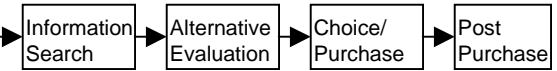


# Problem Recognition



## Internal - “Coming to Mind”

- Clear positioning
- #1 in some need categorization(s)
- Ease in Recall/Memory
- Reliability
- Loyalty
- Good service
- The “human touch”  
(i.e., “It’s service, stupid”)
- Script formation
- etc.

## External - “Getting Noticed”

- Domain names
- Portals/Gateways
- Word-Of-Mouth/Getting Linked
- Media
- Promotion
- URL Everywhere
- Free

# External Domain Names

## Domain Names

- Need related (e.g., Hungry.com)
  - Behavior related (e.g., shop.com, FixRoof.com)
  - Class related  
(e.g., Transportation.com)
  - Category related (e.g., Wine.com, Car.com)
  - Firm related (e.g., Toyota.com)
  - Brand related (e.g., Lexus.com)
  - Model related (e.g., Camry.com)
  
  - Name that consumer perceives as “doing the trick”
  - Easy to spell
  - Expected typos or errors  
(e.g., MarketingAndEcommerce.com)
- Intuitively related
  - Related terms
  - Multiple domain names
  
  - **Real** Names

## External Portals/Gateways

Portals/Gateways – (Why do consumers turn to or use them?)

- Register with a portal or directory (e.g., Lycos, Yahoo!)
- List near the “top” (e.g., use Meta tags, keywords)
  
- Consumers want to *find* something
- Consumers want *answers*
- Consumers want *recommendations*
- Consumers want to *browse*
  
- Fine grain focus

# External

## Word-Of-Mouth/Getting Linked

### Word-Of-Mouth/Getting Linked

- Associations/Organizations
- Industry sites
- Reciprocal agreement
- Grant awards
- Join newsgroups/forums/eazines
- Provide links to others
- Viral marketing (e.g., Blue Mountain Arts)
- Request to be *bookmarked*
- Affiliation programs (e.g., Associate-it, BeFree)
- Listservers
- Get rated (e.g., Bizrate)

# External Media

## Media

- Television
- Radio
- Print (e.g., ads, classifieds)
- Direct Mail
- Public Relations
  - News/press release (e.g., PRWeb, URLwire)
- Online (e.g., Banner Advertising, Website Sponsor)
  - Paid
  - Exchange (e.g., LinkExchange, BeSeen)

# External Promotion

## Promotion

- Contest
- Coupon
- Free shipping
- Deals/Discounts
- Loyalty programs (e.g., MyPoints, ClickRewards)

# External URL Everywhere

## URL Everywhere

- Stationary
- Business cards
- Packaging
- Advertisements and promotions
- Voicemail message
- Telephone “hold/while waiting” message”
- Clothing
- Email signature
- (join) Organizations/network (e.g., MIMC)
- etc.

## External Free

### Free

- Content (e.g., article(s) with multiple URLs – one per page)
- Newsletter (e.g., permission marketing)
- Service
- Products
- Informative email (e.g., ask for opt-in)
- Affiliate programs (e.g., Associate-it, BeFree)

# Resources

The Web Marketing Checklist: 26 Ways to Promote your Site by Dr. Ralph F. Wilson – <http://www.wilsonweb.com/articles/checklist.htm>

Multiplied Marketing on the Web by Dr. Ralph F. Wilson - <http://www.wilsonweb.com/articles/multiplied.htm>

Adding Value: The Key to Securing Links to Your Website by Dr. Ralph F. Wilson - <http://www.wilsonweb.com/articles/value-links.htm>

Gateway Pages and How to Make Them by Dr. Ralph F. Wilson - <http://www.wilsonweb.com/articles/gateway.htm>

Generating Sales Leads with an Online Contest by Kevin Needham - <http://www.wilsonweb.com/wmt3/980801contests.htm>

Associate-It: 10 best places to promote your site by Riyaj Shaik – <http://www.associate-it.com/html/main/articles/article2.htm>

Associate-It: Jump into E-commerce Action with Affiliate Programs by Riyaj Shaik – <http://www.associate-it.com/html/main/articles/article1.htm>

BruceClay.com – Web Site Promotion Tactics and Tools – [http://www.bruceclay.com/web\\_pt.htm](http://www.bruceclay.com/web_pt.htm)

16 Ways to Lure Traffic to Your Web Site by Marcia Yudkin – <http://www.yudkin.com/16ways.htm>

Visit Our Portal, Win Cash Prizes by Kenneth Li – <http://www.thestandard.com/article/display/0,1151,6825,00.html>

Land of the Free by Jackie Cohen – <http://www.thestandard.com/article/display/0,1151,6754,00.html>

How Low Can They Go - <http://www.thestandard.com/article/display/0,2129,n7591,00.html>

Tap The Button, get A Food Pellet by Tom Hespos – <http://www.searchz.com/Articles/0902991.shtml>

How Search Engines Rank Web Pages – <http://searchenginewatch.com/webmasters/rank.html>

Search Engine Features for Webmasters - <http://searchenginewatch.com/webmasters/features.html>

Search Engine Design Tips - <http://searchenginewatch.com/webmasters/tips.html>

How to Use HTML Meta Tags - <http://searchenginewatch.com/webmasters/meta.html>

Ad Resource: Internet Advertising and Web Site Promotion Resources – [http://adres.internet.com/feature/print/0,1401,8961\\_220291,00.html](http://adres.internet.com/feature/print/0,1401,8961_220291,00.html)

Attract Visitors With A Learning Fountain by **Paul -the soaring- Siegel** – <http://linz1.net/freep44.html>

Web Search 101 – Webs Search – 01/15/99 by Chris Sherman – <http://websearch.about.com/internet/websearch/library/weekly/aa011599.htm>

WebPromote – the intelligent marketing resource – <http://www.webpromote.com/wpwsrch/newsletter.asp?iid=jan2000vol1>

WebPromote – the intelligent marketing resource – <http://www.webpromote.com/wpwsrch/detail.asp?iid=jan2000vol1&aid=2>

ClickZ Network: What Does Viral Marketing Really Mean? By Jeffrey Graham – <http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=812>

Are Paid Advertising Models All They're Cracked Up To Be? By Sandeep Krishnamurthy – <http://www.searchz.com/Articles/0719993.shtml>

Survey: E-Shoppers Buy More With Incentive Programs by Michele Masterson – [http://ecommerce.internet.com/opinions/print/0,1282,3551\\_146421,00.html](http://ecommerce.internet.com/opinions/print/0,1282,3551_146421,00.html)

Internet Global Billionaires – Interactive Database by Silvia Sansoni – <http://www.forbes.com/forbes/99/0705/6401118A.htm>

Principles of Internet Marketing by Ward Hanson