

ELECTRONIC MARKETING

MARGO KOMENAR

WILEY COMPUTER PUBLISHING



John Wiley & Sons, Inc.

New York ♦ Chichester ♦ Brisbane ♦ Toronto ♦ Singapore ♦ Weinheim

CONTENTS

CREDITS	vii
ACKNOWLEDGMENTS	xi
PREFACE, JOHN PETRILLO	xv
INTRODUCTION, MARGO KOMENAR	xix

Chapter 1 Defining Your Market 1

SOLANGE VAN DER MOER

What Is Market Research?	2
Who Is Your Target Audience?	6
Why Would Your Target Audience Buy Your Product?	9
Who Are Your Peripheral Customers?	9
What Are Some of the Trends Shaping Your (Changing) Audience?	11
What Electronic Marketing Approaches Are Being Tried?	16
What Are the Key Elements of Success?	18
How Can You Make the Most of Your "Competitor's" Presence in the Electronic Marketplace?	22

Chapter 2 Designing Your Presence 27

MARGO KOMENAR

Mass-Micromarketing	27
The Customer-Centric Relationship	28
Branding	32
Interactivity	38
Integration	45
Design	58
Defining the Project	68
Budget Considerations	75
Architecture	77
Database Mining	80
Implementation	86
Life after Implementation	87
Conclusion	87

Chapter 3 Making It Legal 89

DIANNE BRINSON AND MARK RADCLIFFE

Legal Basics	90
Copyright Law	90
Patent Law	98
Trademarks	99
Trade Secrets	101
Right of Publicity, Libel, and Other Laws	102
Online Marketing	103
Developing Your Own Web Site	106
Important Copyright Questions to Ask	112

Chapter 4 Supporting Your Presence 115

MARGO KOMENAR

Getting the Word Out	115
Assessing Effectiveness	119
Building a Responsive Infrastructure	120
Targeting Influencers	121
A Potent PR Tool: The Internet	126
Conclusion	132

Chapter 5 Interactive Advertising 133

MARGO KOMENAR

The New Face of Advertising	133
Approaching the Market	139
Interactive Marketing Tools	141
The "Right" Media	142
Incorporating the Electronic Channel	157
"Shoot for the Moon, Land on the Roof"	164
Digital Assets and Repurposing Content	165
The Electronic Marketing Business Model	172
Conclusion	177

Chapter 6 Fax-on-Demand 179

WILLIAM AUSTAD AND PAUL BROBST

What Is Fax-on-Demand?	179
Why Use Fax-on-Demand?	180
How Does Fax-on-Demand Work?	182
How Is Fax-on-Demand Used?	182
Where Is Fax-on-Demand Used?	183

Types of Systems	190
Product Features	192
Fax Forms Processing	195
Range of Services	196
Fax Broadcast Lists	198
Fax-on-Demand and the Internet	200
Planning Information Delivery	203
Planning a System or Service	204
What's Coming?	207
Fax-on-Demand Survey	208

Chapter 7 The SmartCard Game 211

MARGO KOMENAR

Debit Cards	212
Cards Get Smart	218
Visa Milestones in Chip Card Development	220
The Future	242

Chapter 8 Interactive Kiosks 249

MARGO KOMENAR

Digital Levi's Fit!	249
Kathleen Brown Campaign Kiosk	252
Missouri Botanical Gardens	254
Pac Bell Kiosk	257
Kiosks Go to School	259
On the Links	259
Multimedia Kiosk Telephones	259
Driving Ketchum Advertising	260
Medical Electronic Marketing	260
Do-It-Yourself Kiosk Housing	266
Surf Planet Reebok	268
Conclusion	270

Chapter 9 Marketing on the Commercial Online Services 273

MARGO KOMENAR AND IRENE GRAFF

The Commercial Online Services	277
America Online	278
CompuServe	301
Prodigy	316
Microsoft Network	328
Bloomberg Financial Markets	336
Conclusion	345

Chapter 10 The Internet: Marketing and Business Opportunities 351

CLAUDIA BRENNER AND TIM PEARSON

- Marketing on the Internet: Business As Usual . . . with a Twist 353
- Building Better Customer Relationships 369
- The CyberFrontier: Maximizing the Power of the Web 371
- Advertising on the Web 397
- Getting Started on the Internet 404

Chapter 11 How Businesses Use Electronic Marketing 425

MARGO KOMENAR

- AT&T's Online Strategy 427
- Network 1.0/SoftBank Interactive Marketing 471
- Womanhood, Inc: The Solutions Network for Business Women on the Web 475
- InfoStreet: Paving the Web 480
- CAPP Records Mixes Music and Electronic Marketing 492
- Great Escapes: Over the Hill and Still Climbing 497
- Southwind Enterprises: Riches to Rags to Riches to Riches 498
- FolksOnline.com: Home for the Nontechnical Majority 502
- Conclusion 507

Chapter 12 Industry Leaders: The Road Ahead 509

MARGO KOMENAR

- Paul Saffo, Institute of the Future 509
- Bill Gates, Microsoft Corporation 510
- Clement Mok, NetObjects 512
- Michael Bloomberg, Bloomberg Financial Markets 512
- Michael Rogers, Newsweek InterActive 514
- Michael Kolowich, AT&T Business Network/Nets, Inc. 515
- Amanda North, Studio Archetype 515
- Tom Evslin, AT&T WorldNet Services 515
- Ben Miller, CardTech/SecurTech 516
- WEBster and TransPhone 516

Contributor Resource Directory 519

Index 531