

# Internet (aka Web) Marketing

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## Introduction: What This Presentation Is About

This presentation is designed to offer both an introduction to Internet (Web) Marketing and some proven strategies you can use to take the next step in pursuing your own Internet marketing success.

## Why You Should Consider Internet Marketing

- It's obvious by now that use of the Internet is only going to continue growing
- The Internet applies both to local and global markets, B2B and B2C consumer
- The Internet is a tool, nothing more and nothing less
- You need to use the Internet in some fashion; determine what strategies are best for you

## Levels of Internet Utilization

- Communication, Presence, Information, Commerce, Service, Full Integration
- Determine where you want to be and remain focused on that; review this plan at least annually

## Developing An Internet Marketing Plan

- Give yourself an Internet marketing budget
- Your Internet marketing should be integrated with your other marketing
- Define the target audience and goals for your Internet marketing efforts
- Utilize the experts
- What are your competitors doing? Find out and act accordingly

## Pieces Of The Puzzle

- Internet access
- Acquiring a domain name (www.yourcompany.com)
- Website development
- Website hosting
- Peripheral advertising expenses
- Ongoing content expansion and maintenance
- Regular high-level success measurement, analysis, re-planning

## 7 Pitfalls To Avoid

- Treating Internet marketing as if it were the same as other marketing avenues
- Blind implementation
- Hiring unqualified "experts"
- Going with a pre-packaged deal
- Cutting the wrong corners
- Pursuing the "latest craze", the "best bargain" or the "bleeding edge"
- Developing a website that serves your purposes instead of those of your target audience

## 7 Keys to Success

- Education: Learn enough to understand basic definitions and the issues, but defer to the experts
- Research: Qualify your "experts" and then cultivate your relationship with them
- Marketing: Integrate your Internet presence with the rest of your marketing materials
- Service: Focus your website on content and functionality
- Planning: Capitalize on the strengths of the Internet
- Integration: Support your Internet marketing efforts in your business processes
- Commitment: Realize that staying competitive utilizing technology means constant change