

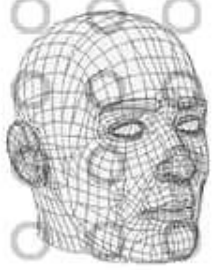


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Building a Web-Based Marketing Channel

Presented by:
EACOMM Corporation





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Points of Discussion

- Who we are
- Why Market in the Internet?
- E-Marketing methods
- Building an Effective Website
- Brief Intro to E-Commerce
- Web Resources for your Business



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Who we are

- EACOMM Corporation is one of the country's premier interactive web and multimedia developers with 30 full-time and part-time personnel.
- More than 30% of our business is done COMPLETELY on-line.
- We predict our online sales to reach US\$100,000.00 in 2005, while our total budget for E-Marketing is under US\$2,000.00.
- We believe this phenomenon is not unique to us and that companies who have products and services to offer the world market can just as easily reap the benefits of on-line marketing.





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Why Market in the Internet?

- **Internet marketing is marketing to your target market.**
 - Your target market is looking for you, and they are trying to find you through the Internet.
 - There are easily hundreds of million of people from all over the world online on any single day. No other medium can reach this many people at any single time at such a low cost.
- **Internet marketing is the most cost-effective means of reaching the global market.**
 - Reduce your marketing expenditures by letting your website market your products for you.
 - For as little as Php 5,000.00/year you can have a website done and hosted.
- **Now is the time to venture into E-Commerce.**
 - Consumers world-wide are ready and willing to purchase products online with increasing regularity.
 - For as little as a 4% commission on your sales, you can sell your products online and get your payments in 24 hours.



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E-Marketing Methods

- Email Marketing
- Search Engine Advertising
- Cross-linking, Directory Listing
- Web Presence



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Email Marketing

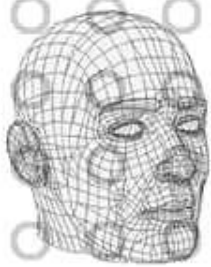
- Email marketing is the most controversial but still one of the most effective means of E-marketing
- There are essentially two type:
 - Unsolicited Bulk E-mail or Spam means hiring a company to email your advertisement to literally millions of email addresses. Typical returns would be around .01% of the emails would respond.
 - Opt-in Email. A couple of websites offer newsletters or registration in return for the option to send email ads to you. These websites typically 'rent-out' their email listings for interested customers.
- In general, although email marketing is still an effective means of advertising, most people consider it in bad taste to send email to people who did not ask to receive them, so be wary of using this method.



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Search Engine Advertising

- There are only two relevant services that should be considered when it comes to Search Engine Advertising:
 - Google.com. The number 2 top website in the world. Offers Ads posted to its website as well as affiliate sites.
 - Overture.com. Offers advertising to Yahoo (no. 1 site on Earth), MSN, and other top sites.
- Both services offer the same type of service where the advertiser defines a budget on a per click basis as well as a daily budget.
- In general, a budget of 10 cents/click is reasonable. (e.g. 10 cents/click x \$10/day budget = 100 visitors/day)
- Search engine advertising is ideal for any budget as the customer has complete control of the amount he/she is willing to spend. The disadvantage comes in when you're looking to get Thousands of hits rather than hundreds per day.



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Cross-Linking

- To reach a broader range of your market you can opt to add your website in directory listings for websites with a common theme.
- Typically these sites offer this service for free in return for a reciprocal link in your website.
- This not only gives you a broader reach but also gives your search engine rankings a boost.
- The key to cross-linking is finding the right website to link with. Ideally it should be a site with very similar offerings as your own.
- Alternately you can enroll in directories where reciprocal links are not required. The number 1 directory listing is Yahoo.com (US\$300/yr to join) and a far second is The Open Directory (dmoz.org) which is a free service used by google.com, netscape.com and other sites.



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Web Presence

- Except for email marketing, the other methods of e-marketing requires that your company has a Website.
- Websites can range from a single page with your contact info to a full fledged E-commerce portal.
- Cost of developing a site has come down radically over the years with freelancers and smaller companies now offering web design services for as little as Php 300/page.
- A well designed website is the most cost-effective e-marketing tool. A well designed website will attract more visitors to you than thousands of dollars of web advertising can.



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Building an Effective Website

- What makes a website effective?
 - An effective website allows you to reach your target audience and make them appreciate your site's objective.
 - For example, an effective web corporate site should be able to attract visitors that are interested in the company's products and services and are willing to explore a relationship with it.
- Is your site effective?
 - How many visitors does my website get in a daily basis?
 - How long does my visitors stay in my site?
 - How many inquiries does my site get from its visitors?
 - How much revenue is my site earning for my organization?
 - How many repeat visitors does my site get?



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Building an Effective Website

- **Making your site more effective.**

The first step in making a more effective website is to define your site's objective and to define its target audience. Once these both questions have been answered, designing an effective website will be much easier.

- Define your website's objectives:
 - Why am I putting up a website?
 - Provide information about our organization?
 - Provide information for researchers?
 - To sell a product and services?
- Define your target audience (customers) :
 - Who needs the information offered in my website?
 - Country
 - Age Group
 - Educational Background
 - What can I offer my target audience?



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Building an Effective Website

STEPS TO MAKING A SITE EFFECTIVE:

- ***Make it Visible to your Target Audience***
- ***Keep your visitors in your Website***
- ***Make it easy to them to Contact / Purchase from you***
- ***Give them a reason to return and keep returning to your website***



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Building an Effective Website

Making your site known to your target audience

- Inclusion of website URL in all printed collaterals of the company: calling cards, brochures, posters, stationeries etc.
- Use of web-based marketing such as Google Ads or Overture
- Appearing Prominently in search results from search engines.
- Making your site visible in the web:
 - **One of the most technically difficult, but cheapest means of promoting your website is by making it appear prominently in Search Engine Results.**
 - **Commonly termed "Search Engine Optimization" or SEO**
 - **To allow your target audience to see you using a search engine, your site must appear in the first page of search results for keywords related to your site's objectives.**
 - **Most important of all is to appear prominently in Google.com and Yahoo.com**



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Building an Effective Website

Keeping visitors in your website

- More often than not, if the visitors doesn't see what he is looking for immediately upon arrival to your website than he will press the back button and look elsewhere. Thus, once to get the lucrative "page hit" you must make sure your site is attractive AND informative enough to retain the visitor's interest.
- SEO is useless if you cannot retain your visitor's interest once he arrives in your website.



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Building an Effective Website

Keeping visitors in your website

- Update your website regularly
 - A web surfer will usually base the validity of your site based on how often it is being updated. Out-dated information is a sure way to disappoint visitors. Present new information at least once a month.
- User friendly web interface
 - Make it easy as possible for your visitors to find what is he is looking for
 - Keep your site as “flat” as possible. “Everything is just one click away”
 - As a visitor get deeper in your website, increase the level of detail and information you offer to keep his interest.
 - For websites with a lot of text content, offer a website search engine.



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Building an Effective Website

Keeping visitors in your website

- Entertaining web experience
 - Dazzle your visitors with flash animations and beautiful layouts, making sure you retain a look suitable to the site's theme and objectives.
 - Provide your visitors fast loading web pages with little or no waiting time
 - Provide them with only the information they require, with an option to get into more detail through links to other pages.
 - Offer a multimedia experiences but do not dictate it.(e.g. option to view videos, or turn on/off background music)of text content, offer a website search engine.



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Building an Effective Website

Making Contact

- Once your visitor is convince that your organization what he is looking for he most likely want to contact you.
- Provide clear and distinct contact information in your website
- Provide on-line forms that allows your visitors to contact directly the certain divisions of your organization
- Filter serious inquiries versus spammers (e.g. email confirmation request, membership prerequisite, etc.)
- ***Respond to email queries promptly.*** Use an auto responder to give acknowledgement of receipt and respond to relevant queries within 24 hours.



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Building an Effective Website

Make them want to come back

- Update regularly. Provide new and relevant information that are offered on regular basis.
- Provide your visitors an option of being sent a newsletter or email that will announce when new content is available.
- Tease your visitors with future site features or product/service offerings.
- Provide a venue for visitors-to-visitor interaction. A message board or forum that is well maintained is very interesting come-on for visitors who wish to interact with an organization.



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Introduction to E-Commerce

- The Costs of doing business on-line has dropped significantly over the past years.
 - There are several 'plug and play' solutions wherein your site will have a shopping cart and payment interface in just a few minutes.
 - There are several payment gateway options to choose from with varying commission rates and remittance rates.
- In the global market, on-line purchases are now a multi billion dollar industry with all indications to continue to increase as more and more people get comfortable to purchase online.
- There are two main types of E-Commerce Transactions: B2B (Business to Business) or B2C (Business to Consumer).

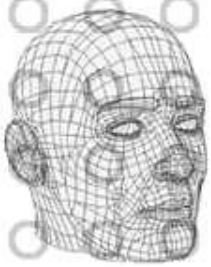


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Introduction to E-Commerce

A Typical E-Commerce Transaction Sequence:

- 1. Visitor Arrives at your website.**
- 2. Visitor browses your products through a searchable *product catalog*.**
- 3. Visitor selects products he likes and 'stores' them in his *shopping cart*.**
- 4. After completing his 'shopping' he is shown his list of orders and his total amount payable and is given the option to *check out*.**
- 5. Upon check out he's allowed to select his shipping method (e.g. Fedex, UPS, Regular Mail)**
- 6. Once the total amount is computed (inclusive of shipping) he's redirected to the *Secure Payment Gateway* and is requested to pay for his purchases via credit card.**
- 7. Supplier is prompted of the new purchase and packs and ships the product through the client-selected shipping method.**
- 8. Client and Supplier monitors product en-route through on-line tools (such as those offered by Fedex.com)**
- 9. Item is delivered and transaction is closed.**
- 10. Supplier remits payment from bank.**



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Introduction to E-Commerce

KEY E-COMMERCE MODULES:

- **Product Catalog** – How your products are presented to the user.
 - Ideally this should have a search engine equipped, especially if you want to sell 100 or more products.
 - As much detail as possible should be provided. E.g. Dimensions, materials, etc...
 - The product catalog text and pictures must be able to convince the user that the product is worth buying.
- **Shopping Cart** – Stores products that the customer has ordered. Provides a running total of all the items he has bought.
- **Payment Gateway** – Means for the client to purchase the goods he has bought. In the past this has been solely provided by banks. Currently, there are various Payment Gateway solutions that can provide the service to merchants at a fraction of the cost it used to have.
- **Accounting/Inventory System** – Back-end module to help out the Website owner in managing orders and monitoring purchases.
- **Delivery Monitoring System** – Companies such as Fedex allows for on-line monitoring of orders. These are free services that can be linked to and offered to your customers to increase confidence in the transaction.



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Introduction to E-Commerce

Key Issues in E-Commerce:

- **CONSUMER CONFIDENCE:**

- This is the single biggest issue in e-commerce.
- The website should make the customer as comfortable as possible with his purchase.

- **INCREASING CONSUMER CONFIDENCE:**

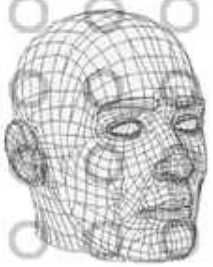
- Make sure your website is well designed and has detailed information. (e.g. privacy and return policies, etc...)
- Purchase SSL certification to guarantee data security
- Joining trade certification organizations (e.g. squaretrade.com)
- Selling through trusted websites such as Ebay and Amazon.

- **FRAUD:**

- The biggest enemy of any e-merchant is Credit Card Fraud.
- Typically the more consumer-oriented the website the more fraud prone it is.

- **COMBATTING FRAUD:**

- Get as much information about your buyer as possible. Call him up in person if need be.
- Target wholesalers instead of consumers. (B2B vs. B2C)
- Make use of Online Payment Gateways rather than Banks.



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Web Resources

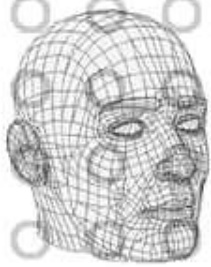
COMMUNICATION TOOLS:

- **Instant Messenger:** Yahoo and MSN messenger are the more popular of these. Allows real time communications for free over the Internet. Allows for instant documentation of business transactions by saving your conversations with clients. Not all people though are willing to 'chat'. Download Yahoo Messenger at yahoo.com and MSN messenger at msn.com.
- **Skype:** Touted as the next generation for worldwide communications. Skype (free at skype.com) is a tool for 'Internet Telephony'. Voice quality is excellent even for dialup lines. Skype allows for FREE voice conversations for PC to PC calls and very very affordable long distance call rates for PC to telephone (e.g. US rates are \$0.023/minute).

E-MARKETING TOOLS:

- **Search Engine Advertising:**
 - **GOOGLE:** <http://www.google.com/ads>
 - **OVERTURE:** <http://www.overture.com/>
- **Directory Listings:**
 - **Yahoo:** <http://www.yahoo.com>
 - **Open Directory:** <http://www.dmoz.org>





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Web Resources

POPULAR E-COMMERCE SOFTWARE:

- **Miva Merchant** – typically offered for free with mid-range web hosting packages. A comprehensive e-commerce engine. Can be purchased separately.
- **OSCommerce** – An open source E-Commerce Engine. This engine is fully packed with features and can be used FOR FREE. Only downside is the lack of technical support.



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Web Resources

POPULAR PAYMENT GATEWAYS:

- **Paypal.com** – Currently unavailable to for Philippine Bank Account/Credit Card. Probably the most popular and most stable online payment method. Free to join. 4% commission on sales.
- **2Checkout.com** – Accepts all major credit cards. \$49.00 joining fee, 5.5% commission on sales, \$0.45 transaction fee. Payment remitted to a Philippine Bank Account every 15 days (minimum of US\$300.00).
- **Xoom.com** – Accepts major credit cards and paypal payments. More of a remittance service (ala western union) than a true payment gateway. High transaction fees and bad exchange rates. Money received within 24 hours of Payment through Equitable PCI.