

Marketing in Cyberspace

Team 23
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Marketing in Cyberspace

- Definition
- Differences and Similarities
- Mechanism for Reaching Potential Customers
- Advertising on the Internet
- Net Culture and Etiquette

Critical Issue

What is “Marketing” ?

More Critical Issue

What is “Marketing in
Cyberspace” ?

Definition

- “Marketing in Cyberspace” is
“A system for selling products and services to target audiences who use the Internet and commercial online services - by utilizing online tools and services in a strategic manner consistent with the company’s overall marketing program” (Janal 1995).
- Sometimes Referred to as
“Online Marketing”

Why go online?

- Competition
- Precision
- Lower Transaction Costs
- No “Middle Man”
- Speed
- Interaction
- Software Distributors

Differences and Similarities

- “Online Marketing”
A New Branch on the Old Tree
- Interactivity
- Different Media Used
- Information - not Persuasion

Differences and Similarities

- Multimedia Capabilities
- Delivery Mechanism
- Big or Small? - Sizes really don't matter

Mechanism

Two Things Needed

- Access to the Internet
- Marketing Tools on the Internet

Access to the Internet

- Direct Access Provider
 - Batteries not Included !!
 - “Generic” Software is Used
- Commercial Service Provider
 - Just “Plug-n-Play” !!
 - All “Branded” Software Provided

Marketing Tools

- World Wide Web - WWW
 - Virtual Storefronts
 - Billboards
 - Personal Web Pages
- Gopher
- FTP

Marketing Tools

- Newsgroups - Forums
- E-mail
- Minors
 - Signature Files (.sig)
 - Plan Files (.plan)
 - Yellow Pages

Examples

- Cool WWW Sites

- www.gw2k.com
- www.intel.com
- www.nintendo.com

- Gopher Sites

- OSU Gopher Services
- <gopher://gopher.micro.umn.edu/>

Examples

- FTP Sites

- [ftp.microsoft.com](ftp://ftp.microsoft.com)
- [ftp.netscape.com](ftp://ftp.netscape.com)

- Newsgroups

Advertising on the Internet

- Viewed as “Intrusive”
- Only “Solicited” Ones is Desirable
- Old Rules Don’t Work Here
- Costs are on Recipients
- Giving Something Back - Don’t just Taking Something Out !!

Net Culture and Etiquette

- No One “owns” the Internet
- No Law is Applicable or Enforceable
- Why Do We Need “Netiquette”?
- Violating It at Your Own Risk !!

Do's

- Put your Ads on the “Right” Places
- Give Away Relevant Information on WWW, FTP, or Gopher
- Include URL and E-mail Address on Publication
- Modest Product Announcement on Newsgroup or Forums

Don'ts

- Send Unsolicited E-mail
- Bulk E-mailing or IYF Ads
- “Spamming”
- Conduct Market Research without Notification to Respondents
- Advertise on a Newsgroup without Permission

Don'ts

- Advertise without Enough Staff to Respond
- Disregard Security
- Take a “one-shot hit” on Online Marketing
- Announce an “Under Construction” Web Site to Public
- Rely Solely on Graphical Links

Please Don'ts

- Interrupt normal operation or traffic
- Harassment
- Intentional Damages to Hardware or Software
- Spreading Viruses
- Hacking

Please Don'ts

- Industrial Espionage
- Committing Unlawful Activities
- Disseminating Obscene materials
- Copyright or Trademark Infringement

Conclusions

- Think Again before Going Online
- Online Marketing Couldn't Work Alone
- Interactivity is What We Got After All
- Information - not Persuasion

Conclusions

- Use the Right Tools in the Right Places
- Only Solicited Information is Desirable
- Giving Something Back to Internet
- Keep “Netiquette” in Mind