

# Presenting at the Internet for a successful Online-Marketing

To be found by search engines

Writing for the Web

Perception on PC-screen



# Why to go online?

- Use of media has changed greatly by growing use of the internet
- After TV and print media, the web is the third largest media for advertising
- B-to-B online-marketing is optimal for first phase of purchase decision: research for potential suppliers, business partners, service provider
- Equal opportunities for all companies
- Simple performance measurement, each click can be monitored and analysed

# Target groups at web

## **Customers**

(potential and actual)  
have questions about products,  
services, prices

## **Suppliers**

search for responsible  
contact persons



## **Journalists**

search material, they can  
use for their papers

## **Scientists**

interested in innovations

All these people have less time!

# Reaching the right target group- factor of success for online-marketing

- Goal of all online-activities: Qualified contacts „leads“
- Exact approach of the specific target group reduces waste „targeting“
- Choice of the right search words / keywords is very important
- Dedicated approach of potential customers by
  - Business- search engines (company entry)
  - Online- trade portals
  - on portal of areas of expertise
  - E-Mailings

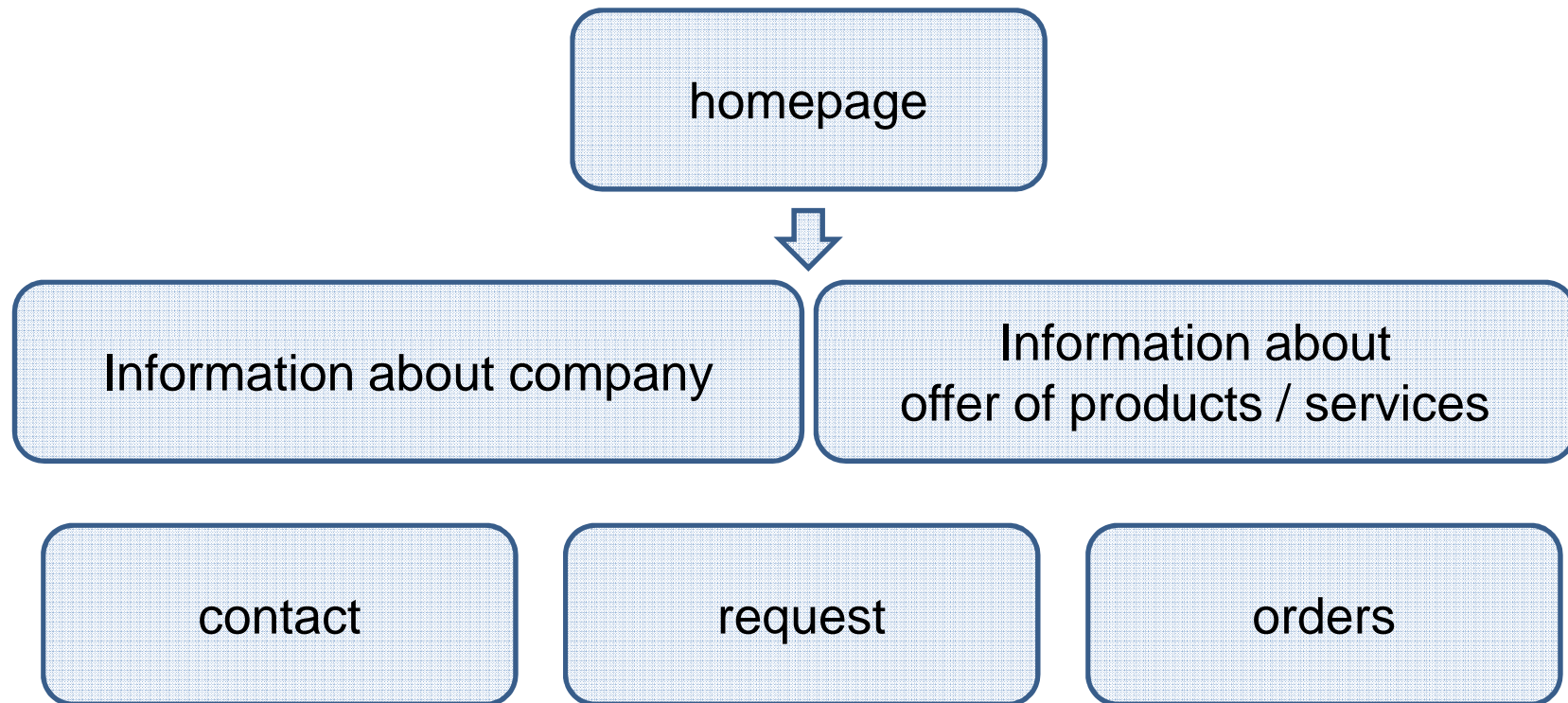
# Onlinemarketing- Mix

- **Company website** → describes the offer of the company
- **Search engine marketing** → to be found by target group
- **Online-PR** → public relations
- **Display-marketing** → Classic advertising at web
- **E-mail-marketing** → personalized reaching target group
- **Affiliate-marketing** → Partnership

# Company website

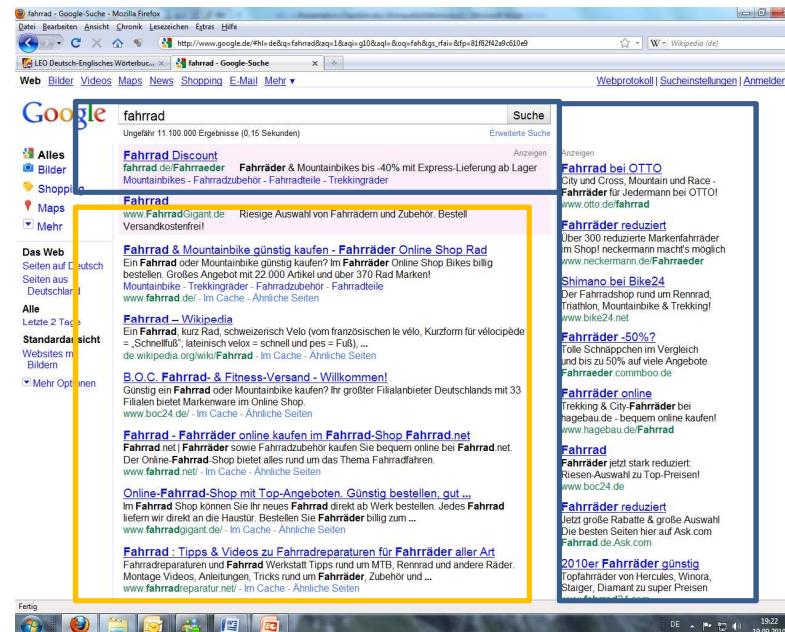
- Website of a company = business card at web  
= central communication activity
- can also be used as effective and cost-saving  
distribution channel (direct order or request information)
- Define first, which goals the company website shall  
succeed:
  - Inform?
  - Win newly interested?
  - Products / services selling directly?
  - Image building / public relations?

# Structure of a company website



# Search engine marketing

- **Indexlisting** (listed in hit list)
  - SEO (search engine optimization)
- **Keyword-advertising** (controlled advertising by payed entry)
  - Google AdWords
- Participation at social media (Facebook, Twitter,...)



# Online-public relation (PR)

- PR = public relations
- Online-PR supports
  - Announces the company offer independent of advertising activities
  - Public presentation (Image)
- Convince by competence with:
  - Own technical papers about current topics (as specialized service provider helping with relevant information) or „whitepaper“
  - Answers in blogs / forums / chats / Wikis (increases attention and enduring image progression)

# Performance measurement at online marketing

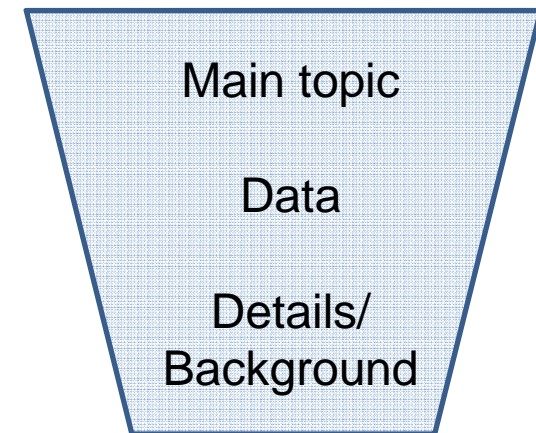
- Traffic-Analysis: statistic for online clicks
- clicks  $\neq$  leads  
leads  $\neq$  qualified contacts  $\neq$  dimension for success
- E-tracker for web controlling supplier
  - special for B-to-B customers
  - Effective analysis of user manner

## Performance figures:

- Conversion rate: clicks / deal
- for E-mail-marketing: opening rate / order rate
- Online-PR: all online generated requests by phone, fax, e-mail, letter, contact blank
- Facebook, Twitter: e. g. number of followers

# Quality of online-text

- User come back, because of: (source: Forrester Research 2001)
  - 73% high quality content
  - 66% simple operator guidance
  - 58% fast upload
  - 54% continuos actualization
- Adavantage is the main point in competition, importance of editing for use for media is increasing
  - Actual topics
  - Simple and fast to read stories
  - Designed according principe „importance“
  - Consider search engine function

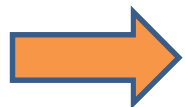


# Why is the WEB no print media?

Fact	Realization
Gathering less information while reading at web	Texts should be cross readable, simple and concise
Competitor is just one click away	Additional advantage, advance must be transparent
Animations or flashing objects draw off the attention, Text visible earlier than graphic	Text competes with these objects, design text so, that first attracts
Documents are searched „automatically“	Text design must consider the rules for such searching
while opening pages only few of text visible	Text beginning has high relevance, must attract immediately
Left beside text menu-options	concise texts, themed and ergonomic reasonable links / options

# Reader's behavior on PC screen

	Skimming	Scanning	Reading
goal	Look over the text	Evaluate text if content is relevant	Conceive content completely
How much	<25%	<50%	100%
what	Stick out Information, headlines, concise pictures Links Less continuous text	Informative elements like lists, infographics, text boxes, beginnings of passage links	Whole text and picture information



Very important to design text for scanning!

# Text for scanning- few rules

- Font size: min 11 pt, use special screen fonts

Tahoma	COOMET
Verdana	COOMET

- Highlighting (headlines, words/ phrases, message)
- Short passages (3-5 lines with significant headlines,  
1 passage = 1 main topic)
- The most important first (at the paper, at the passage)
- Important facts not only in text (also in graphics, diagrams,  
bulletpoints, lists, spreadsheets)
- Information cross-linked (Links, similar themes...)

# Structure of text at web

- Headline (arouse someone's curiosity)
- Teaser (summarizes the most important)
- Message (structured content regarding importance)
- Picture legend (completes the picture)

# Perception by the user at PC-screen

- Physiological conditions
  - Red and blue (side by side or on top of each other) can't be differentiated
  - Abbreviations, foreign words greatly reduce the reading speed
  - Perception is selective , can be controlled with „lures“
- Pictures are visual stimulations and information elements
- Pictures can:
  - illustrate
  - structure
  - decorate
- Complete with other objects: Quicktime VR (Panorama or object), video, sound

# Perception guiding

- Guide perception by:
  - Intensity of contrast, brightness, movement, word choice
  - Signal colors (with good contrast to the background)
  - Be different than the usual pattern
  - Eye Catcher (animations, eyes...but unobstructive)
- Realize information units by grouping

Nearness	NO WAR PEACE NOW	NO      WAR PEACE    NOW
Similarity	NO      WAR <i>PEACE NOW</i>	<i>NO      WAR</i> <i>PEACE NOW</i>
Closeness	NO WAR PEACE NOW	NO      WAR PEACE    NOW