

16. customer relationship management	277	online tools	327
introduction.....	278	case study	328
why eCRM	278	references.....	330
key terms and concepts.....	279	further reading	330
types of CRM in organisations....	281		
putting a value on CRM.....	282	19. last words	331
using CRM.....	285	20. glossary	335
technology and CRM	287	21. index	355
VRM	290	22. contributors.....	361
case study	291		
references.....	292		
further reading	293		
17. market research	295		
introduction.....	296		
key terms and concepts.....	297		
what is market research.....	297		
quantitative and qualitative			
research	298		
gathering data.....	299		
online research panels.....	300		
primary and secondary research	300		
the internet and secondary			
research	301		
the internet and primary			
research	302		
online surveys: gathering data ...	304		
how to get responses.....	306		
conducting research surveys.....	308		
who's going to pay.....	310		
summary	310		
tools of the trade.....	311		
case study	311		
references	312		
further reading	313		
18. eMarketing strategy	315		
introduction.....	316		
how the internet has changed the world we			
market in.....	316		
key terms and concepts.....	317		
the internet and the marketing			
mix	318		
developing a marketing plan	322		
eMarketing and marketing.....	326		

1. introduction to eMarketing

introduction

There is no doubt about it – the Internet has changed the world we live in. Never before has it been so easy to access information, communicate with people all over the globe and share articles, videos, photos and all manner of media.

The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in declining distribution of traditional media: television, radio, newspapers and magazines. Marketing in this connected environment and using that connectivity to market is eMarketing.

eMarketing embraces a wide range of strategies, but what underpins successful eMarketing is a user-centric and cohesive approach to these strategies.

While the Internet and the World Wide Web have enabled what we call New Media, the theories that lead to the development of the Internet were being developed from the 1950s.

a brief timeline of Internet developments

1958	US ARPA (advanced research projects agency) established to lead science and military technological developments.
1961	MIT research paper of Packet Switching Theory.
1961-69	Ongoing research into inter-computer communications and networks.
1969	ARPANET, commissioned by US Defense Department, goes live. US universities connect up network facilities for the first time.
1971	Ray Tomlinson creates first network email application.
1973	Development of protocols to enable multi-network Internet opportunities. First international ARPANET connections made.
1976	HM Queen Elizabeth II sends an email.
1978	First spam email is recorded.
1980	Tim Berners-Lee develops rules for the World Wide Web and is credited as the Web Father. Alan Emtage develops the first search tool known as 'ARCHIE'.
1982	Standard network protocols are established: Transmission Control Protocol (TCP) and Internet Protocol (IP), commonly referred to as TCP/IP.
1984	Joint Academic Network (JANET) is established, linking higher education institutions. Domain Name System (DNS) is introduced.
1985	A company named Symbolics becomes the first registered dot.com domain.
1987	National Science Foundation (US) is the catalyst for the surge in funded work into the Internet. Number of Internet hosts increases significantly in this period.
1988-90	28 countries sign up to hook up to the NSFNET, reinforcing international Internet potential.

1990	Senator Al Gore coins the term 'information superhighway'.
1991	Web Father, Tim Berners-Lee releases World Wide Web (www) with scientists from CERN.
1992	America Online (AOL) is launched and raises \$23m in floatation. The term 'surfing the net' is introduced by Jean Armour Polly. The World Bank goes online.
1993	Mainstream media attention increases awareness of the Internet. First Internet publication. Wired, goes on sale. Mosaic introduces the first web browser with graphical interface and is the forerunner of Netscape Navigator. First online shopping malls and virtual banks emerge as does evidence of spam. First clickable banner advert is sold by Global Network Navigator to a law firm.
1995	Amazon is launched by Jeff Bezos. Trial dial up systems such as AOL and CompuServe launch. Charging is introduced for domain names. Search technology companies such as Alta Vista, Infoseek, Excite and Metacrawler rapidly appear.
1996	Yahoo! is launched on the stock exchange and shares are up nearly 300% on first day.
1997	MP3.com is founded. The term "search engine optimisation" is used for the first time in a forum.
1998	XML is released to enable compatibility between different computer systems. Google founded by Larry Page and Sergey Brin.
1999	Peter Merholz coins the word "blog".
2000	AOL and Time-Warner announce they are merging. Pay-per-Click campaigns are introduced for top ten search rankings. Google AdWords launches, charging for adverts on a CPM basis.
2002	UK online monthly consumer shopping breaks through the £1 billion barrier. Google AdWords charges on a PPC basis instead of CPM.
2003	eBay topples Amazon as the most visited UK web site.
2004	CD-WOW loses court case and rights to source cheaper CDs outside EU, undermining the global concept of the Internet.
2005	Iceland leads the world with broadband penetration: 26.7 inhabitants per 100 have broadband compared with 15.9 per 100 in the UK.
2006	Google buys YouTube for \$1.6 billion. Facebook membership opens to anyone. Technorati notes that a blog is created every second of every day. Time Magazine names "You" as person of the year, due to online activity.
2008	Firefox 3.0 launches with over 8 million downloads in 24 hours. Internet usage tops 1,407,724,920 worldwide.

source: Gay (2007)

While the Internet was developed in order for academic and military institutions to share data, it has become a sharing tool for anyone with an Internet connection the world over.

it's all about being connected

In its simplest form, the Internet is a collection of connected documents or objects. Hyperlinks are what connect these documents.

note

The Internet is a world wide network which allows for information to be shared between users (also known as nodes). The World Wide Web is a sub-set of this which caters specifically for web sites.

A hyperlink is a virtual link from one document on the World Wide Web to another. It includes the URL of the linked-to document which describes where on the Internet a document is. It is what you enter in the address bar of the browser, because it is the address of that document on the Internet.

A URL provides information to both browsers and people. URLs include domain names which translate to IP addresses. Every web site corresponds to an IP address, which is a structured series of dots and numbers indicating where it is physically located. When you enter a URL into the address bar of a browser, the Domain Name System record indicates where the document is that you are linking to. Many domains can translate to the same IP address.

Confused? Look at the domain name and IP address for Quirk's web site:

Domain name: www.quirk.biz
IP address: 212.100.243.204

A domain name looks something like this:

www.domainname.com

But a lot more information can be included in this. Domain names can carry the following information:

subdomain.domain.tld/directory

- **Domain** - the registered domain name of the web site
- **Subdomain** - a domain that is part of a larger domain
- **tld** - the top level domain, uppermost in the hierarchy of domain names
- **Directory** - a folder to organise content

The tld can indicate the country in which a domain is registered, and can also give information about the nature of the domain.

- **.com** - is the most common tld
- **.co.za, .co.uk, .com.au** - these tlds give country information
- **.org** - used by non-profit organisations
- **.gov** - used by governments
- **.ac** - used by academic institutions

Domain names must be registered and there is a fee for doing so.

how do people access the Internet?

People connect to the Internet and access content in many different ways. When it comes to the physical connection to the Internet, the market presents a number of options:

- Dial-up
- 3G
- WiFi and WiMax
- Broadband
- ADSL

And that list goes on. The devices people use vary from mobile phones and handheld small devices to personal notebooks and desktop computers. The environment that people are in when they access the Internet also differs:

- At home
- At the office or place of work
- Libraries and education centres
- Internet cafes and coffee shops

Not only do these environmental factors affect how people use the Internet, but their reasons for using the Internet also have an effect on how they interact online.

For some people, it is primarily a communications channel, and their online activity is focused on their email inbox, while for others it may be a research channel, with search engines playing a large role in their online experience.

Having such a diverse audience means that there are many channels available to marketers when it comes to eMarketing.

what does this all have to do with marketing?

Marketing is about conversations, and the Internet has become a hub of conversations. The connected nature of the Internet allows us to follow and track these conversations, and provides entry points for all parties. What follows in this book are ways of conversing with potential and existing customers using the Internet.

references

Crocker, D. *Email History*,

<http://www.livinginternet.com/e/ei.htm>,

livinginternet.com, [accessed 18 March 2008]

Gay, R. et al (2007) *Online Marketing – a customer-led approach*,

Oxford University Press, Oxford, England, pp 8-9

Merholz, P. (17 May 2002) *Play With Your Words*,

www.peterme.com/archives/00000205.html,

peterme.com, [accessed 27 May 2008]

MiniWatts Marketing Group, *World Internet Usage and Population Statistics*,

www.internetworldstats.com/stats.htm,

MiniWatts Marketing Group [accessed 22 June 2008]

Rachel Rosmarin, R (11 September 2006) *Open Facebook*,

www.forbes.com/2006/09/11/facebook-opens-up-cx_rr_0911facebook.html,

Forbes.com [accessed 22 June 2008]

Sifry, D. (April 17, 2006) *State of the Blogosphere, April 2006 Part 1: On Blogosphere Growth*,

www.sifry.com/alerts/archives/000432.html,

Sifry's Alerts, [accessed 27 May 2008]

Stewart, W (1996-2007) *Living Internet*,

www.livinginternet.com,

livinginternet.com, [accessed 21 June 2008]

Sullivan, D. (14 June 2004) *Who Invented the Term "Search Engine Optimization"?*,

<http://forums.searchenginewatch.com/showpost.php?p=2119&postcount=10>,

Search Engine Watch [accessed 6 June 2008]

further reading

Tim Berners-Lee's Answers for Young People is a brief outline of how he invented the World Wide Web:

www.w3.org/People/Berners-Lee/Kids.

His book *Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web* covers this in far more depth.

sethgodin.typepad.com

– the blog from Seth Godin, best-selling author, entrepreneur and agent of change.

2. email marketing

What's inside: An **introduction** to email marketing, and a brief **history** of email, which predates the World Wide Web. Get started with **key terms and concepts** and then learn how it works with the difference between promotions and newsletters. Learn the **9 steps to executing an email campaign**, as well as the parts of an email. Get started with some basic **tools of the trade**, the **pros and cons** of email marketing, and a **chapter summary** and a look at **how it all fits together**.