Preface

Principles of Internet Marketing: New Tools and Methods for Web Developers will help you understand the "why" behind the "how" of Web site development. This book will help you see sites not from the developer's perspective, but rather from the marketer's point of view. It will teach you about the importance of the brand and how that relates to Web site development, the reasons sites are developed, how they are used to build an audience, and most importantly, how companies use the Web to earn revenue and build recognition among their desired audience. You will learn the strategies used to drive traffic to a site, the tools that are available to keep audiences coming back (with a focus on social media tools), and the role marketing plays in the building of a successful Web site.

As traditional marketing and business growth becomes more integrated with the Web, and the Web becomes a more central part of every marketing strategy, the need for programmers and marketers to improve communication between them becomes increasingly important. Of all the Web languages you already know, this book will teach you one more: Marketing.

The Intended Audience

This book is meant to provide insight for anyone interested in gaining an understanding of marketing strategy as it pertains to the Web—with a particular slant toward the Web programmer. Although no specific code will be used or referenced in this book, it is helpful to have a basic understanding of how to program in HTML, or at least understand HTML's capabilities. Ideally, as you are going through this book, you will be continually relating what you are learning here with the various Web programming languages and techniques that you already know. You should also have a good familiarity with the Web, and some of the more popular Web sites, such as Google, MySpace, and YouTube.

Organization and Coverage

Principles of Internet Marketing: New Tools and Methods for Web Developers provides a comprehensive framework for understanding the best practices for Internet marketing and successful

commercial-based Internet and Web projects. The first two chapters provide general overviews. Chapter 1 reviews the history of the Web as a commercial entity and the impact social media has had on the Web. Chapter 2 details the roles and responsibilities behind the development of a Web site as well as the different types of sites that can be found on the Web.

Chapters 3 through 6 highlight different social media applications. Chapter 3 reviews social media as a general concept and discusses the reasons for its popularity before exploring social networking specifically. Chapter 4 provides a comprehensive discussion on blogging and how blogs can be used in marketing. Chapter 5 focuses on streaming video and the increasingly important role it is playing in the lives of viewers and marketers. Chapter 6 rounds out the social media discussion with a look at other important tools including wikis, RSS feeds, mashups, and virtual worlds—what each of these is and how each fits into the social media universe.

Chapter 7 moves away from the topic of social media with a look at branding. Coverage of this important subject includes a discussion of a brand and why it is important, the elements that make up the brand, and where the Web fits into the brand picture. Chapter 8 moves the reader back to the Web with a look at the planning process including subjects that need to be considered before development starts, such as the concept, audience, design, navigation, and pros and cons of outsourcing development.

Chapter 9 examines e-commerce—with a look at the various sources of e-commerce revenue and how social media has changed the way consumers shop on the Web. Chapter 10 looks at the types of programs and languages used in Web development, while Chapter 11 examines the means and methods for driving traffic to a site through a variety of marketing methods including advertising, public relations, direct marketing, promotions, and viral campaigns.

Chapter 12 covers the importance of keeping users on the site for longer periods of time and enticing them to come back for future visits. Finally, Chapter 13 completes the story by taking a close look at the importance of measuring ROI (return on investment)—what variables need to measured and how best to go about determining success.

Features

Principles of Internet Marketing: New Tools and Methods for Web Developers is a superior textbook because it also includes the following features:

- Objectives—Each chapter begins with a list of objectives so you know the topics that will be presented in the chapter. In addition

to providing a quick reference to topics covered, this feature provides a useful study aid.

- Interviews and Case Studies: Numerous interviews and case studies with professionals in and around the Web marketing field give expert insight throughout the book, and provide a first-hand look at important subject matter.

- Figures—Each chapter contains many figures, including screen shots to illustrate the various concepts discussed in the chapter.

- Tables—Numerous tables throughout the book support the concepts with recent and relevant Web and consumer-based statistics from highly regarded sources.

- Chapter Summaries—Following each chapter is a summary that recaps the programming concepts and techniques covered in the chapter. This feature helps you to recap and check your understanding of the main points in each chapter.

- Key Terms—Each chapter includes a list of newly introduced vocabulary. The list of key terms provides a mini-review of the major concepts in the chapter.

- Review Questions—Each chapter contains 20 multiple-choice review questions that provide a review of the key concepts in the chapter.

- Projects—Each chapter concludes with meaningful projects that reinforce the concepts you learned in the chapter.

Teaching Tools

The following list supplemental materials are available when this book is used in a classroom setting. All of the instructor resources for this book are provided to the instructor on a single CD-ROM.

Electronic Instructor's Manual. The Instructor's Manual that accompanies this textbook includes additional instructional material to assist in class preparation, including items such as teaching tips, quick quizzes, class discussion topics, and additional projects.

ExamView®. This textbook is accompanied by ExamView, a powerful testing software package that allows instructors to create and administer printed, computer (LAN-based), and Internet exams. ExamView includes hundreds of questions that correspond to the topics covered in this text, enabling students to generate detailed study guides that include page references for further review. The computer-based and Internet testing components allow students to take exams at their computers, and save the instructor time by grading each exam automatically.

PowerPoint Presentations. This book comes with Microsoft Power-Point slides for each chapter. These slides are included as a teaching aid for classroom presentation; teachers can make them available on the network for chapter review, or print them for classroom distribution. Instructors can add their own slides for additional topics they introduce to the class.

Solution Files. Password-protected solutions to all Review Questions and end-of-chapter projects are provided on the Instructor Resources CD-ROM and on the Course Technology Web site at www.course.com.

Distance Learning. Course Technology is proud to present online test banks in WebCT and Blackboard to provide the most complete and dynamic learning experience possible. Instructors are encouraged to make the most of the course, both online and offline. For more information on how to access the online test bank, contact your local Course Technology sales representative.

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