INTERNET MARKETING
PROCESS STRATEGIES AND METHODS

SUBMITTED TO: Dr. JERRY GAO

CMPE296U

SURVEY REPORT

By

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1. ABSTRACT

Marketing a web site is critical to the success of E-commerce endeavor. Marketing leads to visits, visits lead to sales, sales lead to repeat sales. The most successful e-commerce companies play a major emphasis on marketing their site. These sites take advantage of not only in traditional media such as magazines, newspapers and TV commercials, but also electronic media, such as banner ads, search engines, and email distribution list.

Companies are spending more and more resources on internet marketing. On the whole process of internet marketing, promotion is a important stages, because you can build a web, but visitor may not come, they must know where to find you and why to look. So how to attract and keep customers become a key in the internet marketing. In this report, I focus on internet marketing promotion process, strategies and methods, and some compare are made. A number of companies have developed productions and solution for promotion internet marketing, four cases are studied here.
2. INTRODUCTION

The web site is not a field of dream. Now matter how successful a web site is, it must attract people to it. It does no good to have the best site on the web if no one know how and why to find. One of the most important parts of successful marketing on the internet is achieving exposure amid overwhelming amounts of information. To get maximum effect from online marketing, different strategies can be used, promotion your site on your site, promotion your site on the web, advertising on other sites, promotion your site elsewhere on the internet. When using these strategies, there are many methods. Search engines, what’s new announcement, News group announcement, mailing list announcement, hot site/cool link submissions, links, banner ad exchanges, email promotion and off-line promotion activities, all these methods can make internet presence. Some information-tools can be combined with the different methods, signature files, blurbs, reports, newsletters press releases and FAQ can be used when sending email message or what’s new announcement.

Be sure to place your web address on the letterhead, mailers, flyers, business cards, and other promotion items. Also, TV, radio, and newspaper supplement web presence let the world know you. All these can promotion the web site and make internet presence.
3. INTERNET MARKETING PROCESS

there are four basic stages for internet marketing promotion, research, plan, execute, and evaluate.

3.1 promotional research
First of all, research is the first step to make internet marketing successful. look at the online presence of your customers, competitors, and suppliers, made a first estimate of which methods might make sense. Check out the online services such as AOL, evaluate how companies advertise and how they place their ad, ask some questions such as are they catching users when they first sigh on with a special offer? What types of ads appear on the news page? Then analyze sites that appear on the cool links or hot sites, determine which ads have the greatest pull. All these research can educate yourself about the variety of web sites, develop a sense for you find appealing.

3.2 Writing plan

Once a research has give you a lot of sense and information, the next step is evaluate your situation and make a plan. The plan should include goals and objectives, target audience, implementation methods, budgets for time and dollars, required personal, and schedule of activities. A written plan can communicate the objectives clearly to others, delegate responsibility for implementation and monitoring, and outline the results of different promotional methods. If there is a need, can plan to use web marketing services. The web has spawned an industry of online promotion consultants, online agencies and specialized web marketing services, they can submit your site to multiple directories, search engines, and lists on a regular basis. Place your ads, coordinate web and other internet
announcement with ad campaign, and plan and implement long-term strategic web marketing. The large online advertising agencies include:

- AdSmart  http://www.adsmart.net
- Ad-Up   http://www.ad-up.com
- Think new ideas  http://www.thinkinc.com
- DoubleClick  http://www.doubleclick.net

3.3 Execute plan

After the plan have been made, execute the plan step by step, and track all the details of the promotion plan. Be sure when launching a web site, announce special “opening day” or “inaugural week” site offer, through other internet venues or off-line, the will help drive web to traffic. If elect to use a web marketing provider, ask for references from other clients. Evaluate these clients’ sites and contact the company to see if they are satisfied.

3.4 Evaluating result

Track the result of off-line and on-line advertising and promotional activities, then determine which ads have the greatest pull, track the result to see whether traffic builds and drops off, whether it increases steadily, or whether there is no difference, correlate web promotional activities with the traffic statistics, see whether sites carrying your ads can report click-through rates and impressions. From the evaluating result, you can get which links and ads are most successful. You can decide use the most effective methods and strategies within your budget.
4. INTERNET MARKETING PROMOTION STRATEGIES

There are several strategies to promotion internet marketing, five of them are studied here.

4.1 Promoting your site on your site

Promoting your site on your site means to use your web site itself as a promotional tool. It can encourage people to remain on your site for a longer period of time, thus allowing you to reinforce your company name and increase perceived value. In addition, it can encourage repeat visits, gradually building a relationship with self-qualified prospects and prepare them to buy from you. Making each visit a new experience. adding elements to the web site that compel audience to visit the web site frequently. Provide information that continues to attract them. Examples include provide customers with product update, tips and tricks, new promotion, onsite games and other components that make shopping at their site interesting. registration on site, internal call to action, what’s new announcement and chat lines and events are good methods to promote on your site.

4.2 promoting your site on the web

on-the-web promotion is another way let customer find you and look you. Thinking of all the sites that interest the audience, where do your customer go when they surf the Web? Negotiate a cross link with their owner. Links on other Web site will have benefit to both all. Some companies offer a percentage of the sale if the customer purchase a products from the via link. Amazon. com offer web site 15% of a book sale when a customer purchase a book via a link to Amazon.com. what’ new listing is a free announcement sites, such as http:// dir.yahoo.com/new, http://www.netpost.comare, they
are excellent place to pick up new “eyeballs”, which can remain up for about a week, announce a new site, a new page, or simply new content. What’s new pages publish all the announcements they receive. Hot sites and Cool links, links to other side and online sponsorships all can be used to promoting your site on the web.

4.3 Advertising on the other sites

on-line advertising is equivalent of every form of advertising and promotion that exits off-line: classifieds, display ads, event sponsorships, product placement in movies, and logos. There are paid advertising and free banner ads, which are generally handle through an exchange services. Ads are really hyperlinks dressed up with graphics and other media to draw attention to the advertiser’s message. Online classified ads can be placed in several sites, some sites allow classified ads for free on for a minimal fee. Yahoo has a classified section to place items who want to sell for free. Most local newspaper and magazines are online, classified ads on these sites at a minimal cost. For example, the Baltimore Sun allows customers to place ads at $1 per week, much cheap than newspaper ads that cost up to $80 per ad. Banner ad exchange is a good way to advertising.

4.4 promoting your site elsewhere on the internet

Although establishing a web site gets the most commercial attention, there are many other ways to take advantage of the internet for marketing purposes: email, newsgroups, mailing lists, and classified ads, these are less-risky, less-expensive alternatives. Use these tools can promote recognition and repeat visit for the web site. Newsgroups and
mailing lists offer a unique opportunity to reach a high targeted, computer-savvy audience with information about your web site.

4.5 Promoting your site off-line

Tradition media such as television commercials, newspaper and their classified ads, magazines, business cards, customer mailing, letter heads, Yellow pages ads and other media can publicize business and attract people go to Web site, put URL on these traditional media. Take advantage of all existing off-line promotional methods to tell people about your web site, and describe the benefits of visiting your site. Attending conference, running workshops are also good opportunity to publicize web site.

Compare of strategies:

<table>
<thead>
<tr>
<th>Name</th>
<th>Performance</th>
<th>Cost</th>
<th>Effective</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion your site on your site</td>
<td>Good</td>
<td>Low</td>
<td>Good</td>
<td>Less</td>
</tr>
<tr>
<td>Promotion your site on the web</td>
<td>Good</td>
<td>Middle</td>
<td>Good</td>
<td>More</td>
</tr>
<tr>
<td>Advertising on other site</td>
<td>Good</td>
<td>High</td>
<td>Good</td>
<td>More</td>
</tr>
<tr>
<td>Promotion elsewhere on the internet</td>
<td>Middle</td>
<td>Low</td>
<td>Middle</td>
<td>More</td>
</tr>
<tr>
<td>Promotion your site off-line</td>
<td>Good</td>
<td>High</td>
<td>Good</td>
<td>More</td>
</tr>
</tbody>
</table>

Table1. Compare of strategies
5 INTERNET MARKETING METHODS

5.1 Search Engines and Directories:

Search engines and directories both extremely cost-effective, prove most popular as marketing opportunities. They catalog and list the web site information so that when someone using the internet searches for information pertaining to products or services that you sell, your potential customers locates your site. Search engines and directories function as listings of your site’s theme and content, similar in function to a phone directory advertisement.

As soon as the web site is up and running, it’s content should list with several of the major search engines and directories or with those that are special to that industry. Some of the major search engines include Yahoo!, Lycos, and Excite. Industry-specific sites list business provide with an opportunity to make information public.

Search engines create their listing with minimal human intervention. They crawl across the Web to gather information from existing Web pages. Page title, body copy, and other elements each play a role in the resulting collection of data. The captured results display in a logic structure so the potential visitor can view each item on the list. A popular search engine that use this technology is HotBot (www.hotbot.com). Search engines follow rules that describe relevant according to the location of the words and their frequency. Search engines check to see if the key words appear near the top of a Web page, such as in the headline, subtitle or in the first few paragraphs on the text. Web page with key words appear in the title are considered more relevant than others to selected topic. In addition, search engines analyze how often keywords appear in the relation to other words in the Web page. Those with a higher frequency are often deemed
more relevant than other pages. Every search engine available on the internet supports both location and frequency method for listing and ranking. Some sites have added other criteria in order to rank page.

Directories have a form containing keywords that describe the Web site, when a user enter a keywords for a search, a directory list those sites whose author have submitted that keyword as part of the search criteria. Yahoo uses directory as a method for categorizing information on their site The process between the search engines and directory are different. Search engines technology reflects the change following the next search request, but for directory, editing Web pages does not update site listing. Some big search engine and directories are list below.

<table>
<thead>
<tr>
<th>Name</th>
<th>URL</th>
<th>Notes</th>
<th>Time to appearance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alta Vista</td>
<td><a href="http://www.altavista.com/ad">http://www.altavista.com/ad</a></td>
<td></td>
<td>1 day- 2 weeks</td>
</tr>
<tr>
<td>HotBot</td>
<td><a href="Http://www.hotbot.com/addurl.asp">Http://www.hotbot.com/addurl.asp</a></td>
<td></td>
<td>2 days- 2weeks</td>
</tr>
<tr>
<td>InfoSeek</td>
<td><a href="http://www.infoseek.com">http://www.infoseek.com</a></td>
<td>Commercial emphasis</td>
<td>2 hours- 2weeks</td>
</tr>
<tr>
<td>Lycos</td>
<td><a href="http://www.lycos.com/addasite.html">http://www.lycos.com/addasite.html</a></td>
<td>Can find picture, accurate keyword</td>
<td>1- 4 weeks</td>
</tr>
</tbody>
</table>

Table 2. Some major search engines
### Table 3. Some major directories

<table>
<thead>
<tr>
<th>Name</th>
<th>URL</th>
<th>Notes</th>
<th>Time to appearance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo!</td>
<td><a href="http://add.yahoo.com/fast/add">http://add.yahoo.com/fast/add</a></td>
<td>Hybrid; hierarchy With search engine</td>
<td>6 - 8 weeks</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td><a href="http://www.att.com/directory/website.html">http://www.att.com/directory/website.html</a></td>
<td>White page</td>
<td>Instant</td>
</tr>
<tr>
<td>Galaxy</td>
<td><a href="http://galaxy.einet.net">http://galaxy.einet.net</a></td>
<td>Search by subject</td>
<td>Within 30 days</td>
</tr>
<tr>
<td>Open Source</td>
<td><a href="http://www.dmoz.org/addasite.html">http://www.dmoz.org/addasite.html</a></td>
<td>Reviewed for inclusion</td>
<td></td>
</tr>
</tbody>
</table>

5.2 What’s new announcement

What’s new announcement directs repeat visitors immediately to new content on your site. Every time you change your site, repeat the announcement and publicity. Let repeat viewers easy to find new information quickly, a What’s New icon on the menu is one of the most effective ways to do this, these changes are good excuse for a press release, sending notification to news groups and mailing list.

5.3 Registration on site.

Registration is the most important call to action in terms of self-promotion. On-site registration invites you to provide targeted email to your viewer, you can notify them of
change to your web site, then encouraging a repeat visit. Use registration can collect some brief information about user. With registration, you can offer something in exchange such as a free email report, a small sample of product, a print-out discount coupon for use online or offline, or automatic notification when your site is updated.

5.4 Internal calls to action

Clever internal calls to action can be camouflaged as a poll or teaser, it looks like banner ads. Using internal calls can move a visitor through or back to your site. There are several kinds of internal calls as bookmark this site/page, make this site your browser home page, see what’s new, sign up for email reminder services or newsletter, and return for a scheduled special event.

5.5 Chat lines, forums/boards, and events

Consider scheduling a moderated live chat with a professional or well-known figure, or offering opportunities for viewers to consult with business experts through a forums or message board, another one is host a special event as simple as a chat, these all can drawing the right visitor.

5.6 Hot sites and Cool links

Hot site and cool links are discretionary. The compiler of these links use their own intensely personal criteria to sift through sites, just as film critics and restaurant reviewers do. Cool links lists range from a site of day maintained by an individual, to rankings from USA today and Yahoo. Appearing on these lists can result in thousands of additional hits.
Create a list with unique, topical twist and accept nominations or allow viewers to vote, it’s another way to generate repeat visit.

5.7 Links with other sites

Links can be reciprocal exchange with other site, one-way outbound, or one-way inbound. Reciprocal linking with other sites is one of the most effective and least expensive way to attain greater visibility for your own, but make sure to visit the other sites to confirm that it attracts the same people you want to attract. Generally, a links from other sites’ home page is preferable to one from a page further down. Outbound links to complementary, informative sites add value to your user. Linking with your suppliers, reps, business customers, and subsidiaries expend your virtual presence because the link title can be topical, usually a key word rather than the destination name. Inbound links is a matter of good research. It identify places where your target audience is likely to be found online and encourage them to link to you from those sites. These sites includes News group announcement sites and professional, business and trade association to which you, your company or your target audience belong.

5.8 Online sponsorships

Sponsoring generally carries a lower price tag, a smaller links to your site, and lower placement on a page than a full advertisement. Be sure the sites you sponsor are related to your field of business and that they draw your target audience.
5.9 Advertising Banners

Banner ads are one of the most blatant methods of marketing goods and services over the internet. Research suggests that online banner advertisements perform as effectively as television advertisements in the ability to increase consumer awareness of brands. Banner ads display on a Web page when a potential customer access the site, a small advertising banner screaming “click Me”, clinking the banner links visitors to a new e-commerce site. Banner ads can be placed on any site that can attract the most customers, for example, a car insurance can place a n ad banner on www.automall.com. When customers buy a car they also immediately purchase automobile insurance. Banner ads can be placed anywhere on a page, but the top ads delivers higher click through than the same ads placed the bottom of the page. Banner ads is a great way to market products and service.

5.10 News Groups

There are thousands of special interest newsgroups on the internet. Newsgroup topic range from technology forums to gourmet food to aliens attacking the planet. These newsgroups are non-commercial, Do not directly advertise on newsgroups, but concentrate on finding way to add value to the discussion and create interest among the participants, post information that is informative to a group include a signature file listing the uniform resource location(URL), newsgroups participants are a great value to potential customers.
5.11 Registered User and Sending E-mail Message

Once a Web site has been well-designed, it should have a list of visitors and customers who provided their email addresses to request notification of future development and special offers, this list of names is a valuable resource and should be treated accordingly. Sending email message to announce sales on products, new products and information about selected products are much more effective than scatter-shooting, if the customer receives email that is interest or somehow adds value, then this Web have created a positive value, on the other hand, if the email message are too frequent or impart little value, the Web site created a negative experience. At best, the message is deleted, at worst, the potential customer feel irritated and denigrates the products and services. Also, don’t send incessant email message whether requested or not, to avoid sending email to people who are not interested, ask them on if they want to receive email. Respect the privacy of the visitors. When advertising via email message, consider the above guidelines. Follow up the sale of a products or service with a email, asking some their shopping experience, use any resulting information to improve the Web site. Remember that customer service is even more critical on the internet, because the Web competitors is just a “click away”.

5.12 Message Boards:

Special interesting boards often sever as listing areas for product or service providers. They tend to address interest groups such as pet lovers, cooks, etc. to locate these boards, search on any of the main search engines for keywords related to products or services. In
addition message boards, special interest mall is also a good method, these malls result from a collaborative efforts among multiple vendors targeting the same interest groups.

5.13 Discussion Lists
Subscribe and post to discussion lists to exchange information about various subjects. Instead of sending email throughout the day, hosts of these lists compile the email in digest form and email them infrequently, these discussion lists represents a compelling medium for marketing to potential customers.

5.14 Tradition Media
Tradition media such as television commercials, newspaper and their classified ads, magazines, business cards, customer mailing, letter heads, Yellow pages ads and other media can publicize business and attract people go to Web site, put URL on these traditional media. Online marketing is also become a more viable method of advertising, making people comfortable purchase products online, if the first time a transaction is completed successfully, the next one is easier.
### Compare of methods:

<table>
<thead>
<tr>
<th>Method</th>
<th>Performance</th>
<th>Cost</th>
<th>Effective</th>
<th>Simple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engine &amp; directory</td>
<td>Good</td>
<td>Low</td>
<td>Best</td>
<td>Middle</td>
</tr>
<tr>
<td>News Group announcement</td>
<td>Middle</td>
<td>Low</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>What’s New announcement</td>
<td>Good</td>
<td>Low</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Hot Site/Cool links</td>
<td>Middle</td>
<td>Low</td>
<td>Good</td>
<td>Middle</td>
</tr>
<tr>
<td>Links(reciprocal, In-or outbound)</td>
<td>Good</td>
<td>Middle</td>
<td>Good</td>
<td>Middle</td>
</tr>
<tr>
<td>Banner Ad exchange</td>
<td>Good</td>
<td>Middle</td>
<td>Middle</td>
<td>Good</td>
</tr>
<tr>
<td>Paid advertisement</td>
<td>Good</td>
<td>High</td>
<td>Good</td>
<td>Middle</td>
</tr>
<tr>
<td>Email Promotion</td>
<td>Good</td>
<td>Low</td>
<td>Middle</td>
<td>Good</td>
</tr>
<tr>
<td>Off-line promotion</td>
<td>Good</td>
<td>High</td>
<td>Good</td>
<td>Middle</td>
</tr>
</tbody>
</table>

Table 4. Compare of methods:
6. INTERNET MARKETING INFORMATION-TOOLS

There are many marketing info-tools, they can be used in different methods. Here six of them are discuss: signature file, blurbs, report, newsletters, press release and lists of frequently questions (FAQ).

6.1 Signature Files

Signature file just like a business card, it usually include all critical information about how to reach you, such as toll-free number, web site URL, and it incorporates a brief marketing phase that positions your business. It usually three to six line and text-only. Signature file is not considered advertising, so it can be appended to the end of every email message, blurb, report or other posting in the internet.

William HE
Hello’s Gourmet Popcorn
Specializing in Naturally Grown popcorn
4567 First Street, Waterflow, TX 50987
T: 800-555-POPS F:312-555-7865 Email:WilliamHe@pop-popcorn.com
Discover our latest flavors at http://www.pop-popcorn.com

Figure1. Example of signature file
6.2 Blurbs

Blurbs are short electronic message about your business, products, services or a related topic. The text can be lifted from an existing news release, newsletter, brochure or created from scratch. It should tell people how to contact you to put order or get more information. Blurb is a kind of electronic word-to-mouth, it can be distribution online.

There are some basic principle need to follow:

* Use first person (I, we) or second (you), not the third.
  
• Use positive phrasing, such as “buy now” instead of “don’t hesitate to buy”.
  
• Use short, commonly used words.
  
• Use active verbs, try to avoid forms of to be.
  
• Use numbers and details, such as “mint green and mango,” instead of “many colors”
  
• Spark text with vivid words.
  
• View it both on screen and in print to ensure there are no problem.

Hello popcorn, a low fat alternative to other munchies, is great for your entire family. With only 5% of calories from fat and almost no cholesterol, popcorn is a healthy way to snack without guilt. Our new flavors, like cheddar, sun-dried tomato, tease the taste buds with grown-up flavor. Hello’s gourmet popcorn places good health and good taste at the top of our priorities.

Just hit REPLY for free sample, type only your name and address in the message field.

Figure 2. Sample of blurbs
6.3 Report

Reports are information-intensive files for the interested reader. It longer than blurbs, but
don’t contain much more content than a signature file. These reports can be upload and
strategically placed on areas of internet that attract the target audience. They might be
short feature stories that could appear in a trade journal, or questionnaires with a free gift
for completion, or industry-related crossword puzzles. They may appear in the place
that restrict advertising, so keep the content factor high. Be sure to append signature file.

6.4 Newsletter

Electronic newsletter just like print counterparts, may appear either regularly or
irregularly, but change their content. Don’t oversell product or services in a newsletter,
but let reader know subtly what you have available, include the signature file. If the
report and newsletter are unique, add a copyright notice at the bottom, indicating whether
others need permission to redistribute the newsletter or can do so as long as you are
credited.
Example of newsletter.

Subject: Government bidding-Bidcast Briefing newsletter

BIDCAST BRIEFING

******************************************************************************

News on Government and Business-to-Business Contracting

******************************************************************************

March 1998. Vol 1 No. 1 news and resources for contractors and small business.

Because you are a active government bidder, Bidcast is sending you two months of our free Bidcast Briefing Newsletter.

To permanently subscribe our free newsletter, please send mail to: Newsletter-request@bidcast.com.

To get your free trial month, visit:http://www.bidcast.com.

Figure 3. Example of newsletter

6.5 FAQs

Files of answer to frequently asked questions (FAQs) can be extremely useful with internet news groups and some mailing lists. FAQs usually contain little about company except “Provided by” and the signature file. Users often read FAQ files to become
familiar with news groups, so FAQs should be created that provide valuable information about your industry or innovative way to use your products.

6.6 Press Release
One of the most-used forms of self-promotion, the press release is as effective online as off. What is unique about your web site? develop a compelling reason to visit your site, creating everything from product announcement to news about change in your web, to notices of promotions or awards. Release can be send to the trade magazines, local newspapers, and online magazines, some internet sites allow submit stories that might be interest to their readers.
7. CASE STUDY

7.1 AdSmart Network

The Adsmart Network provides both media sales and centralized ad management services to help manage Web advertising business.

Products:

- Focus on recruiting the best brand name Web sites in seven key divisions most commonly sought-after by advertisers (sports, business/finance, technology, travel, women, automotive, and NetFuerza, our Hispanic division)

- Developed TAGs (Targeted Audience Groups) to match the way advertisers buy media. The TAGs include: Small Office/Home Office, Young Professionals Moms, Prospective Auto Buyers, Affluent Consumers, Investor Information, Seniors, Children, College, Health/Fitness, Men, Music Enthusiasts, Entertainment, Early Adapters, Photo Interest, Adventure Sports Enthusiasts, Home Owners/Home Buyers, Seasonal Events, Travel Interest, Teen, and E-commerce.

- Site-Specific Representation: Adsmart specializes in site-specific representation. Adsmart works with advertisers to develop unique customized beyond-the-banner sponsorship advertising that help advertisers build brand awareness and qualified site traffic. As a result, these sponsorship campaigns build strong, long-term relationships between the site and advertiser.
• Expert Ad Management: the comprehensive ad management services eliminate the logistical burden - and the headaches - of running an advertising campaign. They manage all the back end work: tracking inventory, serving and managing the ad campaigns, reporting on campaign results, and billing advertisers.

• Consultative Services: Adsmart Consulting provide a complimentary service to sites within the Network to help maximize page impressions and improve commercial viability. These Adsmart executives work one-on-one with the site to offer personalized strategic counseling on Web site development and appearance.

Solution:
Adsmart offers Web publishers a full circle online ad service solution. Ad management software automates online advertising management for Web sites by scheduling and targeting ads, automatically rotating inventory, and generating up-to-the-minute, customized reports. Following are capabilities of the major components of Adsmart's Full Circle Ad Serving Solution.

• Geotargeting: Adsmart utilizes its direct access to Geotargeting IP lookup database of U.S. addresses via city, state, zip, and area code. What is the methodology used? The current methodology matches the user's IP address with a
databases that matches IP addresses with U.S. cities, states, zip codes, and area codes. The process is quite simple:

1. A user visits an Adsmart Network Web site.
2. The targeting technology recognizes the geographic location of the user's IP address;
3. Ad serving software matches the geographic area of the user with the appropriate locally targeted ad.

What does this mean for Advertisers? Geotargeting allow the Advertiser to target their message to consumers based on where they live or how they access the Web. By targeting based on location, an advertiser can distinguish residents from tourists and segment messages for the audience accordingly. Targeting by geography and site category enables advertisers to reach a local audience with interests specifically attuned to their particular product or service. Geographic targeting offers the versatility to target by city, state or region. Other targeting options include content, domain, browser type, operating system and platform.

- Campaign Scheduling and Approvals: With a few simple clicks, Adsmart Traffic profession can build a complete ad campaign - insertion order, flight, target groups and creative. Complete campaign status is available online: real-time status by campaign including reservation status, creative status, billing information, impression delivery and campaign results. Adsmart assigns a single point of contact to initiate campaigns, coordinate campaign modifications (such as creative changes and rotation) and perform custom analysis.
• Inventory Management: When a campaign is booked, Adsmart calculates available ad impressions by analyzing historical traffic that predicts how many impressions are likely to be available for the specified campaign based on the targeting criteria. All creative images are mapped in cache memory for optimum ad delivery and synchronized with the back-end database for inventory management and reporting purposes.

• Ad Delivery: When a user requests a Web page, their browser reads the Adsmart "tag" in the page and requests an advertisement. While the rest of the page is loading, Adsmart serves advertisement directly to the user. Ad rotation can be optimized to limit user frequency by creative and by campaign.

• Reporting: Advertisers and Web publishers can access via a web-based interface over 40 different standard reports including Performance, Creative Status, Site Inventory Projection, Content Area Traffic Summary and Publisher' Revenue Reports, to name a few. Regardless of targeting criteria established for the ad campaign, delivery data is available. For example, if a campaign's only targeting criteria are Macintosh users, a report will indicate the geographic breakdown of the Macintosh users who viewed the ad.

• Auditing: The Adsmart Network is independently audited and audit reports are available 15 days after the close of every month.
Strategies and Method:

They use advertising on the web, promotion on the web, promotion on the internet and other strategies, and search engine, links to other site, banner advertising and other method.

7.2 Doubleclick Network

DoubleClick's provide solutions to make advertising work on the Internet. They offer five key products to help advertisers grow and build their businesses online.

Solutions for Advertisers:

- The core of the DoubleClick Network is DoubleClick Select, a collection of premium sites represented exclusively and available for custom ad buys and sponsorships. The DoubleClick Network is a Network of Networks and is made up of six leading Networks of premium content in the following areas: Auto, Business, Entertainment, Technology, Travel, and Women/Health. User-defined sub-categories including sports, youth, and finance make it easy for advertisers to find and target their desired audiences. With programs such as mass reach, run-of-category, or site specific sponsorships, buys on the DoubleClick Network can be completely customized to meet the needs of every advertiser.

- Closing the Loop with DART for Advertisers: DoubleClick DART ad serving technology is the foundation for Closed Loop Marketing Solutions, a suite of products that help advertisers close the loop between advertising and sales.
• Local Advertising with DoubleClick Local: DoubleClick Local is the first Internet advertising solution for regional and local businesses. By leveraging the advanced geographic targeting and premium Network of domestic sites, regional businesses can now advertise on national name-brand sites, while targeting and reaching only their local markets.

• Global Advertising with DoubleClick International: DoubleClick has built the first global network of network.

they can provide advertisers the ability to run true global campaigns with one media buy.

• Online Sales with DoubleClick Shopping: DoubleClick Shopping provide a unique boutique-Shopping environment for online merchants, They offer two distinct solutions to capture dollars from this exploding market: Doubleclick Shopping and Services and Syndicated Stores. Through these offerings they provide their advertisers with reach, content, technology and syndication -the key ingredients for successful online sales.

• DoubleClick Boomerang: Boomerang "brings your customers back," by allowing you to re-target people who have previously visited your site. Your message can be delivered to these customers and interested prospects after they leave your site and when they appear on Web sites in the DoubleClick Network. You can re-market to frequent buyers, to new customers, or to people who visited your site but haven't responded or made a purchase. Re-marketing to your audience helps you retain customers, increase revenue, and close the loop between advertising and sales.
• DoubleClick AdServer: DoubleClick AdServer is the complete ad management software solution. AdServer provides the mission-critical architecture required to effectively run interactive marketing business, offer in best-of-class scalability and reliability in an open, extensible environment.

Software: adServer3.5 enterprise, adServer3.5 network, adServer4.0, strategic partners.

Strategies and method: promotion on the internet, promotion on the web, promotion on your site, search Engines, links with other site, Advisteier on the net. And others.

7.3 Ad-Up

Ad-Up offers site and banner design, as well as marketing consulting. For Advertiser Services, they have: Targeted Banner Advertising, Banner Design, Web Site Design, Email List, Marketing Consulting And Custom Campaigns services.

• Targeted Banner Advertising: Ad-Up can target banner ads to any affinity (interest group) on our network of sites, from a single site to all of them – or anywhere else on the web, including search engines. They can help customer select the web sites that will give them the response they are looking for, place the ads, and keep track of how the ads are doing once they are running. Even though the industry average click-through rate is 0.5%, Ad-Up designed ad targeted on Ad-Up's network guarantee at least a 3% click-through rate, and run ad for free until it does. How can they do that? They limit their banners to just one or two per site.
while integrating ad design with site content and position them only in high profile, optimum positions.

- **Banner Design**: they accept customer’s camera-ready artwork, design a great new banner ad. Ad-Up can create graphics and animated ads, and even video, Java and JavaScript banners.

- **Web Site Design**: Ad-Up can create a web site for customer. They build customized home on the Internet.

- **Email List**: there are mailing lists filled with people who are already interested in some product/service. This type of direct marketing is a great way to attract interested customers to site. Chances are good it will be easy to sell to these consumers, since they already have an interest in information about type of business. Their email services comply with all laws and include an address for recipients to remove their name if they choose. All lists are purged of remove requests, merged to remove duplicates, and verified as active before the first email goes out.

- **Marketing Consulting**: Ad-up offer consulting in finding the best way to capture market, position company to reach the customer base they want, and sell more through your website. Ad-Up can help companies from around the world enhance their sites, build traffic, and exceed their goals.
• Custom Campaigns: Ad-Up can design a full, customized campaign for customers beyond banner advertising. They can arrange for an integrated marketing package including sponsorships, interstitial ads, co-branding, search engine key word buys, and almost any other form of online advertising.

Ad-UP also have another Services: Ad Space Sales, Web Site Authoring / Improvement, Ad Targeting and Tracking, Ad Hosting and Accounting.

Strategies and method: promotion on the internet, promotion on the wed, promotion on your site, sponsorships, interstitial ads, co-branding, search engine key word buys, and almost other form of online advertising.

7.4 THINK INC

THINK INC is “The Marketing and Communications Company for The Information Age.” It provide full-service marketing and communication company.

Solutions:

• THINK's key strength is its ability to help clients utilize interactive media to meet and exceed their business and marketing goals. These solutions draw on THINK's broad range of capabilities and expertise in utilizing leading-edge technology that enables one-to-one marketing communications.

• THINK's integrated cross-media capabilities enable it to extend a client's brand effectively and consistently across all marketing and communication channels,
effectively leveraging marketing, technology and creativity to develop comprehensive, innovative solutions that help clients gain competitive advantage.

Products and Programs

- The THINK Technology Group develops open-standard applications that enhance enterprise-wide marketing and communications while interfacing seamlessly with traditional corporate technology environments. As part of an overall, integrated solution, THINK provides both recommendations for technology implementation as well as developing technologies to facilitate user-friendly communications needs, online relationship management or tracking and analysis to fit a specific client application.

- THINK's own in-house R&D team has created open-platform, next-generation applications that enable clients to effortlessly interact with constituencies and conduct one-to-one relationship marketing.

- THINK technology expertise includes custom interactive application development and deployment; E-Commerce and E-Catalog solutions; intranet and extranet development; consumer modeling and response technologies; automated e-mail relationship management; database development and systems integration; and hosting services.
• MOAT: MOAT is THINK's client authoring tool, MOAT (Multi-user, Object-oriented Authoring Tool), enables executives without technical experience to instantly add animated graphics and text to any part of a website, intranet or extranet. What traditionally has been a multi-step process is now fast and simple, enabling updating of content daily, hourly minute by minute. MOAT, a backend solution with seamless integration, utilizes extensible, cross-platform content modules in order to deliver dynamically generated websites. By using its “print to HTML” function, the database-driven site can be deployed as static HTML files for export to CD-ROM or as a portable off-line presentation.

• The core of the THINK methodology is the THINK Vision process, a comprehensive, phased program designed to help companies generate a cohesive Virtual Brand Strategy and implement a consistent value-added interactive experience for all internal and external users and channels.

• THINKVision introduces a unique vocabulary of new concepts and elements that need to be incorporated into a company's business process, including: Marketspace, Dynamic Transactional Environment, Virtualizing The Brand and E-dentity.

Strategies and method: Promotion on the web, promotion on the internet, and others.
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<tr>
<th>Name</th>
<th>Solution</th>
<th>Product</th>
<th>Strategies And Method</th>
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<tbody>
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Table 5. Compare of Companies
8. CONCLUSION

As we know, the internet can be used to varying degrees for an entire range of advertising, sale, and marketing activities that promise to extend a company’s relational with its prospects and customers. In this report, I studied a important stage of internet marketing—internet marketing promotion process, strategies and method, using these technologies effectively, you can get great number of hits, bring the target audiences to your site and ensure they get what they came for, and then the intent marketing will have the most successful solution.
9. REFERENCE:

1. Steffano Korper and Juanita Ellis, “The E-Commerce books: Building the E-Empire”


