

Building e-Profits: The Future of Web Marketing

07CIRCDAYLA



LORRI THOMAS
WEB MARKETING



Overview



- The web has proven to be an integral channel in the circulation mix.
- As web 2.0 transforms how users use the internet, it's time to consider web solutions that incorporate future practices.
- Address marketing "musts" for building a solid foundation.
- Explore ideas to weave into your marketing plan.

Web = Integral Channel



Web 2.0?



Web 2.0



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Web 2.0

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The phrase **Web 2.0** refers to a perceived second [generation](#) of web-based communities and [hosted services](#) — such as [social-networking sites](#), [wikis](#) and [folksonomies](#) — which aim to facilitate collaboration and sharing between users. The term became popular following the first [O'Reilly Media Web 2.0 conference](#) in 2004,^[1] and has since become widely adopted.

Although the term suggests a new version of the [World Wide Web](#), it does not refer to an update to Web technical specifications, but to changes in the ways [software developers](#) and [end-users](#) use the web as a platform. According to [Tim O'Reilly](#), "Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform."^[2]

Some technology experts, notably [Tim Berners-Lee](#), have questioned whether one can use the term in a meaningful way, since many of the technology components of "Web 2.0" have existed since the early days of the Web.^[3]

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The future = Web 2.0

- Blogs
- Social Media
- Wikis
- RSS (personal publishing)
- Software/Technology



Web 2.0 for Marketers



Web 2.0 for Marketers...think:



- Relevancy (Amazon.com)
- Authority (Technorati, niche companies)
- Personalization (RSS...feed me what I want)
- Dynamic/Digital (will become more common)
- Mobile

Consider Future Practices



Old vs. New:

- Brochures...conversations
- Cement...fluid
- Source...authority
- You/We....them
- Sites...solutions



Building a Web Marketing Foundation



Marketing Phases

- Planning
- Strategy
- Execution



Web Marketing Foundation



- Distinction
- Value
- Market
- Competition
- Emotion



Back to Basics...Web 1.0?



It all starts with a GREAT site



- Design
- Usability
- Visibility



Marrying the old with the new...thinking Web 3.0



Revisit the Marketing Phases



- Planning
- Strategy
- Execution



Make it happen

- Define
- Differentiate
- Design
- Deliver



Marketing Is a Lifestyle



- You invest in your health
- You invest in your wealth
- You need to invest in the health and wealth of your company!



The future...

- Technology
- Speed
- Social Media
- Authority Websites
- Mass Collaboration



Thank you!



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