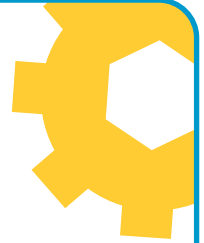


# Internet Marketing 101 - What We Should All Know.



In 1994, US online site HotWired displayed a graphic image on its website paid for by AT&T , marking the birth of the first ‘banner ad’ and ushering in the era of internet marketing. More than 10 years on, internet marketing has grown considerably. No, it is not yet a full grown, mature adult, but soon it will reach its teenage years, and we all know what happens then. ; )



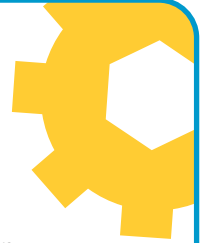
AT&T “You Will” Ad Campaign, 1994

In this inaugural issue of the **Interact!** we will highlight some key issues about online marketing. Hopefully you will gain an appreciation of the opportunities available and the common pitfalls to avoid when marketing online. Happy reading!

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## Why is the Internet Relevant?

Today, over 2.4 million people in Singapore use the Internet<sup>1</sup>. Given that Singapore's population is just over 4 million, chances are, if you are not online, you are missing out on 1.9 million customers, 1 million prospective employees and 700,000 shoppers. And those are just the numbers for our tiny island.

What are all these people doing online?<sup>1</sup>

- 95% use email
- 82% use it to look for information
- 44% search for jobs, 40% bank online
- 30% shop.

## What is Internet Marketing?

Internet marketing defies strict classification. Any message that uses it as a medium can be called internet marketing. Some commonly used platforms for marketing on the internet include:

- Websites
- Email
- Search engines and directories,
- Banner ads on third party websites
- Link exchanges.

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<sup>1</sup> IDA Annual Survey on Infocomm Usage in Households and by Individuals for 2004



## WHAT IS INTERNET MARKETING?

### Websites

One of the cornerstones of internet marketing: A website consists of a series of documents (webpages) that can be read over the internet using a web browser. Websites help customers find information, shop, obtain a service etc. Websites are critical because, without them, you are pretty much an internet non-entity, you simply don't exist!

### Email

Email allows you to communicate directly with almost 2.3 million people in Singapore. Yes, SPAM (that dreaded 4 letter word that spells unsolicited email) is a problem, but if you adopt good practices, you can still make the most of the medium.

### Search Engines and Directories

Search Engines are technically different from Directories, although they look similar to the average person.

'www.google.com' is a search engine and 'www.yahoo.com' is a directory service. (More on the differences in a later issue).

But for all intents and purposes, we use them to locate relevant information online. A florist who wishes to appear high on this list could either pay the search engine or directory to list them near the top, or you can design the site and write the copy to increase your chances of appearing more relevant when someone enters 'flowers'. How? Well, more about that in a latter issue too.



## WHAT IS INTERNET MARKETING?

### Banner Ads

These are like billboards on websites. As in real world billboards, the volume and quality of traffic is crucial. Popular websites charge a fee for banner ads placement. Top banner ads sites include Yahoo, MSN and AsiaOne,

### Links Exchanges

An often overlooked means of marketing, exchanging links with other websites that compliment your site is a cost effective way to increase your website visibility. If you run a backpacker hostel in Singapore, exchanging links with similar establishments in other countries might be a good way to channel traffic and bookings between these establishments and yourself.

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So, if you haven't tried one of these channels in your internet marketing mix before, maybe you should consider doing that now.

That's all we have time for in this issue. Look out for next month's **Interact!** Where we will touch on:

- "How Internet Marketing as a channel is different" and
- "Integrating Internet Marketing into your business operations"

PS: Found this newsletter informative and useful? Email us with your comments, questions or other topics you would like covered at [custservice@designdepot.com.sg](mailto:custservice@designdepot.com.sg)

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