



# Marketing on the Internet

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# How small business gets on the Internet and market its products

- **Finding a Provider**
- **Creating Web pages**
- **Maintaining a Server account**
- **Getting your business listed in:**
  - ◆ **Online Directories**
  - ◆ **Search Engine Databases**

# Learning Outcomes

- Identify how businesses can utilize the 'Net
- Define ways to market products or services on the 'Net
- How to find a Provider
- The creation of web pages
- How to maintain a Server account
- How to get your business listed in directories and search engine databases
- Explore the 'Net to see the variety of existing ways to market your product online



# Components of Internet

- **World Wide Web - WWW**
- **FTP - File Transfer Protocol**
- **IRC - Internet Relay Chat**
- **Email - 45% of U.S. favors this over snail-mail**
- **Newsgroups - Usenet**
- **GopherSpace**



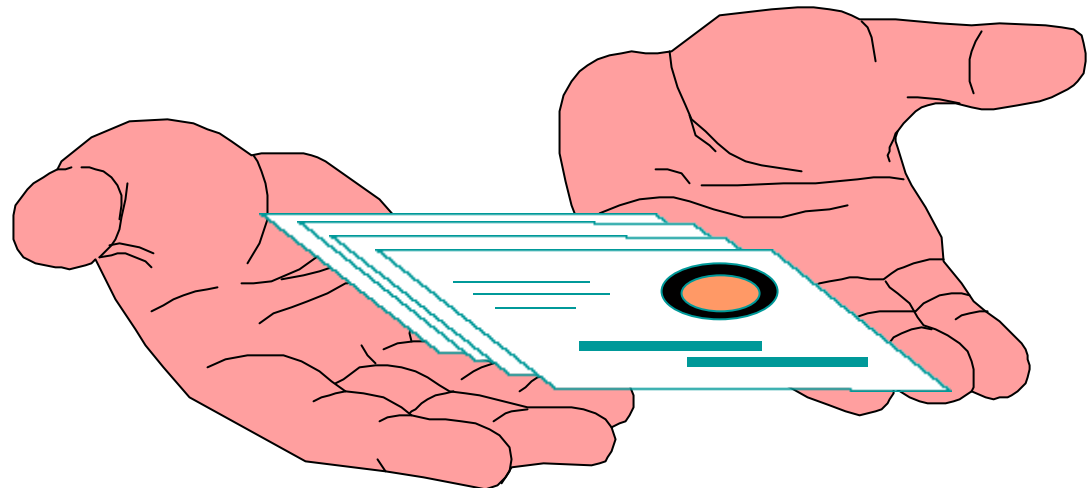
# Typical Web Surfer ~



- is male;
- is 35 years old;
- earns \$50K to \$60K per year;
- lives in the U.S.;
- has a college degree;
- has a computer, professional, or educational job.

# Define ways to market products or services on the 'Net

- **Trade Shows**
  - ◆ [www.tscentral.com](http://www.tscentral.com)
  - ◆ [www.sba.gov/buscard/](http://www.sba.gov/buscard/)



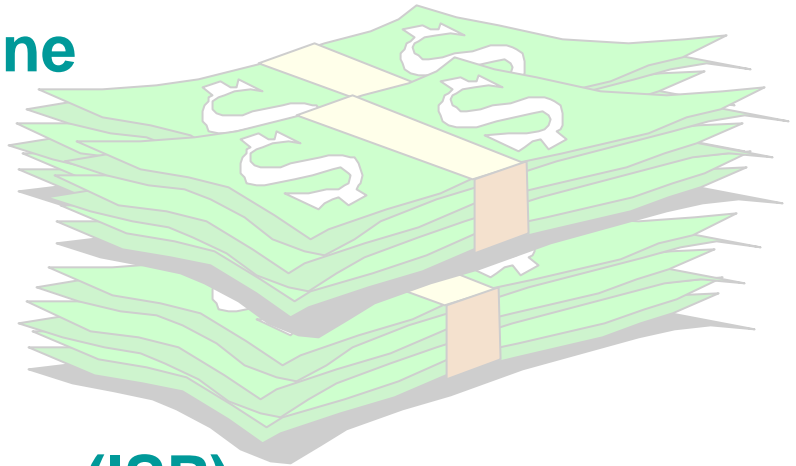
# How to find a Provider

- **Newspapers/Magazines**
- **Yellow pages**
- **Word of mouth**
  - ◆ **How long have they been in business?**
  - ◆ **What do their customers think about them?**
  - ◆ **Do they provide domain name registration?**
  - ◆ **How is ftp handled for user and guest access?**
  - ◆ **Do they provide file upload and maintenance tools?**
  - ◆ **What kind of server-side capabilities do they provide?**



# Providers ~

- **America On-line**
- **CompuServe**
- **Prodigy**
- **AT&T, MCI**
- **Local Providers (ISP)**
- **Local Colleges**



# The creation of webpages



- HTML language [hypertext markup language]
- Shareware
  - ◆ <http://www.shareware.com>
- Browsers - Netscape Gold
- Third party proprietors - MS FrontPage, etc.
  - ◆ Look for “Drag and Drop” and true WYSIWYG

# How to maintain a Server account

- **Direct connect or dedicated connection**
  - ◆ requires a dedicated, point to point telecommunications circuit and an IP router
- **Dial-up connection**
  - ◆ workstation with appropriate networking software and modem
    - ✦ [www.apache.org](http://www.apache.org) - Apache 1.2 (shareware)
- **Dial-up access to connection service**
  - ◆ [www.thelist.com](http://www.thelist.com)

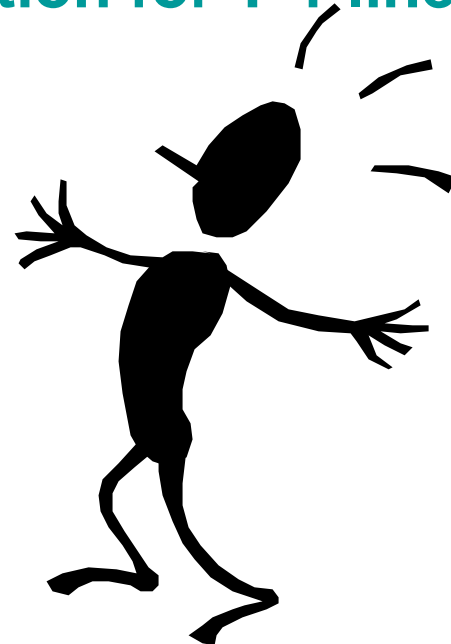
# What you need - Hardware

- ✓ A fast computer with
- ✓ a lot of RAM and
- ✓ a big hard drive!
- ✓ Fast access!!



# Direct connect or dedicated connection

- **Workstations (server)**
  - ◆ \$5000 to \$10,000 or more
- **Phone Line installation for T-1 line**
  - ◆ \$2500
- **Routers**
  - ◆ \$5000 to \$6000
- **Programmers**
  - ◆ \$60,000 annually



# Security (firewall) & Backup

- **Web Security FAQ**

- ◆ [www.genome.wi.mit.edu/WWW/faqs/www-security-faq.html](http://www.genome.wi.mit.edu/WWW/faqs/www-security-faq.html)

- **Auto Email**

- ◆ [www-security-request@rutgers.edu](mailto:www-security-request@rutgers.edu)

- ◆ “subscribe [your email address]” in message body



# How to get your business listed in directories and search engines databases

- **What's New** - [www.ncsa.uiuc.edu/SDG/Software/Mosaic/Docs/whats-new.html](http://www.ncsa.uiuc.edu/SDG/Software/Mosaic/Docs/whats-new.html)
- **Alta Vista** - [www.altavista.com](http://www.altavista.com)
- **BannerAd** - [www.bannerad.jpgnet.com](http://www.bannerad.jpgnet.com)
- **Yahoo** - [www.yahoo.com](http://www.yahoo.com)
- **Internet Yellow pages**



# Exploring the 'Net

- Build a bookmark file
- Email yourself “http” addresses
- Get your email address on listservs

## Usenet newsgroups - Start your own discussion group.

- ◆ Create a listserv mailing list with software found at <ftp://ftp.cs.bu.edu> in the /pub/listserv directory
- ◆ MajorDomo is one type of mailing list administrative program, found at <ftp://ftp.GreatCircle.com> in the /pub directory
- ◆ Announce what you have done to the world by sending a message containing the list's description to:

[interest-groups-request@sri.com](mailto:interest-groups-request@sri.com) or [new-list@vmi.nodak.edu](mailto:new-list@vmi.nodak.edu)

**Always save the first letter from the listserv. It contains the netress to unsubscribe.**