# MARKETING

## Integrating the Internet into

## Your Marketing Strategy

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**MARKETING ON THE INTERNET**

# WORLD WIDE WEB MARKETING

## Integrating the Internet into Your Marketing Strategy

### JIM STERNE

*This book is dedicated to Colleen.*

## ABOUT THE AUTHOR

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Jim Sterne has been in high-tech sales and marketing for fifteen years. With experience spanning from frontline sales to long range planning, Mr. Sterne has always promoted leading-edge technology beginning with Visicalc on Apple IIe's. He has clarified the benefits of the first multitasking microcomputers, the first round of computer-aided software engineering (CASE) products and the latest object-oriented programming tools.

Mr. Sterne cofounded a regional Internet access company and has spent over two years on the Internet exploring its value to the business community. His excitement for using the World Wide Web for business communications resulted in his production of the world's first Marketing on the Internet seminar series. He is a frequent speaker at industry conventions and runs an active consultancy on the strategies of commercial Web design.

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# *Acknowledgments*

The Internet is about making connections between people. There were many people involved in bringing the Internet into being. There were also many people responsible for helping me get to know the Internet, understand it, learn how to use it, and see its potential. I would like to thank

All Internet URL (Uniform Resource Locator) addresses cited were accurate at the time this book was written. Given the mercurial nature of the World Wide Web, it is possible that they have changed. It is very likely that each of the Web sites described and depicted have since been modified. Since that's the nature of the beast, this is a good thing. I strongly urge you to go out there and look for yourself as a matter of course.

# *Introduction*

*The World Wide Web is the most important invention since Velcro.*

**Business Week (February 27, 1995)**

A corporate presence on the Internet can greatly enhance a company's sales and marketing efforts. It can widen a company's circle of influence by providing yet another way to communicate with its clients, prospects, and the public. Why have IBM, Sun Microsystems, General Electric, and many other large corporations jumped onto the Internet without hard evidence of its marketing value? Why are thousands of entrepreneurs setting up shop on-line? The sheer excitement of real-time interaction with prospects and customers is causing a rush to the Internet and the World Wide Web.

It is a rush unlike the Oklahoma Land Rush or the California Gold Rush. It is immense. People and companies are jumping on the Internet faster than they have acquired any other new communications medium. Clearly, being connected is better than being disconnected. It is better to communicate than to stay isolated. There are dozens of reasons to be on the Internet today and those reasons will increase tomorrow. For now, it's enough for today's business to want:

- A leading-edge corporate image
- Improved service for current customers

- Increased visibility
- Market expansion
- On-line transactions
- Global information distribution
- Lower communication costs

The Internet is enjoying the spotlight. Like a major trade show in your industry, you may not get millions of leads or make thousands of sales, but your company will be conspicuous by its absence.

"No Web site, huh?"

"What? You mean your information is *not* available electronically?"

"I've already downloaded product information from your competitor."

Fill out a trade magazine bingo card and you can expect to wait more than a month for a brochure. Call a large company and you can expect to get a brochure in a couple of weeks. Ask for a visit from a salesperson for a detailed presentation and you can expect to wait several weeks. Access a huge quantity of information about products and services on the World Wide Web and you can expect to wait between five seconds and a couple of minutes.

With its multimedia capabilities, the World Wide Web has captured the imagination of computer users everywhere, and, recently, corporate marketers as well. Many are creating electronic brochures for the Internet, and the best are creating truly interactive sites. The results are mixed, and sometimes embarrassing. The secrets to success are surfacing.

## WHO IS THIS BOOK FOR?

The book stores are filled with technical volumes explaining how to traverse the Internet. Computer and business magazines gush in vague terms about this new technology and how it's changing the way we work. Even if you knew which few were worth pursuing, when could you ever find the time to read them? This book attempts to distill the avalanche of information for the marketing professional. Rather than succumbing to the thrill of the new technology, this book looks at Internet marketing techniques. If you are considering the creation of an electronic presence for your company, you will get a first-hand look at what's in store. You'll be able to make a go/no-go decision based on marketing goals instead of technology hype.

If you are in the midst of creating an electronic presence for your company, you will find advanced techniques and philosophical perspectives in this book that will vastly improve your chances for success. There is a healthy amount of how-to, what to avoid, and, above all, how to think about electronic marketing on the World Wide Web.

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