



nextwave media
Enhancing business through technology

NET MARKETING PRIMER

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Welcome to Nextwave Media's Net Marketing Primer

This document is designed to help you better understand various aspects of a successful online enterprise.

What Are Domains?

A domain name is a web address that points users to the location of your web service on the internet. Domain's are split up into various levels. A top level domain name or TLD is a domain name with a single suffix.

For instance:
example.com

Common Top Level Domain Names

Some common TLD's are .com .net .org and .edu. These were created to help organise web addresses into meaningful categories.

For instance:
.com stands for commercial .net stands for network .org stands for organization
.edu stands for educational

Country Codes

Additionally there is a country code layer that places the countries abbreviation in the suffix.
For instance in Australia: .com.au .net.au .org.au and .edu.au.

All non country coded domain names are available to websites for any country, how ever certain countries such as Australia protect their country code domains from use for non Australian web sites.

For a complete list of available TLD's please visit:
http://en.wikipedia.org/wiki/List_of_Internet_top-level_domains



What domain name should I choose?

Generally the best choice of domain name is one that relates to your business name or product and is as short as possible.

For instance the domain nextwave.com.au is far more memorable and easier to type than nextwavemedia.com.au or nextwave-media.com.au.

Your choice of TLD and domain name will affect how people remember your domain name. A .com domain is the most synonymous TLD with the internet and simply rolls off the tongue.

What Is Hosting?

All websites in the virtual world of the internet must exist somewhere in the real world.

Data such as a website must be served to its users upon their visit.

A Web Server is a computer that contains data and sends it to users upon request.

Hosting is the term used for the rental of computer memory (hard disk space) and bandwidth (internet data transfer allowance) on a Web Server.

Hosting comes in many different shapes and sizes that facilitate varying needs.

For the average low volume website almost any Web Hosting will suffice.

More complex, larger user base websites require more web space (hard disk space on the server), bandwidth (each user consumes bandwidth in accessing your website) and additional server technologies such as databases or web application platforms.

It is therefore necessary to choose hosting to complement your web project.

Nextwave Media offers its clients high quality fully managed hosting at a reasonable price.

NextwaveHost

NextwaveHost boasts a 99% website uptime guarantee with robust data centres spread across the globe.

Our high speed reliable servers are managed by our staff which allows us to pass on any reduced costs associated with maintenance and support to you. In addition, you gain the peace of mind that comes with comprehensive phone and email support around the clock. For more information on NextwaveHost's services please visit: http://www.nextwave.com.au/services/services_hosting.htm



Concept Development

A successful website bridges the gap between online information and services and real world users. Putting more thought into the various aspects of building your website will greatly improve its chances of being a successful enterprise.

Important Factors

Important factors such as: Function, User Demographic, Profitability (if applicable), Usability and Marketing; need to be well planned and understood.

Online Marketing

There's much more to marketing a Web site than we can possibly cover in this primer. In fact, there are books and Internet discussion groups dedicated just to specific subtopics such as Internet advertising. Nevertheless, we thought it useful to provide you with an overview that you could use to help kick-start your own campaign.

Components of a Web Site Marketing Campaign

To successfully market your Web site you need to run an on-going campaign, just as you would for a product or service. We've identified 11 components which we cover below. Not all apply to every Web site, and the emphasis on each component may vary according to your situation. They include:

1. Announcing your Web site with Internet search engines and directories
2. Email Newsletter advertising
3. Issuing a press release
4. Announcing in newsgroups
5. Participating in e-mail lists
6. Obtaining links from other Web sites
7. Pay-per-Click (PPC) Search Advertising
8. Purchasing ad banners on other Web sites
9. Running on-site events



10. Issuing an e-newsletter
11. Conducting a direct e-marketing campaign
12. Integrating your traditional marketing and sales programs
13. Measuring your results

A bonus of running a Web site marketing campaign is that it introduces you to the advantages of using the Internet as a marketing medium for all your products. For example, you can send press releases to editors by e-mail, or conduct direct e-marketing campaigns that invite prospects to in-store specials.

1. Announcing Your Web Site with Internet Search Engines and Directories

The objective here is to get your Web site listed in the Internet's equivalent of the yellow pages. This is probably the most cost effective way of reaching prospects who otherwise may not be aware of your company. Once listed, prospects who search on these directories can find your site.

There are hundreds of sites where you can announce your site. Each typically falls into one of six categories: 1) search engines; 2) announcement sites; 3) general directories; 4) geographic sites; 5) specific-interest sites; or 6) selective sites.

Always announce your site the day it's published as it will take from a day to several weeks for the search engines to include it in their databases. It's best to not announce before your site is published, however, as prospects who click to a site still under construction are unlikely to return.

As your Web site changes and grows you may want to announce additional Web pages to the search engines. For example, if you create a new section of your site for a new product, you may want to announce the main page of that section.



2. There are many email newsletters available on the Internet, from daily stock news to gardening tips. Newsletters are sent daily, others weekly or monthly to up to 250,000 subscribers. Depending on your product and/or service, email marketing can be an effective way to reach potential customers.

3. Issuing a Press Release

A press release allows you to reach prospects through publications that cover your topic of interest. A release needs to be coordinated with the launch of your site (or it's not news) and may be distributed by e-mail, newswire, fax or mail. The four keys to a successful press release are: 1) having newsworthy content; 2) targeting interested editors; 3) matching distribution method with editor preference; and 4) properly formatting the release for each method of distribution.

4. Announcing in Newsgroups

A newsgroup is an electronic bulletin board where people with shared interests can communicate. There are over 20,000 newsgroups on the Internet with millions of daily participants. Done right and with care, posting to a newsgroup can generate tremendous, almost instant, word-of-mouth.

If you want to post, target only those newsgroups that cover topics associated with your product. First determine if the newsgroup accepts postings. If it does, monitor the postings and participant response. When you post, provide useful advice or information, not an advertisement for your product. Be specific and keep it short. You can end with a mention that your site has useful information on the topic you are posting. If possible, become a known participant by posting frequently with both advice and questions. And don't forget to include your signature on every e-mail or posting. If you have an announcement be sure to post it to the "announcement newsgroups" which are designed for announcements. Finally, if there's sufficient interest, you may even want to create your own newsgroup.

5. Participating in E-mail Lists

An e-mail list is much like a newsgroup. The key difference is that messages go directly to a participant's e-mail box rather than the participant going to the newsgroup to read the postings. For that reason, posting to an e-mail list requires even more caution than a newsgroup. Otherwise, newsgroups rules apply.



6. Obtaining Links From Other Web Sites

There are two types of links: 1) one-way links to your Web site; and 2) two-way links where you provide a return link to the other Web site.

Getting a link simply requires finding sites that have a reason for pointing to you, then asking for the link. If a site acts as a resource for information that resides on your site, the owners of the site will probably want to point to you. If you can't get them to point to your main page, then ask for a link to your page that contains the specific information.

Seek out partners for trading links including vendors, suppliers and providers of complimentary products.

7. Pay Per Click (PPC) search Advertising

Most popular search engines offer advertising programmes to attract customers based off their selection of keywords. For instance the worlds most popular search engine Google, offers Pay Per Click (PPC) advertising campaigns to advertisers. These ads reach people when they are actively looking for information about your products and services online, and send targeted visitors directly to what you are offering. With cost-per-click pricing, it's easy to control costs—and you only pay when people click on your ad.

8. Purchasing Ad Banners on Other Web Sites

As more links appear on any given page, advertising increasingly becomes a way to stand out from your competition. You can sponsor another site through barter or direct payment. In either case, you can find appropriate sites to sponsor yourself or have another company find them for you.

9. Running On-Site Events

Running events on your site is an excellent way to encourage repeat traffic. You'll want to begin running events once traffic from your site launch begins to fade. Examples include contests, games, on-line interviews, chat sessions and audio broadcasts.

10. Issuing an E-Newsletter

You can ask site visitors to sign up for a newsletter, then distribute it by e-mail. An e-newsletter allows you to keep visitors up-to-date on site changes and new offerings. It also serves as a channel for delivering valuable information related to your products that can help convert prospects into customers.



11. Conducting a Direct e-Marketing Campaign

Direct e-marketing on the Internet is in its formative stages. You can send your message in e-mail or HTML format; solicited or unsolicited. We do not recommend using unsolicited e-mail as the receiver bears the cost.

The trend in direct e-marketing is in "push" technologies and services. These allow you to send regularly scheduled messages and other content to individuals who have signed up to receive it. The business models for these technologies are still in definition, but they deserve attention and testing.

12. Integrating Your Traditional Marketing and Sales Programs

Start by including your Web site address on your flyers, letterheads and brochures. If there are advantages to delivering services, programs or information through your Web site, then provide an incentive in your traditional materials to get customers to go to your site for fulfillment.

13. Measuring Your Results

To measure the effectiveness of each component of your campaign, first determine where your traffic originates. Then measure what individuals do once they get to your site to determine if traffic generated from one source is more valuable than others. Note that this is different than measuring the effectiveness of the site itself. With data in hand, you can begin the process of fine-tuning your Web site marketing programs.

Talk to us today about the right solution for your website.