

Begbroke Science Park  
University of Oxford  
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# Online Marketing for High Technology Companies

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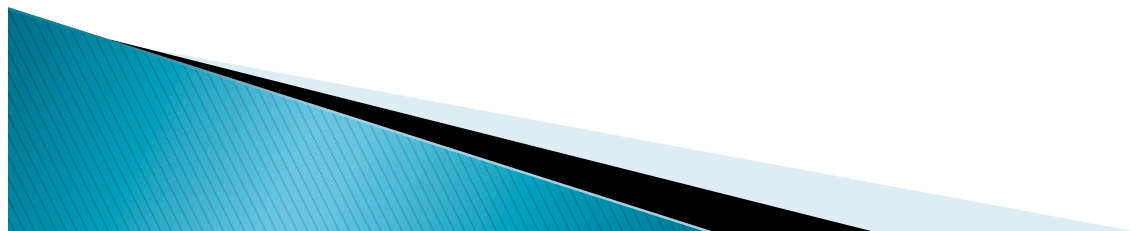


# HELLO AND WELCOME!

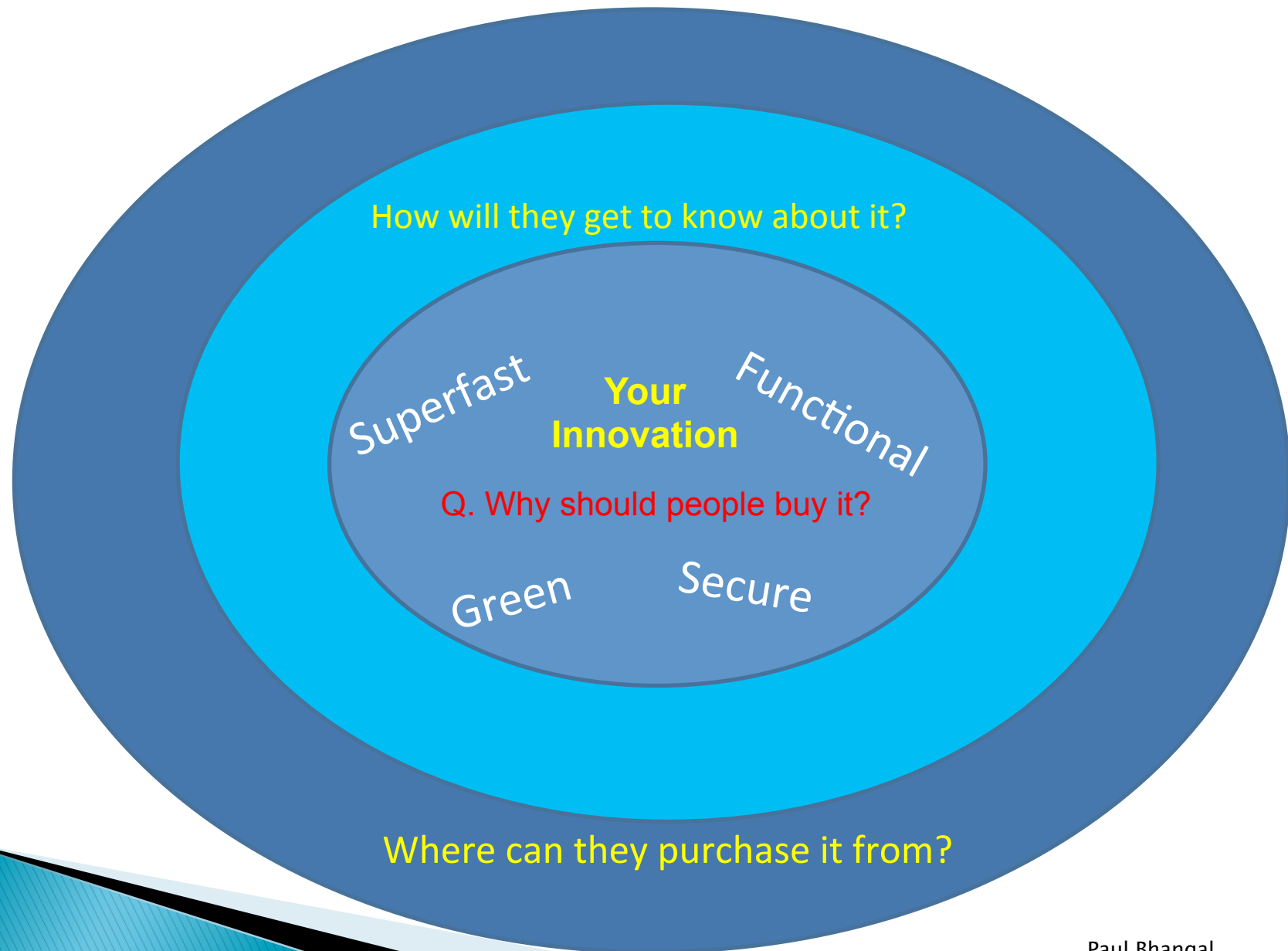
This presentation is divided into 3 sections

- Understanding how Sales & Marketing works
  - Internet Marketing
  - Ideas & Suggestions

# Understanding how Sales & Marketing works



# Your Product / Service

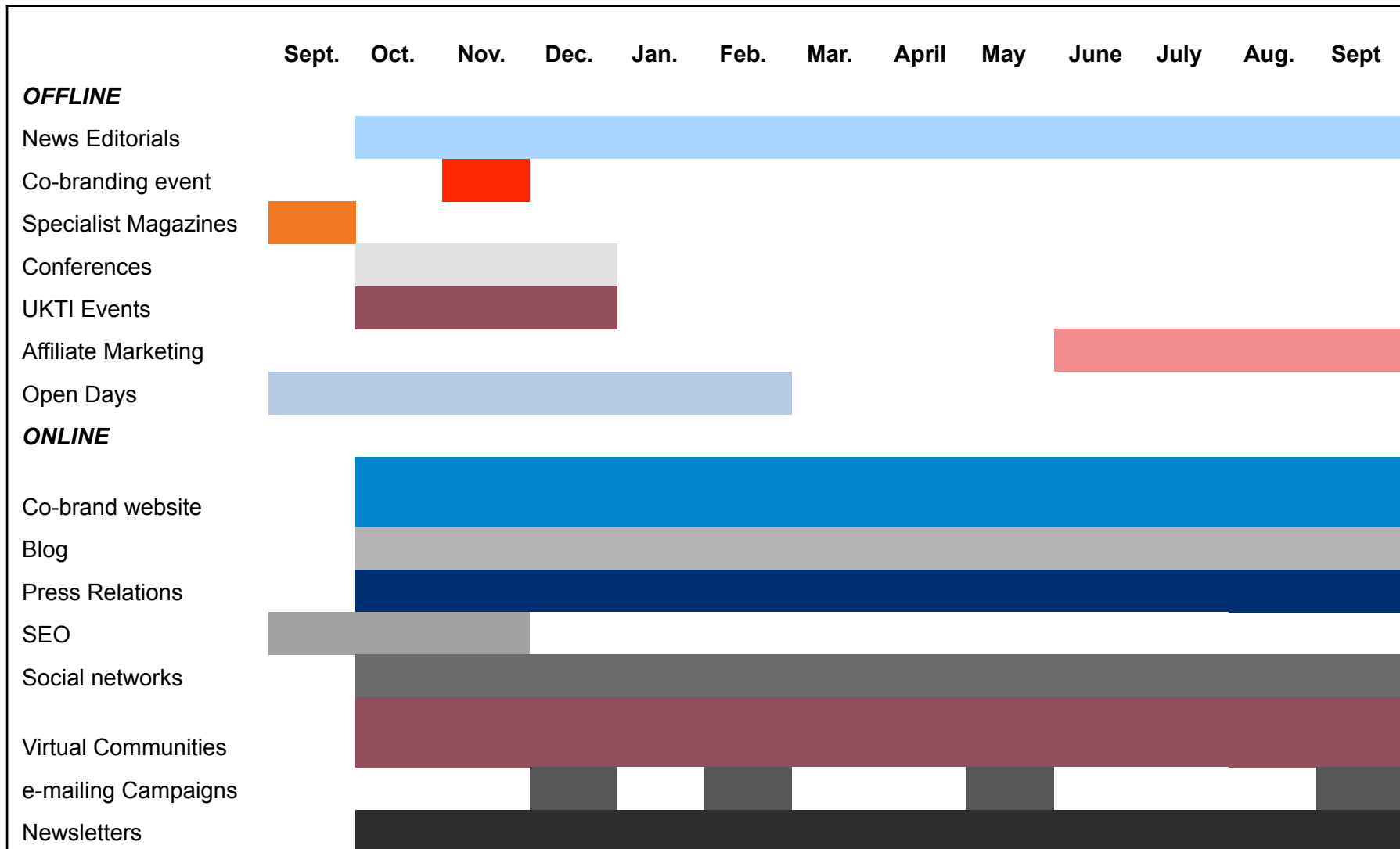




## The interrelationships between tools, media and audiences



# Media Planner



Sales objectives ?

# The Traditional Sales Funnel



# Internet Marketing

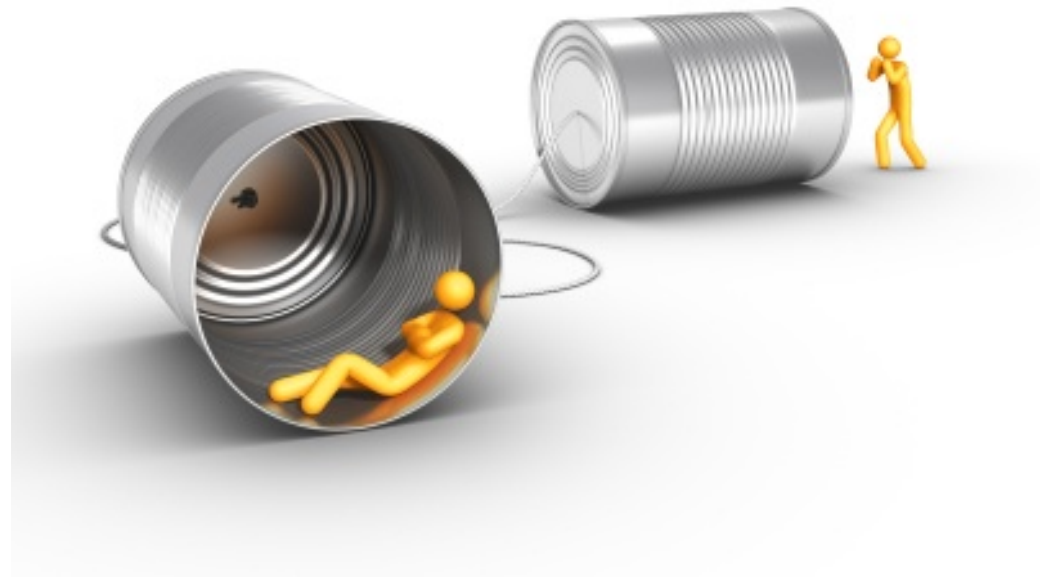
# The Internet Funnel



# What is New Media?

New media is Interactive media, such as the internet, as apposed to traditional media such as print and television.

- Mash ups
- Social Networks
- Podcasts
- Blogs
- Widgets





## Follow the Process to Deliver Results Online

- Implement plan
- Implement customer experience
- Execute e- communications
- Capture customer profiles

## Things you should know...

- Digital equivalent of traditional media are Digital Media Channels
- Display Advertising e.g. banners
- Pay-per-click PPC advertising
- SEO = Search Engine Optimisation
- Affiliate Marketing (commission based)
- E-marketing = Direct mail
- Landing pages
- Rich Media

# Some things that you are not told about Internet Marketing

1. It will not provide the answers to all your problems
2. Although web space and email are cheap, Internet Marketing can be expensive if it does not work for your business
3. It doesn't happen all by itself – people are not out there looking for you specifically
4. Your web-designer is far more likely to be a graphic designer than a marketing expert
5. Internet success is a process, not an event. Don't gamble with online marketing, think it through as with any other form of media.

## Online Advertising using brand names

Online brands tend to use :

- rational messages
- using product attributes
- quality and performance measures
- third party endorsements
- comparisons
- price as a means of brand differentiation and advantage

*NB. Consider the above when you are planning **your** online advertising strategy*

# Electronic Marketing

Achieving marketing objectives through use of electronic communications technology.

- Buzz marketing
- Community marketing
- Influencer marketing
- W.O.M (word of mouth)
- Blogging
- Mobile text messaging



# E-mail Marketing

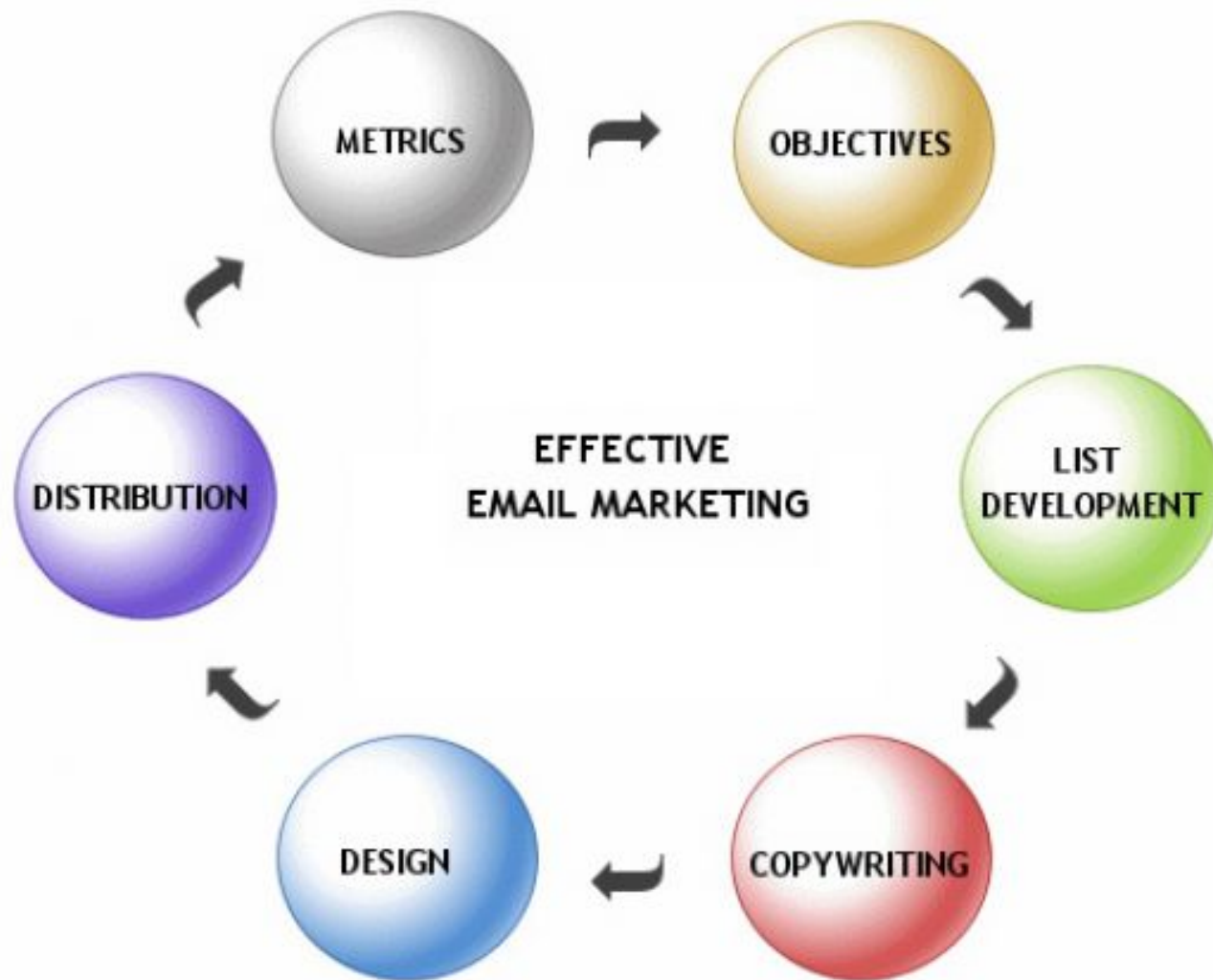
For businesses e-mail marketing is most commonly used for mailing to existing customers on a house-list, but can also be used for mailing prospects on a rented or co-branded list.

- Outbound e-mail marketing
- Inbound e-mail marketing
- Cold e-mail campaign
- Co – branded email
- Opt-in e-mail
- Opt-in house list





# Email Marketing Cycle



## E-mail Conversion

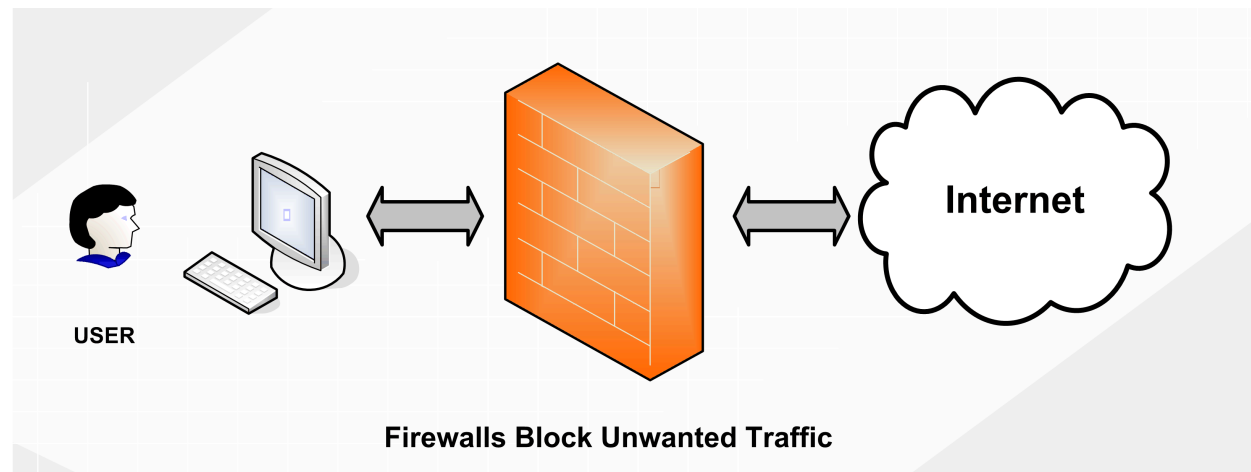
- Converting prospects into enquiries
- Regular e-newsletter types
- House-list campaign
- Event triggered
- E-mail Sequence



## Disadvantage of e-mail marketing

The main disadvantages of e-mail marketing are:

- Deliverability (e.g. firewalls)
- Renderability (different systems in use)
- E-mail response decay (decaying engagement)
- Resource intensive (according to the campaigns)



# Creative Advertising

- Banner Size
- Message Length
- Promotional Incentive
- Animation
- Action phrase
- Company Brand / logo

- Being active on the wiki sphere and on multimedia platforms by :
  - Broadcasting your short clips
  - Sharing of images
  - Spreading your news on blogs and SE news
- Building a strong presence in tools such as :
  - Bing News
  - Google blogs
  - Wiki
  - Youtube
  - Flickr
  - Wikipedia

## Multimedia Platform



# Social Media

## Social networks

- Facebook page /group
- Twitter

With daily updates

## Virtual communities

- polls
- Questionnaires
- chat rooms
- Forums

## Specialist Clubs / Groups

- Exclusive advantages
- Differentiation





## **Opt-in e-mail options for prospect conversion and customer retention (house list)**

E-mail is most widely used as a prospect conversion and customer retention tool using an opt-in house list of prospects and customers that have given permission to an organisation to contact them.

# Social Network Viral Marketing

Online viral marketing or buzz marketing is a form of electronic word-of-mouth marketing. Brands and promotions are discussed and awareness of them transmitted in two main forms, either as pass-along e-mail or discussion in a social network.

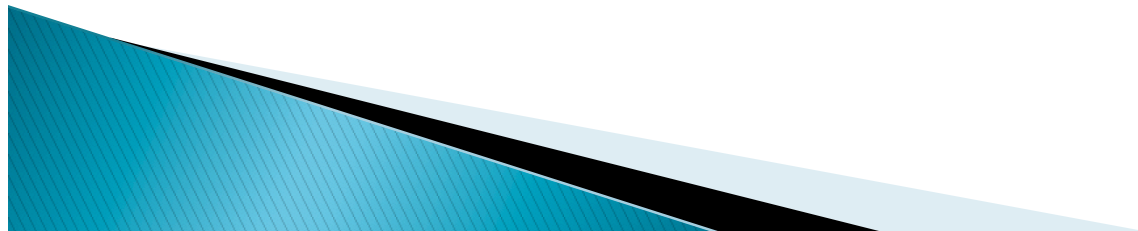
Microsoft recommends:

- Be creative
- Be honest
- Be individual
- Be conscious of audience
- Update regularly
- Be courteous (ask permission)

## Advertising & Promotion Cost/Benefit Analysis

THE CITY NEWS	NO. OF RESPONSES	NO. OF SALES	SALES (£)
=====	=====	=====	
10/20/2011	60	30	298.50
10/21/2011	42	20	199.00
10/22/2011	10	8	79.60
10/23/2011	4	3	29.85

# Ideas & Suggestions



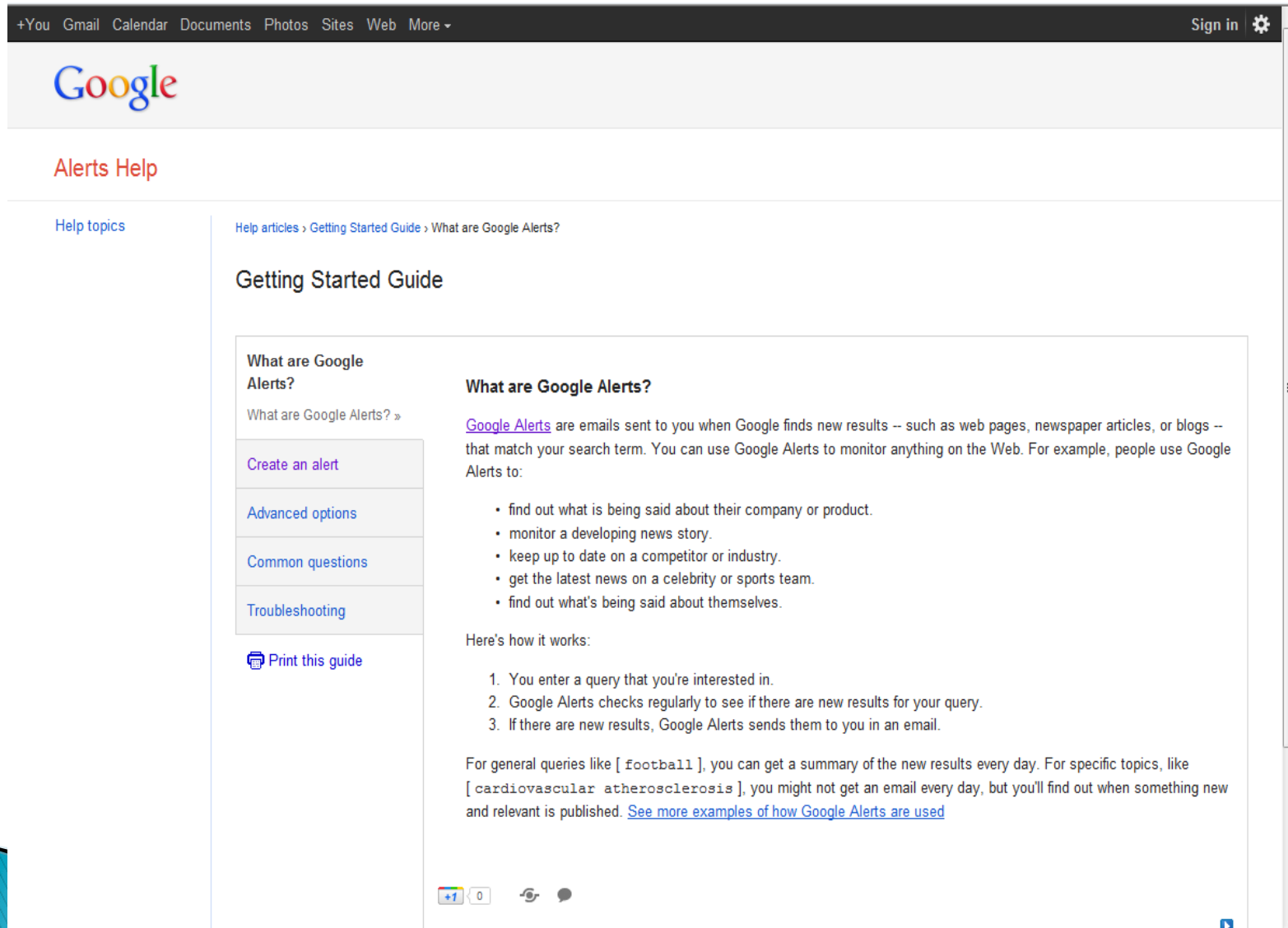
## CBI Analysis of Advertising

An executive of a large corporation, which spends millions of dollars on advertising, admitted that half of his advertising budget produced no results. He felt the money was being wasted and squandered!

An interested observer asked "So why don't you cut half of your budget."

The executive replied "Because I don't know which half is producing and which half isn't!."

# Tools to try out



The screenshot shows the Google Alerts Help page. At the top is the Google navigation bar with links to +You, Gmail, Calendar, Documents, Photos, Sites, Web, and More. The Google logo is on the left, and 'Sign in' with a settings gear is on the right. Below the navigation bar is the 'Alerts Help' section. On the left is a 'Help topics' sidebar with links to 'What are Google Alerts?', 'Getting Started Guide', 'Common questions', and 'Troubleshooting'. The main content area is titled 'Getting Started Guide' and contains the following text:

**What are Google Alerts?**

What are Google Alerts? »

- Create an alert
- Advanced options
- Common questions
- Troubleshooting

Print this guide

**What are Google Alerts?**

[Google Alerts](#) are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term. You can use Google Alerts to monitor anything on the Web. For example, people use Google Alerts to:

- find out what is being said about their company or product.
- monitor a developing news story.
- keep up to date on a competitor or industry.
- get the latest news on a celebrity or sports team.
- find out what's being said about themselves.

Here's how it works:


1. You enter a query that you're interested in.
2. Google Alerts checks regularly to see if there are new results for your query.
3. If there are new results, Google Alerts sends them to you in an email.

For general queries like [ football ], you can get a summary of the new results every day. For specific topics, like [ cardiovascular atherosclerosis ], you might not get an email every day, but you'll find out when something new and relevant is published. [See more examples of how Google Alerts are used](#)

At the bottom of the page, there is a small Google+ social widget showing 0 shares and a blue play button icon in the bottom right corner.



# Tools to try out




US English

HOMEPRODUCTSUPPORTEDUCATIONPARTNERSBLOG


## Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.




### MOBILE TRACKING

Track web-enabled phones, mobile websites and mobile apps.



### DATA EXPORT API


Integrate business information and develop applications that access Google Analytics data.





### ADVANCED ANALYSIS TOOLS

Perform advanced data analysis with pivot tables, filtering and multiple dimensions. Discover new trends and insights with motion chart visualizations.

#### PRODUCT TOUR




#### NEWS & HIGHLIGHTS

[Google Analytics Blog Feed](#)  
[Optimize Engagement using AddThis and ShareThis with Analytics](#) Increasingly users are discovering great content, products and links through social

#### STRATEGIC SOLUTIONS

Google Analytics Premium provides all the power and ease of Google Analytics - optimized for the enterprise. [Learn more.](#)



Paul Bhargal

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# Tools to try out

The screenshot shows the Constant Contact website homepage. At the top, there is a navigation bar with links for Home, Blog, Community, MarketPlace, Partners, and Local Seminars, along with Sign Up and Log in buttons. Below this is the Constant Contact logo. A secondary navigation bar contains links for Email Marketing, Event Marketing, Online Survey, Social Media, and Learning Center, followed by a phone number (866) 876-8464 and a search bar. The main content area features a large orange banner with the text "Email Marketing Works." and "With Social Media, it works even better. Guaranteed." It also includes a visual equation: an envelope icon plus a Facebook icon equals a line graph icon. Below the banner, there are three columns: "Take us for a spin »" with a "Try it for 60 Days FREE" button, "Talk to your coach today Call (866) 876-8464", and "Ready to Buy? Click Here »". At the bottom, a grey section contains the text "Put email marketing and social media together and grow faster. easier. smarter." with three corresponding icons below each word. A left sidebar lists various resources under "Email Marketing Overview", "How Email Marketing Works", and "Coaching & Support". A "Share" button is located at the bottom left of the main content area.

Home | Blog | Community | MarketPlace | Partners | Local Seminars | » Sign Up | Log in

**Constant Contact**

Email Marketing | Event Marketing | Online Survey | Social Media | Learning Center | (866) 876-8464 Talk to us! | Search

**Email Marketing Overview**

- » Email Marketing Home
  - What is Email Marketing?
  - Email Marketing Features
  - Customer Examples
  - Live Demonstration
  - Pricing - Email Marketing
- How Email Marketing Works
  - Step-by-Step Email Creation
  - Easy to Edit Email Templates
  - Email List Management
  - Email Delivery
  - Tracking & Reporting
- Coaching & Support
  - Get Live Help from Real People!
  - Local Seminar: Power of Email Marketing
  - Local Seminar: Get Started with Email Marketing
  - Custom Services - Email Marketing

**Email Marketing Works.**

With Social Media, it works even better. Guaranteed.

*See why our coaching and knowhow let us guarantee your success.*

Take us for a spin » **Try it for 60 Days** FREE

No obligation. No credit card needed.

Talk to your coach today  
**Call (866) 876-8464**

Toll-FREE Mon-Fri: 9am-7pm ET

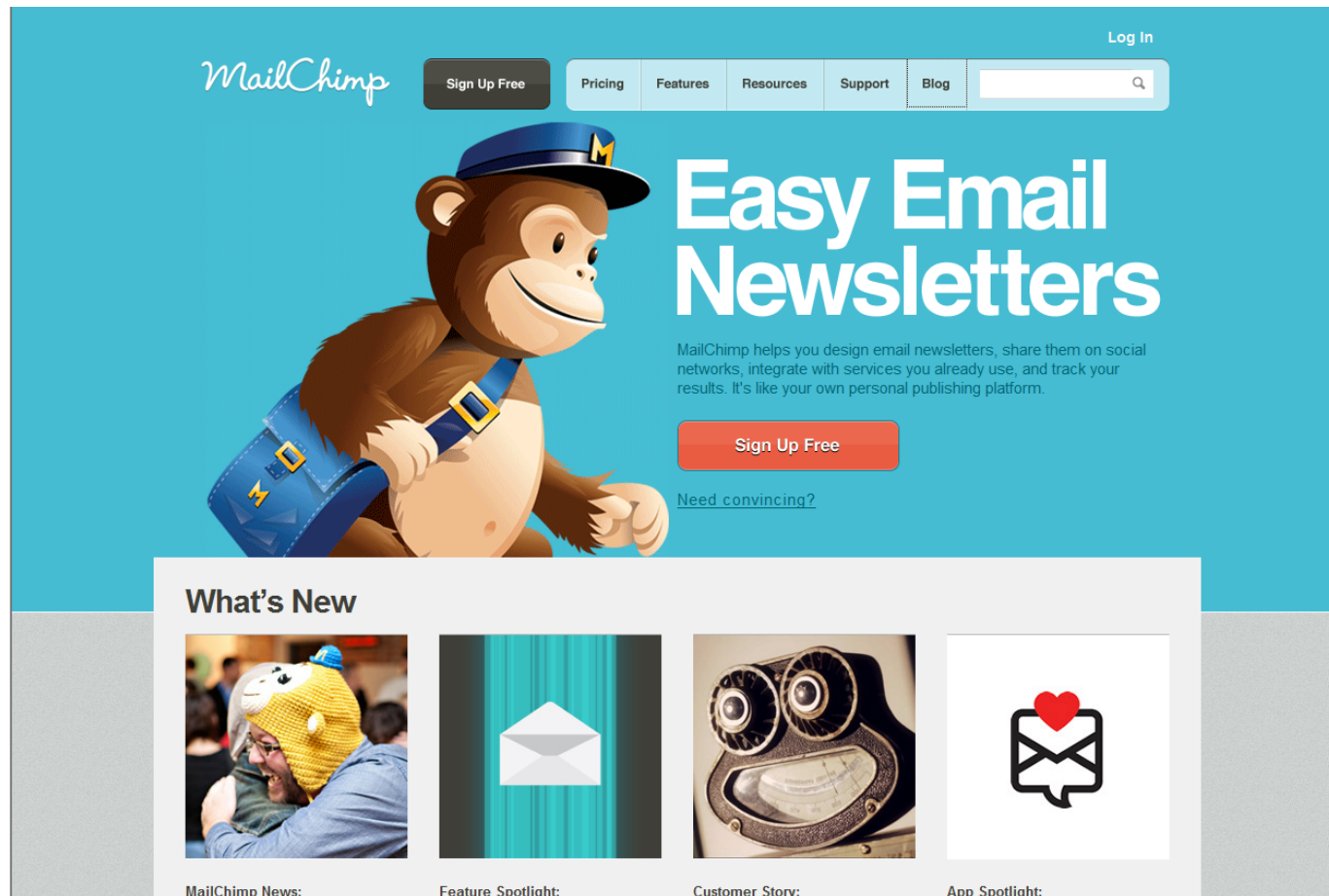
Ready to Buy?  
[Click Here »](#)

Put email marketing and social media together and grow

faster. easier. smarter.

+ Share

# Tools to try out



## Potential Costs

### Monthly Plans

for frequent senders

If you send at least once a month, a monthly subscription is your best option. We'll bill your credit card every month based on the total number of subscribers managed in your account. Your monthly fee will be automatically adjusted as your list grows or shrinks.

[View international pricing](#)

Subscribers	0 - 2,000	0 - 500	501 - 1,000	1,001 - 2,500	2,501 - 5,000	5,001 - 10,000	10,001 - 25,000	25,001 - 50,000
Price	Free	\$10	\$15	\$30	\$50	\$75	\$150	\$240
Send Limit	12,000/month	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

### Pay As You Go

for infrequent senders

If you send less frequently, you can purchase credits that work like stamps for email. Buy them when you need them, and don't worry about squeezing value out of a monthly plan that doesn't fit your needs.

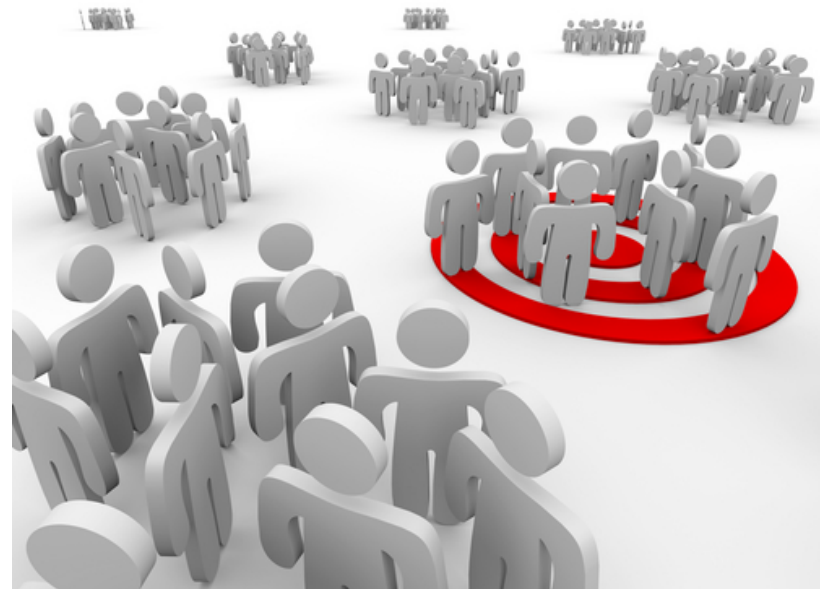
[View international pricing](#)

Credits	300	1,000	2,000	5,000	7,500	10,000	25,000	50,000	75,000	200,000	375,000	500,000
Prepay	\$9	\$30	\$60	\$100	\$150	\$200	\$250	\$500	\$750	\$1,000	\$1,875	\$2,500

# Traffic To Your Website

*Check your website traffic logs after each email campaign*

- ▶ Does traffic pick up?
- ▶ Do orders increase?
- ▶ Check and see if you get a spike in traffic immediately, or if it's more like a gradual wave.
- ▶ How long does the new traffic last (and how long should you keep the graphics and pages)



# Marketing Campaign - Click Rates

How many people clicked links in your email? Which links did they click the most? Did they click on product links, or research links? Did you see a rise in purchases? How long after you sent the campaign do links keep getting clicked?

## Try experimenting with:

- ▶ The number of links in your message. One big, giant link, or lots and lots of different links?
- ▶ Product photos for each link
- ▶ The wording of each link
- ▶ Segmenting your list, and sending more focused emails (and links that are more relevant)

# Marketing Campaign – Measuring Performance

## Open Rates

How many people opened your email? Mass email campaigns tend to have very low opening percentages.

### Try experimenting with:

- ▶ Your subject line: Make it longer (or shorter). Merge their first name into the subject. Use your company's name.
- ▶ Date of send. Do weekdays work best? Or is the email geared towards an at-home audience, who checks emails on weekends? Or do they typically only order while at work, on fast connections?
- ▶ Time of send. Mornings, just before the first wave of spam? Just before lunch? Just after lunch? Just before quitting time? If you were a restaurant owner, would you send a campaign for a Friday event on the prior Monday, or Thursday?



## Marketing Campaign - Unsubscribe Rate

What's your unsubscribe rate after each campaign?

Less than one percent is average for lists that are contacted regularly, and well maintained.

If you send very infrequently or if it's your very first send, your unsubscribe rate may be much higher.

Check your unsubscribe rate after each campaign.



# Marketing Campaign - Bouncebacks

- ▶ Watch your bounceback rate after each campaign. A good list-management system will break down your bouncebacks into “hard” vs. “soft” bounces, and clean your list for you
- ▶ Soft bounces are emails that exist, but for some reason, they couldn’t be delivered
- ▶ Hard bounces are undeliverable—perhaps the email account doesn’t exist anymore, or there was a typo in the address –remove it
- ▶ Your email-marketing service should let you read the header information from each bounced message, so you can see exactly why they bounced

## **Try experimenting with:**

- Re-sending your campaign later to the people who soft-bounced
- Look through your hard bounces for any obvious typos. For instance, “hotmial.com” could probably be corrected to “hotmail.com.”

## Marketing Campaign - Signups Since Last Campaign

After each campaign, do you get lots of new subscribers?  
That could mean your wonderful recipients are forwarding your emails to friends. Great!

Have you:

- Placed some text near the top of your email, that says, “feel free to forward this to a friend”
- Placed a “View this email in your browser” link at the top of your email. It should point to an archived version of the campaign on your website.

*Some people do like to forward links to their friends!*

# Low Cost Marketing For Start Ups

Taking some steps to drum up new business

1. Use a targeted mailing list
2. Boost your profile online at specialist sites and communities
3. Try and become an online 'expert' in your area of work
4. Court media
5. Be consistent with your messages
6. Monitor results and act quickly

Now go and give it a try !

Email: [paul@cnuk.tv](mailto:paul@cnuk.tv)

*A big thank you for all those who are researching and contributing in the area of Internet Marketing and assisting businesses to reach their goals*