CHAPTER 11

Driving Traffic: Marketing Strategies

In this chapter you will learn about:

◎ The importance of the Web in an effective marketing campaign and the variety of marketing methods that brands use to drive traffic to their Web sites

◎ Different types of advertising and the major components of an advertising campaign

◎ How public relations helps build market trust through a perceived third-party endorsement

◎ The ways direct marketers bring their messages straight to individuals on a one-to-one basis, especially through highly measurable e-mail blasts

◎ Promotions, especially online contests, and how they can help drive traffic to a site

◎ The power of viral marketing and how word-of-mouth can increase traffic and reduce marketing costs

In the early days of the Web, marketers subscribed to the *Field of Dreams* method of driving traffic to their site, believing that "If you build it, they will come." In other words, most marketers assumed that simply building a site would be enough, and like a lighthouse, its mere existence would beckon audiences and draw them in. Many marketers believed that people from all corners of the world would visit every site published and that the Web would become the great equalizer. They thought the Web would level the playing field to allow small businesses with little or no marketing budgets to gain just as much exposure as their far larger, more richly funded competitors.

Not quite.

Whether these early beliefs were genuine or derived from apprehension (few early marketers really understood how the Web worked or how it could be integrated with other marketing tools), one thing became crystal clear as the Web matured: simply building a site was not going to be enough. As the number of sites grew and users became more savvy and selective, marketers realized that creating a site was only the first step into a complex maze of driving traffic and attracting an audience.

The Individual Segments of Marketing

The word "marketing" is fairly self-descriptive. It refers to the act of bringing a product or service to the market—in other words, enticing prospective audiences to consider and ultimately purchase a specific brand. Given that, any method that helps communicate a message from a brand to its audience fall under the fairly broad marketing umbrella. Standing on a rooftop and shouting "Buy Pepsi!" is technically marketing, as is handing out flyers alerting students to new programming on a university radio station or running a TV commercial. One consumer telling another consumer about a brand they had a good experience with is also marketing.

In today's connected world, the Web has become such a large part of everyday life that consumers rarely make a purchase directly after receiving a marketing message. The Web is often the intermediate step that consumers take before deciding to make a purchase, for reasons that could include any of the following:

- To make sure that a company is legitimate. If the brand is unknown, consumers will typically want to make sure the company behind it is reputable before making a purchase. Consumers are wary of most marketing efforts and often skeptical of messages sent directly from brands—especially lesser known brands—and Web research gives them added comfort.

- To see what other people have to say about their experiences with a brand.

- To get more detailed information about a brand than they might have been able to discern from an advertisement.

The amount of research that consumers conduct on a brand prior to purchase tends to increase along with the price of the product or service being considered. People rarely engage in significant research before buying low-cost items like toothpaste or gum. Less common and more expensive purchases like vacations, furniture, and cars will be researched more heavily. People involved with making a business-to-business purchase are especially likely to do heavy Web research prior to the beginning a relationship and making a purchase from another company.

With this understanding, marketers today typically include the brand's URL with all of their marketing material in order to make it easier for consumers to find the site. These efforts include everything from printing their URL on business cards, letterhead, and invoices, to announcing it on TV, radio, and other forms of advertising.

For the purposes of this book, we'll break marketing efforts into five distinct segments:

- **Advertising**: **Advertising** is marketing in which various media outlets are paid to convey a message from the advertiser to its desired audience. Marketers purchase the ad space or time and control the message that the audience receives. Repetition is an important part of advertising and often necessary in order to penetrate the consumer's consciousness.

- **Public relations**: Public relations concentrates on disseminating a message from a brand to its audience and helping that brand maintain a positive public image. This is often done by establishing trust through the use of third-party, credible sources.

- **Direct marketing**: **Direct marketing** seeks to create a direct link between the brand and its audience, typically on a one-to-one basis, without using mass media (such a television or radio). Direct marketing efforts include telemarketing, direct mail, e-mail blasts, or even more basic efforts, like handing out flyers to passers-by in a crowded mall. Direct marketing almost always has a clear call to action.

- **Promotions**: Technically a subset of advertising, **promotions** are one-time or limited actions such as lowering prices or holding a contest, in an effort to generate more rapid consumer interest.

- **Viral marketing**: Like a cold that moves virally from one person to another, **viral marketing** is a specific form of marketing that aims to use a core audience to spread the word to other consumers, in effect, doing the marketer's work for them.

It can be difficult to understand the subtle differences between each area of marketing, because there is often overlap. Figure 11-1 illustrates each marketing method in the form of a conversation.
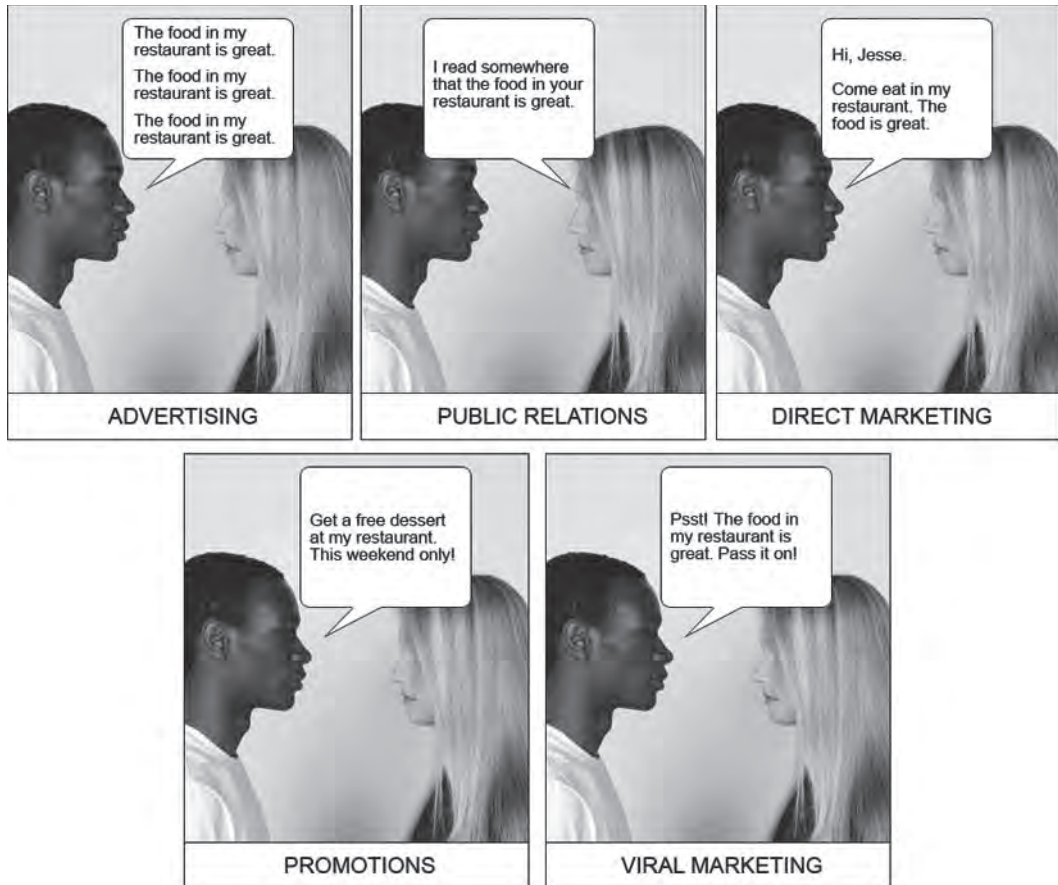
Figure 11-1 Marketing methods presented as simple conversation.

We will examine each of these areas in greater detail, although it is important to remember that effective, organized marketing efforts will often use several of the methods in an integrated fashion, thereby gaining greater exposure and increasing the likelihood that their brand and message will be remembered. With any marketing effort, it is important to set clear goals for what the campaign is expected to

accomplish. Goals could include increasing revenue, boosting traffic levels for a Web site, launching a new brand, or increasing awareness of an existing brand. It is important to establish quantifiable goals whenever possible. Vague goals, such as "increase Web traffic," don't offer much guidance. How much increase is enough to indicate that the marketing efforts have been a success? Establishing quantifiable goals to reach within a given time frame allows marketers to measure how effective or ineffective their efforts are. For example, if a campaign's purpose is to drive traffic to a Web site, marketers need to determine the realistic traffic rates desired—considering the marketing budget, how much increased traffic will make the financial expenditure worthwhile. The goal should be stated numerically, for instance, "200,000 additional visitors per month over the next six months" or "an increase in traffic of 30 percent over last month's traffic rate." By establishing a numeric goal, marketers can track the success of their efforts and make necessary adjustments. Chapter 13 will examine the importance and methods of measurement in greater detail.

Advertising

Marketers advertise using a variety of media outlets that charge advertising fees based on the amount of space provided or the amount of time allotted to an ad. Advertising rates also take into account the anticipated audience and the quality of the audience that an ad is likely to reach. For example, a company that is selling health food might pay more to advertise in a magazine on jogging that reaches 10,000 people than they would to advertise in a general interest magazine that reaches 50,000. Subscribers to the jogging magazine are more likely to be interested in the message from the health food company.

Marketers typically consider two approaches to advertising: conceptual and direct. **Conceptual marketing** uses a story, a metaphor, an image, a joke, or another indirect means to send a message. The famed Charmin toilet tissue television ad campaign provides a good illustration. In the ads, Mr. Whipple had to beg his customers, "Please don't squeeze the Charmin." Shoppers in the commercial just couldn't help themselves from squeezing the Charmin because it was so soft—a conceptual approach to relaying a message. Alternatively, marketers can take a direct approach—advertising that is a straightforward statement of the facts, such as a TV commercial for a local car dealership, announcing their new line of cars and a special sale on those cars over an upcoming weekend. In comparison, a 30-second TV commercial of text on the screen that says "Charmin bathroom tissue is very soft" is a direct approach. Direct ads get a pointed message out clearly, while conceptual ads serve the dual purpose of selling a product or service and establishing the brand personality at the same time.

There are several different types of advertising that marketers can utilize to convey their message, including:

- **TV and radio commercials**: Commercials usually run in 30-second increments for TV spots and 60-second increments for radio spots. Marketers have the opportunity to make their case in a limited amount of time to a viewing and listening audience.

- **Print advertising**: Marketers advertise their message through ads printed in magazines or newspapers in any number of sizes, including full, half, or quarter page. Figure 11-2 shows a sample print ad as it would appear in a magazine.

Figure 11-2 A print ad for a lacrosse camp, as it would appear in a lacrosse-specific publication.

- **Web banners/display ads**: Many sites—especially media sites and sites that draw heavy traffic—provide space on their pages for marketers to display their advertising message. Banner and display advertising comes in many forms, including ads that run across or along the side of a page, ads that appear in their own boxes within the body of a page, and ads that pop up in front of or behind the browser window. Ads such as these can be static, animated, or created in Flash in such a way that they expand to provide more information when the user rolls over them.

- **Pay-per-click**: Technically, pay-per-click refers to a specific payment method for Web advertising—one in which the marketer only pays for the ad if a Web user clicks on it. Banner ads, for example, could be sold on a pay-per-click basis. However, pay-per-click is most closely associated with the small ads that appear along the side of a search engine such as Google (Google, in fact, with their AdWords program, is by far the largest player in the pay-per-click market). These ads may also appear on Web sites that allow ad feeds from Google or other pay-per-click operators. Figures 11-3 and 11-4 show examples of pay-per-click ads.
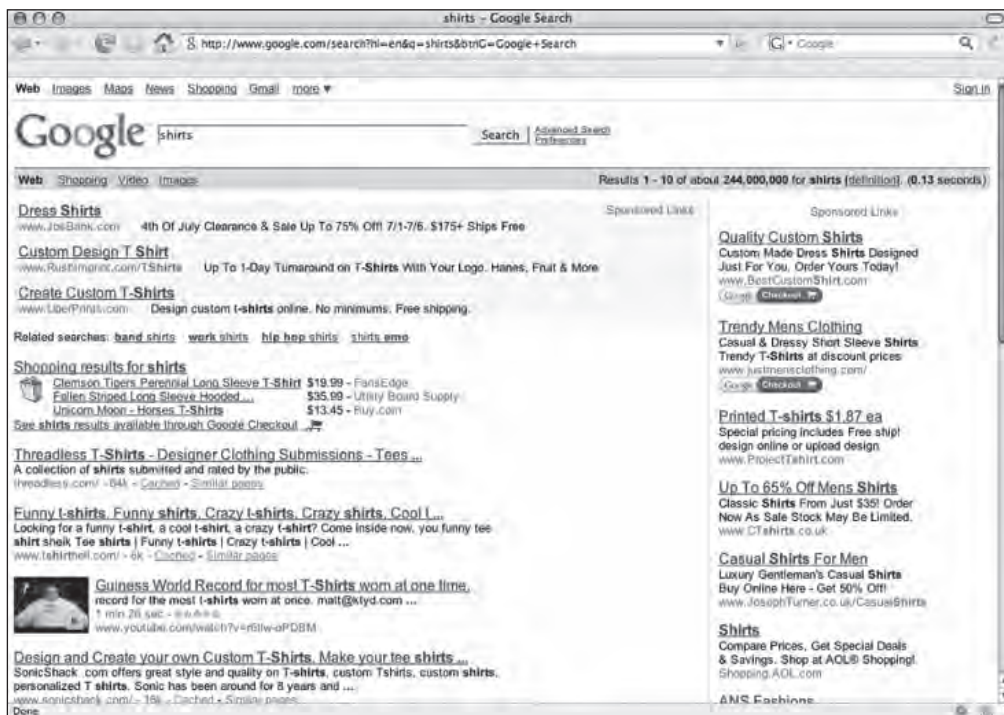

Figure 11-3 Google AdWords appear on almost every search page. In this figure, the paid ads appear in the shaded area at the top of the page, and down the column on the right.

Figure 11-4 This site earns additional revenue by featuring Ads by Google, located near the top of the page. The marketers that place the ads know that their ads are being seen by consumers who are interested in a certain topic (in this case, camcorders), and the site is paid a fee every time someone clicks on an ad.

- **Streaming video commercials**: Similar to TV commercials, these commercials play on certain Web sites rather than on television. Run in increments of 15 or 30 seconds, streaming video commercials typically precede content requested by Web users, such as a game or another video clip. As of the writing of this book, You-Tube does not inject commercial ads before user-requested video segments, but other popular video-sharing sites like Metacafe and media sites like Fox News do. Typically, these sites will use copy to let the user know that clicking on the commercial (which takes the user to the marketer's Web site) will not interfere with their requested video or game loading to completion.

- **Billboard advertising**: Marketers often promote their messages through large signage in public places such as on the wall of a building, along a highway, or even on the side of a bus. These ads are large and noticeable but also very broad, reaching a fairly general audience.

- **Specialized advertising**: Pretty much any place that has extra space available is a potential advertising medium. A single engine plane flying over a beach, pulling a banner that reads "Eat at Joes" is one avenue that marketers can consider. The wall space in the bathrooms of the men's room at clubs and bars is another, as is the signage space above a taxicab.

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Advertising can be very expensive. There are many other marketing options available, many of which are less expensive than advertising. However, there are specific benefits that advertising gives to marketers which makes it an extremely valuable marketing tool:

- **Control over the message**. Marketers can make their case and send their message in any way they want in the space or time provided, and they can craft the language and look and feel of the ads they develop.

- **Control over the audience**. With an uncountable number of media outlets to choose from, marketers can send their ads to the audience demographic that is most suitable for their needs.

- **Brand building**. Advertising can help establish a brand name, increase exposure, and help keep the brand name in the minds of consumers.

Of course, there are drawbacks to this form of marketing as well. Marketers must weigh the pros and cons associated with advertising when considering this tactic for attracting an audience and driving traffic. Some of the drawbacks of advertising include:

- **Expense**. Media outlets may charge outrageous fees for ad space that draws a large or highly targeted audience. *Time* magazine, for example, charges into the six figures for a full page ad, and a 30-second commercial that airs during the Super Bowl costs well over $2,000,000. Smaller ads and local advertising, such as in small town newspapers, may cost far less, but will be seen by fewer people.

- **Hard to measure**. Although there are methods that marketers use to try to measure the effectiveness of an ad, it can be difficult to accurately measure whether an ad has generated enough consumer interest or contributed enough revenue to warrant the expense.

- **Limited consumer visibility**. It's easy for a magazine reader to simply flip the page past an ad, just as it's easy for a TV viewer to change the channel during a commercial. With rare exceptions

(such as the Super Bowl, which many people watch specifically to see the commercials), it's unlikely that a single ad will generate tangible results. Ads need to be repeated many times before they sink in and have a lasting effect on consumers.

- **Limited consumer trust**. Consumers understand that an ad contains information that is coming directly from the brand that is trying to sell them something—not exactly an unbiased source. Consumers, therefore, are understandably skeptical, or at least hesitant, to fully trust the information that they see or hear in most ads.

Advertising Campaigns

Although it is not always the case, advertising is often thought of in terms of a **marketing campaign**—an organized effort to promote one or more distinct messages, spread over one or more media outlets, and centered on a conceptualized theme.

A campaign has four primary ingredients: message/purpose, theme/concept, time frame, and media.

Message/Purpose

The message or purpose of a campaign is the idea it is trying to convey. General messages may be used to establish or underscore the brand promise, with the objective of increasing recognition of the brand name. The message behind an advertising campaign could be something like, "We provide the healthiest recipes of any cooking site on the Web" or "You can find the product you are looking for more quickly and easily with our unique online shopping feature." Usually these messages are not articulated as bluntly as these examples; rather, they are communicated more subtly through imagery and copy. Other messages might be less brand-oriented. The message might be intended to highlight one specific idea or promotion, such as "Half-price Wednesdays now through Christmas" or "Refer a friend to our Web site and receive a $50 gift certificate with his or her first purchase."

What the appropriate message is often depends on where the brand is in its lifecycle. The younger and less well known a brand is, the more it needs to be more direct in its messaging. As a brand becomes more universally recognized and trusted, its messaging can be less direct and its approach more conceptual. Table 11-1 provides the general overview for effective messaging at different points within the brand lifecycle.

Stages of the Brand	Appropriate Actions/Messaging
STAGE 1: Brand infancy (Little to no brand recognition)	• Campaign should focus on establishing the brand and building name recognition • Explain the brand promise • Make the Unique Selling Proposition (USP) obvious • Concept should be clear so as not to obscure the message • More marketing dollars should be spent to ensure a Web site is solid, functional, and beneficial to its audience
STAGE 2: Brand growth (Base market established, increasing recognition and expanding growth; trust in the brand is growing)	• Message should reinforce the brand, continuing to seek heightened brand recognition • Benefits of the brand should be highlighted, with the USP taking center stage in most efforts • Concept should be clear, although if research has shown that the company or product already is familiar to the core audience, the concept can begin to show more of the brand personality
STAGE 3: Brand maturity (Significant brand recognition either in a general market or among its desired market demographic; trust is established)	• Message can stray from mere brand recognition to promote particular aspects of the brand, product, or Web site • If research indicates that the USP has been understood and accepted by the market, then the message can promote beneficial aspects of the brand other than the USP • Concept can be largely personality driven, with heavy creative elements • Campaigns should revisit basic brand recognition (as outlined in Stage 1) if direction of the brand changes • Marketing to current customers should be a primary focus

Table 11-1 Stages of the brand, and the appropriate messages to be sending at each stage.

Theme/Concept

A theme is a secondary idea that supports the message, establishes the personality of a brand, and makes the brand more attractive to one audience versus another. Conceptual approaches rely on a theme, which usually evolves over time and is consistent throughout various media.

Popular advertising concepts have included the Geico cavemen (which took viewers from the original ad featuring a caveman feeling

insulted by a Geico spokesperson, to an ongoing story in which the Cavemen struggle with everyday issues while continuing to reel from what they feel are degrading Geico advertisements), the MasterCard "Priceless" campaign, the Energizer Bunny campaign (he just kept going, and going . . .), and the popular "Got Milk" campaign, considered by many to be one of the greatest advertising campaigns ever.

Time Frame

Campaigns may continue for a specific, pre-determined period of time, or simply continue until they have run their course. Throughout any extended campaign, however, most marketers will do continuous research and testing to measure its effectiveness. For example, marketers will want to know whether the campaign increased sales or traffic, or whether it increased brand recognition. For longer efforts, marketers will want to know where within the campaign interest piqued, and at what point it fell off. Understanding all of these issues helps marketers to properly adapt the current campaign as well as mold future efforts.

Establishing a time frame is similarly important for proper coordination of the campaign. Each piece within a campaign needs to be planned. A print ad, for example, requires contracting with the desired publication; creating, writing, designing, and proofing the ad; and then submitting it to the publication, often a full month before it will be printed. In all, it can be a two- to three-month process for one print ad. This gets even more complex when there are multiple components to consider. An ad campaign that promotes a special limited time savings by registering on a Web site needs to be coordinated with a message on the site's Home page clearly announcing the same promotion. The site must also be programmed to register people at a lower price, in coordination with the timing of the external campaign.

Media

How the message and concept reach an audience depends on the media that are used in the campaign. Media options are vast, and marketers have to consider each carefully in their effort to reach the largest possible audience with their available budget. The demographics of each media outlet need to be understood. (TV commercials that air on the Lifetime cable network will reach a large concentration of women, while commercials on the Spike network will reach far more men, for example.)

Large-scale campaigns often use a variety of media to reach an audience, and specialized marketers called media planners have the difficult responsibility of managing all of the media outlets in a single campaign.

INTERVIEW WITH…

Mick McCabe, Deutsch Executive

Deutsch NY has gained legendary status among global agencies, renowned for its creativity and for masterminding some of modern advertising's most memorable campaigns.

Mick McCabe is the Chief Strategy Officer at Deutsch NY, overseeing strategy for clients including IKEA, TYLENOL, Novartis, and Olympus. Prior to that he was Director of Strategic Planning at Leo Burnett, Chicago, where he worked on Nintendo, Morgan Stanley, and Kellogg's.

His work has been recognized with ten Effies, including two Grand Effies by the American Marketing Association for most effective marketing campaign in America, as well as at Cannes International Ad Festival. He has taught at the Michigan and Notre Dame Business Schools, the University of Texas at Austin, and the Miami Ad School. A U.K. native, Mick has resided in the United States for the last 16 years.

Jason: Any worthwhile conversation about marketing should begin with a few words on branding. "Brand" can mean different things to different people. What is your personal philosophy and definition of a brand?

Mick: This is probably the most written-about subject in marketing, and you could fill a small town library on the subject. Here's one definition that gets to the heart of the matter: A brand is the sum of the tangible and intangible, positive and negative associations, beliefs, and impressions people have about a product or service. This is how a customer experiences a brand.

On a more personal level, I think a brand is simply an idea. A living, breathing idea. It represents and takes a point of view that people want to buy, participate in, and share. Some brands are healthy, some are super athletes, and some are in need of exercise. They are not unchanging, immovable, cast in stone, static ideas but dynamic, moving, breathing ideas. When marketers treat them as such, and people view them as such, emotional and financial prosperity happens for all parties. This is how to create a brand.

Jason: Walk me through the creative process of developing marketing campaigns. What are the key things you consider?

Mick: You have to begin with the end in mind. What are the business situations and the conditions we are trying to alter or improve? A clear articulation and diagnosis of why on earth we are conducting the effort is the basis of most effective and successful marketing. A superficial "grow sales" or "get more customers" goal statement won't cut it.

It requires, amongst other things, an analysis of where we will source business from, identifying the consumer behavior and barriers to behavior change, accounting for competitive activity in that category, and looking at the broader cultural forces at work in technology, society, and the economic conditions. All of these, at a bare minimum, should be consulted before the synthesis stage. From there, we articulate a target audience to focus on, the opportunity, a strategy to achieve success, and the execution of the effort from a message and a media standpoint. It is equal parts art and science, and great marketing doesn't force a tough decision between the two.

Jason: How does the brand as you've defined it play a part in the development of a marketing campaign?

Mick: The brand is at the center alongside the target audience. The brand provides a consistent way for marketing to orient itself, for the company to speak, for decisions to be made. It's easy to ask, will this make money? But it takes greater control, patience, and mental acuity to ask if this is something the brand should do or say. New Coke is the classic case study of the wrong question asked and the brand not being at the center of the decision-making process.

Jason: Are there standard goals that you seek to achieve with each marketing effort (such as increased revenue, increased Web traffic, etc.)?

Mick: The goals are specific to the brand. TYLENOL, IKEA, and USAA couldn't be more different. The business models are different; purchase cycles are different; the consumers are different; peer-to-peer recommendations work differently; and their corresponding indicators of success account for this. IKEA may place greater emphasis on same-store sales or foot traffic. USAA might look at likelihood to recommend, customer satisfaction, or consideration to renew a policy. TYLENOL might look at the strength of retail sales year on year at, say, Target or Wal-Mart, or traffic to its site. There's no one silver bullet.

Jason: How has the Internet played a part in the evolution of marketing and brand building?

Mick: It is now almost impossible and probably inadequate to create a marketing campaign without accounting for the role of the Web. It's been statistically proven that the majority of people consult the Web before a purchase, whether that's direct to a brand's Web site, consulting user reviews, third-party information, or through a search engine. And the experience has to account for multiple consumer goals: people's desire for product information, to explore a brand, to communicate with a brand, or to simply transact. A great brand like Amazon enables those experiences to co-exist, simultaneously.

Jason: Would you say that the Web plays an important role in all of your marketing efforts? What role has social media played?

Mick: It's made it intellectually more challenging, but more exciting and surprising at the same time. The control and command way of thinking about brands is dying; telling people what to think, messaging to them, and monologue advertising alone through TV ads has diminishing returns. Social media has made marketers accept (albeit reluctantly) that people control—and ultimately determine—a brand's health (but then again, they always did). One person can tell 10,000 people in one e-mail about their good or bad experience and the next person can be submitting new product ideas.

Jason: From your experiences at Deutsch, what campaign has been your favorite, and why?

Mick: They are all like children, so favorites are hard. And I think the one thing that's true, that agencies don't acknowledge enough, is that effective marketing is done with smart, creative client partners. It isn't just us sitting in a room "brainstorming."

I think uniting a lot of sub-brands under one idea, "Feel Better," and returning a billion-dollar mega brand like TYLENOL to prosperity have been rewarding. The work done on Westin Hotels to articulate a simple, meaningful brand idea around Renewal (with the tagline "This is how it should feel") that the hotel experience, the employees, and the marketing bring to life in meaningful ways. And lastly, the Bronx Zoo has seen tremendous attendance growth from an idea we created for them in 2007.

Jason: What one skill is the most important for future marketers to have to successfully market a brand?

Mick: Good people EQ. (EQ is the emotional intelligence quotient; it describes an ability or skill to perceive, assess, and manage the emotions of one's self, of others, and of groups.) Knowing your audience back to front. I think you can't go wrong if you have an understanding of people. I deliberately said people—not consumers—because I think the latter narrowly and mistakenly casts people as shoppers only. To know and understand people, their motivations, their hopes, their idiosyncrasies, and their relationships with other people is worth its weight in gold. It's not surprising that you've seen a lot of senior executives in the last few years getting out of their ivory towers, trying to get "in touch" with their audience by embarking on high profile, publicized ventures to retail stores or call centers or research, aiming to look their audience in the eye.

Public Relations

Public relations is a set of actions taken to persuade or improve the general public's ideas, opinions, or attitude regarding a particular individual, organization, product, company, or Web site. In many cases, PR is executed through the manufacturing of news. By having a story reported through the media, a company's message becomes news, not advertising. This kind of third-party reporting is seen as unbiased and is often more meaningful to customers than messages delivered through advertising.

A large percentage of the news you read or see is generated through the efforts of PR personnel. When you hear about a new Microsoft product upgrade on CNBC, or an upcoming U2 concert tour discussed on MTV, or even about the mayor of a small town who is planning to run for re-election, chances are that the information began its life as a PR objective.

PR executives use a number of methods to facilitate their work, including:

- Arranging special events, such as parties for product launches or luncheons for media representatives at an industry trade show.

- Writing and distributing **news releases** (summaries of a newsworthy event or information relating to a specific company, product, or brand) to the appropriate media outlets. An example of a press release is shown in Figure 11-5.

- Facilitating interviews between the media and key executives or spokespeople at a given brand.

- Arranging public appearances for key brand executives or spokespeople to present information at a public or industry-specific forum.

- Arranging events or promotions that the media will likely find interesting enough to pick up on and report about. (In 2008, Dr. Pepper made news by announcing that if Guns 'N Roses front man Axl Rose actually released the long-awaited *Chinese Democracy* album before the end of the year, everyone in the U.S. would get a free Dr. Pepper. Silly, but it made news and promoted their brand name.)

- Facilitating and overseeing brand-sponsored research in an effort to help establish the brand as an industry expert.

- Responding to negative events, such as product liability issues and accidents, to help save the brand image in times of peril.
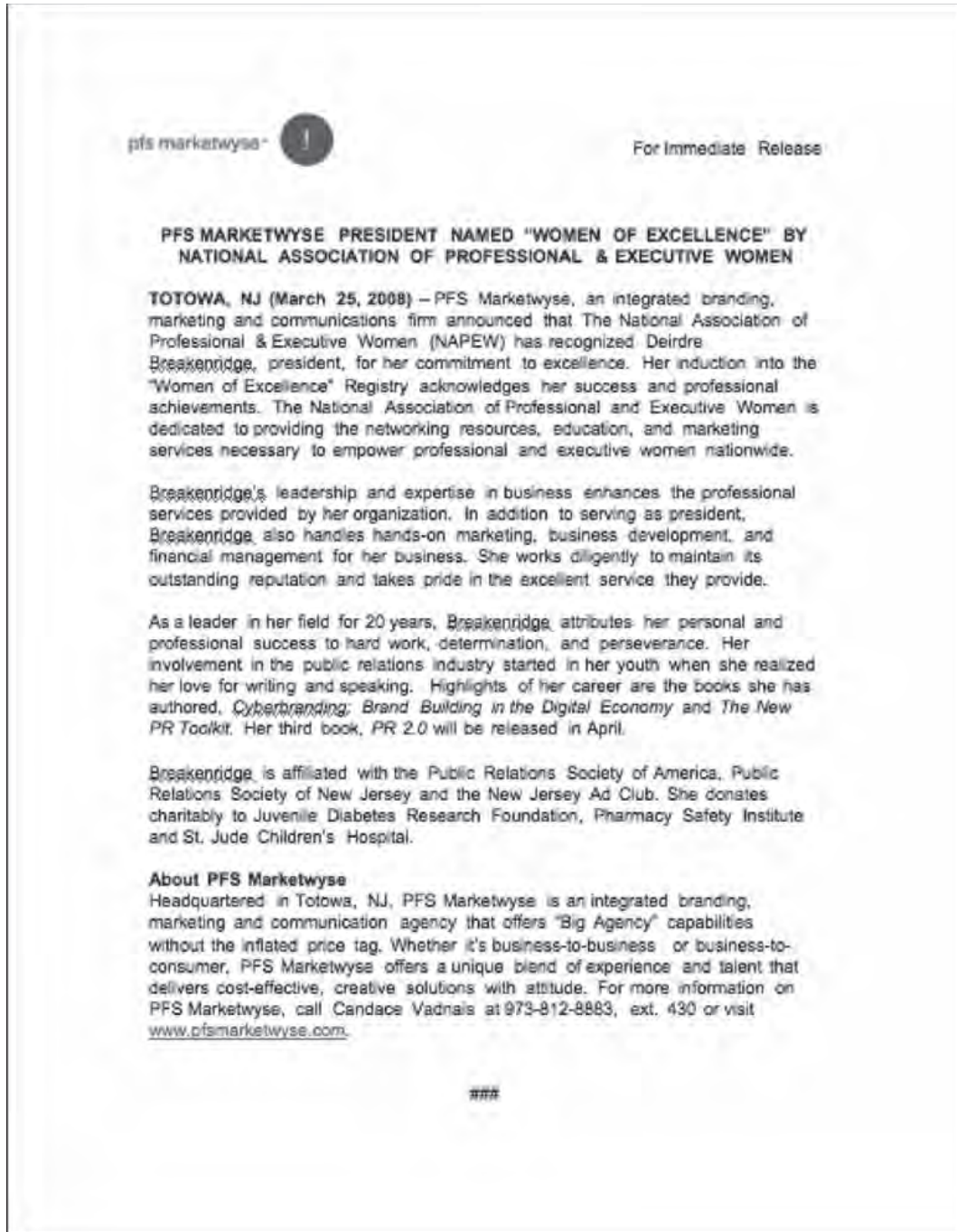
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For Immediate Release

PFS MARKETWYSE PRESIDENT NAMED "WOMEN OF EXCELLENCE" BY NATIONAL ASSOCIATION OF PROFESSIONAL & EXECUTIVE WOMEN

TOTOWA, NJ (March 25, 2008) – PFS Marketwyse, an integrated branding, marketing and communications firm announced that The National Association of Professional & Executive Women (NAPEW) has recognized Deirdre Breakenridge, president, for her commitment to excellence. Her induction into the "Women of Excellence" Registry acknowledges her success and professional achievements. The National Association of Professional and Executive Women is dedicated to providing the networking resources, education, and marketing services necessary to empower professional and executive women nationwide.

Breakenridge's leadership and expertise in business enhances the professional services provided by her organization. In addition to serving as president, Breakenridge also handles hands-on marketing, business development, and financial management for her business. She works diligently to maintain its outstanding reputation and takes pride in the excellent service they provide.

As a leader in her field for 20 years, Breakenridge attributes her personal and professional success to hard work, determination, and perseverance. Her involvement in the public relations industry started in her youth when she realized her love for writing and speaking. Highlights of her career are the books she has authored, *Cyberbranding: Brand Building in the Digital Economy* and *The New PR Toolkit*. Her third book, *PR 2.0* will be released in April.

Breakenridge is affiliated with the Public Relations Society of America, Public Relations Society of New Jersey and the New Jersey Ad Club. She donates charitably to Juvenile Diabetes Research Foundation, Pharmacy Safety Institute and St. Jude Children's Hospital.

About PFS Marketwyse
Headquartered in Totowa, NJ, PFS Marketwyse is an integrated branding, marketing and communication agency that offers "Big Agency" capabilities without the inflated price tag. Whether it's business-to-business or business-to-consumer, PFS Marketwyse offers a unique blend of experience and talent that delivers cost-effective, creative solutions with attitude. For more information on PFS Marketwyse, call Candace Vadnais at 973-812-8883, ext. 430 or visit www.pfsmarketwyse.com.

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Figure 11-5 A sample news release.

Why PR Works

PR is a behind-the-scenes way to influence public opinion. One of the primary benefits of PR is that in the eyes of the consumer, the marketer's message is coming from neutral sources. Advertising is clearly biased; a print ad for a Web site that says the site offers the widest selection is not necessarily believed by the market. Consumers realize that the claim is likely to be highly exaggerated. Furthermore, empty advertising claims of being "the best" or "the largest" or the "the leading" often fall on deaf ears—consumers have heard it all before.

By comparison, statements that proclaim a site to have the widest selection or a product to be more useful than competing products are far more believable if they come from an impartial news source that reports the information. Most consumers believe that the information they read in newspapers, magazines, media sites, or blogs was deemed newsworthy by a journalist or editor. The praise is therefore seen as unbiased and more believable. This believability factor is one reason that aggressive PR campaigns are a popular marketing method. It should be noted, however, that while the editorial coverage is typically not paid for, marketers often pay PR agencies to ensure that positive news makes its way to the journalists' desk.

Wide exposure is another reason that companies use PR. One event or news release may be covered by any number of media outlets— far more than it might be financially possible to advertise in. For example, a news release announcing the launch of a Web site for music downloads might be picked up by *Billboard*, *Rolling Stone*, *Spin*, *ZDTV*, *Good Morning America*, and other smaller publications and shows. Although some of the mentions may be relatively small (sometimes only a line or two in a "New and Noteworthy" feature), the minimal effort of writing and sending the release has resulted in wide exposure to a large audience. To buy advertising space and time in all the media outlets that carried the story would break the bank. It's because of this that PR is often referred to as "free advertising."

Brands that reach their audience through PR have the added advantage of creating an association between their brand and the brand reputation of the media source. If readers believe *Rolling Stone* is a credible source of music news and a *Rolling Stone* writer discusses a new music site in a positive way, then that reflects positively on the brand.

Because of the potential for wider exposure and increased credibility from third-party sources, PR is a strong weapon in brand building. When integrated with advertising and other marketing tactics, PR has the potential to create a stronger relationship between the Web site and the consumer. This relationship enhancement occurs because

the benefits of the site and the value to the user are relayed from a supposedly unbiased source, rather than from the company itself. As discussed earlier, part of the brand is its promise, and building a successful brand involves fulfilling that promise, which translates into trust. Advertising alone can tell the audience what the promise is, but an editorial mention about how that promise is being fulfilled helps build trust.

When reaching out to the media, marketers need to provide the important information that journalists need to make a decision on whether or not to include a story in their reports. With so many brands looking for PR exposure, journalists look for certain information to help them decide what to cover:

- Why is the company or Web site you are promoting better than or different from its competitors? Why is the update so interesting that it needs to be reported? If there is nothing unique about the site, or if the site doesn't do anything that hasn't been done before, why would a publication or program want to report on it?

- What specific trends in the industry does the site address? What services does it perform for its audience?

- Who is the target audience for the site?

- Who are the key executive personnel at the company you are promoting? What are their backgrounds relative to their positions in the company?

How the Web Has Changed PR

Of course, PR can be used to promote a Web site, and, like any other marketing form, it is likely to drive consumers to visit the Web site of a brand they read or hear about and take an interest in. However, the Web has forced traditional PR to evolve as more consumers look to the blogosphere for news and information, and street journalists pass information across the Web through social media tools. Today, PR professionals work to reach their online audiences in different ways, including helping to establish blog sites for their clients and maintaining a scheduled list of appropriate topics for their clients to post blogs about. In addition, PR professionals will seek out already established and well-read blogs that are popular with the brand's target market and look for opportunities to leave comments.

Marketers also have the ability to increase the effectiveness of their PR from within their own site. The **cyber newsroom** is an area of a Web site where a marketer can post current and past news releases so that journalists and broadcasters can research the company.

Often when an editor receives a news release of interest, his or her first action is to visit the company's Web site to gather more information. In addition, the cyber newsroom may also be of interest to nonmedia visitors, such as potential customers and employees, who want the most recent news about the company.

Cyber newsrooms can vary in complexity. The simplest cyber newsrooms offer little more than a list of news release headlines that act as hyperlinks to the full news release. Other cyber newsrooms can be more interactive, providing more information about a company, bios of its key executives, links to high-resolution images and logos, or even videos of current news releases. All of these resources make the editor's job far easier—a definite plus for the company that is seeking coverage.

Figure 11-6 shows a cyber newsroom for JVC Professional Products, which highlights the company's most recent releases. Figures 11-7 and 11-8 shows other areas of the newsroom, where members of the media can download high resolution logos and images, respectively.
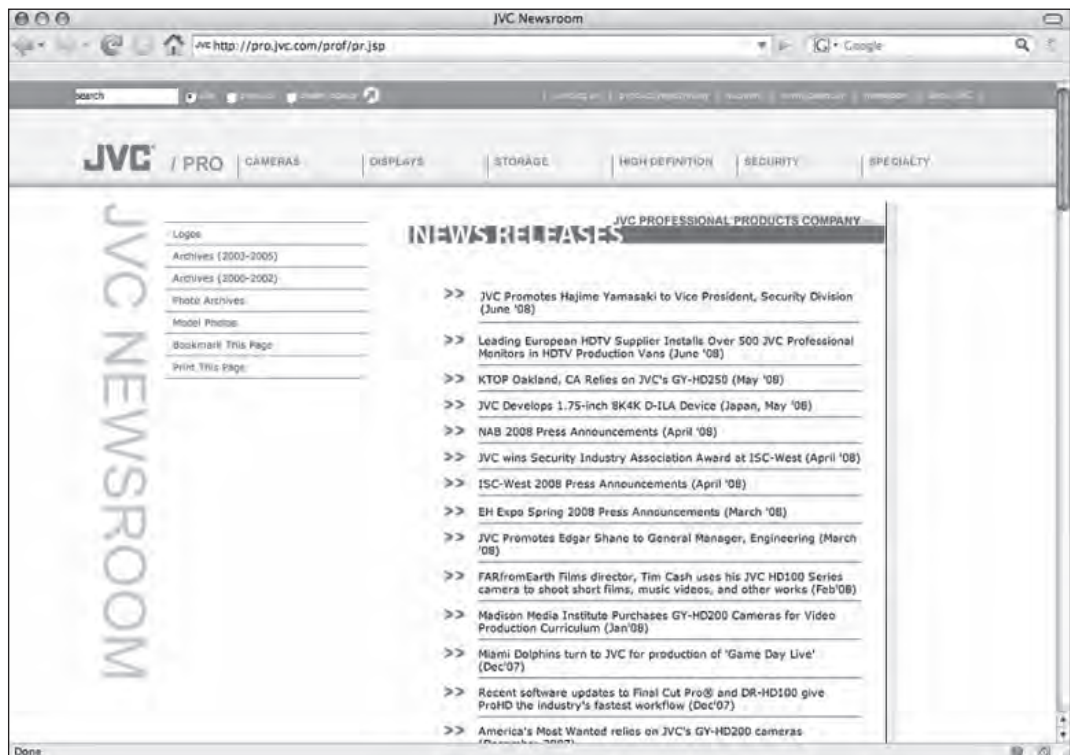
Figure 11-6 The JVC cyber news room gives the media (and prospective clients) a chance to see the most updated information about the company.

Figure 11-7 To help journalists and entice them to further report about the brand, JVC's cyber news room provides high-resolution logos for downloading.
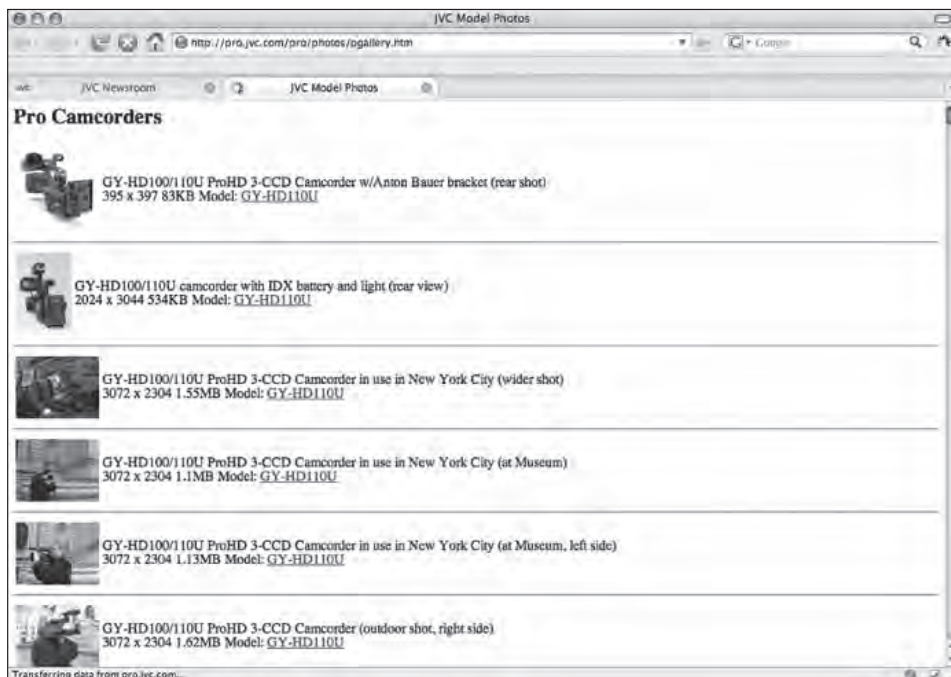

Figure 11-8 Similarly, JVC also provides access to high-resolution images of its products.

Along with helping to promote updated news to the media, cyber newsrooms often feed recent headlines to the site's Home page. This allows visitors to see the most recent news as soon as they come to the site, so that even if they never make it to the cyber newsroom, they will have an idea of the company's latest developments. This also allows the Home page of a site to change on a regular basis, alerting visitors to the fact that there is new information within the site.

INTERVIEW WITH…

Deirdre Breakenridge

Deirdre Breakenridge is the President and Director of Communications for PFS Marketwyse. A veteran in the PR industry, Deirdre leads a creative team of PR and marketing executives strategizing to gain brand awareness for their clients through creative and strategic public relations campaigns. She counsels senior level executives at companies including RCN Metro Optical Networks, Quality Technology Services, JVC, Michael C. Fina, and Kraft.

Deirdre is an adjunct professor at Fairleigh Dickinson University in Madison, New Jersey where she teaches courses on Public Relations and Interactive Marketing for the Global Business Management program.

After having worked with Deirdre for nearly ten years, I can attest to her surpassing ingenuity, knowledge, and communications talent. I consider it a privilege to have her be part of this book.

Jason: Let's start with the basics. Define "PR" for me. How does it differ from "advertising?"

Deirdre: The classic definition of public relations is communicating to the public through a credible third-party endorsement to create awareness or to change an opinion or behavior. However, today, public relations has changed tremendously with the technological advancements of Web 2.0 applications. PR 2.0 is a different approach to public relations, in which professionals use social media tools to communicate to new influencers, including bloggers and now directly to their customers. Of course, traditional PR is not going away. On the contrary, PR 2.0 only adds to a brand's arsenal of best public relations practices to help with meaningful conversations and direct communication that leads to strong relationships with stakeholders. I like to think that PR 1.0 plus PR 2.0 all equal great PR.

The difference between PR and advertising is very distinct. Although both fall under the marketing umbrella, advertising is, quite simply, paid-for space. So whether you are looking to place an ad in a magazine,

on a print billboard, a mobile advertisement, or on a Web banner, the ad is designed by the brand and the messages are crafted carefully and with creative language to evoke a specific action or behavior from the consumer. However, in PR, you cannot control the message. Because PR works through influencers, whether it's the traditional journalist or a blogger, you only have the ability to communicate with precision and accuracy and intended meaning. However, the perception of the influencer can often shape your message by the time it hits the market. Nonetheless, PR is extremely valuable as it's far more credible to be endorsed by another party. Even though advertising supports and maintains the messages in a PR campaign, many realize that advertising comes directly from the brand.

Jason: How has public relations changed given the Web 2.0 environment?

Deirdre: The PR industry has seen tremendous change with the ability to use social media tools to communicate. The Web 2.0 environment alters the way brands communicate. They can use PR to build relationships with groups of people in Web communities that want to engage and have meaningful conversations—the people that need to hear about your brand. This dialog leads to stronger relationships and ultimately the purchase of the brand's products and services. The key to the 2.0 environment is that customers want to hear the voice behind the brand, and brands can no longer hide behind their monikers. Through PR and social media tools, brands are able to tell a more humanized story. So, for example, it's the ability of an executive to blog and to speak directly to a customer. He or she can be engaged in conversations in a community not only to hear what customers are saying but also what customers say to one another. It's a huge focus panel in your backyard and the information is invaluable. The ability to hear the dialog and then use the information to build better products or more attractive and useful services is powerful research.

Jason: Can PR significantly increase traffic to a Web site?

Deirdre: Yes, PR along with other Web marketing efforts increases traffic to a Web site. Brands want to drive traffic to their sites so they can track responses to campaigns and analyze the success of an initiative. It's as simple as sending out a news release over the news wire or using a social media release. [Editor note: A social media release is a news release prepared for distribution through social media outlets, with related tools such as links to online photo libraries, blogs, etc.] A brand's Web site is the place for stakeholders to gather additional information. As a matter of fact, companies set up very elaborate interactive newsrooms so that they can track

which influencers are interested in viewing more details about their company, executives, and products/services. In my book, *PR 2.0*, I interviewed Ibrey Woodall, Director of Marketing at TEKgroup International. Her organization specializes in setting up interactive newsrooms that are so advanced that brands are able to offer customers, analysts, the media, and other influencers tools to gather information and file articles, links, etc. in a newsroom "brief case" in an effort to build their stories or share the information with other parties. PR, through news releases, blogging, social networking, events, emarketing, etc., can offer information linking to a company's newsroom. It's imperative to have the right materials available for the groups who want to find out more information regarding a product launch, promotion, or event.

Jason: Are there any PR tools that Web developers should consider as they design and develop their sites?

Deirdre: Web developers should keep in mind that Web sites should be designed and programmed to promote interaction and one-to-one conversations with stakeholders. Therefore, Web 2.0 applications such as RSS feeds on a Web site help visitors to quickly opt into a newsfeed, so they can receive the latest news from the brand directly and conveniently. Also, there should be interactive areas including blogs so that the brand can interact directly with customers and engage in conversations whether they are product related, or perhaps deal with issues or concerns regarding their industry. Blogs give the company a human voice and allow company executives to take a stand on issues that are pressing.

Other areas of the Web site should include streaming video and podcasts. It's very important to hear and see the people behind the company. This gives the brand personality and lets you know who you are doing business with. Audio and video are a great way to meet the players behind the scenes. In addition, today podcasts and streaming video are viral and can be shared among groups of people advancing the reach of the brand in Web communities.

Jason: Is traditional PR dead, replaced by PR 2.0, or can new media and traditional methods co-exist?

Deirdre: No, I wouldn't say that traditional PR is dead. After all, PR is communicating to the public and the public isn't always online. For example, we still gather information through newspapers, magazines, trade journals. Public relations professionals will continue to use grass roots PR and keep enhancing relationships through events and face-to-face interaction. PR 2.0 only enhances what the public relations industry has to offer to brands today. PR 2.0 approaches public

relations so that brands can speak intelligently in Web communities. Through PR 2.0 they are able to understand the culture of different groups online rather than spam everyone in a community. If you take traditional PR and PR 2.0, you have the greatest path toward successful communication. PR builds relationships, and this will continue to happen, offline and online as well. With the blending of traditional and this new media PR, we are truly reinventing an industry to show value in every type of communication. No longer do we communicate to the masses, and the PR professionals who were once known for the hype and spin of past years can no longer exist. People today demand meaningful information to make informed decisions; today's PR—both traditional and new media—is able to deliver that information and create incredible loyalty towards brands.

Jason: Do you have a favorite PR campaign that you've spearheaded? What were the results?

Deirdre: I have a favorite campaign, but not because it is a ground breaking, revolutionary product launch. Rather, the reason why it's my favorite campaign is because the company has gained a tremendous amount of exposure and the executives, who are the third generation of a family business, are so thrilled with the amount of media attention that they are receiving. Our work with Michael C. Fina, a leader in the global employee recognition industry, has resulted in an unprecedented amount of PR coverage for the organization. Prior to our PR program, Michael C. Fina had only a handful of relationships with the media. We provided them with a strategic thought leadership program that has positioned them as experts in the recognition industry, and they've captured the attention of every trade magazine that covers rewards and recognition. Because of the tremendous amount of exposure and results, we've moved the campaign to the national level, focusing on print and radio. We're also venturing into PR 2.0, which is very exciting for the company. I think the most rewarding campaigns are the ones that create great results and make the executives of the company happy that they chose PR as a means to communicate.

Direct Marketing

Direct marketing brings the message directly to the consumer with little or no outside media intervention. Telemarketing is perhaps one of the most well known—and almost universally scorned—examples of direct marketing. Telemarketing involves calling consumers one at a time in an effort to get them to make a purchase. People standing

on a street corner, handing out flyers about local sales are engaging in direct marketing, as are restaurant owners who stand outside their door to try to entice passers-by to come inside.

Direct mail is a commonly used form of direct marketing, in which marketers develop or purchase a list of names and addresses and send out marketing messages to the people on the list through the mail. These messages can take the form of postcards, letters, or even large packages with items inside for the recipient to keep as a way of remembering the brand. The effectiveness of a direct mail campaign will vary based on the type of piece sent—smaller pieces of mail, such as postcards, are more likely to get lost in the shuffle and discarded without being seen. Larger packages are far more likely to be opened, viewed, and remembered. The effectiveness of a direct mail campaign is especially important in a well-organized campaign where the direct mail effort is soon followed up by a sales person pitching the product or service to the recipient over the phone. However, the larger and more complex a mailing is, the more expensive it can be to execute. To mail an item that costs $3, for example, may cost the marketer well over $10 when other costs including the printing of accompanying material, packaging, fulfillment/assembly, addressing, and postage are factored in.

Far less expensive is a newer form of direct mail, particularly useful in driving traffic to a Web site—e-mail blast campaigns. With these campaigns, marketers send their messages to potential consumers through e-mail, putting what they need to say right in the recipient's inbox. There are a number of reasons why more marketers are finding direct marketing through e-mail to be a highly beneficial and effective means of reaching their audience:

- Most e-mail programs such as Microsoft Outlook, Outlook Express, Eudora, Yahoo, and others can read HTML code, giving marketers the freedom and flexibility to design their e-mail in such a way as to catch the recipient's attention (Figure 11-9 provides an example of an HTML e-mail blast).

- E-mail blasts are far less expensive to execute than traditional mail campaigns.

- E-mail campaigns are highly measurable, as discussed in more detail later in this section.

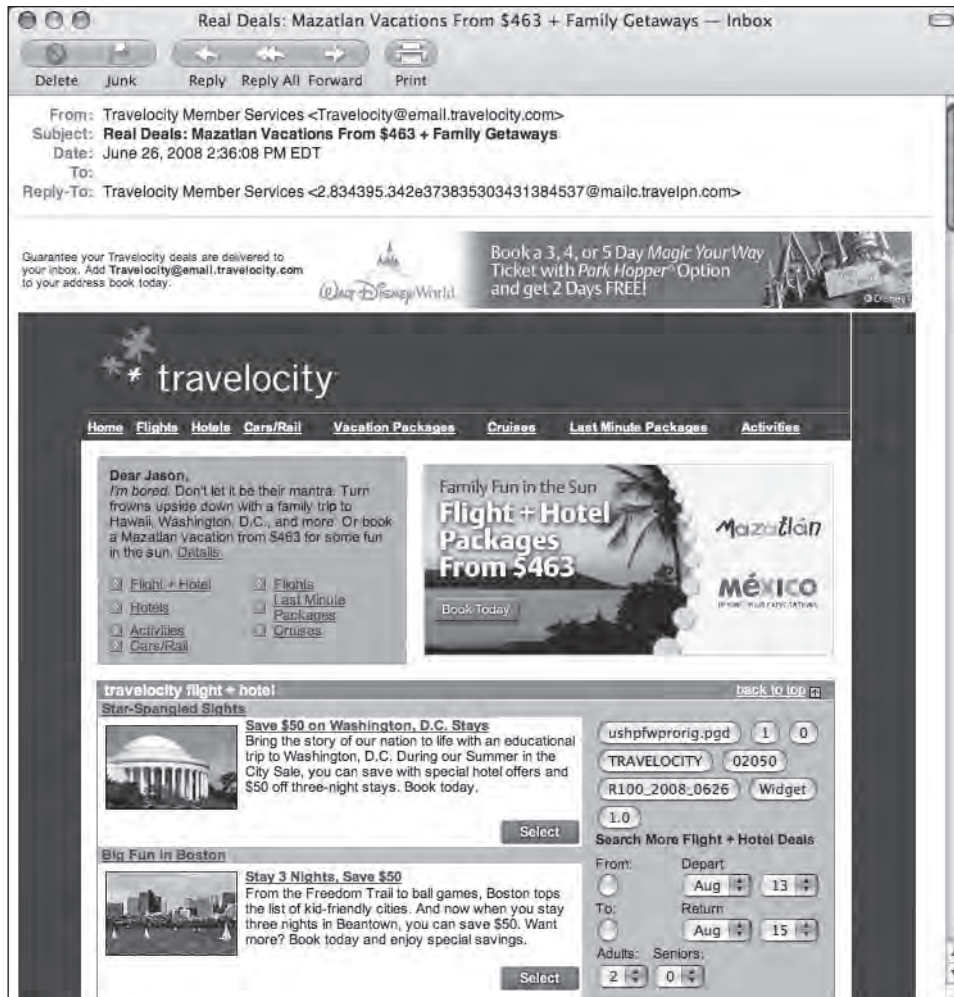- Links within the blast can drive recipients to a specific page of the marketer's Web site.

Figure 11-9 An e-mail blast from Travelocity brings flight deals right to the consumer.

As with any other medium, e-mail campaigns do have certain drawbacks that need to be considered. Chief among these is the possibility of losing an audience—not just their attention, but in extreme cases, their trust. Other drawbacks include:

- The potential for the marketing to be seen as spam. Although ideally all legitimate e-mail campaigns would market only to recipients on an **opt-in list** (recipients who have pre-agreed to receive e-mail solicitations), this is often not the case. While there is still typically a clear distinction between legitimate companies sending e-mail blasts and spam e-mail offering fake prescription drugs and replica watches, it is possible for potential clients to look unfavorably upon any brand that sends unwanted e-mail ads.

- Current e-mail lists can be difficult to assemble, and as of the writing of this book, quality e-mail list brokers are few and far between.

To execute an e-mail blast, marketers need to use special software applications, or third-party online vendors. There are many such vendors in the marketplace, each with different options, functionalities, and pricing structures. Nearly all worthwhile e-mail blast facilitators provide certain basic functionality (all the figures for this section are from a popular e-mail blast facilitation site called iContact):

- The ability for users to upload and manage e-mail lists.

- E-mail creation through a WYSIWYG editor and/or HTML editor (Figure 11-10 shows the page that allows the e-mail to be assembled).

- The ability for the marketer to schedule their blasts in advance or send them out immediately after creation (see Figure 11-11).

- A tracking mechanism that shows the marketer how successful their blast has been. As shown in Figure 11-12, e-mail blasts can be tracked in real time to show the **open rate** (the percentage of recipients who have opened an e-mail) and the **click-thru rate** (the percentage of recipients who have clicked on one of the links within the e-mail and visited the Web site). Marketers can also capture the names of the people who have opened and clicked through and the **bounce rate** (the percentage of e-mails that never made it to the recipient, either due to firewall systems of because the address is not valid). In addition, marketers will be alerted to which, if any, recipients have opted out (requested to no longer receive e-mail blasts from that marketer), or have forwarded the blast on to someone else.
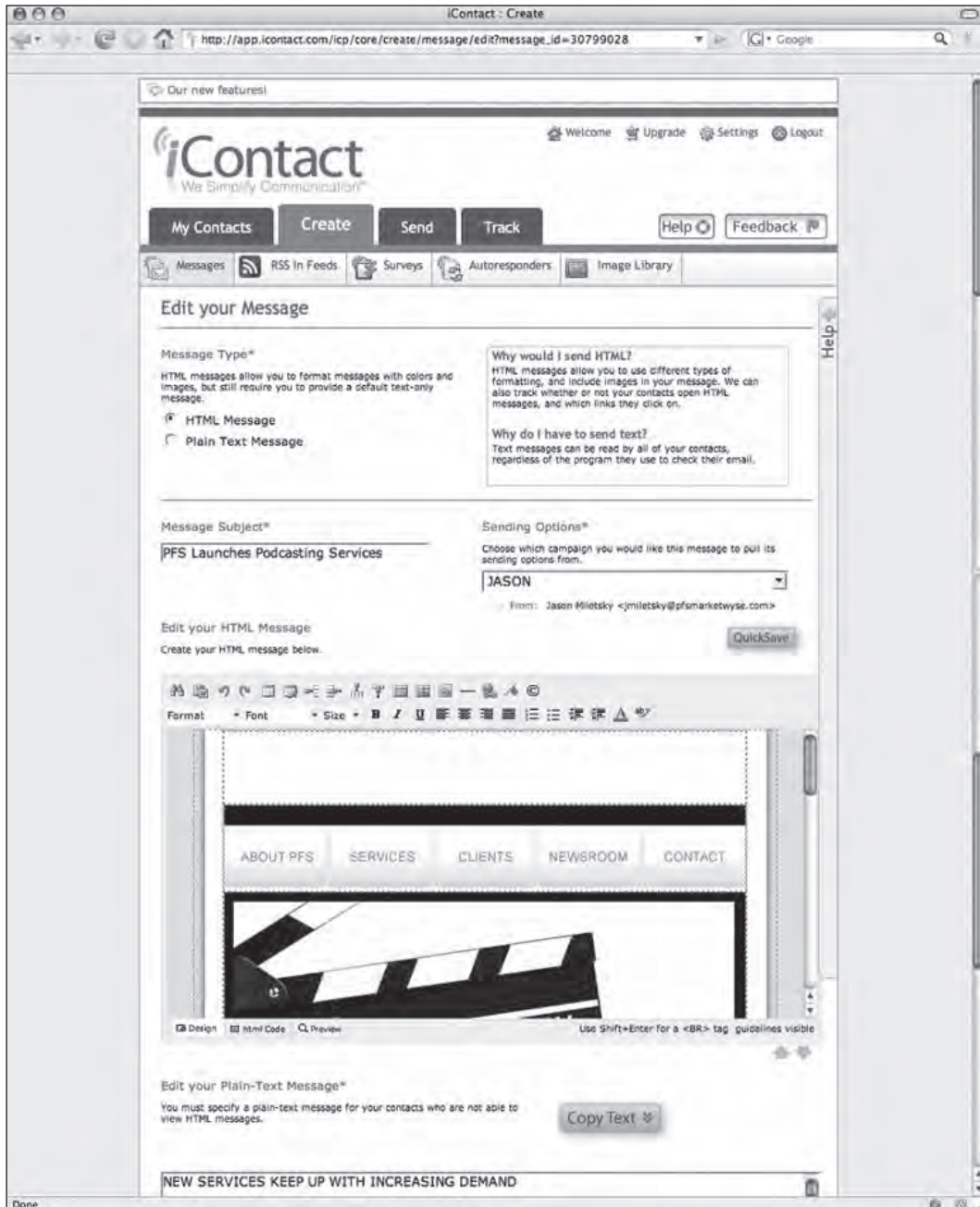
Figure 11-10   The page within iContact that allows the e-mail blast to be assembled. Notice the WYSIWYG editor in the center.

Figure 11-11 Before a blast gets sent, the marketer must certify that people on the e-mail list have granted permission to be sent e-mail blasts. The marketer can then send the blast immediately or schedule it for later execution.
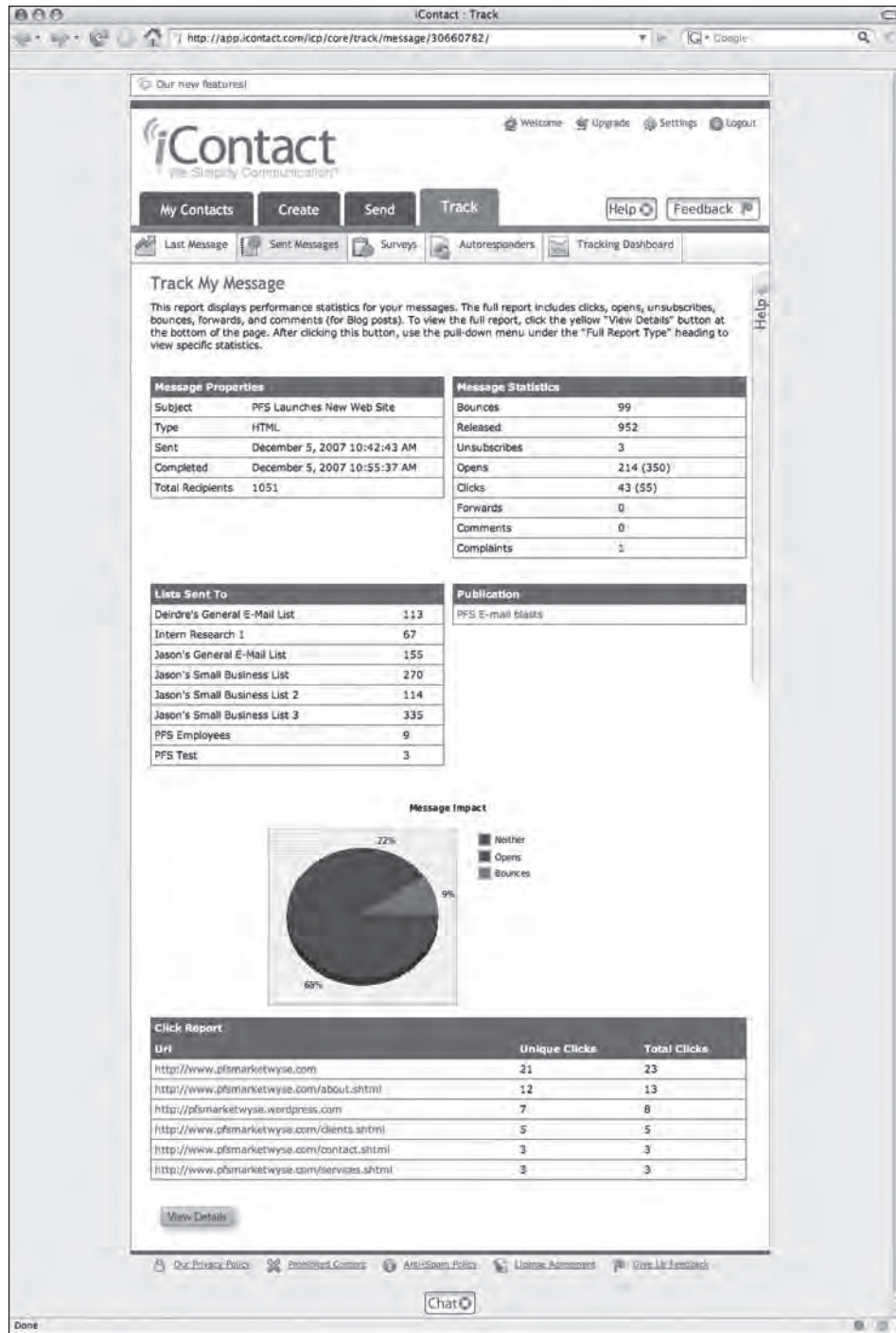
Figure 11-12 Once sent, e-mail blasts facilitators give marketers the ability to track all vital statistics relating to their effort.

Promotions

Promotions are typically used to increase short-term exposure and entice consumers to take immediate action. Promotions can be especially effective on the Web, where e-commerce stores can offer limited-time discounts, free shipping, or free items with purchases over a certain amount as a means of increasing traffic and sales. Often, promotions such as these may be run at a financial loss to the site. Sites sometimes make the choice to temporarily reduce the price of certain products to such a point that money is lost on every sale. This is done in the hopes that by introducing new customers to the Web site, those customers will evolve into dedicated, regular clients.

Contests are also an effective means of promoting a site, as Web users can enter quickly and return to see results. This has been particularly true with the popularization of social media. Using various social media tools, marketers have been able to entice consumers not only to enter a contest, but to participate in a more complete way—by taking their own action plus observing and commenting on the actions of others. Online contests can include concepts such as:

- Supplying only name and contact information

- Achieving the highest score on an online video game

- Writing a short essay to explain why you should win (usually around a specific topic)

- Posting a still picture or video within certain creative guidelines stated by the marketer

Figure 11-13 shows an online video contest promoted by the chocolate milk brand Nesquik. This contest provides a $10,000 prize to the entrant that posts the best video showing "where Nesquik takes you." The contest not only reaches the contest participants, enticing them to interact with the brand, but it reaches non-participants, who visit the site to watch the videos that are posted. In some cases, these casual viewers may come to the site on their own—in other cases, they may be the friends and relatives of contest entrants, who are now helping Nesquik market themselves by passing the word about the site and the brand on to other people. The contest further engages consumers by allowing them to comment and rate each video. After Nesquik judges narrow the finalists down to the top ten, consumers can then help the brand select the ultimate winner (based on ratings and reviews).
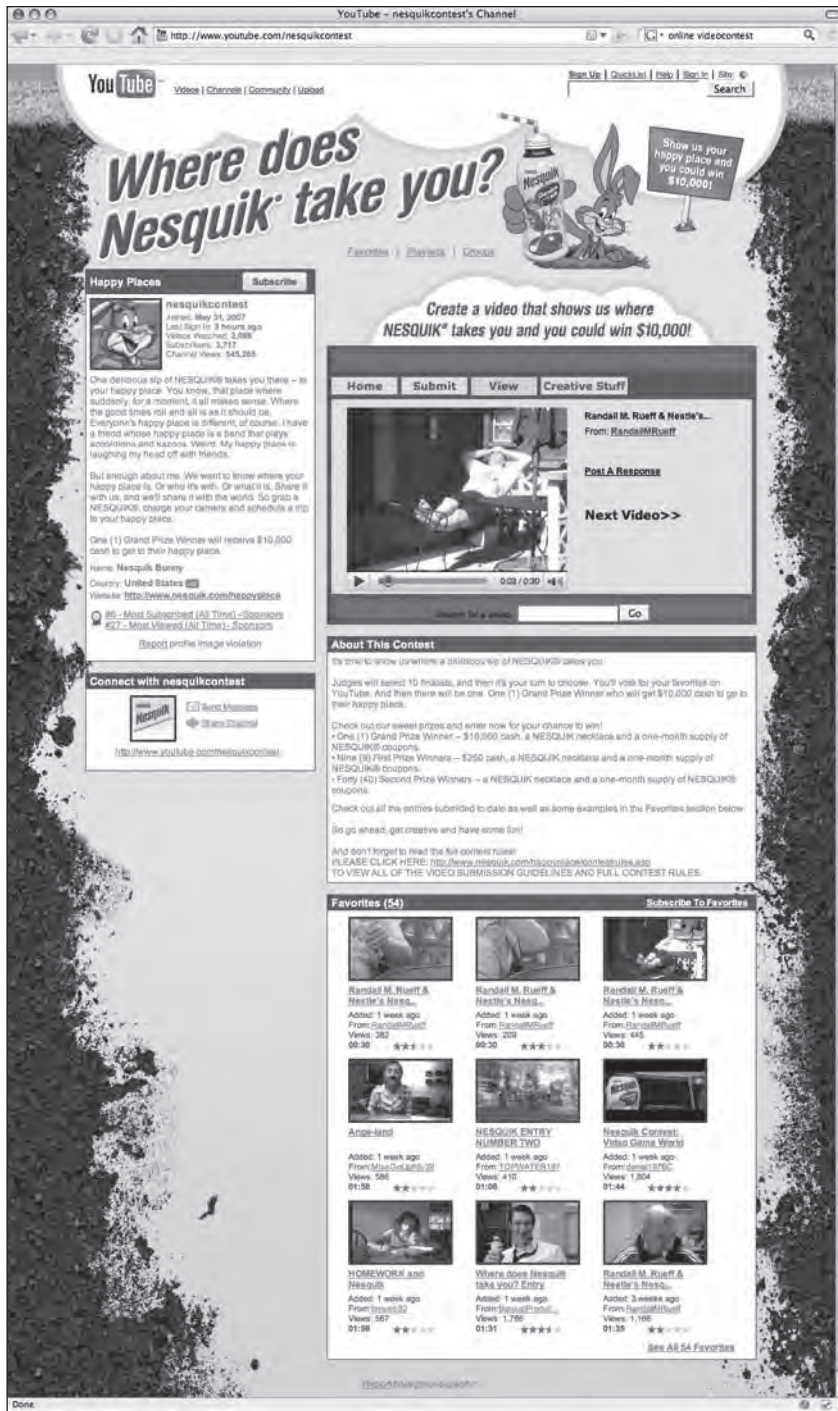
Figure 11-13 This promotion from Nesquik allows consumers to enter a contest by uploading videos. Other viewers can then watch and rate each video, becoming more engaged in the brand while influencing the voting.

The purpose of any promotion is to increase brand visibility and recognition as well as increase sales. As with any site, however, promotions also need to be marketed, whether through advertising, public relations, or other means.

Viral Campaigns

With e-mail making communication between friends, family, and associates as quick and easy as pushing the Forward button, viral campaigns have become a hot topic in marketing circles. Viral campaigns are attractive due to their potential for high visibility rates and their relatively low cost (when compared to other forms of mass media advertising).

In short, a viral campaign is one in which the marketer deliberately creates aspects of the campaign in such a way that the audience will be compelled to pass the message on to others. This is typically done in one of two ways:

- The marketer can offer an incentive to a consumer to pass a message on to others. Often called a "refer-a-friend" program, marketers who use this tactic will offer existing customers anything from a free t-shirt to reduced rates to cash if they refer a someone to a site who then signs on and becomes a paying customer. The consumer who passes the word along is happy, because they stand to profit from passing on the name of a brand to which they already feel connected. The person who receives the information is comfortable that the recommendation of the brand is coming from a trusted, reliable source and not directly from the brand itself. The brand is happy because they have set the referral price at a reasonable cost per each new client acquisition.

- The marketer will try to create a marketing piece that can capture someone's attention—so much so that they feel compelled to pass it on if for no other reason than to show it to other people. Typically, these tend to be videos that are either heavily comedic, extraordinarily shocking, or both.

According to Jupiter Research, over 60% of all Internet users have passed along an e-mail to a friend or colleague that they found interesting or funny. However, with new content infiltrating the Web every day, marketers are finding it more difficult to capture consumers' attention and are increasingly pressed to push the envelope to attract attention.

While the term "viral campaign" refers to any portion of a campaign that gets passed from one person to another, savvy marketers seek to create campaigns that are more complex than single, outrageous videos.

Truly effective campaigns that can maintain audience interest for longer periods of time need to tie back to a single creative concept that helps to reinforce the brand message. In 2004, a campaign considered by many to be one of the greatest examples of a successful viral effort was launched. Only 20 people were initially told about the Subservient-Chicken.com Web site when it first launched—friends of people at the ad agency that created it. It wasn't long before the site had registered 20 million people according to the Wall Street Journal. The site, shown in Figure 11-14, shows a man in a chicken suit standing in a rather unassuming living room. Visitors who log on can tell the chicken what to do. A command of "Do three pushups" results in the chicken doing three pushups. Although otherwise pointless, people found the site fascinating, spending an average of six minutes with each visit. Throughout the campaign, rumors swirled as people tried to find out who was behind the site (although the site today has a brand logo clearly visible, it was not as obvious when the site first launched). Ultimately, it was revealed, to much publicity, that the site was part of Burger King's marketing effort, underscoring its long held "Have it your way" brand promise.
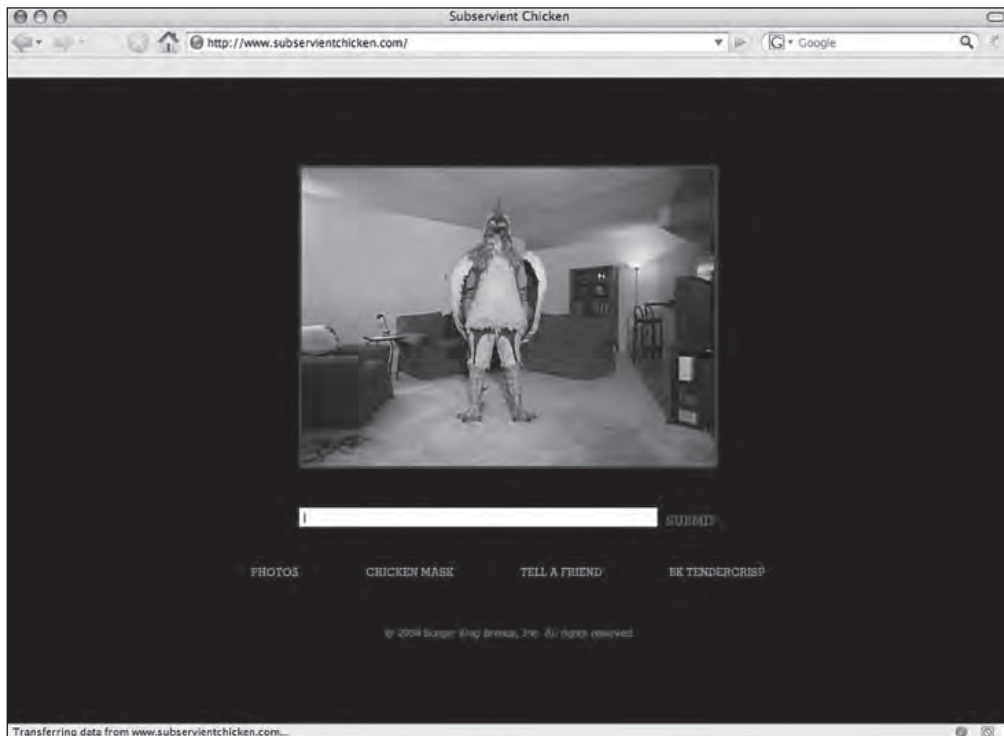

Figure 11-14 The SubservientChicken.com site was a viral effort by Burger King that underscored their brand promise "Have it your way" by allowing users to command a man in a chicken suit to do various things.

Viral campaigns can be less expensive than mass-media centered efforts and may be seen by far more people, but they can also be uncontrollable and unpredictable. It is practically impossible to target any one demographic with a viral campaign, and there is also no guarantee that any viral effort is going to work. Simply igniting the viral flame will not necessarily produce a raging fire.

Chapter Summary

- Having a Web site simply isn't enough. In order to get visitors to the site, marketers need to take steps to generate interest and awareness among their target demographic. To do so, marketers can make use of a number of efforts that fall under the "marketing" umbrella.

- Advertising is an effective means of reaching an audience by purchasing space or time with a media outlet in an effort to reach consumers. While expensive and sometimes viewed with skepticism, advertising gives the marketer more control over the space and time that they purchase. An advertising campaign has four primary ingredients: message/purpose, theme/concept, time frame, and media.

- Public relations helps brands maintain a positive public image by sending messages to its audience indirectly, by relaying them through journalists and broadcasters, which are seen as more unbiased sources of information.

- Direct marketing takes any form in which the marketer speaks directly to the consumer with little to no media involvement. While telemarketing and direct mail have long been viable options, e-mail blast campaigns are increasing in popularity due to their lower cost and ability to track user interaction.

- Promotions, such as contests and limited-time sales, help brands increase traffic and revenue on a more short-term immediate basis.

- Viral marketing has the potential to help brands reach more people for a lower cost by enticing the market to spread the word to others.

Key Terms

advertising—Marketing in which various media outlets are paid to convey a message from the advertiser to its desired audience.

bounce rate—The percentage of e-mails in an e-mail blast effort that never made it to the recipient, either due to firewall systems or because the address is no longer valid.

click-thru rate—The percentage of e-mail blast recipients who have clicked on one of the links within an e-mail and visited the Web site

conceptual marketing—Marketing that uses a story, a metaphor, an image, a joke, or another indirect means to send a message.

cyber newsroom—An area of a Web site where a marketer can post current and past news releases so that journalists and broadcasters can research the company.

direct marketing—Creating a direct link between the brand and its audience without using any specific media as an intermediary.

marketing campaigns—An organized effort to promote one or more distinct messages, spread over one or more media outlets, and centered on a conceptualized theme.

news release—A summary of a newsworthy event or information relating to a specific company, product, or brand that is released to the media.

open rate—The percentage of e-mail blast recipients who have opened an e-mail.

opt-in list—Recipients who have pre-agreed to receive e-mail solicitations.

promotions—One-time or limited actions taken on the part of the brand, such as lowering prices or holding a contest, in an effort to generate more rapid consumer interest.

viral marketing—A specific form of marketing that aims to use a core audience to spread the word to other consumers, in effect doing the marketer's work for them.

Review Questions

1. Direct marketing is typically considered more effective than advertising.

    a. Always true

    b. Always false—it depend on the situation, need and market

    c. Generally true, but not for driving traffic to the Web

    d. Generally true, but only for driving traffic to the Web

2. After seeing a marketing message that they are interested in, what is the next step consumers typically take?

   a. Make a phone call

   b. Send an e-mail requesting more information

   c. Visit the brand's Web site

   d. Make a purchase

3. Which of the following establishes greater trust in a brand?

   a. Advertising

   b. Public relations

   c. Direct marketing

   d. Viral marketing

4. Which of the following relies on word-of-mouth to get the message to a larger audience?

   a. Advertising

   b. Public relations

   c. Promotions

   d. Viral marketing

5. Which of the following typically requires more repetition in order to be effective?

   a. Advertising

   b. Direct marketing

   c. Promotions

   d. Viral marketing

6. Which of the following is most likely to be measured in length of time or amount or space?

   a. Advertising

   b. Public relations

   c. Direct marketing

   d. Promotions

7. Which of the following would be an example of a poorly established marketing goal?

   a. An increase in site traffic of 25%

   b. 75,000 new site users

   c. Really high site traffic

   d. Inventory clearance of a specified product

8. Which of the following is not an example of advertising?

   a. Web banners

   b. Blogs

   c. TV commercials

   d. Roadside billboards

9. Which of the following is a reason why marketers would choose mass media advertising?

   a. It's relatively inexpensive.

   b. It instills greater trust in the audience.

   c. It give marketers control over the message.

   d. It can be fairly simple to measure.

10. During which stage of a brand's life cycle is it most safe to run highly conceptual advertising?

    a. Stage 1

    b. Stage 2

    c. Stage 3

    d. Stage 4

11. Throughout an advertising campaign, marketers are constantly:

    a. Researching and testing to measure campaign effectiveness

    b. Blogging about the campaign

    c. Posting news releases in the brand's cyber newsroom

    d. Sitting back and hoping for the best

12. According to Mick McCabe, goals in marketing are:

    a. Specific to the brand

    b. Usually impossible to reach

    c. Nearly impossible to set

    d. Overrated and not always necessary

13. Marketing messages delivered through public relations efforts are typically seen as a more trustworthy way of marketing because:

    a. PR costs more than advertising

    b. PR costs less than advertising

    c. PR relates the message through third-party, supposedly unbiased sources

    d. This is a false statement—messages delivered through public relations efforts are not seen as more trustworthy

14. According to Deirdre Breakenridge, with the coming of social media, traditional public relations is considered dead. True or False?

15. Which of the following is least likely to be considered a promotion?

    a. Advertising a new line of skis at a local ski store

    b. Offering free shipping for all online orders over $50

    c. Creating an online contest where entrants write an essay about why they like a particular brand

    d. Offering 10% off all online orders until Thanksgiving

16. Web contest promotions are beneficial to the brand because:

    a. They can engage the consumer to interact more closely with the brand

    b. They can easily gain consumer trust

    c. They tend to last for years

    d. None of the above

17. An e-mail blast campaign can measure which of the following?

   a. Opt outs

   b. Click-thru rates

   c. Open rates

   d. All of the above

   e. None of the above

18. E-mail blasts can be dressed up with HTML code, which most e-mail programs can read. True or False?

19. In a refer-a-friend type program, which party typically ends up being unhappy?

   a. The brand

   b. The established customer

   c. The referred friend

   d. All of the above

   e. None of the above

20. A negative aspect of viral marketing is that:

   a. It can get wildly expensive.

   b. There is no real control over it once it's out in the cyber world.

   c. Not many people tend to pass e-mails on to others.

   d. There are no negatives to viral marketing.

Projects

1. Choose any Web site that you like. Assume that they have asked you to help market them. Regardless of budget, which marketing methods do you think would be most effective in reaching the site's target audience? In a three-page paper, detail your marketing plan. Make sure you provide sound rationale for your choices, including the site's perceived market demographic.

2. Assume that as part of the campaign in Project #1, the Web site you have selected asks you to include an e-mail blast.

Using the free trial feature on iContact, and your own e-mail address, design, program, and execute an e-mail blast on their behalf.

3. Find a sample of a print ad, banner ad, and public relations for any established company. In a two-page paper, explain how each of these works differently in terms of messaging. How do their messages relate back to their Web site? Is there any one element that ties all of the pieces together?

4. In a two-page paper, explain why public relations builds more trust in consumers than advertising. Provide some real examples.

5. Find a contest online that requires you to post an essay, picture, or video to win. In a one-page paper, describe your efforts. Did it make you engage more closely with the brand? Do you feel you are more aware of the brand after your efforts?