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

- homepage
  - Information about company
  - Information about offer of products / services
  - contact
  - request
  - orders
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 → leads
  leads → qualified contacts → 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

- Advantage 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?

<table>
<thead>
<tr>
<th>Fact</th>
<th>Realization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gathering less information while reading at web</td>
<td>Texts should be cross readable, simple and concise</td>
</tr>
<tr>
<td>Competitor is just one click away</td>
<td>Additional advantage, advance must be transparent</td>
</tr>
<tr>
<td>Animations or flashing objects draw off the attention, Text visible earlier than graphic</td>
<td>Text competes with these objects, design text so, that first attracts</td>
</tr>
<tr>
<td>Documents are searched „automatically“ while opening pages only few of text visible</td>
<td>Text design must consider the rules for such searching</td>
</tr>
<tr>
<td>Left beside text menu-options</td>
<td>Concise texts, themed and ergonomic reasonable links / options</td>
</tr>
</tbody>
</table>
### Reader‘s behavior on PC screen

<table>
<thead>
<tr>
<th>Goal</th>
<th>Skimming</th>
<th>Scanning</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look over the text</td>
<td>Evaluate text if content is relevant</td>
<td>Conceive content completely</td>
<td></td>
</tr>
<tr>
<td>How much</td>
<td>&lt;25%</td>
<td>&lt;50%</td>
<td>100%</td>
</tr>
<tr>
<td>What</td>
<td>Stick out Information, headlines, concise pictures Links Less continuos text</td>
<td>Informative elements like lists, infographics, text boxes, beginnings of passage links</td>
<td>Whole text and picture information</td>
</tr>
</tbody>
</table>

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, 
  bullet points, 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

<table>
<thead>
<tr>
<th>Nearness</th>
<th>NO WAR PEACE NOW</th>
<th>NO PEACE WAR NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similarity</td>
<td>NO WAR PEACE NOW</td>
<td>NO WAR PEACE NOW</td>
</tr>
<tr>
<td>Closeness</td>
<td>NO WAR PEACE NOW</td>
<td>NO WAR PEACE NOW</td>
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