

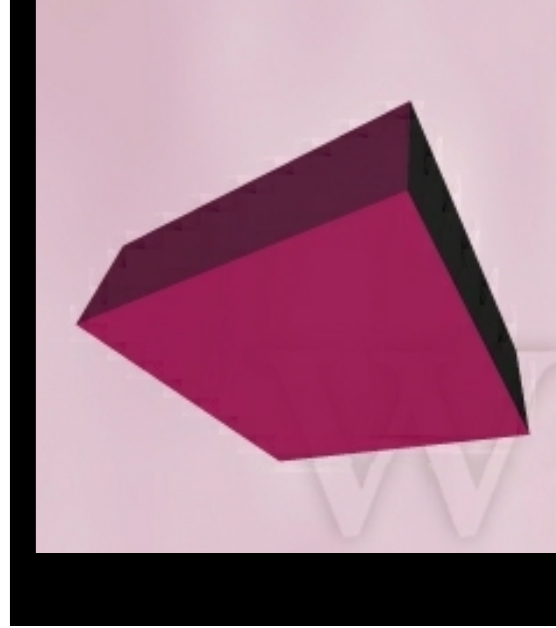


E-Seminar

WWW

Web Marketing
Internet E-fficiency
E-Seminar





Web Marketing

Internet E-fficiency

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- 3 **Welcome**
- 4 **Objectives**
- 5 **Traditional Marketing**
- 6 **Web Marketing Defined**
- 7 **Web Marketing Examples**
- 8 **Web Marketing Benefits**
- 9 **Requirements for Success**
- 10 **Technology Solutions**
- 11 **Conclusions**



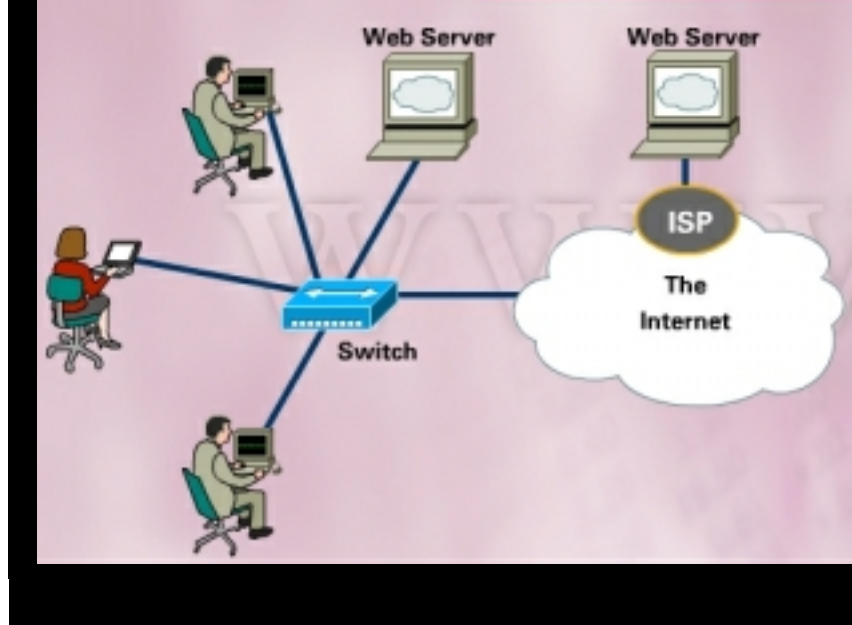
Web Marketing Seminar

Welcome

“Welcome to the Cisco Systems e seminar on Web Marketing.

“As the Internet is creating a universal point of connection between people, businesses and organisations of all sizes, the opportunities for your marketing activities are enormous. Using the Internet, you have the potential to communicate better with your customers, to reach more customers and to introduce new products and services quickly.

“This seminar explains what Web Marketing or E-marketing is and how it can help your business”.



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Objectives

“In this Internet E-fficiency seminar, we will discuss the business aspects of Web Marketing, and how it can complement your traditional marketing activities.

“We will first define Web Marketing, and explore which online marketing activities are possible today.

“We will also discuss the potential benefits of Web Marketing be for your company

“Finally, you will learn the different ways of introducing Web Marketing to your company and how this can be done successfully”.



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Traditional Marketing

“Hi, I’d like to ask a question. I own a small retail business, and we already have email and a website with some company information, and this works just fine. What would this Web Marketing bring me that I don’t have today? Isn’t it just another name for what I already do with my website and through emails?”

“Indeed, many companies are already using basic e-mail marketing as a promotional tool and a website with static information about their company and possibly some products.

“However, once you start using the Internet for web communication, your portfolio of marketing possibilities grows enormously. Furthermore, the potential return of these new possibilities can be an important growth factor for your company, as we will see further on in this seminar.

“Consider the key objectives for your marketing efforts: creating brand awareness and recognition, projecting a powerful company image, giving your customers a convenient way to find you, communicating with them about your products and services, and targeting special offers to spark new opportunities. All these “physical world” activities can be complemented in the Internet world, often at a very low cost per prospect or customer”.



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Web Marketing **defined**

“OK, you’re saying that Web Marketing means sending your usual marketing collaterals to your customers and prospects over the Internet.

“No, it is actually much more than that. Let’s first of all define Web Marketing: it is the process of promoting goods and services online, and reaching out to both existing and new customers through Internet-enabled tools.

“This Web Marketing portfolio can include a wide array of activities: advertising, customer communication, branding, loyalty and retention programs, market research, and so on — all conducted over the Internet.

“Much more than creating a web site, Web Marketing focuses on communicating on line. By setting up a dialogue between your company and your customers or prospects, Web Marketing can increase loyalty and makes it easier for your customers to do business with you.

“In short, Web Marketing includes all the things your business does on line to find, attract, win and keep customers”.



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Web Marketing Examples

“Hmm. Can you expand a bit on these other forms of Web Marketing?”

“Sure, let’s discuss a couple of the most popular Web Marketing examples.

“First, email can be a very powerful marketing tool. Every customer inquiry or point of contact is an opportunity to strengthen the relationship.

“Electronic newsletters, to which customers can choose to subscribe, keep your customer informed of the latest products and company news. You can enrich these newsletters with colourful graphics and photos, add tips and tricks, and include direct links which take the reader to your website.

“You can also send your customers personalised messages, tailored to their preferences, their buying history or browsing behaviour. You can track responses and evaluate the effectiveness of your email marketing

“It can also be very useful to offer visitors to your web site the possibility to register, and give registered members additional benefits, such as access to more information, discounts, special promotions and other privileges. This registration information can be very important for further targeted marketing initiatives”.

“By regularly updating news to your website, for instance about new products or services, special promotions and other announcements, you will keep your customers and prospects interested and ensure that they visit your website more often.

“Interactive Web banner advertisements, either on homepage or on partner web pages referring to your site, drive traffic to your website and build your online brand

“Online gift certificates are easy for your customers to use and can help build your customer base.

“Referral programs let you offer discounts to your customers when they recommend others to your site.

“Finally, you could go as far as creating personalised websites, which provide visitors with a tailor-made webpage, based on their own preferences, buying history, interests, and so on.”



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Web Marketing Benefits

“OK, this all sounds very well, but I am actually pretty happy with my current - traditional, as you would call it - marketing activities, and my customers seem happy too.”

“Well, as we said before, you should consider Web Marketing in the first place as complementary to your existing marketing activities. As we live in a competitive industry, all companies are increasingly putting efforts in retaining and increasing their customer base. Marketing activities are therefore renewed frequently, to keep, and if possible increase, your customers’ attention.

“Web Marketing offers you a great new way of approaching your customers and prospects, with many additional benefits.

“First, Web Marketing can expand your geographic sales coverage and open markets that might otherwise be impossible to reach. It also allows you to expand your company’s brand into areas where you do not advertise or where you do not have a physical presence. Interested remote visitors of your website may quickly become real prospects and customers.

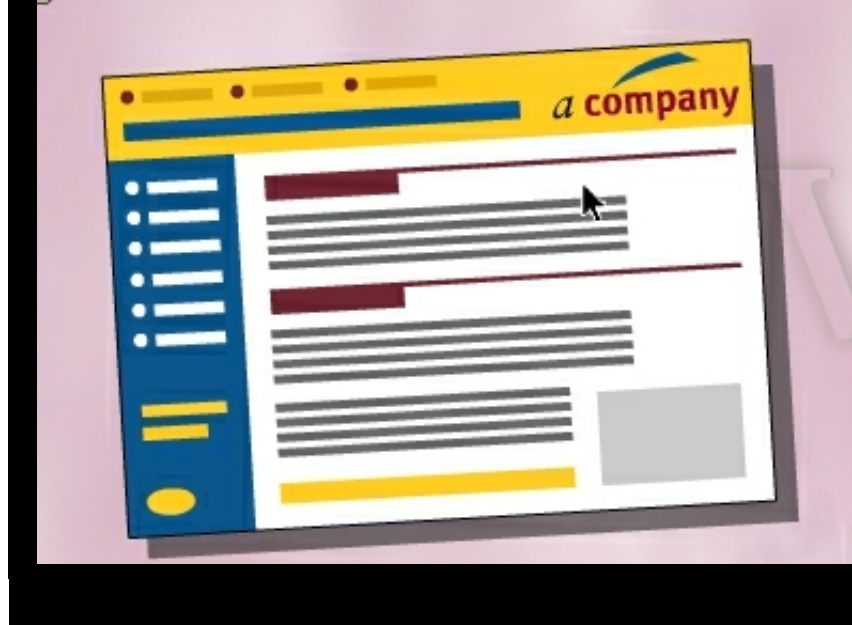
“When online customers can easily access press releases, product information, pricing, and so on, and the costs of time-consuming paper-based information distribution will be reduced dramatically.

“You also open new communication channels with your customers. Web Marketing materials such as online newsletters will keep your customers informed automatically.

“Moreover, marketing over the Internet provides you with quantitative feedback about emerging trends, customer satisfaction and buying patterns.

“Your marketing capabilities will increase by using new tools such as online market research, test marketing and promotion.

“Last but not least, through Web Marketing you will be able to provide your customers with information 24 hours a day 7 days a week.”



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Requirements for **Success**

“So how can I be sure this will all be worthwhile? I’m concerned about spending money and effort without being sure this Web Marketing approach will give me a real return on investment.”

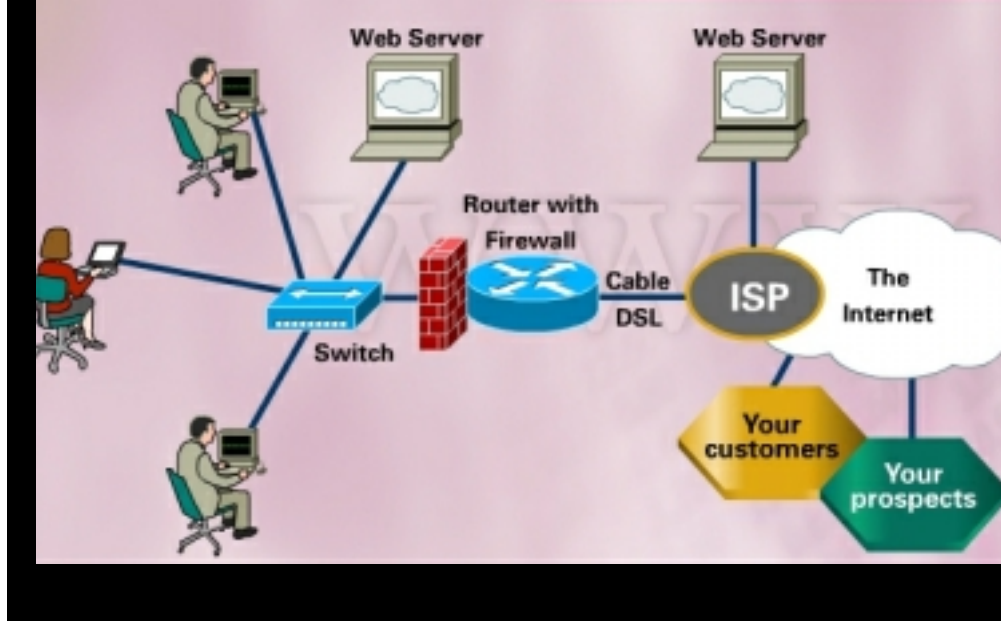
“Well, it is important to understand the key requirements for a successful implementation of Web Marketing

“The corner stone of your Web Marketing is your company Web site. It’s your presentation to the world, available 24 7, with product information, usage instructions and tips, online help, and maybe even ordering capabilities. A beautifully designed web site is one thing, but it will also have to be clear, up-to-date, easy to use, and last but not least: rich in content, as content will be the reason for customers to return to your site. You can consider doing this web site development in house or outsource it to professionals in this area.

“Once you have your site up and running, the challenge is getting noticed. You can promote your web presence by always putting your domain name next to your company name in any communication, by agreeing with your business partners’ sites to link to your site, and by adding your site to online directories and search engine lists.

“Please do not forget that you will have to devote adequate resources to deal with the results of your Web Marketing efforts: responding to customer feedback and inquiries in a timely manner, monitoring the results of marketing campaigns, putting special online promotions in practice, and so forth. Your online marketing activities may generate many new leads and opportunities, but don’t forget that correct and timely follow-up is key to your success.

“Finally, always respect your customers’ privacy. Allow them to choose from different options, such as Opting out by unsubscribing from your mailing lists, or Opting in by explicitly requesting particular information, for instance about new products or special offers, to be sent to them regularly. Unwanted email or spam could push away customers rather than attract them.”



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Technology Solutions

“OK, so which infrastructure do I need to start Web Marketing?”

“You have several options if you want to implement Web Marketing in your company. You can either decide to host your web site internally, or ask an Internet Service Provider, or ISP, to host your site for you.”

“If you host your web site internally at your company, you will need a Web server, and security software such as a firewall to keep Internet users from intruding on your private network. You will also need a high-speed, direct connection to the Internet, to allow your website visitors permanent access. Broadband Internet connections such as Cable or DSL are highly recommended. Once the traffic to your website becomes significant, you could consider Content Networking solutions to optimise the performance of your web site.

“Alternatively, you could choose to host your site at an ISP. Many of today’s ISPs offer a complete package, including high-speed Internet access, hosting, design services, response tracking, and so on. ISPs can often provide you with a better level of security, reliability and performance than you can achieve by hosting the site internally at your company.

“ISPs who have achieved the Cisco Powered Network or CPN designation can supply a range of services to simplify the design, launch and continued operation of your web site and web marketing programs.”



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Conclusions

“In summary, Web Marketing can rapidly increase your market and customer base in a very flexible and cost-effective way.”

“For your existing customers, it improves your information flow and opens a new channel of communication, with lots of additional tools to make your marketing much more effective. Initiatives can be launched quickly and targeted precisely to any portion of your current customer base or new prospects. Your Web Marketing can be personalised and adjusted to each customer’s specific interests.”

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