

eMarketing: New Millennia

Cameron Dart || January 2002

Executive Summary – We are quickly moving into a new world – a ‘wireless world’, sporting trendy Internet-enabled, handheld devices, and interactive televisions. New marketing methods are emerging, forcing companies to change the way they search out and connect with their customers. The revolutionary element of ‘trackable digital delivery’ is helping marketers measure their efforts and gain real-time intelligence about their customer base. This article takes a look at how to break through the clutter, and drive companies into the 21st century with new technologies.

Target Audience - Business Leaders and Managers.

eMarketing: New Millennia

“Attention is the currency of the new economy”^[1]

There's a lot of information out there, and masses more coming! Clutter, clutter and more clutter. With 69 new brands being launched on the net everyday ^[2], on top of the countless products being introduced daily to the market, your product/service offering is not likely to stand out... let alone see much light of day. So what are you doing about it? Pay attention, I think I may have found some answers.

From the creation of a new brand, extension of a mature brand, or design of a new product, effective marketing strategies depend on a thorough understanding of the motivation and decision processes that influence a recipient's behavior.

Marketing well is hard and traditionally expensive. Today, profits belong not only to creative idea merchants, but also to those who can leverage off new technologies - moving beyond being simply users of e-tools, to those who make technology work for them.

Enter eMarketing; a subset of a company's customer relationship management strategy that is, for most companies, the major driver behind exposing one's offerings to the marketplace. In today's tough economy marketers need to find ways to cut back on marketing budgets without cutting back on marketing exposure. This is where eMarketing comes up trumps! We now have the tools to measure whether our dollars have eaten into or expanded our bottom line -- and in short that's what it's all about, isn't it? -- Getting better results and more bang for your buck!

Ask yourself if your company is currently taking full advantage of new media technologies to push your products or services, build and enhance your brand and pull and increase retention of your customers? Besides seriously denting the bottom line, most of us are not aware of what these new media technologies are never mind what they can do.

There's no doubt that Internet technology has become an integral part of the way we do business. If you are like most professionals, the first thing you do at your desk is check your e-mail. Digital delivery is rewriting business rules and redefining direct marketing.

The term eMarketing creates much confusion in the minds of many. However, whatever the definition, one should not forget that eMarketing is still marketing - the art and science of crafting and delivering a message that influences (or at least tries to) what consumers buy. Essentially, eMarketing adds to marketing the 'trackable digital delivery' element, making it immediately measurable in ways that traditional marketing will never be.

Now ask yourself a second question: How much money did your company spend on marketing last year? HOW MUCH!? What was your return for every dollar spent? Not sure? Well eMarketing not only helps you give a precise answer to that critical question but also offers many other advantages and benefits not available through the traditional marketing methods that marketers have used, and we've been exposed to, for most of our lives.

¹ Davenport Thomas H., Beck John C.: The Attention Economy

² Gartner, August 2001

If there was ever a time to take the plunge into eMarketing, now is the time. No one can afford to make mistakes, especially in the current economic climate! With the Internet becoming a much broader part of our lives it is extending itself past desktop computers to handheld devices – and that is where eMarketing takes centre stage, one-on-one, driving marketers to give the customers what they want, when they want it, and on any device. Companies like UPS and FedEx parcel services led the way with real-time parcel tracking, and extended customer service. Now many companies, including the likes of Virgin, and Microsoft, are using eMarketing intelligence to improve customer experience and interaction with their products by giving users relevant updates, helpful hints and useful information through new technologies. SMS and WAP are becoming increasingly popular mediums – getting consumers ready for the advent of mCommerce with it's applications likes mobile banking and location based services.

Benefits of eMarketing

The Internet, SMS and WAP are vehicles that allow marketers to touch more people, more quickly and cost effectively than ever before. These mediums are fantastic direct marketing channels and branding tools, offering added benefits over traditional marketing mediums. As the Internet is an evolving medium, with more and more power going to the consumer, cutting-edge marketing initiatives can be moulded quickly and effectively around changing consumer habits.

The fuss about eMarketing is easily explained by the powerful benefits eMarketing offers traditional marketing practices; in a nutshell these are:

- **Cost effective...**in today's uncertain economy, cost-effective marketing is mandatory. eMarketing takes advantage of new mediums whereby marketers can get more bang for their buck!
- **Flexible....** the Internet can deliver messages and get input back much faster than any other medium – this allows for creative or offering adjustment as well as tweaking until the advertiser finds what works best.
- **Trackable....** results of campaigns can be tracked in real-time, daily or weekly. Unlike traditional mediums, which, if trackable at all, might take months if not years, to trace the campaign results.
- **Measurable...** the cherry on the top, because of the trackable nature of eMarketing, responses can be measured faster and more accurately than ever before. This information gives power to the marketer to judge the campaign's effectiveness and evaluate ROI.
- **Interactive...** because eMarketing offers bi-directional communication, customers can move all the way through the buying cycle with only one contact and one touch point. Its interactive nature makes use of the 5 senses through rich media, providing a deeper level of information and communication. Interactive eMarketing moves from a single-shot campaign thought to a higher level of reactive dialogue and ongoing discussion with your customers.
- **Quick...** communicate with your entire customer base with just one click! eMarketing provides for a more effective 'call-to-action' for consumers, as they can respond immediately, with a simply click, rather than tearing out an ad from the paper or taking down a number from the TV or radio.
- **Targeted & Specific....** being far better equipped to manage the increasing amounts of information available about customers. Campaigns can be targeted to specific demographics for instance, age, sex or income – enabling marketers to reach the right people (ones that are more likely to be interested in purchasing the product or service).

- **Dynamic** - With increased bandwidth, marketers can be more provocative by using multimedia i.e. sending interesting messages using sound and video. This allows for a rich and tangible experience for consumers.

Because of all these revolutionary benefits, and driven by the fact that people are becoming more accustomed to a hyper-linked world, there is no doubt that marketing has been taken into a new realm.

The 8 Ps of eMarketing

Moving beyond the traditional 4 Ps of marketing; Product, Price, Place and Promotion, eMarketing adds a new dimension with an extended set of Ps that overlay the original four. "Ignore these at your peril (says Lynda Partner)^[3] embrace them, and you can harness the power of the Internet to do more marketing, more affordably and more successfully to acquire, retain and grow your customer base".

- **Permission** (opt-in)

We can all thank Seth Godin, marketing guru from website portal Yahoo!, who helped develop the concept of permission marketing, or at least he brought greater awareness to permission marketing. Basically, we all know that unhappy recipients of company messages can harm the company's reputation and brand. So, to prevent this from happening people need to be given a choice.

eMarketing should be seen as a one-on-one experience between marketer and customer. Thus, to be effective, one-on-one marketing should ultimately lie in the hands of the receiver. This is done by the marketer continuously asking questions like "Tick here if you are you interested in hearing about future discounts?" to "Would you like to get our newsletter each month?" etc.

The rule is...when recipients of a digitally-delivered-marketing-initiative click the 'no' box – take them off your database, however if they click the 'yes' box, then the consumer has given permission. The good news about permission marketing is that your marketing programs can be much more effective and successful because recipients are more inclined to respond positively to a message they asked to receive. More importantly, return on investment (ROI) increases when permission-marketing techniques are used.

- **Pervasive**

Through digital delivery, messages can now move virtually at the speed of light, or at least at the speed of the Internet or wireless device. It's incredibly easy to 'pass on' an interesting email message, banner ad or web page to your friends or work colleagues. We all do it - forward jokes...or informative articles like this containing great marketing advice. With the click of the mouse we become part of other peoples' viral marketing campaigns, spreading news and ideas around the globe in an instant. The Hotmail phenomenon is a great example of this very pervasiveness, and its concept is something marketers need to harness.

- **Privacy**

Privacy and permission go hand in hand. When eMarketing, privacy policies need to be adopted and strictly adhered to, so as not to violate permission rules. Common privacy statements look like -- "We will never sell, rent or give away your personal information to anyone". Privacy issues are an on-going concern globally. Many Internet laws are undeveloped and are thus being violated, as was the Napster case with illegal peer-to-peer music copying. Unfortunately, the privacy code has also been violated in Bankruptcy proceedings, and the US Bankruptcy Code has established precedents that

³ Co-founder & Chief Executive Officer, GotMarketing

marketing lists can be viewed as assets in a Bankruptcy proceeding. If your competitor purchases your bankrupt assets for pennies on the dollar, he or she knows your entire list, and the fact that you as the bankrupt company have promised never to sell, rent, or give away personal information is moot. Information gathered from customers and prospects should be treated as confidential, unless specifically stated otherwise by the recipient. More extensive privacy policy examples can be found at www.truste.com. Marketers especially need to take responsibility for privacy concerns and follow an upstanding ethics code so as not to breach customer rights.

- **Personal**

Humans are all interested first and foremost in themselves, in what affects them most directly. eMarketing can be used in such a way as to hit the customer where he or she lives in his or her 'own backyard' -- based on this understanding the Internet has created a revolution of users who have come to expect personalized, tailored communications and customized messages. Therefore, to gain attention, eMarketing needs to give people something personally relevant, otherwise it's so easy to lose your customers as they can tune out or turn off (opt-out).

Amazon is aiming for the ultimate in customisation with their 'store-for-everyone' campaign, giving each customer a virtual store that stocks their own favourites.

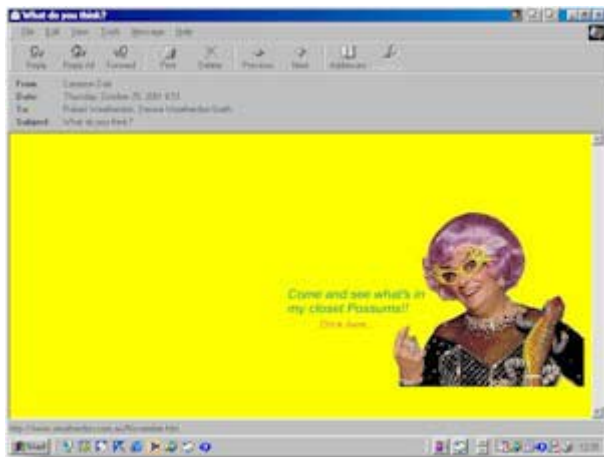
In order to realize the greatest response rates and ROI on one's marketing initiatives, leaders and managers need to do a great deal of research and planning, and consider numerous results orientated eMarketing techniques.

Types of eMarketing

According to Forrester Research, by the year 2004 U.S. marketers will be sending 200 billion email messages, more than twice the 79 billion pieces of bulk mail delivered by the U.S. Postal Service in 1998.

Email Marketing

Digital delivery takes on many forms but none more popular than the now common email. Email is the fastest growing use of the Internet and the number one reason people turn on their computers. It is common knowledge that people nowadays check their email more times daily than they watch TV, read the newspaper or listen to the radio.



On the left you will see an example email campaign I designed to entice General Managers of all the 5 star hotels in Australia (specific target) to come and visit a microsite of our hotel division's services and specials.

Here are some impressive statements proving this point:

- Average turnaround time for email communications is 2 days vs. 6 weeks for snail mail (Jupiter Communications)

- Revenues from retention email are predicted to grow to \$2.4 billion by 2003, a 300 percent increase from year-end 2000. (eMarketer)
- Email costs range from \$.01 to \$0.25 per message, compared about \$1.70 to \$2.00 for each item mailed in traditional direct snail mail. (eMarketer)
- "...marketing managers we spoke with... confirm their confidence...they plan to triple their email spending by 2004. (Forrester)
- Email eliminates the postage, paper, and printing that account for 60% of direct mail's expense. (Forrester)
- Email is 70-90% less costly--eliminate printing, postage, etc. (Gartner)
- A catalogue mailing must spend \$18 to generate each order; email stimulates orders for \$2. (Forrester)

Email marketing can be used for a myriad of purposes; the most popular being opt-in eNewsletters, Promotions, Coupon/Discount emails, that fit into a company's acquisition and retention strategies.

Email newsletters act as a great eMarketing tool for companies building their customer relationships. They offer a way to start up a dialogue with customers. eNewsletters promote feedback opportunities for customers, which in turn helps companies to improve their product or service. eNewsletters typically package content that is of customer value and distribute it on a periodic basis enabling companies to build trust and spread the word. Thus, eNewsletters act as a strong customer relationship tool and build customer loyalty over time.

To be cutting edge, marketers not only have to master the art of email best practices (i.e. use of segmented lists with targeted offers, tailored to fit each message to each recipient, with appropriate call-to-action -- order now by clicking here or click here to speak to our customer service representative), -- but also, have to be creative in a way that catches the customer's attention within the first few split seconds of opening the email, or it will be flicked into the deleted box.

Viral email campaigns use intellectual and emotional motivators to encourage participation, prompting each recipient to forward the email to their friends and associates. In the Internet age, word of mouth has become known as 'viral marketing'.

"Internet marketing is "direct marketing on steroids." - Seth Godin

The Hotmail example is the classic viral marketing campaign. Each email message carries a message encouraging the recipient to sign up for a free Hotmail account. Another example is the online card site, which carries a message encouraging the recipient to send a card to a friend – promoting the site owner's marketing message. Viral marketing has to be based on sincerity. The reason some viral campaigns are so successful is that the evangelists passing on the message have the trust of the evangelised – (the message receiver).



Email marketing drives branding enhancement, and plays a significant roles in customer retention and acquisition strategies.

Some service providers have crept into the market offering expertise in the email marketing arena, giving the opportunity for less knowledgeable companies to outsource their email campaigns and receive measured and graphed results of campaign effectiveness.

Banners Ads

Another form of eMarketing that has taken off is that of banner advertising. Typically these are 468x60 pixel animated and linked graphic ads that appear at the top of a commercial web page. We've all seen millions of them and not taken much notice of them, or have we?

Consider these statistics: (*Source: eMarketer*)

- 99.6% of banner ads don't get clicked on
- 48% of users never even look at banners
- 80% of users usually ignore web ads
- 52% of web users never click on banner ads

When banner ads are created, marketers need to remember that people surfing the net are focused on finding what they want and not the ads – ads need to grab their attention and offer what they are looking for, there and then, otherwise they will be ignored!

Banner ads are usually sold on a CPM (cost per thousand page views) basis. Banner ads aimed at general audiences are priced around \$1 to \$10 CPM whereas specifically placed banner ads on targeted sites may get CPM rates of US\$35 to US\$50 or more. Banners that pop up on search sites like Google or Yahoo!, triggered by a keyword can cost \$20 to \$30 CPM.

(CTR = **Click through Rate** CPM = **Cost per Thousand** CPV = **Cost per visitor** CPS = **Cost per Sale**)

It is important for banner ad campaigns to target relevant audiences in order for them to be effective. For example, Dell computing places their ads on sites where people are looking to buy a new notebook computer. Dell chooses to partner with other computer sites to increase their reach to the right eyeballs -- eyeballs of people looking to buy a computer.

Online advertising is transforming, shifting away from banner and pop-up ads to streaming ads that look more like television commercials. Formats are also evolving in order to attract more attention – not only in size and shape (i.e. skyscrapers); they are also becoming more and more interactive. Some banner ads now have the ability to target multiple links. The great thing about banners is that companies can better measure their success as well as position their message in front of the right customers by using key word search engine placement.

Banner ads work well in getting consumers to enter into sweepstakes and sign up for eNewsletters. Here are some banner ad basics.

Types of banner ads:

Here are some of the newer types of banner ads we are starting to see emerge.

Rushmore University

The future of executive learning is here...

[click here](#)

MBA DBA

Global Distance Learning

1. *Immersive* banner ads allow users to get a great depth of content, and also help the users, as they don't have to leave the page they are on, in order to engage.
2. *Interstitial* (a general term for any ad that runs in the dead time while pages are loading) banner ads make use of rich media to evoke attention.
3. *Supersitials* (a Trademark of [Unicast](#), a New York-based, rich media company) are ads that load 'behind' a web site, which means a user doesn't see the ads until they're totally downloaded and ready to run.
4. *Pop-up ads* – well we all know what those do – aren't they irritating! -- Be aware that programs that disable Pop-up ads have been developed so users can block them.
5. *Printable Coupon Banner ads* allow consumers to print coupons directly from a banner providing the advertiser with a low-cost method of reaching consumers. Additionally, the printable coupon banner offers significantly higher redemption rates than traditional couponing programs.

Banner Ad sizes:

Set by the IAB (Interactive Advertising Bureau) measured by pixels (the smallest unit of colour used to make up an image on a screen. The most common ads of the past have been the '468 x 60' pixel size ads with a maximum size of 15k. However nowadays, 'bigger' ads, taking up more screen real estate, are said to be more effective in attracting attention, according to a study done by the IAB.

Ad Placement:

Ads can be placed on Search Sites and prompted by keywords. Some companies prefer to place their banner ads on small-targeted content sites or a selection of the top visited 100 sites, wherever they can get the most response and measured exposure.

Ad Technology:

1. Static banner ads are just basic hyper linked, Jpeg or Gif, images with text.
2. Moving banner ads that blink or flash typically use Gif image technology.
3. Rich media banner ads use Flash, Audio and Video technologies to attract attention.

Banner Ad Campaigns:

1. Branding campaigns are used for brand recognition and reinforcement of brand attributes.
2. Traffic building campaigns are designed to attract click throughs to websites.
3. Direct sales campaigns make the use of coupons, freebies & promotions to attract attention.

Ways to eMarket your company website

Search Engine Registration With all the clutter out there it is no longer good enough just to register your website on the major search engines (Yahoo!, Google and the like) and then sit around waiting for customers to visit your website. Keyword meta tags need to be tweaked regularly to guarantee top spots when customers or prospects are searching for your site or information on your products or services.



Affiliate/Associate Programs The basic concept behind affiliate programs is to pay other people or companies for sending a paying customer to your website. Affiliate programs allow other sites to sell your products or distribute your value-added content. Amazon does this incredibly well, driving customers

to purchase off their website from a multitude of other sites – for example, “*There is a fantastic book by Gary Hamel called Leading the Revolution that I recommend every businessman should read*”. By clicking on the link you will be taken directly to the specific page on Amazon.com, where you can purchase Gary’s book. The Amazon site sees that the link has been directed from this page (my site), and subsequently pay me a fee for each book that is bought as a result of my link. This makes it very cost effective eMarketing for Amazon, as well as leaving me happy with a few bob in my pocket. Try approaching appropriate sites in your industry, and closely aligned industries, to link to your site for mutually profitable eMarketing opportunities.

Sponsorships - There is no actual difference between sponsorships on the net and in the non-virtual world.

Microsites are small websites that are separated from the company’s main website, and in most cases used for campaign purposes for one or more product. Microsites can be placed within a separate domain name, and alternatively under the company’s own domain name.

Episodic Marketing - Here various marketing techniques are used to pull consumers step-by-step along the consideration gap. For example, many carmakers offer confusing and unpersuasive websites as tools to sell their products. Now car companies can offer interactive tours simulating dealership demonstrations (using Flash-based technology to deliver images, voice-overs, music and content based on user requests). Saab Cars USA Inc. plans to launch an interactive tour for the 2002 Saab 9-5 Sedan and SportWagon. Agency.com, the company responsible for this creative concept, reckons that, by 2003, episodic marketing will move beyond the Web to interactive TV that will combine full-motion, full-screen video with interactivity to create relevant, powerful brand experiences for millions of households.



Interactive TV (iTV) – Soon we’ll all be replacing old television boxes for sleek new digital versions – bringing with them another medium for advertisers to exploit. Although examples of iTV marketing campaigns are few and far between, I believe it’s just the quiet before the storm. In the UK, for example, there are approximately 7.7 million homes installed with digital televisions (mostly made up of the SKY and On Digital subscribers) (Source: Industry Figures/ BARB Establishment Survey). That means 32% of UK homes are equipped and waiting for new marketing experiences.

In essence, interactive TV advertising will allow the viewer to enter into a dialogue with the advertiser (and vice-versa). By clicking on on-screen buttons, viewers will be able to place an order, request a catalogue or test drive a product without having to leave the comforts of their own couches.

Interactive ads will also offer viewers the ability to seek more information easily from outside the broadcast environment.



The Domino's Pizza example is just the tip of the iceberg of the future opportunities digital TV will bring to the world of interactive eMarketing. Currently ecommerce accounts for £250k sales per month for Domino's – that equals the sum of sales generated in 8 Domino's stores. Already 8% of Domino's Pizza revenue is generated from iTV.

Types of Wireless eMarketing

"A predicted \$4 billion market for wireless advertising by 2003, \$16 billion by 2005"
Ovum research London (2000)

Due to the fact that wireless is becoming the fastest growing medium in much of the Western world, eMarketers need to familiarize themselves with revolutionary techniques with which to communicate with their customers and prospects.

Wireless Internet

Nokia believes there will be more mobile terminals assessing the Internet than PCs by 2002. Whilst Researcher Cahners In-Stat estimates that there will be more than 1.87 billion mobile subscribers globally by 2004.

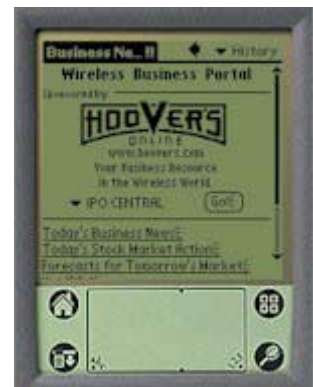
Internet-enabled [mobile phones](#) offer a plethora of marketing opportunities to the creative eMarketer. Wireless Internet ads are great for branding, building customer loyalty and driving imminent mCommerce applications. eMarketers can track campaigns both by impressions and clicks, gaining valuable insight into return on investment.

Interactive Wireless Marketing -The key to interactive marketing is to develop a relationship with the potential or existing customer. The marketer must let the prospects know what they are about to address, how it will affect them, and what actions they should take with the information. The marketer needs to hold the prospects' attention and reinforce the message of value. Again, interactive wireless marketing is taking on numerous faces; from location based services to wireless games, not to mention the scope offered by iTV.



Personal Digital Assistants (PDAs) - PDA advertising offers marketers the ability to target precisely their much-desired consumers through the most interactive of mobile mediums – the mobile phone or PDA. Companies like Advertising.com have developed technology to deliver ads to handheld devices in the form of ‘mini websites’, similar to an ad in an email newsletter. PDA ads offer users options to click through to splash pages, or can serve to collect the user's email address or other valuable information.

In addition to gaining this important consumer information, advertising to PDAs in the form of a banner with a click through can be used to brand a product, communicate national promotions, or extend traditional advertising campaigns to the wireless arena. Campaign performance is tracked via impressions and clicks, so advertisers are always able to measure the success of their wireless marketing efforts. [Click here](#) to see more PDA Ad examples.



Wireless Coupons – Each year, billions of marketing dollars are spent on printed coupons that are never redeemed.

Enter the wireless coupon. It delivers web-based coupons directly to consumers' mobile phones at reduced expense (no print or mailing costs), and apparently achieves higher offline redemption rates. The consumer decides which coupon to receive and simply inputs his/her cell phone number; it's quick, convenient, and no registration is required. Best of all, our coupon solutions can be bundled with geo-targeted campaigns, enabling advertisers to target consumers within a given area.

Location based advertising & services - Marketers will soon be able to target prospects within a specific geographical location (i.e. a shopping mall). Marketers can incorporate branding enhancement and promotions with free information services. Companies can market their products and brands to people within their vicinity (i.e. information about the closest hotels, restaurants, shops etc.). Context specific services like this deliver added value to the customer and provide retailers with a powerful-marketing tool. The predicted growth of these new location based services is enormous. It is a new opportunity whereby marketers can use creative ways to connect with their customers. Here are some uses of location-based services to consider.

- Roadside assistance: Breakdown, emergency services etc. An opportunity for the (AA) Automobile Association for example to market their specific services.
- Traffic & Navigation: Maps, directions, traffic reports, roadwork's etc. Here landmarks can be used to enhance brand awareness (i.e. maps displayed with Pizza Hut and McDonalds location symbols).
- Location based billing: Guided tours of tourist attractions when inside etc.
- Localized information: Local pubs and club features, hotels, restaurants with access to their menus & pricing, shops, station train times etc.
- Translation services: Automatic language translations, helping people understand foreign languages, and foreign advertisements.
- Person location: Theft of device or medical emergency etc. This can be used to find friends or relatives in your vicinity – and draw them all to a single meeting spot.
- Tracking: Corporate fleet management, asset tracking etc.
- Location sensitive advertising – including sales information and electronic discount coupons from nearby retailers.

Short Messaging Service (SMS) - SMS involves sending messages directly to mobile phones. Mass SMS marketing is a powerful form of one-to-one marketing (and based on current trends, ranked as one of the most highly potential and under-utilized eMarketing mediums available today). SMS messaging can generate new sales, branding and communication within your company and between its clientele and trading partners.

The beauty of SMS is that it is cheap and simple. Its low usage price is the main reason SMS has been adopted in many countries and has almost become global since its launch a few years ago.

This is what marketing guru Martin Lindstrom has to say about SMS - *“In Sweden alone, more than 500 million SMS messages were sent last year -- and remember, the country has a population of fewer than 9 million people. In other words, every Swede sends more than 50 SMS messages a year, on average. In*

reality, the most active users (aged from 10 to 50 years) send, on average, 24 messages a day. And Sweden is not alone in high SMS user rates. Similar figures apply to all the other Scandinavian countries, as well as to the U.K., Italy, Germany, Spain, Holland, Belgium, Australia, and the Philippines.”

Most SMS has become permission based; there are now systems that can auto-reply to responses and remove those who wish to be removed from SMS mailing lists without any human resource required.

Here are some SMS ad examples for standard mobile phones:

SMS One Way – Here a text message alerts a person with sound. Message appears on screen after the user initiates a request. A promotional message appears in text form offering freebies, discounts or information if users act upon the offer with a specific time frame i.e. ‘today’ or ‘before Christmas’.

If you come into Pizza Hut today and buy a pizza ..you’ll get a 2nd pizza for FREE...

SMS 0800 – Again, a text message alerts a person with sound. A message appears on screen after the user initiates a request. Text usually scrolls up. User is requested to respond by calling a telephone number to activate discount. Remember that marketers can

Call 0800-333-2525 now to receive \$20 off Madonna concert tickets for tomorrow night's show.

target fans through data intelligence sources and other user demographics, such as, forewarning Madonna fans that she’s having a special appearance in their area on x date.

SMS 2 Way - Text message alerts person with a sound. Message appears on screen after user initiates request. User is requested to respond from the device to qualify for the cheap tickets.

To receive immediate information via e-mail about the Sting Concert Ticket Sale, respond YES now.

SMS Pull - User initiates a call to a special telephone number and hangs up. Dialling that number makes a system request to deliver a text message that alerts person with sound. Message appears on screen after user initiates request. User dials a pre-set phone number to find local fast food offer. After phone rings or message is delivered, user hangs up and receives SMS message.

In addition to SMS’s we are going to see rich or multi media messages (MMS) starting to appear when 3G networks become available, enabling rich content messages, which will be instantly downloadable. These messages will incorporate voice, high quality full colour graphical images and sounds.

Wireless SMS Games A UK-based bank wants to attract young customers with rewards earned for

visiting a Web site and playing a wireless game. Barclays Bank, London, sent text wireless messages last month to youths ages 11 to 17 who had opted to receive offers from the bank, directing them to www.gomoVmad.co.uk.



There, these youths can sign up for a Barclays Young Person's account for ages 11-16 or a BarclayPlus account for ages 16-19. After registering, they receive prizes and can play a short messaging service game on their wireless devices.

The SMS game invites up to 5,000 players to answer 10 questions over four weeks for the chance to win a trip to Hollywood or 25 film-related prizes from Columbia Tristar. By proving that they played the game -- either by showing an SMS message on their wireless phones or PDAs or a claim form printed from the Web site -- to Barclays bank branch representatives, youths also can claim a discount voucher from bookseller Waterstone's, London, offering 33% discount off movie-related titles.

eMarketing Strategy

There are various reasons for embarking on a marketing strategy of any kind – so it is important to remember when developing an eMarketing strategy that it ties in the rest of the company's marketing initiatives.

I have broken down eMarketing strategies into 3 main areas of focus:

- 1) Imperative questions that need to be answered first
- 2) Branding Strategies, Acquisition Strategies & Retention Strategies
- 3) Measure - Measure - Measure

As with any marketing, the basic key questions, eMarketing initiatives should be able to answer are the following: - What is the background for the eMarketing activity?

- **Who are you trying to reach?**
- **What are the campaigns objective and purpose?**
- **What's the message?**
- **What's the call-to-action?**
- **What is the present situation?**
- **What is the desired situation after the eMarketing activity has been carried out?**

In other words the basic 101 of marketing -- Target, Audience and Message questions need to be answered, discussed and analysed before any further steps are taken to produce a marketing campaign. By answering these questions, strategies can be formulated by using the most appropriate marketing tools to achieve the best possible results. Decision makers need to decide whether to use traditional marketing techniques, have a mixture of online and offline techniques, or just do an online campaign. In my experience, I have found that by marrying on and offline techniques enhance branding and campaign awareness.

eMarketing needs to offer some kind of value to the audience otherwise the audience will soon switch off or take no notice of it, i.e. a give and take approach. Not only should eMarketing messages initiate an immediate response, or a call-to-action, but also convey a consistent story/message that supports the company/brand in the long-term. In other words, creating value to customers entails more than a once-off offering. There needs to be backend support and follow up of leads generated by campaigns.

As mentioned in the beginning of this article, eMarketing forms part of a company's eCRM strategy. If your company has not yet implemented an eCRM strategy you will not be able to run an efficient eMarketing campaign. Electronic Customer Relationship Management (eCRM) is emerging as the most powerful approaches to managing direct communication with qualified prospects and customers. To address these needs companies need an eCRM solution that can track and assist responses (i.e. an email-based eCRM system that improves direct marketing effectiveness, increases customer retention, and lowers attrition through improved customer communication).

I believe that eMarketing is bringing us into a new era of reciprocal behaviour – an ‘I scratch your back, you scratch my back’ type mentality. Gone are the days of force-feeding and heavy push advertising – today’s consumers are wiser – they want value.

Branding Strategies - I have separated branding as a stand-alone area of interest purely for the reason that I believe that a company’s brand is the most important element in reinforcing a company’s offering with customer experience.

Companies that haven’t yet done so need to re-align their branding strategy, using it as a tool to help drive them into the 21st century – leaving behind all baggage and looking forward with new eyes, new technologies, new understandings and new opportunities in the new global digital economy.

Successful branding campaigns keep products in the minds of current and potential customers. Campaign targets may vary between those that are designed to remain in the forefront of potential customers' minds, and those that remind people of the features and benefits of a product, in order to gain a competitive advantage. This applies to both established and fledgling brands.

To reiterate, to gain branding attention in today’s cluttered environment, marketers need to be highly creative. A highly creative branding success story that comes to mind is the Orange example (Wireless Telecommunications Carrier). Orange offered students in San Francisco a free paint job for their cars, with the condition that they were painted Orange orange! Ingenuity like that is needed to smash through much of the current, boring, and rehashed campaigns that we see (and ignore) time and time again.

Banner ad campaigns can offer good branding exposure. A new study done by Just-sites.com reveals the truth behind branded banner ads. The study documents that well-designed branding banner ads can contribute to achieving campaign goals normally associated with click through banner ads. It goes on to mention that nearly half of the responses were indirect, generated by the effect gained from the branding. The study also says that indirect responses represent higher-quality traffic, since indirect respondents were more likely to return to the destination site than direct respondents.

When it comes to branding on the Internet, people tend to see the brand rather than the text clutter. This makes the Internet, at the moment in most cases, better for branding than for lead generation. Marketers must remember that just because banner ad click through rates are falling it does not mean that the ad has been ineffective. The same goes for branded SMS messages that have been flicked or interactive TV ads where viewers have not immediately responded.

Think of banner ads as a means of brand exposure and click throughs as a bonus. Banner ads also re-inforce latent consumer behaviour. Implicit branding also occurs on the Internet, which broadens the reach of branding awareness, as consumers see ads over and over the images get burnished into their minds.

As we have seen, email, Internet and wireless methods can digitally deliver your company’s message. Precise targeting and optimised placement will give you results that can help measure your branding campaign in ways that traditional branding media; television, radio and print--cannot offer.

Some Application Service Providers (ASP’s) now offer brand measurement tools (see *IntelliSource*). These tools can be set-up to administer surveys systematically to users after they have been shown a banner ad. Users are asked several questions relating specifically to an ad campaign, about their demographics, and, in some cases, customized questions from the advertiser. The data gained from these

surveys provides you with the insight needed to maximize your online advertising dollars and achieve your branding goals.

Acquisition Strategies - Whether your objective is to increase registrations, leads, sales, downloads or other post-click results, companies need to be able to formulate acquisition strategies that differentiate from those of their competitors.

To do this they first need to find creative ways to attract the prospect's attention. This is where idea merchants and the tech-heads swap mental juices to come up with dynamic 'eyeball attention grabbers' (the hardest part of any campaign).

Secondly you have to let the prospect know how the offer will affect them personally. This is a great place to start creating a relationship. Virgin's 'no more contracts' campaign lets the prospect know immediately that there are no contracts involved.

At the same time the marketer has to tell the prospect what action to take. This is where interactivity can be used to get the prospect to respond by clicking a button, calling or simply pressing his TV remote control.

Once this is done you're almost there by concluding the transaction. "Instant relief from contracts - can be yours! Enter your email address below, and we'll send you a FREE 30 day trial coupon by return".

Lastly, release the customer, "Press print now for your free coupon - Thanks for you interest in Virgin".

With existing customers marketers can use various **up-selling** (encourage a present customer to upgrade an existing purchase or download by simply clicking a checkbox), and **cross-selling** (encourage the consumer to purchase or download additional options) **techniques**.

Other techniques used in your acquisition strategy can include offering opt-in free **Subscriptions/Registrations** to news or content specific information. Offer free **software downloads** to encourage regular visits to you company website

Loyalty & Retention Strategies - Establishing loyalty and retention strategies strengthens the bond or partnership between the company and the customer, and encourages the customer to proactively respond to an offer sooner than normally expected i.e. shorten the purchase cycle.

In any competitive marketplace, companies need to maximize the lifetime value of their customers. Client retention strategies are of primary importance. Linking in your eCRM system to your eMarketing campaign gives you the option of running permission-based customer acquisition campaigns as well as longer-term customer relationship management and retention programs.

Measure, Measure, Measure - CEO's are continually searching for methods to provide measurable returns on their investments. As mentioned earlier, the crux of eMarketing is the fact that digital delivery is trackable. Responses can be electronically gauged and graphed much like the FMCG products being scanned in supermarkets. These metrics become invaluable to companies who rely on marketing analysis to make faster and more informed decisions.

One of the key benefits of business intelligence applications is that they unify disparate data sources to create a holistic, 360-degree view of your customer. Weekly reports on hits, Web logs, click-stream data,

sales force automation systems, e-mail responses, customer profile demographics and branding awareness responses, help decide how effective a particular eMarketing campaign has been. In other words the more metrics you can get, the better. Business intelligence software taps into these data sources received from the trackable eMarketing campaigns to enable high-performance analysis of business-critical data and real-time information sharing.

The IAB is currently working on guidelines to help major advertisers understand the reach and impact of various Web sites -- rankings that will closely resemble the ratings points system used by television. Analysis of this and other types of data will help companies understand how customers respond to marketing efforts, enabling them to use their resources more effectively. I believe the trick (and hard part) to revolutionary marketing is the speed and ability of decision makers to act on marketing intelligence; identifying the trends and seizing opportunities better and faster than their competition.

The trackable and changeable nature of eMarketing gives the marketer flexibility. It offers chances to change creative messages (with a moment's notice) so as to optimise advertising spend. For example, by gauging how a campaign fared with a specific demographic, web site metrics can help companies understand how an upcoming campaign might impact on site traffic (i.e. by analysing the results of previous campaigns).

It is important to note that the quality of responses needs to also be measured (people asking questions, wanting more information etc) with a weighable yardstick, not just the high volume of traffic or click throughs.

As mentioned earlier, I believe that with banner ads you shouldn't look too much at CPM (cost per thousand impressions) or cost per click - what's important is the effect the campaign is having on the brand as well as the cost per lead generation, or cost per sale. Companies like Dell measure the effectiveness of their marketing campaigns primarily by measuring the cost per acquisition: that is, measuring the number of sales trackable to a particular campaign.

A warning however, do not to be fooled by golden tongued advertising agency creatives or tech buffs - eMarketing measurement is not easy nor is it always accurate – don't be bowled over by impressive click throughs and remember that the metric/s have to be tied to the objective.

Barriers

There are still several barriers to the adoption of many eMarketing methods. None is bigger than the fear of the unknown – coupled with the perception that eMarketing requires expensive technologies and does not have a proven track record of positive results.

The fact that spamming (unsolicited email/ SMS) or mass eMarketing has become prolific over the past few years thereby irritating customers also presents a severe danger to the future of eMarketing. People don't really want to get interrupted constantly with offers and promotions – it will drive us all mad. To avoid this eMarketers should not ignore consumer's rights of permission and privacy.

The Wireless Advertising Association (WAA) has produced guidelines that require mobile adverts to have been clearly permitted by the subscriber, and to identify the sender clearly.

Cultural issues, as well as privacy and regulatory issues, do vary widely by country, particularly in Europe. This will mean that the usage of mobile advertising and eMarketing will vary, and slightly different models will be adapted in different markets.

Another barrier will be limitations in the mobile infrastructure and PDA handsets. These include slow deployment of 3G infrastructures, deficiencies in mobile browsers and a shortage coupled with the initial high cost of 3G services. However, while technology has traditionally been seen as an impediment to widespread use of streaming multimedia advertising on the Web, Gartner's research shows that this gap will soon close.

About 440,000 U.S. households adopt broadband each month -- and by 2003, the Stamford, Connecticut research firm said, broadband will reach saturation in the U.S.

For Internet and wireless users stuck with slow connections, the Interactive Advertising Bureau (IAB) recently issued guidelines for streaming media ads, suggesting they be designed with stop buttons so unwilling consumers can halt them. In addition, advertisers are also pursuing fewer ads per page and more arresting creative content.

Conclusion

The most important thing to remember with eMarketing is the human element (one-on-one). People are not computers, nor do they want to be. People are not numbers either – we have emotions, the ability to think and a need for choice, all of which play a major part in our buying decisions. We do not like our personal space to be invaded by things we don't want. In order to succeed, marketers using digital delivery techniques need to respect customer wishes by being unobtrusive, frank and as friendly as possible.

With the benefits and revolutionary methods of eMarketing demonstrated, we can now see why eMarketing is taking its rightful place in the marketing mix of every company, now and in the future.

In summary, we have seen how eMarketing can touch more people more quickly and cost effectively than ever before; marketing to targeted individuals personally and interactively, and leveraging technology to aid measurement of marketing program success. However, we are yet to see these mediums being used to their fullest potential.

Creative attention grabbers need to convert and retain customers amongst all the clutter if they are going to emerge as tomorrow's winners. That's what makes eMarketing so exciting and challenging!

Thanks for your time. **Click here now** to get on with your life.....

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