

E-marketing

VASE Goal

- We work with businesses to identify and analyze their needs and provide strategic, result-oriented marketing solutions. Whether your objective is to acquire new customers, retain valued existing ones, build brand awareness or increase revenues, we can and we will facilitates all of your online communications with your target audience.

E-marketing

- Website
 - Lead generation
 - Site placement
 - Banner advertising
 - Viral marketing
 - Online behavioral marketing
 - Keyword targeted marketing
 - Pop-up advertisements
- Email Database
- Search engines

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➤ Website

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Website

- The first thing to keep in mind with any website is **DON'T CONFUSE YOUR VISITORS**
- Your site must clearly convey a simple message; *SELLING, BUYING or INFORMING* your visitors.
- Content
- Structure (Graphics)
- *SEO (Search Engine Optimized)
- Statistics
- Linking strategy(Arelis)

Website

- **Content and Scope:** Quality of information.
- **Speed:** Unnecessary Graphics, one page that could do a job of 3.
- **Navigation:** User knows where to go, buttons are meaningful.
- **Appropriateness to Task:** Use as intended to be used.
- **Visual Design:** Colour, tone, message conveying.
- **Compatibility:** To Hardware, Software, Networks, culture, language.
- **Simplicity:** Simple language, meaningful buttons.
- **Consistency and Contrast:** Web standards, Company Logos.
- **Error Handling:** Network problems, able to return from where left off.
- **Respect for the User:** Security, Misleading data, trapping user.

Website Stats Summary

When:Monthly history / Days of month / Days of week / Hours

➤ **Who:**Countries / Hosts / Last visit / Unresolved IP Address / Authenticated users / Robots/Spiders(Googlebot)

➤ **Navigation:**Visits duration / Files type Viewed / Exit Operating Systems / Versions / Unknown Browsers

➤ **Referers:** Origin / Refering search engines / Refering sites / Search Keyphrases / Search Keywords

➤ **Others:**Miscellaneous / HTTP Error codes

Website stats

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jul 2005	0	0	0	0	0
Aug 2005	125	206	671	4785	28.73 MB
Sep 2005	166	239	1314	7259	23.67 MB
Oct 2005	141	205	1758	9415	144.82 MB
Nov 2005	272	401	1564	9673	78.11 MB
Dec 2005	70	73	249	2233	12.41 MB
Total	774	1124	5556	33365	287.75 MB

What is Website in technical terms

- 1. Web page Title
(used to title individual web page, the more descriptive the better)
- 2. Meta Description
(a concise description of your website functions and/or purpose)
- 3. Meta Key Words
(unique words that describe your products, services or area)

Source Code

- <!-- Vignette V6 Sat Dec 03 00:12:40 2005 -->
- <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
- <html>
- <head><title>**Verizon**</title>
- <link rel=stylesheet type=text/css href="/includes/css/hp_style/">
- <meta name="description" content="Verizon Communications, formed by the merger of GTE and Bell Atlantic, is one of the world's leading providers of wireline and wireless communications, the world's largest provider of print and online directory information, and has a global presence extending to over 30 countries in the Americas, Europe, Asia and the Pacific.">
- <meta name="keywords" content="verizon, communications, telecom, telecommunications, telephone, wireline, long distance, local phone services, wireless, cellular, cell phone, reverse number lookup, area code lookup, white pages, phone directory, dsl, internet, internet service providers, isp, isdn, dial-up internet access, voice services, data services, video services, conference services, istance learning, calling services, pay phones, payphones, phone equipment, business long distance, business services, residential services, enterprise solutions, wholesale services, federal markets, voice mail, three-way calling, call waiting, caller id, *69, call block, online billing, high-speed Internet connections, visual disability solutions, cognitive disability solutions, hearing loss solutions, TTY, speech disability solutions, mobility limitation solutions.">
- <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
- <link rel="shortcut icon" href="/favicon.ico" type="image/ico" />

Source: www.verizon.com (Source Code).

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Database

- Quality of Database
- Time vs. Quality
- Source
- Compliance (with FTC and CANN SPAM Act rules and regulations)

Database

1. Website

- Online registrations
- Collect e-mail addresses from your website.
- Create an opt-in newsletter.

2. Viral marketing

3. Networking

- Collect business cards.

4. Encourage email communications among customers or members

5. Consider renting an email database

6. Partnership (affiliate network)

Partnership

- network of just shy of 500 affiliate networks. Including several auto lead generation sites and have networked with many other partners to help us generate sales for our clients.
- We have access to 300 million fully opted-in unique email identities through our own proprietary and affiliated databases.
- The web properties we deal with contain companies like Tiger Direct, Claria corporation, Gator, Date.com, Monster.com and several other leading subscription sources.
- All databases are completely in compliance with FTC and CANN
- SPAM Act rules and regulations.
- All of our databases are also target able by areas of interest (music buyers, software buyers, entertainment buyers, lifestyle, online purchasers, technology users, etc) and more.

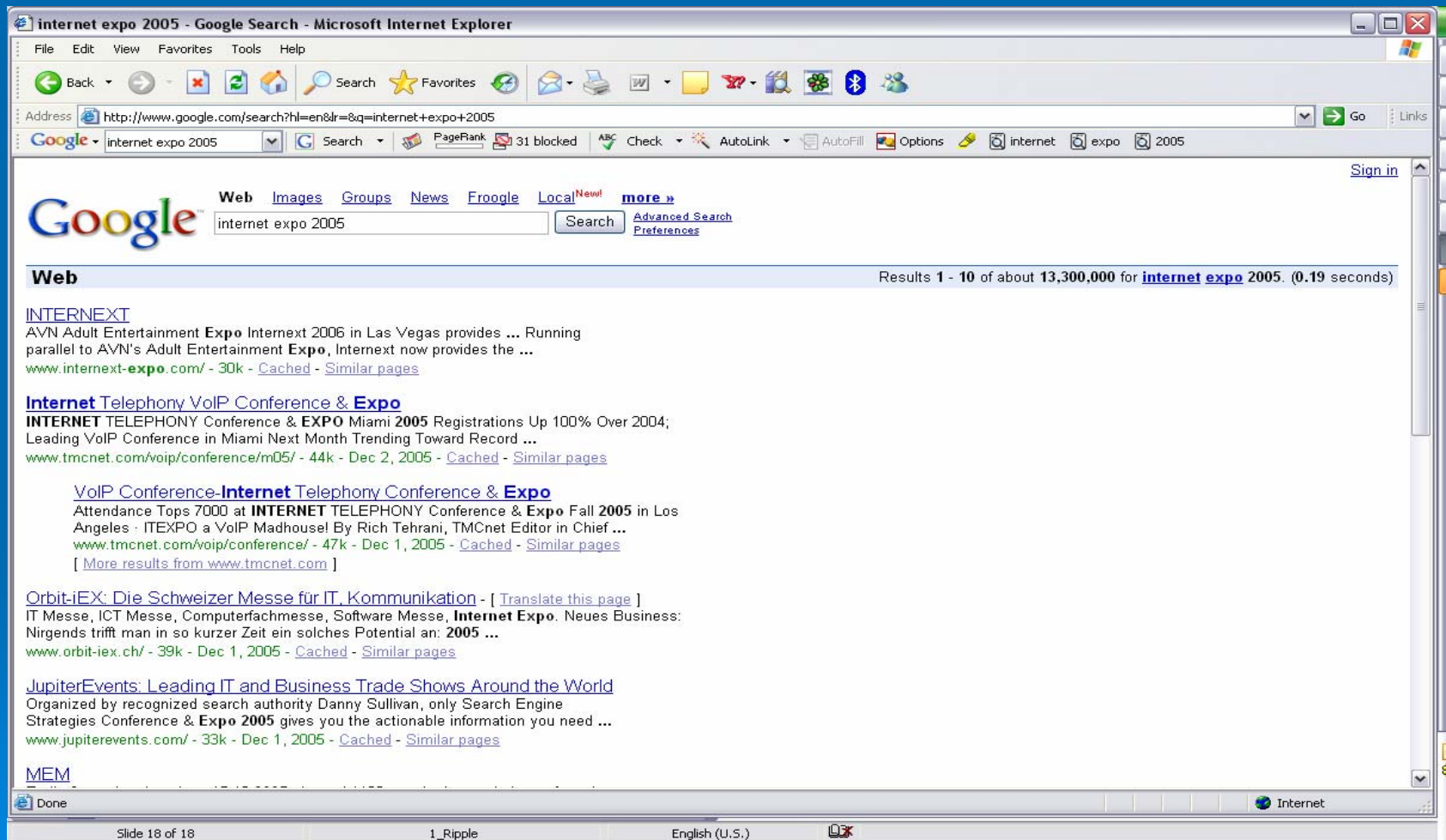
E-marketing

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Keywords Marketing

- Google (Rank)
- Overture(Bids, Kits)
- Source Code (Keywords)
- Competitors (Links, Keywords)
- Knowing your Customer Behavior

How to be on the top rank?



Keyword targeted Traffics

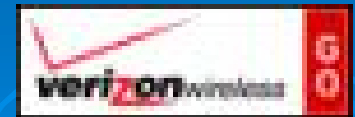
- Maximum conversion and penetration through full page pop-under.
- Getting instant audience in what you are offering.
- Our Keyword driven campaigns offer with up to 100 different keyword phrases related to your business.
- Keyword traffic is directed to your web site through Targeted Full Page (800 x 600) Pop-Under ads.
- Reaching the audience with 100% uniqueness per 24 hour period - same visitor is never counted twice.
- Detailed Statistical Reporting in real time with user friendly graphs.

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Banner Placements

- Strategically gets your web site or name where you want it
- We place your banners at the top of our high traffic web site guaranteeing you maximum exposure and increasing your click through rate.
- Software(reciprocal Linking)
- Strategic Partnership



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Viral Marketing - Automated softwares

➤ CVENT

- Register Hundreds in Minutes**
- Reminders Increase Attendance and Reduce Attrition**
- Monetizing the No's**
- Viral Marketing**
- Selling "Electronic Real Estate" on the Invitation**
- Insight – Reporting and Data Analysis**



Cvent

Revenue Generation Through Better Attendance

- Cvent's system allows you to send automated, targeted, and personalized emails.
- An invitee is more likely to open and respond to an email if they feel it is personal and targeted to them.

Reminders Increase Attendance and Reduce Attrition

- Reminders are the best way to make sure your attendees get to the actual event.
- You can set the Cvent system to automatically send a reminder invitation every X number of days until those "undecided" give you a "yes" or "no" response.

Monetizing the No's.

- This is a new concept, but very important. Do you capture information
- from those who say "no?" The goal of a marketer is to convert a "no" to a "yes." Here are some
- examples of what you can find out:
 - o Why are they saying "no?" Cost, location, speaker, etc.
 - o Do you want more information on my product?

Viral Marketing

- By empowering your attendees to market for you, you will increase the number of attendees at your event.
- You get to keep the names and email addresses of those additional invitees inputted into the "tell a colleague" area, which means that you are continually growing your database of potential invitees.

Use Surveys to Deliver Better Events.

- By using Cvent's pre-registration survey
- functionality, you can organize better events. Through the survey, you can find out what your attendees want.

**Reaching the right audience
with the right offer
in the right place
at exactly the right time.**

E-marketing package

- Our E-Marketing Package consists of following programs:
- Website
- Guaranteed Visitor
- Banner Advertising
- Opt in email blast
- Network traffics exposure
- Paid Opt in Marketing
- E-zine ad placement
- Newsletter placement
- Keyword targeted Traffics
- Behavior Link Traffic

Thank you