



*The
insider's guide to creating*

Digital Marketing

FOR DUMMIES®

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A Reference for the Rest of Us!™



UK Edition

Digital Marketing
FOR
DUMMIES®

Digital Marketing FOR **DUMMIES®**

**by Ben Carter, Gregory Brooks,
Frank Catalano, and Bud Smith**



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Dedication

This book is dedicated to Imogen and Ruth for their love, patience, and support in all of our endeavours.

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Introduction

The Internet is the subject of great excitement these days – and of great anxiety. Businesses have wonderful new opportunities to grow and to extend their relationships with customers – and new types of competitors that may take those customers away. This book will help you make sure that the Internet is your friend.

Marketing, broadly defined, is everything that happens from the initial idea for a product or service until it is created, tested, sold, updated, repriced, promoted, and eventually retired from inventory. Marketing differs from sales in that marketing responds to customer needs and creates demand for a product or service; sales fulfills that demand. However, this book is not a marketing primer; for that, see *Marketing For Dummies*, by Craig Smith and Alexander Hiam (Wiley). The job of this book is to tell you and show you how to market your products and services effectively on the Internet.

About This Book

If you've ever surfed the Web, you've no doubt stumbled across a great deal of marketing content; a large part of this book is therefore devoted to marketing on the Web. But in this book we also show you that the online world is much more than the Web. Online services, Usenet newsgroups, e-mail, personal organisers with Net connections, even cell phones are all part of the Internet's reach and are all potentially useful for your Internet marketing strategy.

We, the authors of this book, have many years of marketing and Internet experience, and we draw on all of it to tell you how to best use each and every one of these Internet services – and how to prioritise and combine your efforts to create the most effective Net presence possible.

Conventions Used in This Book

Our *conventions* are standard ways of structuring specific types of information that you find in this book, such as steps and instructions. (One example of the use of a convention is the use of italics for the word *convention* when it appeared in the second sentence of this paragraph; when you see a term in italics, a definition of it may soon be following.) Here are the major conventions for this book:

- ✓ Things that you, the reader, are asked to type, as well as specific instructions that you need to follow in a set of numbered steps, are shown in **bold**.
- ✓ New terms are printed in *italics*.
- ✓ Information used in specific ways is formatted in a specific typeface. This book uses a special typeface for URLs (Uniform Resource Locators), which are the addresses used to specify the location of Web pages and other Internet resources. For example, the URL for the *For Dummies* site is as follows:

`http://www.dummies.com`
- ✓ In most of this book, we omit the `http://` from Web addresses because you don't actually have to type that part of the Web address into your Web browser.
- ✓ Related, brief pieces of information are displayed in bulleted lists, such as the bulleted list that you're reading right now.
- ✓ Right-clicking means clicking something on-screen while using the right mouse button. (That's right, mouse button as in "the mouse button on the same side of the mouse as your right hand," not "the mouse button that isn't the wrong one.") If you are left-handed or for some other reason have changed your mouse settings, you may need to use a different mouse button to achieve the effect of right-clicking something. Also, right-clicking doesn't have a direct equivalent on the Macintosh, which has only a single button on the mouse. For the Macintosh, the commands you choose by right-clicking in Windows are usually available via program menus.

How This Book Is Organised

To make finding things in this book easier for you, we divide it into parts that separate chapters into easily located, related groups. Here's a quick guide to the parts in this book.

Part 1: Getting Started with Digital Marketing

You need to know a few basics to use the digital world effectively for marketing. For example, you need to know what Internet services are available for you

to deliver your marketing messages; just as important, you need to know who's out there in the online world for you to reach with your marketing effort.

Ever wonder why some companies have a great URL (online address) that's easy to remember, and others don't? In Part I we tell you how to get the right URL for your online marketing work.

The Internet is a place not only for you to do marketing but also to find information for all your marketing planning, both online and offline. (We use the term *offline* to mean everything that isn't online, such as all your traditional marketing efforts.) As soon as you know who's there and how to reach them, you're ready to plan your online marketing effort. We give you a step-by-step description of how to create just such a plan.

Part II: Marketing on the World Wide Web

Part II is your tour – we think it's a tour de force – of how to establish an effective presence on the most popular Internet service of all, the one that's captured imaginations (and investments) around the world, the World Wide Web. In four easy-to-follow chapters, we tell you how to build your own Web presence, either as a DIY project or working with other professionals, whether employees of your company or hired consultants. After reading this part, you'll know just how to get what you want from your Web marketing effort.

Part III: Marketing with Search

Search engines have become the most important way by which Internet users find content and information online. This helps to make them by far the most valuable digital advertising tool available, so in this part we guide you through the pros and cons of search and give you a guide to how to implement your own search marketing strategy.

Part IV: Even More Digital Marketing

This part takes you over the finish line to knowing all the angles in digital marketing. Usenet newsgroups and other discussion groups can be a big help or give your marketing efforts a big hurt. Chat and online services are two more ways to learn from your (potential) customers and to get the message out.

Internet advertising is a whole other realm of communication. As Web marketers, we've learned a great deal about what works and what doesn't. And public relations is free (except for all the work you do); we show you how to use PR effectively on the Net.

In this part we also discuss the impact of Web 2.0, the self-publishing blog phenomenon, and the explosion of social networking and video sharing which has been ushered in by MySpace and YouTube. We also offer tips on how to make these new arenas work for marketers.

Part V: The Part of Tens

The chapters in the Part of Tens are fun but have serious information about things to do in Internet marketing, things not to do, and pointers to some of the best *offline* resources to use in creating your online marketing presence.

The Digital Marketing For Dummies Internet Directory

The different design of the pages used for this part tells you that something else is going on here. This part consists of a directory of Internet resources to help you in your online marketing efforts. Each entry in the directory gives you an address and a quick description of a site or service that offers valuable information for the online marketer.

Icons Used in This Book

You're ready to begin using this book, but let us quickly tell you one last thing. This book uses icons, or little pictures, to flag things that don't quite fit into the flow of things. The *For Dummies* books use a standard set of icons that flag these little digressions, such as the following:



This icon is just a friendly reminder to do something.



This icon is a friendly reminder *not* to do something.



This icon points out nerdy technical material that you may want to skip.



This icon points out a tip or provides a bit of useful information.

Where to Go from Here

Where you go from here depends entirely on what you want from this book. If you're new to the whole idea of setting up a marketing-based website, you need to check out the essentials of planning and preparation in Part I. If you want the inside track on making even a basic Web site the most effective marketing tool it can be, turn to Part II. The crucial importance of search engines to digital marketing is covered in Part III, and Part IV gives you the information you need to know to get your marketing message across on a range of platforms.

In this part . . .

The digital – or *online* – world is a whole new arena for marketing, one with many opportunities – but also with its own history and rules. Use this part to become familiar with using Internet resources effectively, learn more about who's online, and find out how to start extending your marketing efforts to reach this new audience.

Chapter 1

Getting Net-Savvy

In This Chapter

- ▶ Visualising the big picture for marketing
- ▶ Understanding what the Internet means for marketers
- ▶ Working out why you need to market on the Internet
- ▶ Finding your online market

The Internet is a relatively new phenomenon; only 30 years have elapsed since it was first invented and it was used for business for the first time in the early 1990s. Marketing is old – ‘the second-oldest profession’, as some of us would have it. Guess which topic is more misunderstood – the Internet or marketing?

The answer to that question is ‘marketing’. Marketing can mean anything from pure public relations to all the stuff you do in running a company. We use a broad definition because we think marketing is vitally important.

Marketing, in our definition, is part of just about everything you do in creating a product. Identifying something that people might want to buy is a marketing activity, even if the person coming up with the idea is an engineer, salesperson, executive, or secretary. (A six-word description of how to get rich is: ‘Find a need and fill it’. Doing so’s the first step in marketing.)

So you’ve identified a need and want to fill it. Creating a specific definition of your product or service is also a marketing activity. Product development people might then take the ball and run with it for a while, creating a prototype of the product or service. But deciding when the product or service is acceptable and ready to sell is marketing, too.

The marketing department then sets the initial price and hands the whole thing to the sales department. Sales’s job is to sell; marketing tracks the progress of sales and tweaks the product and price for maximum profit. Promotions, public relations, and packaging are also part of the marketing effort.

The Internet versus the Web

In many cases, people use terms such as the *online world*, *Internet digital*, and *World Wide Web* more or less interchangeably. Doing so's okay and reflects some interesting realities about the Internet. (Okay, you got us already: When we say 'the Internet' we mean the whole thing – the Web, e-mail, traditional online services such as AOL, Yahoo! and MSN, and all else that depends on being wired or wireless – as is increasingly the case. Basically the online world is anything that you can connect to with your computer, or with a smaller device such as a Palm handheld organiser or a mobile phone and a modem.)

At present, the World Wide Web is the most exciting place on the Internet, and your company or product Web site should be both the starting point and the lynchpin of your digital marketing effort. However, you need to use other Internet services such as e-mail and online advertising in its various formats to complement and support your Web presence. So don't be confused when you see terms such as *Internet*, *Web digital*, and *online services* all used more or less interchangeably; they're just different parts of the online jigsaw that everyone is trying to put to work for themselves.

Marketing also influences areas that don't directly involve business. Politics has been revolutionised – for better or worse – by marketing-type practices. Job-hunting is increasingly understood to mean marketing yourself. Even non-profit organisations hire specialists to help them identify and reach target markets of donors and recipients of aid and services.

Companies vary widely in what areas they call 'marketing' and what they call product development, engineering, or something else, and that situation's fine with us. Our point is not to say that marketing should take over everything in a company, but to point out that marketing either determines or affects almost everything a company does. If you care about making something – anything – happen in this big, wide, wonderful world of ours, you care about marketing.

In this chapter, we introduce the Internet and how it fits the needs of marketers (which means just about all businesspeople). *Hint:* You've probably never thought of some aspects of the Internet the way we do, so be ready to discover something. We then justify the need for marketing on the Internet – so you can tell your boss why you're suddenly spending so much time surfing the Web – and show you how to find the market for your products or services online. We finish by telling you how to use digital marketing resources.

Marketing on the Internet

What is the Internet? Well, the Internet's a big mess – a mix of good and bad ideas, shaken, stirred, half-baked, and served buffet-style. More seriously, the

Internet means many things to many people, but luckily we can give you a simple answer as to what it really is.

The Internet is simply an *inter-network* (which is where we get the word 'Internet' from); that is, a way to connect many smaller computer networks and computers with one another. The reason people call it *the* Internet, and not just *an* internet, is that the Internet is the one network that connects most of the computers on Earth, so it deserves to be recognised as one specific thing. What makes all this connecting possible is that the Internet has a set of unifying standards. Though doing so is simplistic, you can think of the Internet as just a whole load of wires that carry messages that are compatible with each other.



Each different type of content that goes over the Internet is called an Internet *service*; e-mail is one Internet service, and the Web is another. An Internet service meets agreed-on, public standards so that any computer on the Internet can access the particular service, using any of a variety of available software packages. These standards are based on *protocols*, each of which is like a language that the computers on the Internet speak when they want to transfer a particular kind of data. When people talk about the Internet today, they're not just talking about the underlying wiring; they're talking about the various Internet services and protocols that they use or have heard about.



One such Internet service is used to transfer any kind of file between computers. This service is known commonly as *FTP*, which stands for File Transfer Protocol. You can send text documents, computer programs, graphics, sound files – in fact, just about anything – with FTP. E-mail, which uses its own specific protocols, emerged as an early, text-only Internet service. The Web, another service with, again, its own protocol, became wildly popular by adding graphics to the mix. And Internet usage is growing even faster as people use small, wireless devices such as mobile phones and PDAs (Personal Digital Assistants) to communicate over the Internet. Expect to see more new Internet services, and lots of growth and change in existing ones, as the Web develops still further in the years to come.

Introducing the Web

The World Wide Web (or just *Web* for short) is the most talked-about online invention ever. Hyped beyond belief in the world press, and the force behind rags-to-riches stories like that of eBay, Amazon, and hundreds of other start-ups, the World Wide Web is one of the great business stories of all time.

Luckily, the hype does come with some real justification. As we explain in detail later in this chapter, the Web has billions of real users who collectively spend millions of hours a day surfing the Web around the world.

Using the Web is made possible by software programs called *Web browsers*, the runaway leader being Microsoft Internet Explorer – although others exist including Netscape Navigator, Firefox, and Safari. In this book, we show Internet Explorer in our screen shots because this browser's the most widely used.

From a marketer's point of view, the Web is best understood as a collection of shopping services, news sources, glossy company reports, and advertising collateral that can be accessed by a large and fast-growing group of unusually influential people. But the Web is a wild world. Side-by-side with the company and product information are college course materials, personal home pages known as blogs, that describe hobbies, children, and pets, political advertising, and anything else that you care to name. A glossy corporate home page is shown in Figure 1-1, and a personal home page is shown in Figure 1-2.

The Web is one of the best tools ever invented for marketing. Unlike television adverts, which force themselves on the viewer, Web sites are accessed only by users who *want* to see them – your message is reaching people who actually choose to see it by logging onto your site or clicking on your advert. But to get people to stay with you, you need to make your site sticky – that is, interesting and relevant to the user so they 'stick around'.

Figure 1-1:
The
corporate
look of the
Web.

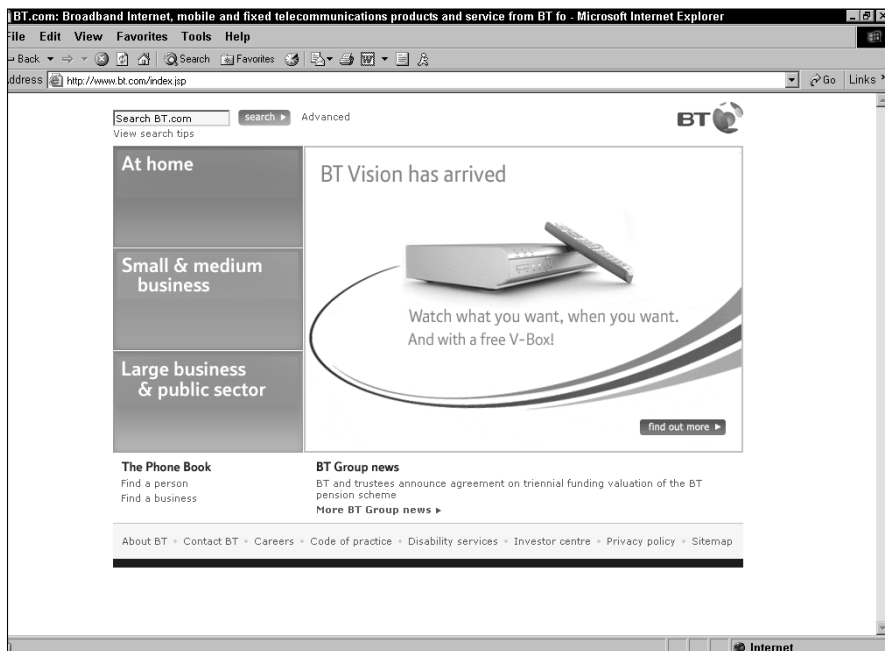
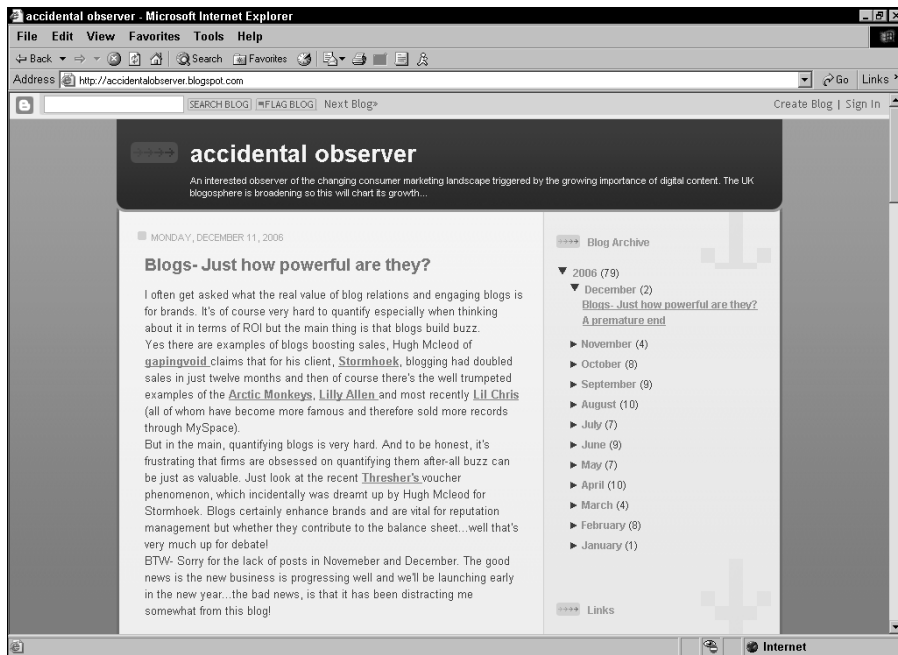


Figure 1-2:
The
personal
look of the
Web.



Shouting above the noise on the Web is impossible. You can't get in people's faces on the Web the way you can with a television or radio commercial or even a print ad; people can click the Back buttons on their browsers to leave a site even faster than they can turn the page of a magazine or find the TV remote control hidden in the crevices of their sofas. The trick is to put up a competent, easy-to-use Web site and then help the people who want to find you do so. (In Chapter 8 we show you how to get your site registered with the various search engines so that your site can be easily found. Chapter 2 covers using search engines in order to find marketing-related information on the Web.)

The Internet has now begun to live up to its hype about being the most important communication tool in the world. Finding Web pages that use either audio or video features to spice up the experience of the user is increasingly common. However, this tactic isn't right for everyone – a rock anthem playing over the home page of your online flower delivery company may not send out the right image.

To use the Web effectively, find the right mixture of information mixed with enough graphical eye candy to attract a reader to your business. Chapters 4 to 7 cover the ins and outs of building and publicising your marketing Web site.