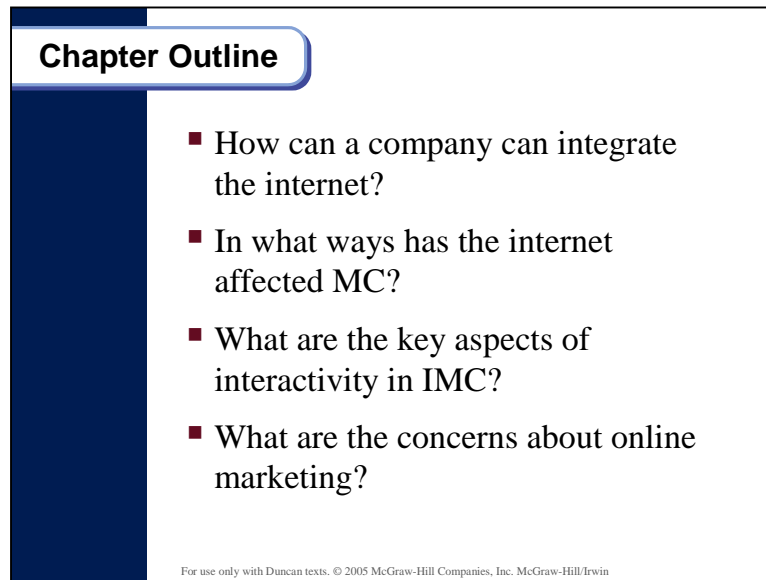


CHAPTER 12: THE INTERNET AND INTERACTIVITY

Chapter Objective

This chapter presents an overview of the opportunities that new technologies offer to the practice of IMC and its ability to develop long term customer relationships.

Chapter Key Points

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Chapter Outline

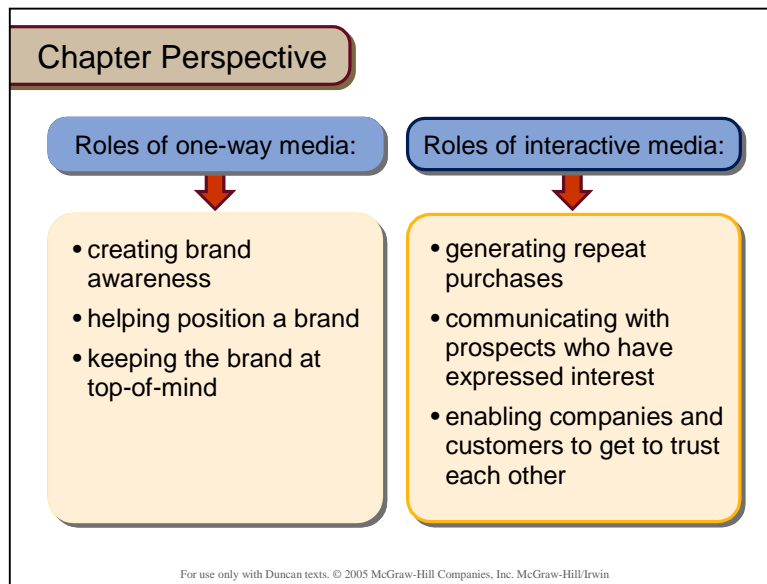
- How can a company can integrate the internet?
- In what ways has the internet affected MC?
- What are the key aspects of interactivity in IMC?
- What are the concerns about online marketing?

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This chapter addresses four key issues:

1. How can a company integrate the internet into building brands and customer relationships?
 - The chapter identifies the major interactive technologies that are now available to organizations
2. In what ways has the internet affected marketing communications efforts?
 - The chapter discusses specific ways in which the internet has affected several areas of MC, particularly advertising, public relations and sales promotion.
3. What are the important aspects of interactivity?
 - The chapter provides some important information about the cost, response, and effectiveness of several interactive technologies used in IMC.
4. What are the key customer concerns about online marketing?
 - The chapter discusses some of the major privacy issues that consumers have concerning the internet and provides a “Customer’s Bill of Rights for the Interactive Age.”

Chapter Perspective

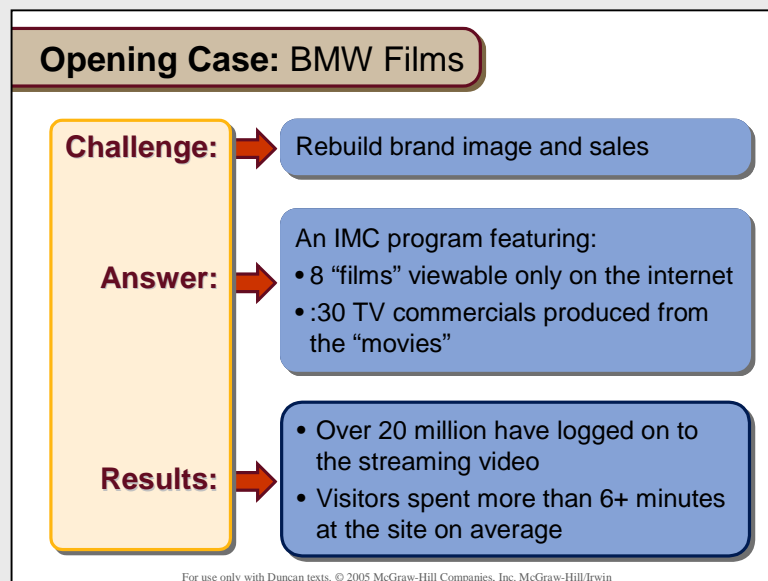
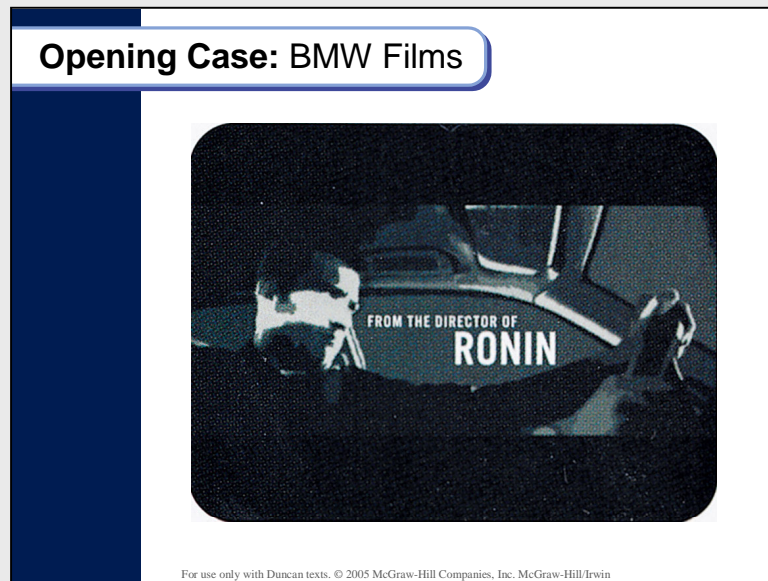


The majority of most companies' sales and an even greater proportion of their profits come from current customers with whom the company has established a connection. To motivate repeat purchases, companies need to continually connect and reconnect with customers. The media most suited for doing this are those that are addressable and interactive. The importance of interactive media is reflected in the fact that 39 percent of U.S. media dollars in 2000 were spent on phone, mail, and the internet. This does not include face-to-face personal selling, which some say is the most powerful interactive medium of all (and which is discussed in Chapter 17).

You will recall that one-way media are used most often for creating brand awareness, helping position a brand, and keeping the brand at top-of-mind with customers and prospects. In contrast, interactive media are used not only for generating repeat purchases but also for communicating with prospects who have expressed interest in a brand. Interactive media are extremely valuable in building brand relationships because they enable companies and customers to get to know and trust each other.

This chapter explains the value of interactivity and how the internet can be integrated into the overall relationship building efforts. From a general discussion of communication and technology, it moves to an analysis of the internet and e-commerce. The final section touches on internet privacy issues.

Opening Case: BMW Films



Challenge: Rebuild brand image and sales

Answer: IMC program featuring:

- 8 “films” viewable only on the internet
- :30 TV commercials produced from the “movies”

Results:

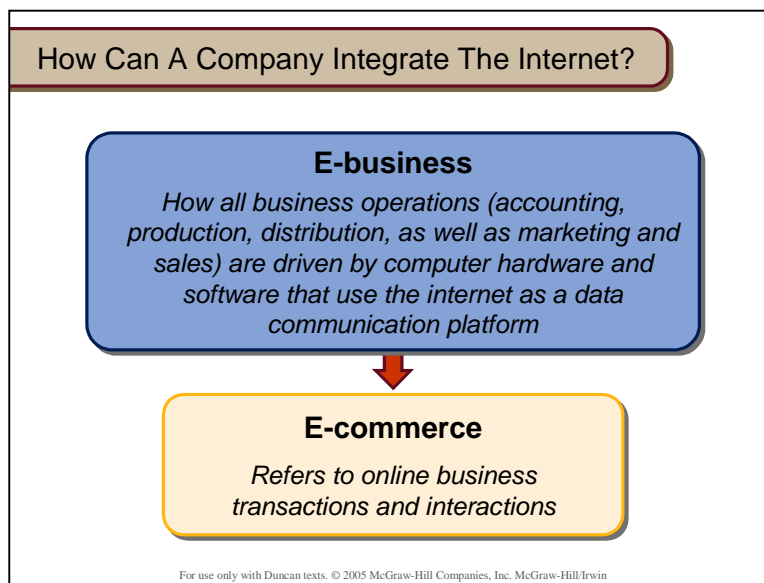
- Over 20 million have logged on to the streaming video
- visitors spent more than 6+ minutes at the site on average

Discussion Starters:

- 1) Since many students may not yet be in the BMW target, it might be helpful to first poll the students to find out which ones would someday strongly aspire to purchasing a BMW versus those who do not share such a goal.
- 2) A second question would be to ask how many students in each group have seen the BMW films on line. Then calculated the “awareness level” in percentage form for each group. Chances are that the group aspiring to own a BMW will have a higher awareness level.
- 3) Again, using the same two groups, play one of the BMW films from the website for the class and following the clip, ask students to rate its effectiveness on a 1-5 scale with 1 = not effective and 5 = very effective. It will be interesting to see if the BMW aspirants rate the clip as more effective than the non-aspirant group.

Lecture Outline

I. Communication And Technology



A. E-business

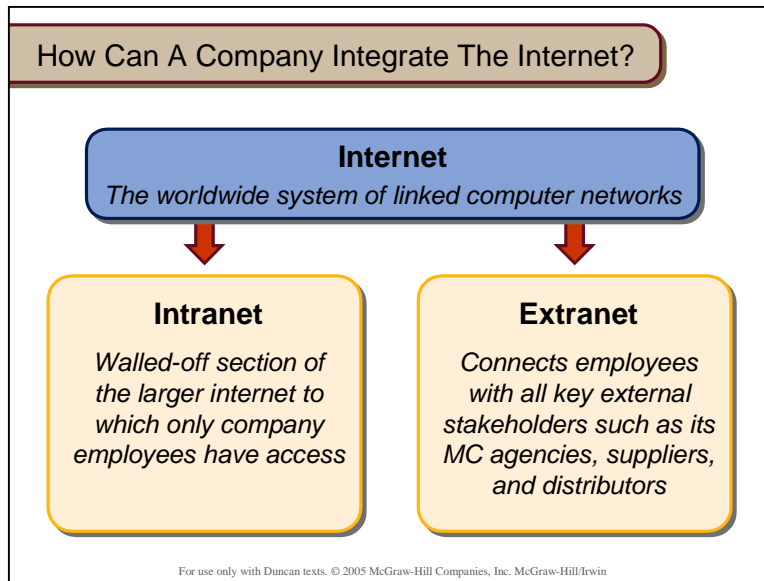
- i. How all business operations (accounting, production, distribution, as well as marketing and sales) are driven by computer hardware and software that use the internet as a data communication platform.

B. E-commerce

- i. Refers to online business transactions and interactions

ii. E-commerce growth is exploding

C. Internet



i. The worldwide system of linked computer networks

ii. Can also include:

1. Intranet

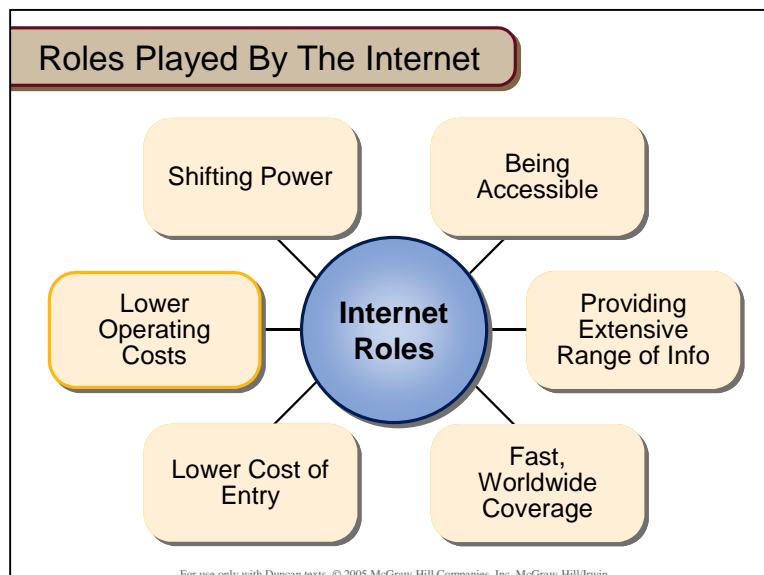
a. Walled-off section of the larger internet to which only company employees have access

2. Extranet

a. Connects employees with all key external stakeholders such as its MC agencies, suppliers and distributors

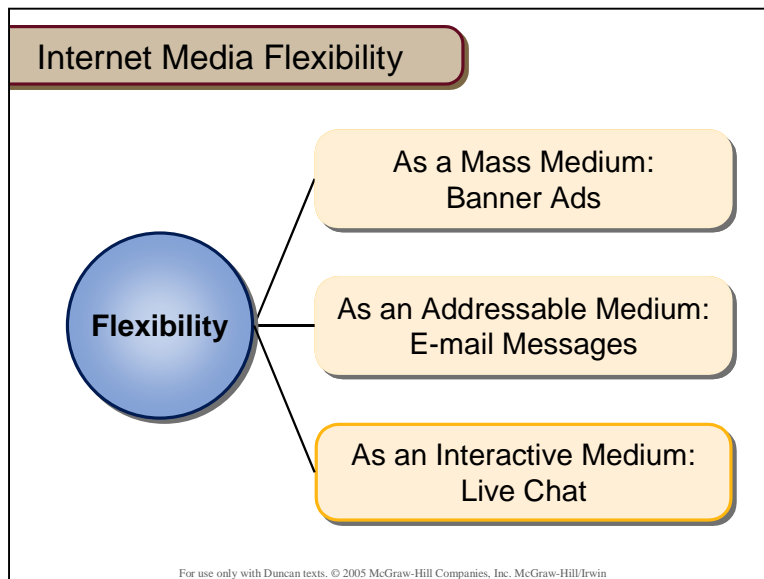
II. E-Commerce: Adding Online To Click-And-Brick Shopping

A. Roles played by internet:



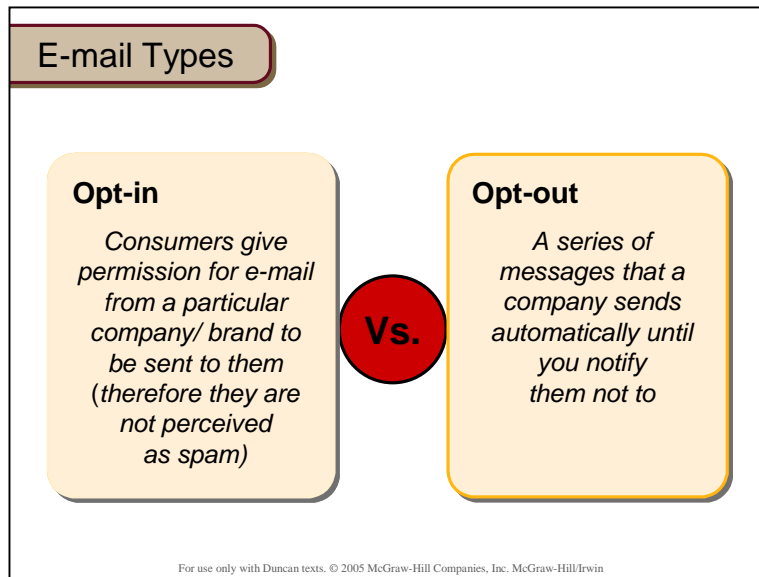
- i. Shifting power
 - 1. From companies to consumers
- ii. Being accessible
 - 1. Majority can go online at work, home, or school
- iii. Providing extensive range of info
 - 1. Wealth of sites/sources
- iv. Fast, worldwide coverage
 - 1. Info travels quickly across borders
- v. Lower cost of entry
 - 1. Cheaper to start up than brick and mortar
- vi. Lower operating costs
 - 1. Typically less than bricks and mortar

B. Internet media flexibility



- i. As a mass medium: banner ads
- ii. As an addressable medium: e-mail messages
- iii. As an interactive medium: live chat

C. E-mail types



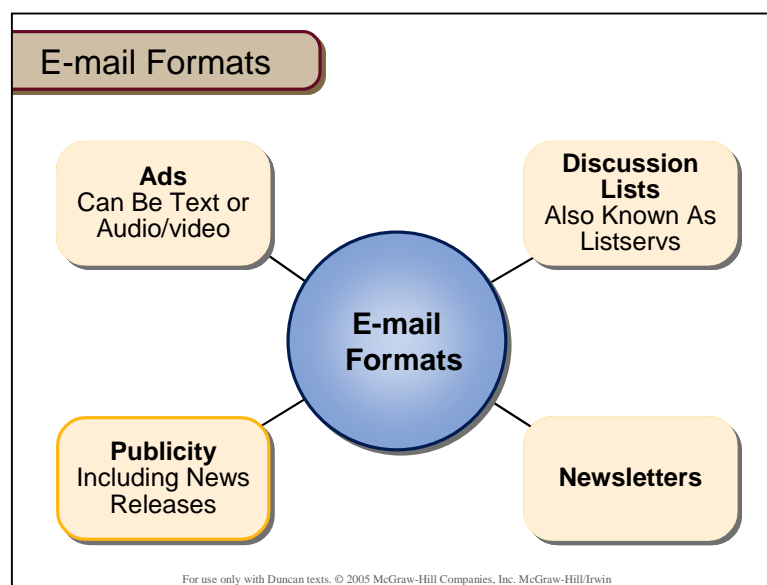
i. Opt-in

1. Consumers give permission for email from a particular company/ brand to be sent to them. (therefore they are not perceived as spam)

ii. Opt-out

1. A series of messages that a company sends automatically until you notify them not to.

iii. E-mail formats



1. Ads

- a. Can be text or audio/video

2. Discussion lists
 - a. also known as listservs
3. Newsletters
4. Publicity
 - a. Including news releases

iv. Website challenges

This Ad Promotes A Keyword Registration Service

BRAND MANAGER NIGHTMARES

- WAKING UP AT A BAR FACE DOWN IN A PILE OF CHARTS AND SPREADSHEETS.
- YOUR CELEBRITY SPOKESPERSON ANNOUNCES THEIR ENGAGEMENT TO SOMEONE THEY'RE NOT MARRIED TO.
- YOUR BRAND NAME "SABOTAGES" INTO "SABYARD DUNK" IN YOUR NEWEST OVERSEAS MARKET.
- 50% OF YOUR CUSTOMERS CAN'T FIND YOUR PRODUCT ON THE WEB.

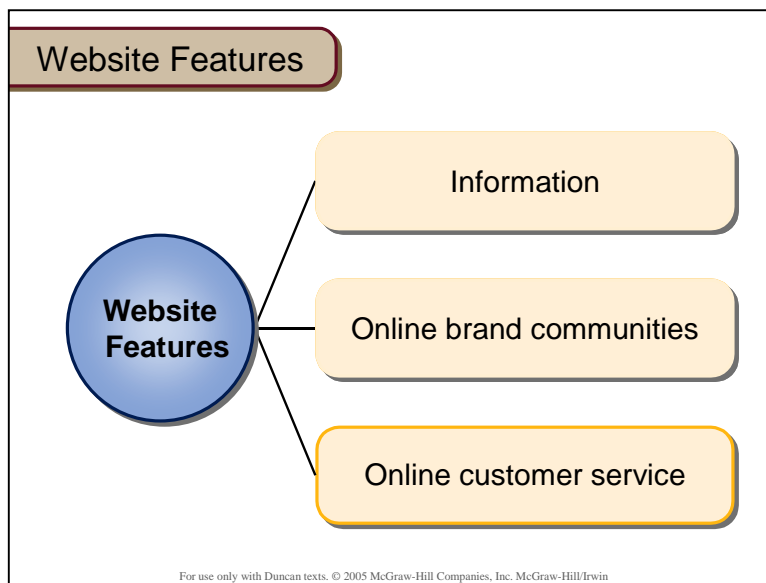
INTERNET KEYWORDS:
A DREAM COME TRUE FOR ALL YOUR BRANDING EFFORTS.

INTERNET KEYWORDS
by RealNames

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1. Critical to register keywords with search engines

v. Website features



1. Information
 - a. Product features, prices, etc.

2. Online brand communities
 - a. Gathering place for virtual communities like pro sports teams
3. Online customer service
 - a. Good: FAQs
 - b. Better: Ability to customize products and services
 - c. Best: instant human communication

 TALES FROM THE REAL WORLD

Tales From the Real World

Web sites are somewhat of a status symbol in the real world, with organizations scrambling just to get something—anything—online, so they can claim they have a web presence.

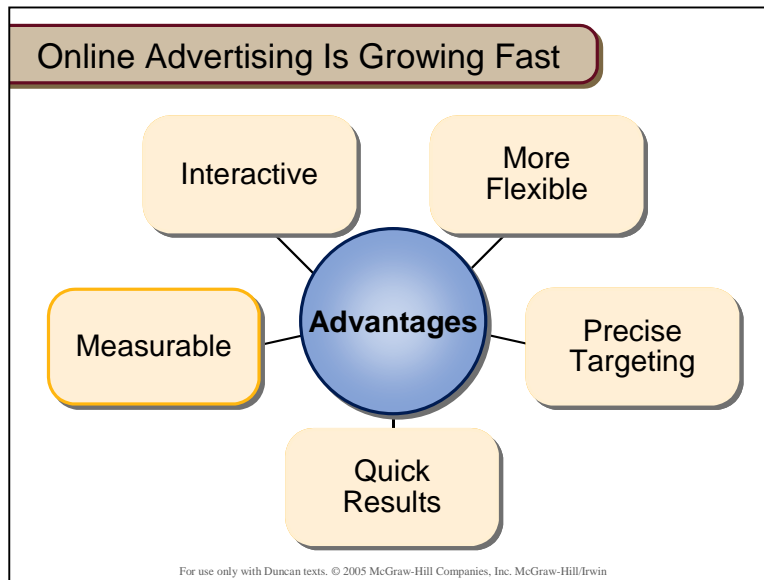
Unfortunately, it would be better for some organizations not to be online at all than with a poorly designed site. Two of the most serious errors: to have outdated information that makes the organization look foolish; and to have a site that just posts copy or photos and offers no interactivity—not even an email address or toll free number to respond.

Web sites are somewhat of a status symbol in the “real world,” with organizations scrambling just to get something—anything—online, so they can claim they have a web presence.

Unfortunately, it would be better for some organizations not to be online at all than with a poorly designed site. Two of the most serious errors: to have outdated information that makes the organization look foolish; and to have a site that just posts copy or photos and offers no interactivity—not even an email address or toll free number to respond.

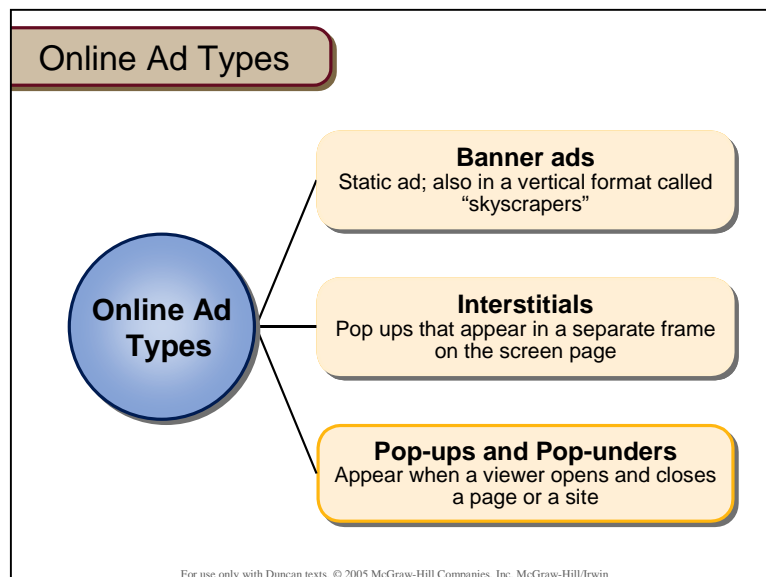
III. Integrating Online Brand Communication?

A. Online advertising is growing fast



- i. Has 5 advantages vs. traditional ads
 1. Interactive
 2. More flexible
 - a. Can be instantly changed
 3. Precise targeting
 - a. Only interested consumers bother to visit the site
 4. Quick results
 - a. People can respond 24/7
 5. Measurable
 - a. Hits, click-throughs, sales easily tracked

B. Online ad types



- i. Banner ads
 - 1. Static ad; also in a vertical format called “skyscrapers”
- ii. Interstitials
 - 1. Pop ups that appear in a separate frame on the screen page
- iii. Pop-ups and Pop-underes
 - 1. Appear when a viewer closes a page or a site

C. Online ad costs

Online Ad Costs

Ads are Priced in 2 Ways:

Impressions <ul style="list-style-type: none">• \$1 per 1,000 for a banner	Click-throughs <ul style="list-style-type: none">• \$0.55 for a banner
---	---

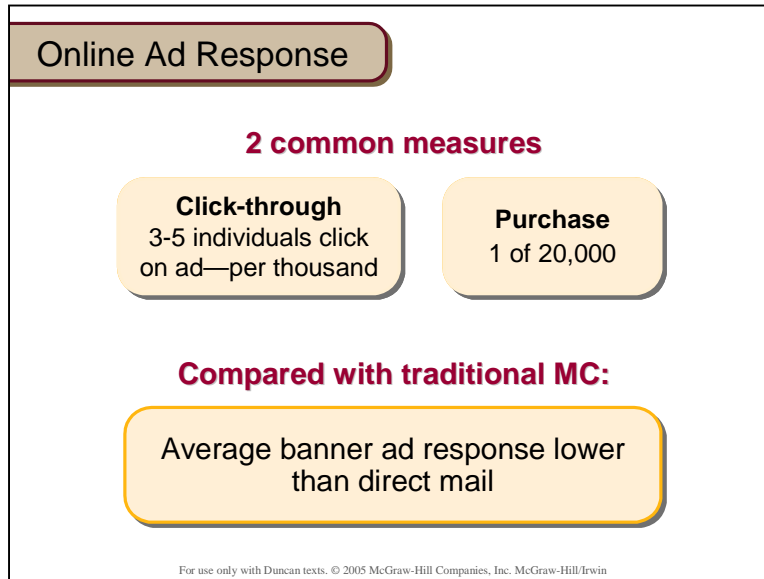
Compared with traditional MC:

Average banner CPM is higher than :30 TV CPM on network prime time TV

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- i. Ads are priced in 2 ways
 - 1. Impressions
 - a. \$1 per 1,000 for a banner
 - 2. Click-throughs
 - a. \$.55 for a banner
- ii. Compared with traditional MC:
 - 1. Average banner CPM is higher than :30 TV CPM on network prime time TV

D. Online ad response



- i. 2 common measures
 1. Click-through
 - a. 3-5 individuals click on ad—per thousand
 2. Purchase
 - a. 1 of 20,000
- ii. Compared with traditional MC:
 1. Average banner ad response lower than direct mail

▷ INSTRUCTOR IN-DEPTH INSIGHT: MONITORING WEBSITE ACTIVITY

Insight: Monitoring A Website



Most organizations track the number of hits on their site. This practice is good, but more important is the number of unique visits in a designated time period. Other tracking information includes how people get to the site (where they are coming from), what they do once they get to the site, how long they stay around, and what features of the site are getting the most use. Webmasters can also monitor what keywords people are typing in to find the site in order to make the links with those keyword clusters even stronger.

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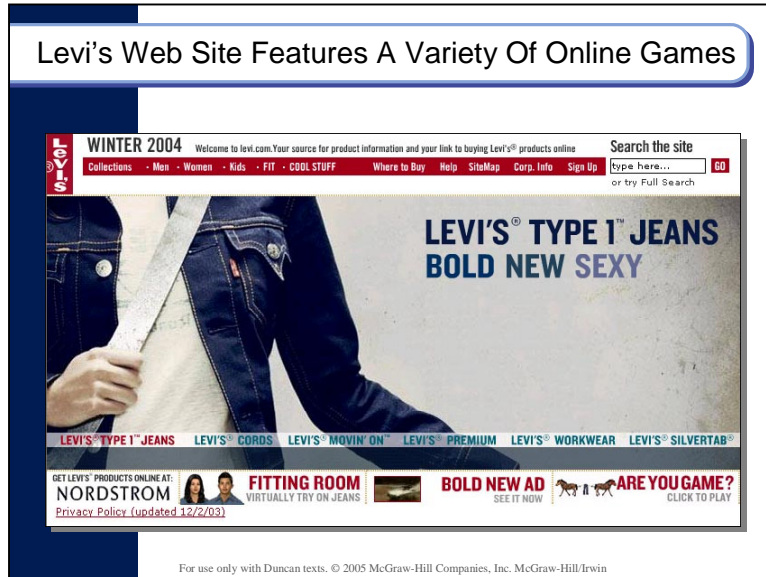
E. Online public relation

Crayola's Web Site Provides Detailed Information About The Company And Its Product



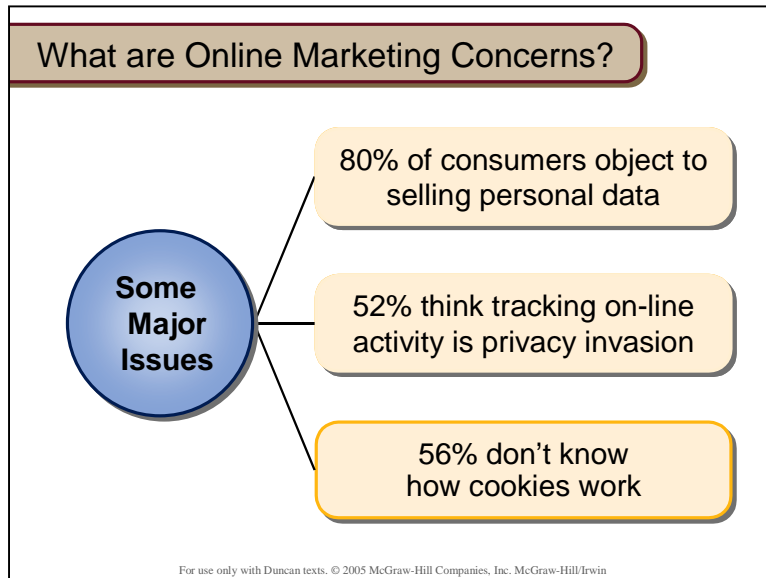
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- F. Online sales promotion
 - i. Web sites host sponsorships, events and games



IV. Internet Privacy Issues

A. Some major issues



- i. 80% of consumers object to selling personal data
- ii. 52% think tracking on-line activity is privacy invasion
- iii. 56% don't know how cookies work


B. Customer bill of rights in the interactive age

1. Customers have the *right to contact* a company 24 hours a day/7 days a week (and at the least, be able to leave a message).
2. Customers have the right to *select how to contact* a company (phone, mail, fax, email).
3. Customers have the right (e.g. option) to *talk to a human* without being subjected to multi-levels of an automated voice response system.
4. Customers have the right to talk to a company representative *knowledgeable* enough to answer any reasonable question or complaint.
5. Customers have a right to talk to a company representative with enough *authority* to make a decision.
6. Customers have the right to *privacy* regarding their transactions (e.g., option to control the selling of their names to other companies).
7. Customers have the right to receive a *timely response*, relative to typical use of the product (e.g., if product is used 24 hours a day, then response should be available 24 hours a day).
8. Customers have the right to be *rewarded* in proportion to their support of a company (e.g., buying, referring others, following procedures).
9. Customers have the right to *avoid intrusive* phone calls, junk mail, and spam emails.
10. Customers are right 98% of the time—the other two percent they have the right to a *sensitive and empathetic explanation* of why they are not right.

V. Final Note

Final Note:

- *The internet has provided incredible opportunities for all businesses—large and small—to touch consumers...*
- *...but it has also raised consumer expectations about interactivity and responsiveness*
- *The challenge: fully use the web's potential to create and build long-term relationships*



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- A. The internet has provided incredible opportunities for all businesses—large and small—to touch consumers...
- B. ...but it has also raised consumer expectations about interactivity and responsiveness
 - i. The challenge: fully use the web’s potential to create and build long-term relationships

Answers to Review Questions

1) Addressable and Interactive Media

- a. How do addressable and interactive media differ? Why is their use increasing?

Answer: Addressable media carry messages to identifiable customers or prospects by way of their specific geographic and electronic addresses. Addressable media include Internet advertising, postal mail pieces and telephone messages. Addressable media are used primarily to communicate with current customers or with carefully selected prospects. They differ from interactive media since the latter represents a two-way media, which allow both companies and customers to send and receive messages. The benefit of interactive media such as telephone, the Internet, and personal salespeople is that they allow an instant exchange of information. The use of interactive media is increasing for the same reason that many organizations are adopting IMC principles: two-way dialogue is a preferred way of creating and sustaining long term customer relationships.

- b. How do interactive media and mass media advertising differ?

Answer: Mass media are communication channels through which messages may be sent to the “masses”—large, diverse audiences. Interactive media, on the other hand, are communication channels through which a two-way dialogue can occur with individual consumers one at a time. These channels are established because either the marketer contacted the consumer at an identifiable phone number or email address, or the consumer initiated the contact with the marketer by calling a toll free number or visiting and navigating the marketer’s web site.

- c. How do opt-in and opt-out e-mail differ?

Answer: When customers opt-in, they give permission for email from a particular company/brand to be sent to them. Such messages are therefore not perceived as spam. On the other hand, opt-out email is a series of messages that a company sends automatically until notified not to. For example, when you sign up for an online newsletter, the web page will often have a box, already checked, that says something like “please send me news about special offers.” Unless you uncheck the box (i.e., opt out), the company will send you brand messages at regular intervals. Some customer finds this a bit tricky and resent it. The strategy that is most respectful of customers is opt-in e-mail

- d. Is it accurate to say that there is no cost to e-mail campaigns? Explain.

Answer: This statement would not be accurate. Although e-mail can be a very inexpensive medium, it does have some costs associated with it. For example, some organizations create innovative messages, using rich media, which feature audio and/or video formats. Rich media e-mails, like those designed by the RadicalMail company, use technology that permit streaming video, among other special effects, to be distributed within an e-mail message rather than in an attachment.

2) Internet-Based Marketing Communication

- a. How can a company make its website more visible in order to attract more visitors?

Answer: The most important step for directing customers and prospects to a website is to register it with as many search engines as possible in order to gain visibility and site visits.

- b. Explain the attraction-versus-irritation problem with online advertising.

Answer: Online advertising is faced with the need to find the right balance between attracting consumers and irritating them with annoying gimmicks and visual features. This has become a major issue as online advertising has become more common, with users learning to ignore it. As a result, agencies are always searching for new and better ways to attract attention, which often results in online advertising being more intrusive.

- c. How effective are banner ads? How is their effectiveness determined?

Answer: Response rates for banner ads are lower than those for direct mail. One way of determining effectiveness is a measure called click-through rate. The average click-through rate is between three-tenths and five-tenths of 1 percent (i.e., 3 to 5 responses for every 1,000 people who see the ad).ⁱ Of those who do click through, only about 1 percent make a purchase. Assuming a click-through rate of five-tenths of 1 percent, this means that only 1 out of 20,000 people who see the average banner ad actually ends up responding (20,000 people x .005 who click-through x .01 who respond = 1 response out of 20,000). And this rate continues to decrease despite new audio and visual techniques designed to make ads more attention-getting. Not surprisingly, customers interested in high-involvement products are more likely to click through than are those interested in low-involvement products.

- d. Why have Web-based companies turned to offline advertising? Find an example and analyze its effectiveness.

Answer: Many organizations have realized that offline advertising, if properly targeted, can be cost effective. An example cited in the chapter is Bud Light's use of off line advertising during a recent Super Bow. In this case, twenty-two percent of internet users who watched the game were also on line during the broadcast. Twelve percent said they navigated to an advertiser's web site during or after

the game. Bud Light took advantage of that connection with its “Making Faces” campaign that allows individuals to star in their own Bud Light ads.

- e. Explain online communities, forums, and chat rooms in terms of how they can be used in marketing programs. On the Web, find a product-related forum or chat room and explain what you learned at that site.

Answer: A valuable aspect of a website is being able to bring together customers and prospects to share ideas on how to use a company’s products. Virtual communities are groups who focus on certain online activities and whose members establish relationships with one another. The easiest way to understand this is to think about fan clubs. Major league athletic teams often have web sites where their fans congregate and communicate with the team as well as with each other. It is a virtual community based on fan loyalty.

One example of this technology at work is the website of the Chicago Cubs (chicago.cubs.mlb.com). It features a fan forum for airing fan views, a message board for fans, offers a free fan e-newsletter, offers virtual tours of Wrigley Field, provides information for fantasy league players, and even provides live web casts of games.

- f. What are two methods of delivering customized messages on the Web?

Answer: Through the use of sophisticated software, organizations can deliver customized messages in two ways: First, they can target brand messages to very specific groups of individuals, allowing a high degree of message specialization (i.e., messages targeted to buyers of goldfish as major discount department stores can be developed with very specific messages written with these individuals’ needs in mind). Second, message content can be revised on the fly with customized images and appeals due to the near-instantaneous nature of the internet.

- g. Go to the BMW “Films” web site (www.bmwfilms.com) and view one of the feature films. Do you think this is an effective marketing communication tool? Why or why not?

Answer: Student answers to this question should be interesting. They will likely break down into two camps, based upon the aspirations of the students. One camp, perhaps those without parents or friends who own a BMW (who are therefore less likely to be familiar with the brand), are likely to believe that the films are not that effective because they have less interest in the BMW brand prior to their exposure to the campaign, and are therefore less likely to be positively impacted by the films. On the other hand, those students who desire someday to own a BMW may judge the campaign to be more effective since it allows them to spend more time with a brand they already know, respect, and aspire to.

3) Websites

- a. What is the first step in creating a website?

Answer: One of the first steps in developing a website is to creatively design a site that is interactive and fun to visit. Such an approach will not only attract more visitors but will extend the stay of those who do visit.

- b. What are three things to think about when you set up a website?

Answer: Student responses to this question will vary, but here are five possible answers: One, if the organization anticipates a large number of site visits, it should be careful to purchase a server capable of handling the traffic and ensuring quick downloads. Two, the organization should invest in a quality, user friendly design, hiring professional creative people to design the site. Three, the organization should retain the services of a qualified and attentive webmaster to continuously monitor the site—and to keep it up-to-date. Four, the organization should consider strictly adhering to the ethical guidelines discussed in the chapter for protecting consumer privacy. And five, the organization should invest in the resources to provide quick feedback for questions from consumers, and for an easy and quick “check out” and shipment process to ensure that consumers follow through on their purchases and are happy with the product’s delivery time.

- c. What is the most important consideration in website design and, on the other side of the coin, what is the biggest problem?

Answer: When designing websites, the “gold standard” is to provide lots of information and lots of eye-catching graphics to catch one’s attention. Unfortunately, not every website achieves a good balance of these characteristics. For example, in an effort to provide as much information as possible on the homepage, some designers end up creating a very cluttered screen that makes it difficult for the viewer to navigate. Another example is the use of graphic animation. In an effort to be intrusive, these devices instead sometimes become annoying, turning off viewers instead of attracting and retaining them.

- d. What is a webmaster, and what are his or her responsibilities?

Answer: A webmaster is the individual (or department) that is responsible for managing an organization’s website on a continuous basis. As internet traffic, and e-commerce sophistication increases, this role has become critical to the organization’s success. The presence of a weak webmaster is very evident, even to the casual visitor to a site, when outdated information is featured, and when the site offers very little customization and interactivity.

- e. In what two areas of customer service do online companies tend to fall short?

Answer: With the increasing use of interactive technology, customers have come to expect higher levels of two-way communication with companies, i.e. better customer service. They want to ask questions, place orders, and register complaints. Many organizations fall short on delivering on these consumer desires.

f. Why is infrastructure an issue in customer service?

Answer: Organizations that are serious about providing the most advanced levels of online customer service need to consider some of the following infrastructure features. First, they may want to consider designing a site that is capable of allowing customer to customize their products, such as Gateway Computers (www.gateway.com), which provides customers with the opportunity to “build” their own computer online. Second, they should consider design features that allow for quick feedback such as featured by the Norelco shaver website (www.consumer.philips.com/global/b2c/norelco) that provides a live chat customer support option. Some other infrastructure features that should be considered are intelligent self-help agents, “my model” software that allows you to visualize how different clothing would look on a virtual model with your measurements (www.landsend.com) and software that allows a site visitor to click an icon that brings him or her directly to a real person. The program collects information about the site visit and then finds the right person to assist with whatever the customer needs.

g. Visit the following sites, which were listed in *Business Week*'s “Favorite Clicks” column. Pick one and analyze it using the guidelines for customer service listed on p.398-399:

- www.ragingbull.com (a stock market site)

Answer: This site reflects the manic atmosphere of Wall Street. Unfortunately, its visual presentation of facts is very busy and even a bit annoying because it features the use of animated banner ads; it is very customizable, however, allowing visitors to create and track their own stock portfolio data and to track down individual investors; and it does provide a number of feedback mechanisms such as member forums and access to other chat rooms. Overall, the site is efficient, functional, but busy.

- www.zagat.com (a restaurant site)

Answer: This site is not too busy, with a creative use of white space and easy-to-use information; it allows extensive customization of restaurant reviews by name, city, and even neighborhood, but it is not very sophisticated in its feedback features, allowing no option for live chat. Overall, however, it is a clean, efficient site.

- www.guild.com (a high-end, art-and-crafts site)

Answer: This site presents a feeling of casual sophistication and presents a great deal of information in a user-friendly format; it allows extensive customization by many different types of artistic expression, and even has a “find an artist” feature; it is not as advanced as some sites with live feedback options, but it does clearly post a toll-free number and email address. Overall, the site is a good visual fit with its artistic mission.

- www.bizrate.com (a place to check out experiences with online stores)

Answer: This site uses warm and friendly colors to soften the presentation of extensive amounts of information; it provide a great deal of options in terms of customizing your search for products and stores; and it provides two types of feedback mechanisms: an email response option, and the ability to submit

your rating to be included in the overall ratings for the featured products. Overall this site is very user-friendly and helpful.

4) Customer Concerns

- a. Why is online customer service important?

Answer: As with every other aspect of IMC, building relationships is critical to the success of online marketing efforts. And consistent with other IMC media, online marketing efforts must include a strong customer service component. In fact, some industry experts have indicated that customer service will be the key differentiator between internet marketers who succeed and those who fail in the future.

- b. What are the three elements needed for delivering good online customer service?

Answer: The three necessary elements for delivering good customer service online are as follows: first, there must be thorough and easy-to-use information at the website. Simple sites may employ a frequently asked questions (FAQ) list, which supplies the answers to commonly asked questions. More sophisticated sites usually offer an index or search engine, which allows users to find help by typing in keywords; second the site should offer customizable products and services; and third, some type of human interaction should be offered.

- c. Why should privacy be a major issue for Web marketers?

Answer: Web marketers should be sensitive to some very real concerns expressed by consumers about internet privacy. For example, one study found that more than 80% of respondents objected to companies selling customers' personal data to other companies. Another study had even more ominous implications for web marketers: it found that people who have backed away from online shopping have often done so because of privacy concerns. The study indicated that concern about "monitoring by third parties" was the highest predictor for not purchasing online and an unwillingness to "trust the business with private data" was another question that scored high.

- d. What is the relationship between targeting and privacy?

Answer: One key element of the relationship between targeting and privacy is the use of cookies. On the positive side, they represent an ingenious and sometimes helpful way for web marketers to target consumers and track their behavior. This can also be helpful for consumers, such as when an embedded cookie in the favorite websites helps direct them to their preferred area of the site each time they visit. On the negative side, however, many people are surprised—and appalled—by the fact that many sites embed a cookie on their hard drive even if the consumer only visits that site a single time. They consider this practice an invasion of their privacy.

- e. What does the TRUSTe seal stand for?

Answer: Many organizations that are sensitive to their customers' privacy concerns

register with a program like TRUSTe. The TRUSTe icon functions like the Good Housekeeping Seal to monitor organizations' privacy performance.

- f. What four privacy practices does the Federal Trade Commission recommend?

Answer: To help companies address the privacy concern of citizens, the FTC recommends the following four practices for industry self-regulation: first organizations should give clear and conspicuous notice of what information is collected and how it will be used; second, they should let consumers choose whether their information can be used for any purpose besides fulfilling the transaction; third, they should allow consumers to be able to access the information collected on them and have a reasonable opportunity to correct any errors or delete the data; and fourth, organizations should ensure proper handling of consumer information to prevent unauthorized access of identity theft.

- g. What can an online marketer do to increase its customers' sense of security?

Answer: There could be varied responses to this question, but three suggestions are found in the chapter. First, online marketers could adopt and embrace the Customer's Bill of Rights in an Interactive Age. Second, marketers could also employ the four privacy practices recommended by the FTC. And third, the marketer could apply to industry self-regulating third parties such as TRUSTe to certify that they are pursuing these conscientious practices—and to help promote that fact to consumers.

Chapter Challenge

Writing Assignment

To analyze the advertising of dot-com companies, find three examples in magazines and three examples of broadcast ads. For the TV ads, you can videotape them off-air, or you can consult www.superbowl-ads.com, which compiles the ads from the Super Bowl. Analyze the six ads you chose in terms of the following: (a) the purpose, (b) effectiveness of product explanation, and (c) brand-building efforts. Write up your analysis in a report for your instructor.

Presentation Assignment

Pick a local company that does Web marketing. Interview its webmaster and analyze its website. Identify its other uses of the internet. Does it sell products both online and offline? What is its privacy policy? How might this company's internet use be improved? Prepare a presentation on what you have found out to give to your classmates.

Internet Assignment

Consult the Cluetrain website (www.cluetrain.com). Write a report for your instructor on the founders' viewpoint and concerns about the use of the internet for business. Draft a set of guidelines for responsible online marketing communication that address the issues raised by Cluetrain.

Exercise idea: This is for the whole class. Have every student put a couple of dollars into a fund. Then use this fund to buy fun food products on line. Stretch the fund as far as possible so you maximize the number of different companies you buy from. Try to buy the same product from several different companies. Make up an evaluation sheet, based on the interactivity criteria presented in this chapter so you can evaluate how well each of the companies respond. Note the price differences for the same product and how the response times vary. Then follow-up and contact those companies that responded poorly and ask them why they didn't perform as well as their competitors. Then have a party and eat all the goodies! (Another product category is music CDs which is even better because you can order identical products from many different companies. Since you can't divide up the CDs and share them equally—you can have a drawing or donate them to a children's home at the end of the exercise).

Research Assignment

Review books or articles on internet marketing or internet privacy issues. Assume you are working for a company that intends to set up a website for an e-commerce business. Write a report for your boss on how this company should handle the privacy issue.

IMC Plan Team Assignment

At this stage in their semester-long project, students should begin to consider the implications of new technologies on their final plan. This assignment specifically asks them to identify possible technologies, discussed in the chapter, that they would consider to help their client create and retain long term customer relationships.

IMC Final Project Checklist #12

Due Date: _____

Your Agency Name:

Use of interactive technologies

Provide detailed commentary on your plans to use any of the following types of interactive technologies to support your IMC plan.

Intranet

(if you plan to use this resource, provide specific details)

Extranet

(if you plan to use this resource, provide specific details)

Website

(if you plan to develop a site, provide specific details for each of the following)

- Brand Information
- Online brand virtual communities
- Online customer service

E-mail

(if you plan to use email, provide specific details for each of the following)

- Opt-in or Opt-out?
- E-mail options
 - Ads
 - Discussion lists
 - Newsletters
 - Publicity

Online Advertising

- Banner ads
- Interstitials
- Pop-ups and Pop-unders

Online public relations

Online sales promotion
