Afternoon

- Web Site Strategy
  - Key design elements
  - Multimedia design
- Management
  - Defining web profitability
  - Integrating the Internet into your business
- Marketing
  - Promoting your web site

Expectations

- What You Build Is Based on What You Need
- Traffic or Quality
- Resource or Commodity
- “Giving Stuff Away”
- Bringing Them Back for More

The Secret to the Internet’s Success:

It is as cheap as dirt.
The Internet’s success
- The World Wide Web is as cheap as dirt.
- Cheaper and faster always wins
- Web pages may be 30% more costly to create (for now) but have no paper, printing, postage or distribution costs.

Multimedia Formats
- Typography
- Illustration
- Photography
- Hyperlinks
- Sound
- Animation
- Video
- Virtual Reality
- Participation
  - Input
  - Games
  - Shopping

Design strategy
- Technological Sophistication
  - How much is too much?
  - To Link or Not to Link?
- Web images must be worth the waiting time.

SIX ADVANTAGES
- Customization
- Timeliness
- Comprehensiveness
- Searchability
- Economy
- Transaction

CUSTOMIZATION
- Nobody wants more print.
- Information overload
- Database marketing
- “The Audience of One”

CUSTOMIZATION
Personalizing tools like hyperlinks, reader profile filters, information agents and database marketing help finetune a publication to the “audience of one.”
Internet Business Strategy

WEB EXAMPLE:
Lycos search engine
www.lycos.com

WEB EXAMPLE:
BigNote personalized music magazine
www.bignote.com

WEB EXAMPLE:
Amazon.com
www.amazon.com

WEB EXAMPLE:
Manhattan skyline camera
www.realtech.com/webcam

WEB EXAMPLE:
The New York Times
www.nytimes.com

TIMELINESS
The web is always faster than old media, collapsing the closing schedules for both editorial and advertising and closing the gap “from brain to mouse to screen.”
Internet Business Strategy

WEB EXAMPLE:
C Net News site
www.news.com

WEB EXAMPLE:
TechWeb news site
www.techweb.com

WEB EXAMPLE:
TechWeb news site
www.audionet.com/shows/pat&mike

COMPREHENSIVENESS
No physical library can possibly compare to the mountains of information available at a keystroke on the Internet.

WEB EXAMPLE:
Encyclopedia Britannica
www.eb.com

WEB EXAMPLE:
The Electric Library
www.elibrary.com
SEARCHABILITY
Searching through a comprehensive database is a major editorial advantage over print, useful for retrieving a nugget of data but more importantly helping the reader sift and filter raw data into useful knowledge.

ECONOMY
Web media is always cheaper to produce than old media, and audiences expect the Internet to be more economical—one way or the other.

WEB EXAMPLE:
U.S. Pizza coupons
indymall.com/business/dominos

WEB EXAMPLE:
Auto By Telephone buying site
www.autobytel.com

WEB EXAMPLE:
Internet Travel Network
www.itn.com

TRANSACTION
The most important web advantage, the transaction feature lets the reader talk back to the writer, order directly from an on-line catalog, play games and participate in the creation of the text.
WEB EXAMPLE:
Amazon.com
www.amazon.com

WEB EXAMPLE:
Interactive Model Railroad
rr-vs.informatik.uni-ulm.de/rr/

WEB EXAMPLE:
Hot Sauce Catalog
www.hothothot.com

WEB EXAMPLE:
Stolichnaya Vodka game
www.stoli.com/foe/cipher/

Web Programming
- HTTP: Hypertext Transmission Protocol
- A “State-less” System

Web Programming
- Server-side
  - CGI scripts, C, Perl, Visual Basic, Unix util
- Client-side
  - Java applets
  - JavaScript
  - ActiveX
  - Shockwave
  - Encryption
**Transaction Components**
- Take input
- Compute answers
- Register subscribers
- Play games
- Sell products

**Take Input**
- Email sign-up
- Reader surveys
- Contest entries

**WEB EXAMPLE:**
Electric-Pages mail form
www.electric-pages.com/ads/register.htm

**WEB EXAMPLE:**
Electric-Pages post card promo
www.electric-pages.com/info/postcard.htm

**Compute answers**
- Server-side computation
  - Centralized program
- Client-side computation
  - Distributed Java applets

**WEB EXAMPLE:**
DynaMind currency calculator
www.DynaMind-LLC.com/services/utilities/currency.cgi
Internet Business Strategy

WEB EXAMPLE:

American Express students’ budget calculator


Register Subscribers

• Take demographic input
• Assign a username
• Email a password
• Build a subscriber database

WEB EXAMPLE:

The New York Times

www.nytimes.com

Play Games

• Server-side database-related games
  — Quiz games
  — Multi-user games
• Client-side reaction games
  — Arcade-style video games

WEB EXAMPLE:

CyberSoccer game

www.cybersports.co.uk/soccer/

Java-based video game

www.inworldvr.com/java3d/PlayDemo.html
**Sell Products**
- One-off order forms
- Shopping cart programs
- Payment systems
  - On-line credit card verification
  - First Virtual credit card service
  - Electronic cash schemes

**WEB EXAMPLE:**
- Caviar catalog
  - www.caviarclub.com

- Amazon.com shopping basket
  - www.amazon.com

- First Virtual credit card system
  - www.fv.com

**WEB EXAMPLE:**
- CyberCash electronic wallet
  - www.cybercash.com

**Transaction Components**
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THE SIX ADVANTAGES
• Customization
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• Economy
• Transaction

WEB SITE STRATEGY
MANAGEMENT
MARKETING

Three kinds of profit
• Institutional
  — Company brochure on-line
  — Contact data and basic information
• Product-specific
  — Marketing, selling and supporting
• Intranet and extranet
  — Corporate communications

Institutional advantages
• Establish a presence in cyberspace
• Reach beyond local markets
• Publish your email address
• Provide an electronic business card

Product advantages
• Reach more people with a sales pitch
• Spend more time with each prospect
• Facilitate “self-selling”
• Eliminate out-of-date print
• Take orders

Intranet advantages
• Eliminate out-of-date print
• Tie the company together digitally
• Bring suppliers and customers into the electronic office
• Reduce customer service costs
• Improve communications
Managing your site

- How often to update?
- Response mechanisms and protocol
  - Answer the email, book the orders
- Tracking Strategies and Technologies
  - Web server log analysis

The Web Log

ip24.umich.edu --
"GET /index.html HTTP/1.0"
200 7114

The Web Log
- Host IP address (maybe not resolved)
- Username
- Start date and time of transaction
- Request and Filename sent
- Size of file sent
- Type of browser
- Referring URL
- http status code

WEB EXAMPLE:
Electric-Pages statistics program
www.electric-pages.com/jan96.htm

Division of labor

- What You Can Do Yourself versus What You Shouldn’t Even Try.
- New service businesses
  - Web developers
  - Web programmers
  - Web publicity firms

IN-HOUSE
- Web strategy
- Design management
- Integration with your business
IN-HOUSE or CONTRACT
- Copy, art and multimedia creation
- Programming
- Production
  - Keyboarding, scanning, database work
- Web hosting
- Updating

How much should it cost?
- Desktop publishing skills, desktop publishing prices
- Programming
- Production work
- Publicity

WEB SITE STRATEGY
MANAGEMENT
MARKETING

Marketing your site
- Spamming
- Networking
- Advertising
  - New and old media
- Traditional vs. on-Line publicity
  - Keywords, search engines, “Best of” lists
  - Related web sites, newgroups

Internet Marketing
In the Information Age, the dearest commodity is the attention of an audience.

WEB EXAMPLE:
Eli Lilly institutional site
www.lilly.com/Tobias.html
The Web Environment
- 150+ million pages
- 680,000+ commercial web domains
- 30 to 50 million prospects
- Young, Affluent, Urban
- Media Rich, Time Poor
- Usually non-literary

Web Advertising
- Perfectly measurable
  - Web log, statistical analysis
  - Real time data
- Perfectly zappable
  - Web advertising is a destination, not an intrusion.
  - Ads require email support.
  - Marketers must tempt the click.

Tempting the Click
- Web-smart information about your product or service
- A compelling product-related entertainment environment
- Cash

Information
- Well-organized
  - Structure, structure, structure
- Stingy with the clicks
  - Information at-a-glance
- Simple, fast multimedia
  - Get in, get the data, get out
- Self-selling

WEB EXAMPLE:
Pathfinder magazine site
www.pathfinder.com

WEB EXAMPLE:
Honda car marketing site
www.honda.com
WEB EXAMPLE:

Internet Underground Music
Archive music sampling site
www.iuma.com

Entertainment
• Web-smart entertainment
  — Compelling ideas
  — User participation
• Multimedia features
  — Sound, animation, video
• Should be product-related
  — Brand building, order taking

WEB EXAMPLE:

Bristol Myers Squibb
womens’ products
www.womenslink.com

WEB EXAMPLE:

Cash Incentives
• Save by ordering on-line
  — Money, Time, Aggravation
• Win prizes for demographic data
  — Join the mailing list, get a T-shirt.
• Get cash for reading the adverts
  — Money for attention.

WEB EXAMPLE:

Ragu pasta sauce
www.eat.com

WEB EXAMPLE:

Stolichnaya Vodka
www.stoli.com
WEB EXAMPLE:

Freeride ad-supported ISP
www.freeride.com

Internet Marketing
- Web-smart information about your product or service
- A compelling product-related entertainment environment
- Cash

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