Chapter- 5

E-MARKETING & E-ADVERTISING

1. Introduction of E-Marketing & E-Advertising
2. Needs of Advertisement on E-Marketing
3. Classification of E-Marketing in Global View
4. Effect of Advertisement on E-Marketing
5. Methods of E-Advertising
6. Merits and Demerits of E-Marketing & E-Advertising
E-MARKETING & E-ADVERTISING

1. Introduction Of E-marketing & E-advertising :

Marketing has many definitions. These are some:

* **Definition #1:** Marketing is the management process, which identifies, anticipates and supplies customer requirements efficiently and profitably.

* **Definition #2:** Marketing is concerned with meeting business objectives by providing customer satisfaction.

* **Definition #3:** Identification and satisfaction of customer needs profitably.

* **Definition #4:** A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Philip Kotler)

In plain and simple terms, marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products.

**E-Marketing :**

If you’re not going to pay much attention to E-Marketing, then don’t even start. Nothing turns people off faster than going to an out-of-date website, filling out an information request form or E-Mail and then hearing NOTHING back from the company. It is not only disrespectful of your customers, it doesn’t make sense.
If you are committed to having a strong website, then it has to include some benefit and reason for your customer to visit it. Users need something of immediate value and relevance to their situation such as useful information.

The true power of the Internet lies in its ability to capture information about visitors to instantly and automatically structure your offers to conform to their needs. Also it can be used to reduce costs and add value to the company’s offering.

Remember that for your E-Marketing strategy you’ll deal with two different groups:

- Customers or clients
- Users, people that had visited your site can be interested but hadn’t bought.

It’s important to know this difference to focus in one, both and know what to say to whom since their needs can be different.

E-Advertising:

With millions of users and thousands more coming online daily, conducting business on the internet is growing at an unprecedented rate.

On Internet, detailed information is available with enormous information on almost every issue. A 30 sec spot on radio or television is an expensive affair. Newspapers are also expensive and limit our message with size constraints.
Internet advertising is available at prospective customer's leisure on a global basis. Modern design and architecture tend to be bright, unconventional and ergonomic. People buy everything unusual, appealing and baffling imagination. However the advantages of dynamic electronic advertising with TV quality are so obvious that gradually more and more businessman woke up to the necessity of using electronic screens for the benefit of their companies.

Similar to new buildings, outdoor advertising changes the landscape of our cities makes their appearance electric. No doubt, the electronic advertising is more noticeable and intrusive than common billboards. But the electronic screens possess an important quality; they decorate towns. The advantages of E-Advertising are basically to increase sales and decrease costs through the use of electronically media, especially the web. Due to the global reach of the Internet, business organizations are able to send messages world wide, exploring new markets and opportunities. Through the Internet business now offer a wide range of choices and higher levels of customer information and details for individuals to search and compare.

Other advantages includes the up-to-date company material, current inventories, improved customer service, better customer communication, increased operating and trading flexibility.

2. Needs of Advertisement on E-Marketing:

With millions of users and thousands more coming online daily, conducting business on the internet is growing at an
unprecedented rate. On Internet, detailed information is available with enormous information on almost every issue. A 30 sec spot on radio or television is an expensive affair. Newspapers are also expensive and limit our message with size constraints. Internet advertising is available at prospective customer’s leisure on a global basis. Modern design and architecture tend to be bright, unconventional and ergonomic. People buy everything unusual, appealing and baffling imagination. However the advantages of dynamic electronic advertising with TV quality are so obvious that gradually more and more businessman woke up to the necessity of using electronic screens for the benefit of their companies. Similar to new buildings, outdoor Advertising changes the landscape of our cities makes their appearance electric. No doubt, the electronic advertising is more noticeable and intrusive than common billboards. But the electronic screens possess an important quality; they decorate towns. The advantages of E-advertising are basically to increase sales and decrease costs through the use of electronical media, especially the web. Due to the global reach of the Internet, business organizations are able to send messages world wide, exploring new markets and opportunities. Through the Internet business now offer a wide range of choices and higher levels of customer information and details for individuals to search and compare.

Other advantages includes the up-to-date company material, current inventories, improved customer service, better
customer communication, increased operating and trading flexibility. Six years ago it may have been easy to dismiss the Internet as a viable advertising media vehicle. Today, it is not as easy. As more people spend time online, the race for “eyeballs” will focus on the Internet.

The Internet not only becomes a viable medium for delivering advertising, it is an important one, and not one that should be ignored.

There are two factors that directly influence the emergence of the Internet as an advertising medium. The first is the continual increase in actual web sites. A recent study by Inktomi and NEC Research shows that there are currently over two billion websites and this number is sure to increase. An increase in websites ensures that there will be space available to showcase online advertisements.

The second factor that promotes the emergence and eventual prevalence of Internet advertising is the continual development of broadband technologies. “The market for streaming media is growing rapidly, accelerated by the rollout of broadband cable and DSL networks that dramatically improve the quality and speed of internet access.”

| Total US Broadband Users, 1999-2003 (in millions) |
|---------|----------|-----------|-----------|-----------|-----------|
|         | 1999     | 2000      | 2001      | 2002      | 2003      |
| Fiber   | 1.76     | 2.46      | 3.32      | 4.31      | 5.39      |
| DSL     | 0.54     | 1.84      | 4.08      | 6.62      | 10.95     |
| Cable   | 1.47     | 2.94      | 4.99      | 7.27      | 9.78      |
| Sat     | NM       | NM        | 0.02      | 0.04      | 0.25      |
| Wireless| 0.06     | 0.23      | 0.81      | 2.12      | 3.86      |
| Copper T1| 1.60    | 1.90      | 2.00      | 1.90      | 1.80      |
| Total   | 5.43     | 9.37      | 15.22     | 22.26     | 32.03     |

Source: eMarketer, 2000
Rather than focusing on the exact numerical data, the chart above is important because it illustrates the growth of the U.S. broadband user base. This growth trend is echoed by the Federal Communications Commission (FCC) whose recent report stated that, "high-speed internet connectivity in the US increased from 2.8 million in the second half of 1999 to 4.3 million in the first half of 2000 — a 57% rise. High-speed subscribers are now present in all 50 states as well as the District of Colombia and Puerto Rico."

Improved connectivity and improved quality translate to quicker download speeds and greater ease of navigation. At present, advertising on websites is limited in order to ensure quick downloads. This practice may become obsolete with the increase of bandwidth. Historically, online advertising has been directed toward a tech-savvy audience. However, in a recent report Yahoo states that 80% of its advertisers are consumer brands. Compare this to 85% technology ads in 1995 and it becomes clear that the web is becoming a more mainstream media.

Greater bandwidth and a growing online audience should propel businesses to lend more importance to the Internet as an advertising delivery vehicle. A consultant for the Exeter Group in Boston states that, "Firms must insist that their ad advertising become web-savvy in the new millennium"

In response to client demand, as of August 2000, 73% of advertisers said they’d increase online advertising over the next 12
months (E-Advertising Report 2000). This increase in advertising volume translates to a dramatic increase in spending which should in turn positively affect the overall quality of online advertisements.

The continual increase of spending for online advertising including banners, interstitials, sponsorships, and E-Mail promotions, has been closely monitored for quite some time. On Aug 8th of this year the Internet Advertising Bureau announced that the medium’s advertising revenues had reached $1.95 billion. This represents a 9.9% increase over 4th quarter 1999, and a 182% increase over 1st quarter 1999.

Though the actual figures differ, Active Media, E-Marketer and Jupiter Communications forecast large increases in advertising revenue over the next few years. According to Active Media, a market research firm, web advertising will earn $19 billion by the year 2001.

In the chart below, E-Marketer illustrates their own predictions for the growth of spending in U.S. web advertising.

<table>
<thead>
<tr>
<th>US Web Advertising, in Millions and as a % of Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year</strong></td>
</tr>
<tr>
<td>1997</td>
</tr>
<tr>
<td>1998</td>
</tr>
<tr>
<td>1999</td>
</tr>
<tr>
<td>2000</td>
</tr>
<tr>
<td>2001</td>
</tr>
<tr>
<td>2002</td>
</tr>
<tr>
<td>2003</td>
</tr>
<tr>
<td>2004</td>
</tr>
</tbody>
</table>

Source: eMarketer, 2000
Jupiter Communications predicts that by the year 2005 online ad revenues will hit $16.5 billion. This figure represents 8% of total U.S. ad spending for all mediums (eAdvertising Report 2000) and is sure to solidify the Internet as a viable, workable, and exciting new medium for the delivery of advertising.

3. Classification of E-Marketing in global view:

1. Harness Traffic-Boosters:

   On the fast-changing internet, common that used to work for boosting website traffic are not as effective as they used to be. But marketers have invented other methods. Following are several GUARANTEED ways to get masses of people flocking to your website. Sounds 2good2Btrue. But the companies offering these services guarantee the results they promise. I have not yet tested these... but when I do, I’ll post my results! In general, 3% of every 1000 visitors to your website will purchase from your site. Following are several Traffic-Boosting programs...

Traffic Zap brings INSTANT traffic to your website, for FREE or PAID.

* The FREE version ("Free Traffic Zap Exchange") lets you swap real visitors with 1000s of other webmasters to generate a continuous stream of targeted visitors to your website. You simply copy and paste one line of html code into your site, and the Traffic Zap Network will start marketing you immediately.
The PAID version ("Traffic Blast") lets you buy 1000 to 300,000 visitors to your website. Traffic Blasts normally finish within 1 to 7 days. As noted in the table below, the packages are created for any budget (check site for updated prices):

<table>
<thead>
<tr>
<th>Package</th>
<th>Starter</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Executive</th>
<th>Corporate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors</td>
<td>1,000</td>
<td>5,000</td>
<td>10,000</td>
<td>50,000</td>
<td>100,000</td>
<td>300,000</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$7.95</td>
<td>$34.95</td>
<td>$69.95</td>
<td>$249.95</td>
<td>$399.95</td>
<td>$899.95</td>
</tr>
<tr>
<td>Cost per Visitor</td>
<td>0.8 cents</td>
<td>0.7 cents</td>
<td>0.6 cents</td>
<td>0.5 cents</td>
<td>0.4 cents</td>
<td>0.3 cents</td>
</tr>
</tbody>
</table>

**TRAFFIC SWARM**

**Free Traffic with Viral Marketing.** Uses viral marketing techniques to drive traffic to your site. How it works: you modify the startup page of your browser. Next time you start your browser, you will automatically visit a member’s website. For every 2 browser startups your website will receive 1 visitor back. That is a 50% conversion rate. How many times a day do you start your browser, 1, 5, and 10? Now imagine...EVERY time you start your browser you will be directing new people to your site. And there's more.

Traffic Jam, by 2SUBMIT, Guarantees 10,000, 25,000, 50,000, 75,000 or 100,000 unique visitors to your web site per month, depending on the option you select. Potential customers will come from sites that have agreed to load your entire page in a separate window upon entry or exit of their site.
"The laziest way to instantly get 1000s of visitors to your site". "Discover how you can copy one of the most successful online ad campaigns ever, and generate an extra 10,000 to 1,000,000 visitors to YOUR site this month Guaranteed." To help you prepare for all this traffic, so you maximize results /profits, AdMinder offer a course / book "How To Sell Anything to Anyone".

2. Go Easy on the “Usual Stuff”:

The “Usual Stuff” (common methods, especially E-ADVERTISING, used to bring customers to your website), as prior noted, are waning in efficiency but still brings some results. “Usual Stuff” includes:

* Regular MANUAL site-submission
* Ezine /Newsletter Ads
* Banner Ads
* E-Mail Ads

Let’s view these in more detail:

* Regular MANUAL submitting of your site to search engines:
You can MANUALLY post (submit) your website with the Search Engines yourself! HAND-Submission is the best way to post your
site anyway, plus it’s FREE. Just go to each Search Engine you’d like to be listed with. Then find a hotlink (usually at the bottom of the homepage) that says something like: “Add an URL” or “Suggest a Site.” Click it and follow instructions. For best results, when you first list, submit your site once for 3 consecutive months (because many search engines discard much of their contents regularly. Example: Google discards 60% of its contents/websites each month).

Thereafter, submit your site every 2 or 3 months. Additionally, have links to other sites and vice versa. This will improve your permanence and ratings with the engines.

Of course you can pay to have your precious site hand-submitted each month to the top Search Engines. Following are 2 companies that GUARANTEE to get your site listed in the TOP search engines.

MIT: Hand submission each month for a year, to the top 20 engines, including YAHOO, the most widely visited site on the Internet: $79.95

SubmitExpress: offers the highest quality web site submission services for the lowest prices on the internet. “Before we submit your Website, one of our analysts will review your site and make sure that it is search engine friendly” Submits your site to thousands of search engines, directories and links pages, plus hand submission to the top 20 engines. $189.95 (monthly for a year); $69.95 (quarterly; 4 times). Discount for multiple URLs.
One of several **free** services by **SubmitExpress.com**.

Let's you submit your site's URL ("dot com" address) to 20+ different Search Engines, including **Google**. Doing this is a good start, and in addition **you STILL need the type of PAID-submission** (as offered by **SubmitExpress** or **2SUBMIT**, etc.) where you input your site's keywords.

4. **Effect of advertisement on E-Marketing**:
   
   **Advertising in Ezines / E-Mail Newsletters:**

   If you have a good offer, definitely consider advertising in an Ezine / E-Mail Newsletter. This is one of the most effective **forms of Internet advertisement**! Take out a text-based "space ad" on an existing E-mail Newsletter. These ads are usually 6-8 lines long, and allow you to include your offer, website address, and E-Mail address.

   **Several reasons these E-Mail Newsletters work so well:**

   * The audience is usually interested in the subject, and thus gets the newsletter in the first place.
   * The audience usually reads the newsletter.
   * The advertisement is usually at the top of the newsletter, and there is usually just one advertisement (yours).
   * You can use a handy hyperlink to get people to go right to your website with a click of the mouse.
   * Your ad is normally text-based in black and white, and doesn't SHOUT at you with color, flashing images and other cheap tricks.

(139)
* The E-mail method is more targeted to your audience, and avoids the shotgun big-numbers based approach.

Here are 3 of 1000s of good E-Mail Newsletters:

* **InfoBeat** (http://www.infobeat.com/) has several excellent targeted newsletters (sports, investing, technology, etc.). Start here if you are serious.

* **Tip World** (http://www.tipworld.com/) sends millions of E-Mail messages every day. Yours could be on them.

* **Wired Magazine** (http://www.wired.com/) has an online edition which accepts ads.

**Banner Ads** An ad graphic hyperlinked to the URL of the advertiser. “is a unique **FREE** service that gives you the power to design and download professional-quality, animated banner ads quickly and easily.”

![AdDesigner](image.png)

* **E-Mail Marketing**:

  Advertise your products / services through E-mails

  **Collect E-Mail Addresses** ...from clients, potential clients, contacts and associates to add to your database. You can communicate with them faster and for a lower cost, via E-Mail, than with any other mode of communications. Send information on a special offer or promotion, company announcements; keep in touch with an electronic newsletter, etc.
Purchase E-Mail-Mailing Lists? I have not tested such services so I am not necessarily recommending it; just informing you this option exists. Some companies providing this form of marketing let you target specific audiences.

3. **Have Meta Tags**

Meta Tags are used by many search engines to index websites. Without the use of a Meta title, description and keywords, your site quite possibly may not be found by some engines. Meta Tags help you control your site’s description in engines that support them. You should use Meta Tags, but keep in mind they are *not* a guarantee that your site will appear first. Adding Meta tag code is not a magic bullet that cures your site of dismal rankings. (Caution: do not use the same Keyword more than 7 times in your Meta Tag; most search engines won’t catalog words repeated 8 times or more.)

**SubmitExpress’s Free Meta Tag Generator** which actually creates your Meta Tag in moments after you fill in their handy form.

Free META Tag Builder (maybe the best) by ABS, which creates all three: your **Meta Tag**, **Description**, and **Keywords** html code all from one form you fill out.

4. **Make your website title enticing!**

The title of your website is a most important factor which determines if people come to your site or not. Websites often have poor, dull, boring titles. Many search engines list by "title" and in many cases the title is the only thing a searcher ever sees. The title /
name of your site have a tremendous effect on the number of visitors your site receives. When someone does a search on a search engine, your title is often the ONLY thing that determines if they will visit your site. To increase search engine traffic to your site, give your site name an enticing, stimulating title. Create titles that get attention and “pull” people to your site.

5. **Choose a title that accurately summarizes the content of a webpage:**

   You’ll frustrate your audience if you try to use the title as a “bait and switch” tactic to get them to read your pages. Meaningful titles save your readers time when they are included in hotlist or search result lists. Your pages will be scanned by programs to extract titles, addresses, link text, and other data for indexing purposes.

6. **Carefully pick your strategic Keywords and phrases:**

   How do you think people will search for your website? The words you imagine them typing into the search box are your strategic **keywords**. Each page in your website will have different strategic keywords that reflect the page’s content. Your strategic keywords should always be at least two or more words long. Usually, too many sites will be relevant for a single word, such as “stamps.” This “competition” means your odds of success are lower. Don’t waste your time fighting the odds. Pick phrases of two or more words, and you’ll have a better shot at success.
How to Choose Good Keywords for Your Website?

“Targeting the most searched-for keywords in your industry is critical. If you have successfully attained a top 10 ranking for “widgets” and your potential customers are typing in “sprockets”, your ranking efforts have been in vain. I suggest researching your keywords using a tool like WordTracker. WordTracker is a web-based tool for finding the most searched-for keywords in a particular industry.

“Enter a keyword, and WordTracker will give you the most popular keywords recently searched for in your industry. You’ll also know how many people actually search for those keywords each month, and how competitive the keywords are, etc.” (Jake Steingart, Search Engine Marketing Guru)

7. Put your Keywords in your webpage titles, etc.:

Make sure your strategic keywords appear in the crucial locations on your web pages. The page title is most important. Failure to put strategic keywords in the page title is the main reason why perfectly relevant web pages may be poorly ranked by search engines.

Search engines also like pages where keywords appear “high” on the page (as in a headline or sub head). This means, if possible, use your strategic keywords in your page headline, headings, and first paragraphs of your web page.
Tables can “push” your text further down the page, making keywords less relevant because they appear lower on the page. This is because tables break apart when search engines read them.

It’s worth taking the time to make your site more search engine friendly, because some simple changes may pay off with big results. Even if you don’t come up in the top ten for your strategic keywords, you may find an improvement for strategic keywords you aren’t anticipating. The addition of just one extra word can suddenly make a site appear more relevant, and it can be impossible to guess what that word will be.

8. Want a popular website? Then offer valuable freebees:

Include a RESOURCES section in your website where you give away something valuable to your visitors (audience): information, software, newsletters, graphics, clip art, videos, advice, tips, humour, contests, computer games, links, interactivity, forums, chat rooms...something more than an 800 number. Sites that offer freebees get noticed. People will flock to your site if you give away valuables.

9. Create separate “Mini-Sites” as extra doorways into your Main site:

People mainly go to the Internet for information. Many surfers are hesitant to click on a site they feel is just one big commercial. However, folks are very willing to view sites they feel match their interests. So the idea is to create highly informative,
non-promotional "mini-sites" that appeal to your target market. They don’t have to be extensive: a page or two will usually do. You can take an article or other material from your Resources section (see previous paragraph) and expand or turn it into a mini-site. And on each mini-site page, you can have a link (preferably a "banner") to your commercial pages.

You can submit a separate listing to the search engines for each “mini-site” you create. And because these are non-promotional content sites, you have more options available to you in the categories that you’re able to list under. You can use these mini-sites and their associated search engine listings to appeal to several different target markets, and then "pipeline" all these visitors to your main promotional site. This provides more entrances into your site from the search engines and increases traffic to your site. The possibilities are endless and very powerful.

5. Methods of E-advertising:

1. Here, there, everywhere ... URL URL;

Advertise your URL (website address) everywhere. Include your URL on all your documents, marketing materials, advertisements, business cards, T-shirts, side of your company vehicle, and in any other materials you use to interact with your peers, friends, and customers. The idea is to have as many people see your site address, and thus your website. Even consider hiring a publicist to help you get the word out.
2. Sign guest books descriptively with your URL /E-Mail:

Whenever you come across a website that has a guest book, SIGN IT! Many variations of guest books exist, and many contain a field to add your URL. Your URL will be seen by the site owner and likely many other people if they can view the book.

Include your website name and URL to your signature file. So everytime you post an E-Mail or a USENET newsgroup message, your URL will be available to everyone. Perhaps they will check out the your site. Why not add enticing titles in your signature file?

Example of a bad signature on your email:

Come visit my website: http://www.whoever.com

Example of a good signature on your email:

5 revealing signs your spouse is cheating on you. Get the facts: http://www.whoever.com

Now when responding to an E-Mail or sending an E-Mail to someone, you have also advertised your site.

3. Get reciprocal links:

Links to your site from other sites can often be as effective as high search-engine rankings for increasing your site-traffic and visibility on the Internet. Links are what the Web was built on, and they remain one of the best ways for people to find your site.

Locate appropriate websites in your area of interest and ask to include links to your information. Almost all sites will do this for free, particularly if you agree to list them at your site.
Consider negotiating reciprocal links with sites that appear in the top ten lists, if you are having little luck. Though some of these sites may be considered "competitors," you’d be surprised how many are happy to link to your site in return for a link back. After all, your site may appear first when slightly different keywords are used.

13. Enable visitors to recommend your site while they’re visiting it:

A visitor thinks your site is great. With a just a few clicks they can share it with their friends. You’re more apt to visit a site if someone you know tells you about it. Both, the FREE Bravenet Tell-a-Friend service and FREE Recommend-It service gives your visitors the ability to “tell someone” about your site quickly and easily through E-Mail. If you surf the web often, you know how frustrating it is when you visit a great website that you’d love to share with a friend. But it’s a big hassle to open up your E-Mail program, type out a long URL, and describe the site’s content. For this reason, most visitors pass on a chance to spread the word about your website. Bravenet & Recommend-It solved this problem. By registering your site with either, your visitors can tell a friend about your site with a few clicks. They simply click the Logo, fill out a form with their friend’s E-Mail address, and click submit. They are then whisked back to your site where they can continue surfing. Meanwhile, an
E-Mail message is generated to their friend. This E-Mail contains the URL, title, and description of your site, plus any personal note from the visitor. When the friend gets the message, they can click right from the E-Mail to visit your site. This service provides free high-quality traffic to your website. Registration only takes a few minutes, and you can click the links above to get started.

4. **Use autoresponders. You can build an E-Mail contact list this way too:**

What's an auto responder? An auto responder sends out a pre-written E-Mail when someone E-Mails a particular address. You are able to request these documents whether or not anyone from the business is online. Auto responders are an often unused form of marketing. Your ISP may provide this service; ask them about it.

**Why use an autoresponder?** An autoresponder gives you the chance to respond to often asked questions without having to be online. It allows you to make articles available without having to do anything yourself. Price lists, etc., can be updated quickly and easily. A copy of every request is forwarded to you automatically, so you have an automatic contact list. These people have requested information about your company; you can easily follow up this interest. People are more likely to read and inwardly digest information sent to them via E-Mail. They can print it out and read it offline; most people just scan through web pages.
5. **CAUTIONS: Frames can frame you. Image maps too:**

"Frames" are a problem for both users and some major search engines. "Frames" are a webpage composed of multiple pages tied together by one page called a "frameset."

Splitting a page into frames is highly confusing for users since frames break the fundamental user model of the web page. All of a sudden, you cannot bookmark the current page and return to it (the bookmark points to another version of the frameset), URLs stop working and printouts become difficult.

Avoid using frames on your website unless they are absolutely necessary. Frames can hinder your rankings on some search engines. Worse, some major search engines can't read frames, thus are unable to find your framed webpages. If the search engine cannot follow frame links, it is probably missing much of your site. Frames, image maps and dynamically generated pages can all cause information to be missed.

**How to solve frame and image-map problems Some major search engines cannot follow frame links. Solutions:**

To enable search engines to find your webpages which contain frames: make sure you provide an alternative method for them to enter and index your site, either through meta tags or smart design. Meta tags can help you overcome problems with frames, image maps, tables and other trouble areas.
Some major search engines cannot follow image-map links. 

Solutions:

Have HTML links: On many websites, “image maps” (multi-graphical inks) are the only links from the homepage to inside pages. A search engine that can’t follow these image-map links won’t be able to get “inside” the site where the most descriptive, relevant pages are often located. To solve this problem, add some HTML hyperlinks (text links) to the homepage, down at the bottom of the page. This helps visitors also. The search engine will find them and follow them.

making a site map page with text links to everything in your website. You can submit this page, which will help the search engines locate pages within your website.

Don’t DO or It.

Avoid Using Doorway Pages. Doorway (or Gateway) Pages are customized webpages that provide additional “doorways” to your website. Doorway Pages USED TO BE the most effective way to ensure consistent, high search-engine rankings for your site, but not anymore! They are now considered SPAM. Your site may be deleted from and permanently barred from many Search Engines if a certain number of doorway pages are detected. Beware!

6. Merits and demerits of E-Marketing & E-Advertising: 

Advantages of Internet Advertising

Internet ads come in many different shapes and sizes. The
most common are banner ads which represent 53% of all online advertisements. In the mix are also pop-ups, promotional E-Mails, destination/promotional websites, interstitials, microsites, contests, and event sponsorships. Of these different types of advertisements the most effective at present have been even sponsorships.

The number of different online advertising styles suggests an important attribute of online advertisements, which is the lack of technical restrictions commonly associated with traditional advertising such as size and space. This fluidity of design is continuously enhanced by the growth of new technologies such as streaming video and vector graphics.

The advantages of online advertisements are unmatched by any other form of advertising. There is no dispute that Internet advertisements have a wider reach than any other advertising medium. This is compounded by comparatively low production costs, easy updation, and the ability to produce instant transactions—all qualities which are unique to Internet advertising.

Banner advertisement in particular can accomplish several things. For example, banners can serve as gateway points for your site. They can drive traffic toward a store much like a traditional billboard does today. They may also be able to build brand recognition and serve as retail locations.

Like traditional advertisements, an online ad must have good placement. Yet unlike traditional advertising delivery mediums,
the Internet is powered by databases which make it easier to target and track ads. For example, banner ads can be called up and displayed based on a keyword submitted by a person looking up information on a search engine.

Because online ads can be targeted in this fashion, it is easier to build brands by putting ads on sites where the right "eyeballs" are. When database information such as age and salary information are coupled with keywords entered, the ability to deliver the appropriate advertising message at the optimal time is greatly increased. In today's Internet world, online ads can be targeted and aimed at specific audiences with greater ease.

Traditionally, the aim of advertisements was to increase top of mind awareness. Essentially the idea is that the more times a consumer is exposed to a product name through advertisements, the greater the chances of that consumer remembering the product in the event of a purchase decision. Increasing top of mind awareness in this way is known as increasing "mindshare." While the theory is solid it is difficult to tabulate.

Online advertisements differ from traditional advertisements because their purpose is no longer to increase "mindshare," but rather to increase "life share" by tracking individual customer transactions and building relationships with them. By delivering ads created specifically for an individual consumer, such as a suggested book from Amazon.com based on previous purchases,
Internet ads are able to foster stronger relationships than any other advertising medium. The loyalty inspired in customers is greater since there is more of a one to one relationship between the buyer and the seller, thus promoting return purchasing.

Though the Internet has the potential for low cost global advertising, its real strength is its ability to deliver highly targeted and individualized ads to a small, yet receptive audience. Recent studies support this idea by showing that bilingual advertisements are more effective online.

To John Danner, Chairman of Net gravity, the advantage or value of online advertising is not in raising awareness or direct marketing, it is the low cost per acquisition of a new customer. Highly targeted ads delivered at the right time to the right person at a fraction of the cost of traditional advertising are making this possible.

**Problems with Current Internet Advertising:**

With over one billion sites out there, it’s no surprise that billions have been spent on how to be “heard over the rest.” In fact, the greatest problem of Internet advertising is its inability to break through the clutter.

Alun Howell, Creative Director at Ogilvy & Mather, believes that the on screen banner is the closest thing to traditional advertisements. And like traditional advertising, people will always be able to flip the channel or turn the page just as they are now cruising the net with images turned off for greater speed.
Because banners are becoming more and more common, they are now being ignored in a phenomenon widely known as banner blindness. The graph below clearly illustrates this growing trend.

<table>
<thead>
<tr>
<th>How Often Do You Look at a Banner Ad?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often 11%</td>
</tr>
<tr>
<td>Very Often 5%</td>
</tr>
<tr>
<td>Sometimes 45%</td>
</tr>
<tr>
<td>Never 39%</td>
</tr>
</tbody>
</table>

1997

<table>
<thead>
<tr>
<th>How Often Do You Look at a Banner Ad?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often 6%</td>
</tr>
<tr>
<td>Very Often 3%</td>
</tr>
<tr>
<td>Sometimes 43%</td>
</tr>
<tr>
<td>Never 48%</td>
</tr>
</tbody>
</table>

1998

Source: Market Facts TeleNation, 1998

This year consumers will be hit with 950 online advertising impressions per day, more than doubling the 440 impressions of 1999. This constant barrage of Internet ads is the main catalyst for banner blindness.

Internet ads are currently plagued with bad navigation and slow loading graphics. PC users accustomed to these flaws usually abort a page before a banner ad—usually the first thing to appear—has time to fully load. Most users will not wait more than 30 seconds for anything to download and click through rates have fallen below 1%.
As illustrated in the graph below, users who don't bother looking at online ads certainly won't click them.

Even with the arrival of broadband and services like Road Runner, click through rates decrease. In fact, with broadband, service messages are more effective than traditional brand or image oriented messages. Unfortunately, few advertisers have caught on to this trend. This can be seen by the fact that most banner ads today look like modifications of pre-existing print advertisements rather than new concepts designed specifically for the web.

**How is Rich Media Advertising a Solution:**

The potential of the Internet as a viable and effective medium for delivering advertising, coupled with the emergence of new technologies for both the production and viewing of online ads, has created a climate rich with enthusiasm and innovation. For those who believe that internet advertising is worth investing time and money, the issue of banner blindness is simply another hurdle in a long list of hurdles that need to be overcome in order to fully take advantage of the web's advertising potential.

"Your website has to solve my problems— I need a new camera, I need a book, I need someone to design a logo, or I need someone who understands Ampex reel-to-reel tape decks. And since this is the web, I want someone who can solve my problems now!." This is the "gift economy." We are in the "gift economy." "Give something valuable away: info, software, advice, humour, and people
will flock to your site. This is true for websites. It could also be true for banner ads.

A recent study by Ogilvy One and Thinking Media shows that the longer a person views a page or an ad, the higher the click through rate. A viewing time of 60 to 85 seconds resulted in a click rate jump four times higher than average.

If the idea of the “gift economy” is combined with the idea that prolonged exposure to an ad will increase click rate, then it would make sense to create ads that held the audience’s attention and “gave something away.” Currently, companies such as Enliven.com and ActiveAds.com are at the forefront of this big idea. This big idea is called “Rich Media Advertising,” and it is sure to transform online advertising.

“Rich Media advertising uses advanced technology such as streaming audio/video or programs such as Flash or Java to heighten interactivity between user and advertiser at the time the ad is served.” It has evolved as a marriage of good advertising strategies and effective web design principles. “A good website is an information mover first, a selling tool second.” Essentially, the web design principal echoed in that last quote is that a website should help a consumer, not get in their way. With rich media advertising, ads will soon be able to “help” as well. They will become a service, either transactional or informational, rather than a distraction or an annoyance.
The Sothebys.com banner ad displayed below is an example of a rich media advertisement. Media is sources of commercial business. Without business: How established the economize infrastructure.

When it is clicked, rather than sending the surfer to a new site or even a new window, the banner ad grows to show a form without affecting the webpage it is housed on.

This embedded form can be filled out and submitted directly from the banner ad. In this way, the advertisement becomes more of a service center capable of real-time transactions.
If a “good website is interactive” it follows that a good web ad should be interactive as well. “What is required (for a good website) is not ‘deep,’ but ‘sticky’ content, like horoscopes or sports results. The designer’s challenge is to keep those suggestions in front of the user’s nose as much as possible.” When creating Internet ads, the same principles hold true. Perhaps this is why rich media advertising seems to have so much potential.

Not all rich media banner ads grow. Some may require viewers to play games or answer queries in order to eventually lure a person to the advertiser’s site.

An example of a rich media advertisement that makes viewers play games was created by Ogilvy One for IBM and can be seen below.

With rich media capabilities a consumer can play games such as golf on a banner ad, make purchases directly from the ad, play trivia contests, watch mini-movies with streaming video, etc. What they have in common is a question that stems from the idea that websites aren’t billboards, they’re service centers. The question that arises is this; why not make banner ads service centers as well?
By becoming a service center, either transactional or informational, web advertising may not be seen as an annoyance the way traditional advertising is currently perceived. In this manner rich media advertising is different than traditional advertising.

Because it has the potential to be seen as a tool rather than a distraction, it also has the ability to create stronger individualized relationships with the consumer. As the shift from “mindshare” and “eyeballs” to “lifeshare” and service continues, rich media advertising is gaining more support and interest.

Rich media advertisements are gaining popularity because of three specific benefits they can offer over current online ads. The first is that higher levels of innovation and interactivity lead to higher click through rates. The second is that increased consumer involvement with the ad helps create a stronger relationship and increase brand loyalty. And the third is greater traffic retention for host sites as viewers do not have to leave the page in order to peruse an ad further.

**Conclusion:**

The Internet is a relatively new medium, but not one that can be easily dismissed. In today’s day and age it is paramount to take advantage of the Internet’s special abilities for delivering advertising, such as greater targeting, while at the same time overcome the boundaries of banner blindness.
Banner blindness and low click through rates may seem like insurmountable obstacles, but there is a great potential for success with the emergence of rich media advertising. With rich media advertising, web designers and traditional advertisers are for the first time coming together to create a new form of advertisement; one that combines the best practices in both fields.

As the online audience increases, so will the online advertising expenditure. This should in turn fuel a desire for more effective online advertisements in order to ensure a profitable return on investments. With this in mind, it is no surprise that so much effort has been put forth already to try to break through the clutter by creating something new and different—by creating rich media advertising.

Rich media advertising should not only be able to break through the clutter and defeat banner blindness, it should also transform the way people perceive online advertising. Online advertisements should no longer be seen as an annoyance or a distraction stealing away precious bandwidth and download time. They should be seen as a service, either transactional or information, in addition to being a source of amusement.

Works Cited:


www.emarketer.com/ereports/eadvertising/welcome.html>


(163)


**Additional Web Sources**

**Advertising News Web Site:**

Adcritic www.adcritic.com

Adforum www.adforum.com

AdTalk www.adtalk.com

AdWeek www.adweek.com

Advertising Age www.adage.com
Brandera www.brandera.com
Brand Week www.brandweek.com
Broadcasting & Cable Online www.broadcastingcable.com
Business Marketing www.businessmarketing.com
Cable World www.cableworld.com
Media Central www.mediacentral.com
MediaLife www.medialifemagazine.com
Media Week www.medieweek.com

**Online Information/Research/Technology:**

Ad Resource www.adres.internet.com
Adtalk www.adtalk.com
AMA Green Book www.greenbook.com
Clickz www.clickz.com
Cnet www.cnet.com
Cyberatlas www.cyberatlas.com
EMarketer www.emarketer.com
Georgia Tech www.cc.gatech.edu/gvu.user
Headcount.com www.headcount.com
Iconocast www.iconocast.com
Internet Advertising Report www.internetnews.com/IAR
Internet.com www.internet.com
Internet Day www.internetday.com
NUA Internet Surveys www.nua.ie/surveys/index.cgi
The Standard www.thestandard.com
Web promotions www.webpromote.com
Xceed Intelligence www.xceedintelligence.com
Zdnet www.zdnet.com
We put into action each individual target, that was previously identified. We will use the methods that were previously defined. As needed, we will use the marketing material that previously we built up. We may create new designs or develop an application for the website. Manual submissions to the identified target, meeting, interviews may take place at this stage. We may take direct action through E-Mail or phone E-Mail to a specific public or media.

Business is business. It requires quality-policy and honesty-policy or successes.