

What's the Pitch in Cyberspace? Find Out in...

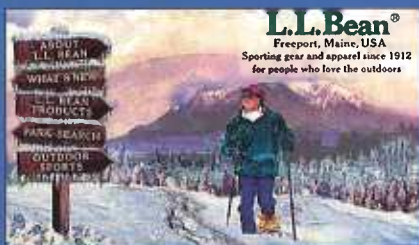
# net marketing™



**GM** The car giant drives onto the Information Highway. ✓www→  
<http://www.gm.com>



**Duracell** Harnesses Web power to deliver product news. ✓www→  
<http://www.duracell.com>



**L.L. Bean** Activewear is interactive with Bean's Net catalog. ✓www→  
<http://www.llbean.com>

From the creators of the bestselling **netguide.**

## How Your Business Can Profit from the Online Revolution

By Bruce Judson

With more than 1,000 site reviews

Cyberspace is the most important marketing medium since the advent of television. As the online population explodes, so do the opportunities for savvy marketers. Described as a

"Digital Media Master" and a "Marketer's Marketer" by *Advertising Age*, Bruce Judson explains how your business can win online.

A Michael Wolff Book



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# Welcome to the Web

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- The Need for Speed page 15
- Online Commerce page 19

Over the past 18 months, a number of significant factors have come together to create an extraordinary tidal wave of interest in the Internet. And much of that interest is being fueled by marketers and advertisers, who have just begun to see how the Internet—and more specifically, the World Wide Web—can be used to benefit consumers. International, increasingly easy to use, and visually appealing, the World Wide Web has all of the necessary ingredients to become the site of a marketing revolution.

As a powerful form of non-intrusive marketing, the Web invites prospective consumers to visit sites—and it has already begun to provide marketers with the opportunity to experiment with different approaches, at low cost, in a market that is already comprised of millions of people. Those marketers who do experiment will help to invent the medium, and benefit as a result. It's worth noting, however, that this opportunity may be fleeting, and the rewards will go to those who act quickly. As more and more Websites are developed, the battles for consumer attention will heat up and the sophistication of the sites being created will increase significantly. Marketers who "get in early" will be building off their initial learning. Everyone else will be in the unfortunate role of trying to play catch-up, as millions of new prospects join the Web.

In many ways, it is useful to think about the World Wide Web as an evolving, entirely new fourth medi-

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Benefits of Web  
PP4-18

S4-S7

1/17/95  
webcom

## Welcome to the Web Introduction

Gotta admit--I WASN'T nuts about the idea of a Coca-Cola "Trading Post" at first. It's like, "Welcome to our site. Buy stuff." But then I heard about this guy in Thornton, Illinois who has this sterling 1956 Stockholm Equestrian Summer Games pin (the games were in Australia that year, but horses weren't allowed into the country.) And there's a lady in England who knits little Coke COZIES for just about anything you'd ever want cozy. I'm not sure who these Webfolk are but maybe it's not such a bad idea after all.

hit it

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GM productline take a spin spotlight crossroads

Figuring out what the customer wants is easy. Doing something about it, that's the hard part.

Listen to Liz Welzel

General Motors

MUSIC BOULEVARD  
WWW.MUSICBLVD.COM

Pop & Rock COUNTRY Classical Jazz All Music

On Sale Order What's New Contest Backstage Pass Site Seeing Customer Service Registration Party

\$3 OFF! Welcome to Music Boulevard! \$3 OFF!

Some companies that have already begun online marketing initiatives include (from top) Coca-Cola (<http://www.cocacola.com>), General Motors (<http://www.gm.com>), and Music Boulevard (<http://www.musicblvd.com>). Well-known brands and new retail enterprises alike are making use of the Web.

um, one that is distinct from existing media such as radio, broadcast, and print. As such, the Web can provide benefits not available through any previously existing marketing channel. Unlike traditional media, for example, no one owns the World Wide Web. As a result, there is no gatekeeper setting up hurdles for companies that want to provide different kinds of

### EXTRA POINTS WEB COMMERCE

**Examples of Doing Business Online** Maintained by Web Access, this page includes a brief description of the commercial and marketing opportunities available for companies in the online world and furnishes a set of links for visitors interested in investigating the medium.

✓www → <http://webcommerce.com/webaccess/webcomrc.html>

**Cyber Sales** The May 1995 issue of *Interactive Week* was devoted entirely to questions of online marketing and commerce. Does online advertising empower consumers? Can companies save money by advertising online? What are the drawbacks to online marketing and sales? The issue includes an interview with Glenn Fleishman, the moderator of the Internet Marketing Mailing List, columns by editor Michael Neubarth and publisher Paul Bonington, and features by Michael Strangelove, Gary Welz, and Carol Blake. All in all, this is an excellent general introduction.

✓www → <http://pubs.iworld.com/iw-online/May95/toc.htm>

**Internet Marketing Mailing List Archive** Moderated by Glenn Fleishman of Point of Presence Communications, this mailing list is one of the best resources for online marketers, whether they are veterans in the medium or wide-eyed newcomers. The archive can be searched by keyword.

✓www → <http://www.popco.com/hyper/internet-marketing>

## Introduction Welcome to the Web

### EXTRA POINTS NET INSIDERS

**Flux** *HotWired's* gossip column, Flux comments on Net news and rumors of the day, targeting both industry players and the media covering the online industry.

✓ **WWW** → <http://www.hotwired.com/flux>

**Inter@ctive Week** IW reports on companies and decisions affecting the interactive industry. If there's a new ISDN development or an acquisition of online content, *Inter@ctive Week* covers it, with links to boot. The site's @Net Index tracks Internet companies on the stock market.

✓ **WWW** → <http://www.zdnet.com/~inweek>

**Netly News** The staff of *Netly News* brings infotainment to the masses with an array of multimedia features about the Web industry, including irreverent news articles, Guest Rants from luminaries like Penn and Teller, and rotating site spotlights.

✓ **WWW** → <http://pathfinder.com/Netly>

**Online News** It's the premier mailing list for news about the online world, and it's delivered with alacrity and perspicacity.

✓ **EMAIL** → [majordomo@marketplace.com](mailto:majordomo@marketplace.com) ✉ *Type in message body: subscribe online-news*

**Suck** If you're looking for dry coverage of Net events, don't look here. Hip and caustic, Suck offers one hyperlinked article per day, and doesn't mince words.

✓ **WWW** → <http://www.suck.com>

experiences for the consumer. The company putting up a Website "owns" a piece of this new medium, and no one except that company sets the rules on what can and cannot be done. Moreover, there is no specific "media charge" (as in more traditional media with limited time or space) for the length of the experience a company creates for consumers.

This atmosphere of low costs and frequent experiments is one of the great strengths of the Internet, and part of what has made it such a hotbed of innovation for marketers. But innovation in the online world cannot be separated from utility. If someone creates a boring site, or one with little appeal for consumers, visitors are unlikely to spend much time there, to return to it, or even to come to the site in the first place. Similarly, a highly creative site may fail if the consumer can't find any valuable product information or services, since companies cannot really compete with creative and editorial content providers in the entertainment market. The balance between the two, and even the very idea of such a balance, is one of the hallmarks of the emerging online medium. Ultimately, the best and most creative innovations survive and prosper (through large numbers of visits by consumers) while subpar efforts ultimately fade away because of their low use by consumers. The goal of *NetMarketing* is simple: to help readers profit. Some readers will be starting their own business, and will need help developing an online marketing strategy. Others will be working in marketing departments at large companies preparing to enter the online medium. To realize this objective, *NetMarketing* attempts to explain the tremendous explosion of marketing activity that is happening today, explores how the Web may reinvent entire businesses, describes strategies for taking advantage of the medium, and investigates the finer points of trafficking and sales techniques.

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# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

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