Chapter 4
Marketing on the Web

At a Glance

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Chapter Overview

In this chapter, you will learn how companies are using the Web in their marketing strategies to advertise their products and services and promote their reputations. Increasingly, companies are classifying customers into groups and creating targeted messages for each group. The sizes of these targeted groups can be smaller when companies are using the Web - in some cases, just one customer at a time can be targeted. New research into the behavior of Web site visitors has even suggested ways in which Web sites can respond to visitors who arrive at a site with different needs at different times. This chapter will also introduce you to some of the ways companies are making money by selling advertising on their Web sites.

Chapter Objectives

In this chapter, you will learn about:

- When to use product-based and customer-based marketing strategies
- Communicating with different market segments
- Customer relationship intensity and the customer relationship life cycle
- Using advertising on the Web
- E-mail marketing
- Technology-enabled customer relationship management
- Creating and maintaining brands on the Web
- Search engine positioning and domain name selection

Instructor Notes

Web Marketing Strategies

Most companies use the term marketing mix to describe the combination of elements that they use to achieve their goals for selling and promoting their products and services. When a company decides which elements it will use, it calls that particular marketing mix its marketing strategy. As you learned in Chapter 3, companies - even those in the same industry - try to create unique presences in their markets. A company’s marketing strategy is an important tool that works with its Web presence to get the company’s message across to both its current and prospective customers.

Four Ps of Marketing:

- **Product**: The physical item or service that a company is selling.
- **Price**: The amount the customer pays for the product.
- **Promotion**: Includes any means of spreading the word about the product. On the Internet, new possibilities abound for communicating with existing and potential customers.
Place: The need to have products or services available in many different locations.

Web Marketing:

- **Product-based marketing strategies:** When creating a marketing strategy, managers must consider both the nature of their products and the nature of their potential customers.
- **Customer-based marketing strategies:** A good first step in building a customer-based marketing strategy is to identify groups of customers who share common characteristics.

Communicating with Different Marketing Strategies

Identifying groups of potential customers is just the first step in selling to those customers. An equally important component of any marketing strategy is the selection of communication media to carry the marketing message.

Media selection can be critical for an online firm because it does not have a physical presence. The only contact a potential customer might have with an online firm could well be the image it projects through the media and through its Web site. The challenge for online businesses is to convince customers to trust them even though they do not have an immediate physical presence.

Trust and Media Choice

The Web is an intermediate step between mass media and personal contact, but it is a very broad step. Using the Web to communicate with potential customers offers many of the advantages of personal contact selling and many of the cost savings of mass media.

Companies can use the Web to capture some of the benefits of personal contact, yet avoid some of the costs inherent in that approach. Most experts agree that it is better to make the trust-based model of personal contact selling work on the Web than to adopt the mass marketing approach on the Web. In 1996, when companies were beginning to do business online, rising consumer expectations and reduced product differentiation led to increased competition and a splintering of mass markets. Both of these results were reducing the effectiveness of mass media advertising. Thus, the Internet provided a new vehicle for achieving high levels of customer-focused marketing strategies.
Market Segmentation

Advertisers’ response to the decrease in effectiveness was to identify specific portions of their markets and target them with specific advertising messages. This practice, called market segmentation, divides the pool of potential customers into segments. Segments are usually defined in terms of demographic characteristics such as age, gender, marital status, income level, and geographic location. Thus, for example, unmarried men between the ages of 19 and 25 might be one market segment.

<table>
<thead>
<tr>
<th>Market Segmentation:</th>
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<tbody>
<tr>
<td>♦ <strong>Micromarketing</strong>: Practice of targeting very small market segments.</td>
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<tr>
<td>♦ <strong>Geographic segmentation</strong>: Firms divide their customers into groups by where they live or work.</td>
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<tr>
<td>♦ <strong>Demographic segmentation</strong>: Uses information about age, gender, family size, income, education, religion, or ethnicity to group customers.</td>
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<tr>
<td>♦ <strong>Psychographic segmentation</strong>: Marketers try to group customers by variables such as social class, personality, or their approach to life.</td>
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Market Segmentation on the Web

The Web gives companies an opportunity to present different store environments online. For example, if you visit the home pages of Steve Madden and Talbots, you will find that both pages are well designed and functional. However, they are each directed to different market segments. The Steve Madden site is targeted at young, fashion-conscious buyers. The site uses a wide variety of typefaces, bold graphics, and photos of brightly colored products to convey its tone. The emphasis is to make a bold fashion statement and, presumably, become the envy of your friends. In contrast, the Talbots site is rendered in a more muted, conservative style. The site is designed for older, more established buyers. The messages emphasized are stability, home life, and the trademark Talbots red doors. These images appeal to a market segment of people looking for classics instead of the latest trends.

Offering Customers a Choice on the Web

Dell has done many things well in its online business. Its Web site offers customers a number of different ways to do business with the company. Its USA home page includes links for each major group of customers it has identified, including home, small business, medium and large business, government, education, and health care. Once the site visitor has selected a customer category, specific products and product categories are available as links.
**Quick Quiz**

1. Advertisers’ response to this decrease in effectiveness was to identify specific portions of their markets and target them with specific advertising messages. This practice, called _____.
   Answer: market segmentation

2. The practice of targeting very small market segments is called _____.
   Answer: micromarketing

3. In _____, marketers try to group customers by variables such as social class, personality, or their approach to life.
   Answer: psychographic segmentation

4. Most companies use the term _____ to describe the combination of elements that they use to achieve their goals for selling and promoting their products and services.
   Answer: marketing mix

**Beyond Market Segmentation: Customer Behavior and Relationship Intensity**

In the previous sections, you learned how companies can target groups of customers that are similar to each other as market segments. You also learned how one-to-one marketing gives companies a chance to create Web experiences that are unique to each individual customer. The next step - beyond market segmentation, even beyond one-to-one marketing - is when companies use the Web to target specific customers in different ways at different times.

**Segmentation Using Customer Behavior**

In general, the creation of separate experiences for customers based on their behavior is called behavioral segmentation. When the behavioral segmentation is based on things that happen at a specific time or occasion, behavioral segmentation is sometimes called occasion segmentation.

Marketing researchers are just beginning to study how and why people prefer different combinations of products, services, and Web site features and how these preferences are affected by their modes of interaction with the site. Market researchers are finding that people want Web sites that offer a range of interaction possibilities from which they can select to meet their needs. Remember that a particular person might visit a particular Web site at different times and might search for different interactions each time. Customizing visitor experiences to match the site usage behavior patterns of each visitor or type of visitor is called usage-based market segmentation. Researchers have begun to identify common patterns of behavior and to categorize those behavior patterns. One set of categories that marketers use today includes browsers, buyers, and shoppers.
Customer Relationship Intensity and Life-Cycle Segmentation

One goal of marketing is to create strong relationships between a company and its customers. The reason that one-to-one marketing and usage-based segmentation are so valuable is that they help to strengthen companies’ relationships with their customers. Good customer experiences can help create an intense feeling of loyalty toward the company and its products or services. Researchers have identified several stages of loyalty as customer relationships develop over time.

<table>
<thead>
<tr>
<th>Five-stage Model of Customer Loyalty:</th>
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<tbody>
<tr>
<td>♦ <strong>Awareness:</strong> Customers who recognize the name of the company or one of its products are in the awareness stage of customer loyalty.</td>
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<tr>
<td>♦ <strong>Exploration:</strong> In this stage potential customers learn more about the company or its products.</td>
</tr>
<tr>
<td>♦ <strong>Familiarity:</strong> Customers who have completed several transactions and are aware of the company’s policies regarding returns, credits, and pricing flexibility are in this stage.</td>
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<tr>
<td>♦ <strong>Commitment:</strong> After experiencing a considerable number of highly satisfactory encounters with a company, some customers develop a fierce loyalty or strong preference for the products or brands of that company.</td>
</tr>
<tr>
<td>♦ <strong>Separation:</strong> Over time, the conditions that made the relationship valuable might change. The customer might be severely disappointed by changes in the level of service (either as provided by the company or as perceived by the customer) or product quality.</td>
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Acquisition, Conversion, and Retention of Customers

The benefits of acquiring new visitors are different for Web businesses with different revenue models. For example, an advertising-supported site is interested in attracting as many visitors as possible to the site and then keeping those visitors at the site as long as possible. That way, the site can display more advertising messages to more visitors, which is how the site earns a profit. For sites that operate a Web catalog, charge a fee for services, or that are supported by subscriptions, attracting visitors to the site is only the first step in the process of turning those visitors into customers. The total amount of money that a site spends, on average, to draw one visitor to the site is called the acquisition cost.
The second step that a Web business wants to take is to convert the first-time visitor into a
customer. This is called a conversion. For advertising-supported sites, the conversion is usually
considered to happen when the visitor registers at the site, or, in some cases, when a registered
visitor returns to a site several times. For sites with other revenue models, the conversion occurs
when the site visitor buys a good or service or subscribes to the site’s content. The total amount
of money that a site spends, on average, to induce one visitor to make a purchase, sign up for a
subscription, or (on an advertising-supported site) register, is called the conversion cost.

Customer Acquisition, Conversion, and Retention: The Funnel Model

The funnel model is very similar to the customer life-cycle model you learned about earlier in
this chapter; however, the funnel model is less abstract and does a better job of showing the
effectiveness of two or more specific strategies. The funnel is a good analogy for the operation of
a marketing strategy because almost every marketing strategy starts with a large number of
prospects and converts fewer and fewer of those prospects into serious prospects, customers, and
finally, loyal customers.

Advertising on the Web

Most advertising on the Web uses banner ads. A banner ad is a small rectangular object on a
Web page that displays a stationary or moving graphic and includes a hyperlink to the
advertiser’s Web site. Banner ads are versatile advertising vehicles their graphic images can help
increase awareness, and users can click them to open the advertiser’s Web site and learn more
about the product. Thus, banner ads can serve both informative and persuasive functions.

<table>
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<tr>
<th>Banner Ads:</th>
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| ♦ **Banner ads:** Companies have three different ways to arrange for other
Web sites to display their banner ads. The first is to use a banner
exchange network. The second way is to find Web sites that appeal to
one of the company’s market segments and then pay those sites to carry
the ads. A third way is to use a banner-advertising network.
♦ **Measuring banner ad cost and effectiveness:** When a company
purchases mass media advertising, it pays a dollar amount for every
thousand people in the estimated audience. This pricing metric is called
cost per thousand and is often abbreviated CPM. |
A study unveiled today at the fifth annual MSN(R) Strategic Account Summit concluded that online advertising can produce significant increases in product branding and offline sales and that these effects can be achieved in a cost-efficient manner when compared with traditional marketing vehicles. In findings released today based on studies conducted between November 2003 and January 2004 of consumer-packaged goods (CPG) brands, results recommend levels of online spending that are dramatically higher than the average today (which is less than 1 percent*) within the CPG category. Researchers determined that online advertising generated lifts in sales ranging from 7 percent to 12.5 percent. In addition, when compared alongside ads in traditional media on a cost-efficiency basis, online advertising's effect on sales at the study's recommended levels outperformed the average of all marketing vehicles in the study by as much as 30 percent.


Questions

- What factors do you think contributed to the 7-12.5% increase in sales?
- What online advertising strategy do you think is the most effective? Why?

Other Web Ad Formats

The steady decline in the effectiveness of banner ads has prompted advertisers to explore other formats for Web ads. One of these formats is the pop-up ad. A pop-up ad is an ad that appears in its own window when the user opens or closes a Web page. The window in which the ad appears does not include the usual browser controls. The only way to dismiss the ad is to click the small close button in the upper-right corner of the window’s frame.

<table>
<thead>
<tr>
<th>Ad Formats:</th>
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<tr>
<td>♦ <strong>Pop-behind ad:</strong> A pop-up ad that is followed very quickly by a command that returns the focus to the original browser window.</td>
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<tr>
<td>♦ <strong>Interstitial ad:</strong> When a user clicks a link to load a page, the interstitial ad opens in its own browser window, instead of the page that the user intended to load.</td>
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<tr>
<td>♦ <strong>Rich media ads (active ads):</strong> Generate graphical activity that “floats” over the Web page itself instead of opening in a separate window.</td>
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Site Sponsorships

Some Web sites offer advertisers the opportunity to sponsor all or parts of their sites. These site sponsorships give advertisers a chance to promote their products, services, or brands in a more subtle way than by placing banner or pop-up ads on the sites (although some sponsorship packages include a certain number of banner and pop-up ads).

Effectiveness of Online Advertising

After years of experimenting with a variety of online advertising formats, the effectiveness of online advertising remains difficult to measure. A major problem is the lack of a single industry standard measuring service, such as the service that the Nielsen ratings provide for television broadcasting or the Audit Bureau of Circulations procedures provide for the print media. In 2003, the Interactive Advertising Bureau (IAB) and the Institute of Practitioners in Advertising (IPA) created a joint task force to review four media measurement systems (Nielsen//NetRatings, ComScore, Hitwise, and RedSheriff) and recommend one as the single standard or devise an alternative measurement system. The task force has announced that it is currently considering only ComScore and Nielsen//NetRatings.

Quick Quiz

1. The creation of separate experiences for customers based on their behavior is called _____.
   Answer: behavioral segmentation

2. _____ prompt visitors to stay and investigate the products or services offered on Web sites.
   Answer: Trigger words

3. A(n) _____ is the part of a Web site that keeps track of selected items for purchase and automates the purchasing process.
   Answer: shopping cart

4. The total amount of money that a site spends, on average, to draw one visitor to the site is called the _____.
   Answer: acquisition cost

E-Mail Marketing

A key element in any e-mail marketing strategy is to obtain customers’ approvals before sending them any e-mail that includes a marketing or promotional message.
Permission Marketing

Many businesses are finding that they can maintain an effective dialog with their customers by using automated e-mail communications. Sending one e-mail message to a customer can cost less than one cent if the company already has the customer’s e-mail address. Purchasing the e-mail addresses of people who ask to receive specific kinds of e-mail messages adds between a few cents and a dollar to the cost of each message sent. Another factor to consider is the conversion rate. The conversion rate of an advertising method is the percentage of recipients who respond to an ad or promotion. Conversion rates on requested e-mail messages range from 10 percent to over 30 percent. These are much higher than the click-through rates on banner ads, which are currently under .5 percent and decreasing.

Combining Content and Advertising

One strategy for getting e-mail accepted by customers and prospects that many companies have found successful is to combine content with an advertising e-mail message. Articles and news stories that would interest specific market segments are good ways to increase acceptance of e-mail.

Outsourcing E-Mail Processing

Many companies find that the number of customers who opt-in to information-laden e-mails can grow rapidly. The job of handling e-mail lists and mass-mailing software can quickly outgrow the capacity of the company’s information technology staff. A number of companies offer e-mail management services, and most small or medium-size companies outsource their e-mail-processing operations. These companies will manage an e-mail campaign for a cost of between 1 and 2 cents per valid e-mail address.

Technology-Enabled Customer Relationship Management

The nature of the Web, with its two-way communication features and traceable connection technology, allows firms to gather much more information about customer behavior and preferences than they can gather using micromarketing approaches. Now, companies can measure a large number of things that are happening as customers and potential customers gather information and make purchasing decisions. The information that a Web site can gather about its visitors (which pages were viewed, how long each page was viewed, the sequence, and similar data) is called a clickstream.

The idea of technology-enabled relationship management has become possible when promoting and selling on the Web. Technology-enabled relationship management occurs when a firm obtains detailed information about a customer’s behavior, preferences, needs, and buying patterns, and uses that information to set prices, negotiate terms, tailor promotions, add product features, and otherwise customize its entire relationship with that customer.
CRM as a Source of Value in the Marketspace

For years, businesses have viewed information as a part of the value chain’s supporting activities, but they have not considered how information itself might be a source of value. In the marketspace, firms can use information to create new value for customers. Many electronic commerce Web sites today offer customers the convenience of an online order history, recommendations based on previous purchases, and show current information about products in which the customer might be interested.

Creating and Maintaining Brands on the Web

A known and respected brand name can present to potential customers a powerful statement of quality, value, and other desirable qualities in one recognizable element. Branded products are easier to advertise and promote, because each product carries the reputation of the brand name. Companies have developed and nurtured their branding programs in the physical marketplace for many years. Consumer brands such as Ivory soap, Walt Disney entertainment, Maytag appliances, and Ford automobiles have been developed over many years with the expenditure of tremendous amounts of money. However, the value of these and other trusted major brands far exceeds the cost of creating them.

<table>
<thead>
<tr>
<th>Elements of Branding:</th>
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<tr>
<td>♦ <strong>Product differentiation:</strong> The first condition that must be met to create a product or service brand.</td>
</tr>
<tr>
<td>♦ <strong>Relevance:</strong> The degree to which the product offers utility to a potential customer.</td>
</tr>
<tr>
<td>♦ <strong>Perceived value:</strong> A key element in creating a brand that has value.</td>
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Emotional Branding vs. Rational Branding

Companies have traditionally used emotional appeals in their advertising and promotion efforts to establish and maintain brands. One branding expert, Ted Leonhardt, has described “brand” as “an emotional shortcut between a company and its customer.” These emotional appeals work well on television, radio, billboards, and in print media, because the ad targets are in a passive mode of information acceptance. However, emotional appeals are difficult to convey on the Web because it is an active medium controlled to a great extent by the customer. Many Web users are actively engaged in such activities as finding information, buying airline tickets, making hotel reservations, and obtaining weather forecasts. These users are busy people who will rapidly click away from emotional appeals.
Brand Leveraging Strategies

Rational branding is not the only way to build brands on the Web. One method that is working for well-established Web sites is to extend their dominant positions to other products and services, a strategy called brand leveraging. **Yahoo!** is an excellent example of a company that has used brand-leveraging strategies. Yahoo! was one of the first directories on the Web. It added a search engine function early in its development and has continued to parlay its leading position by acquiring other Web businesses and expanding its existing offerings. Yahoo! acquired GeoCities and Broadcast.com, and entered into an extensive cross-promotion partnership with a number of **Fox** entertainment and media companies. Yahoo! continues to lead its two nearest competitors, **Excite** and **Go.com**, in ad revenue by adding features that Web users find useful and that increase the site’s value to advertisers.

Brand Consolidation Strategies

Another way to leverage the established brands of existing Web sites was pioneered by Della & James, an online bridal registry that is now doing business as part of WeddingChannel.com. Although a number of national department store chains, such as Macy’s, have established online registries for their own stores, Della & James created a single registry that connects to several local and national department and gift stores, including Crate&Barrel, Gump’s, Neiman Marcus, Tiffany & Co., and Williams-Sonoma. The logo and branding of each participating store are featured prominently on the WeddingChannel.com site. The founders identified an opening for a market intermediary because the average engaged couple registers at three stores. Thus, WeddingChannel.com provides a valuable consolidating activity for registering couples and their wedding guests that no store operating alone could provide.

Costs of Branding

Transferring existing brands to the Web or using the Web to maintain an existing brand is much easier and less expensive than creating an entirely new brand on the Web. In 1998, a large number of companies began spending significant amounts of money to build new brands on the Web. According to studies by the Intermarket Group, the top 100 electronic commerce sites each spent an average of $8 million that year to create and build their online brands. Two of the top spenders included the battling Web sites Amazon.com, which spent $133 million, and BarnesandNoble.com, which spent $70 million. Most of this spending was for television, radio, and print media - not for online advertising. Online brokerages E*TRADE and Ameritrade Holding were also among the top five in that first year of major brand building on the Web, spending $71 million and $44 million, respectively.
Teaching Tip:
♦ Have the students examine different brand names and search for them on the Web. How does the presentation differ? Examine sites such as Amazon.com and BarnesAndNoble.com. What are their similarities? Their differences? Examine Pepsi.com and CocaCola.com as well. Have the students examine these brands and their method of “getting the name out there”.

Affiliate Marketing Strategies

In affiliate marketing, one firm’s Web site—the affiliate firm’s—includes descriptions, reviews, ratings, or other information about a product that is linked to another firm’s site that offers the item for sale. For every visitor who follows a link from the affiliate’s site to the seller’s site, the affiliate site receives a commission. The affiliate site also obtains the benefit of the selling site’s brand in exchange for the referral.

One of the more interesting marketing tactics made possible by the Web is cause marketing, which is an affiliate marketing program that benefits a charitable organization (and, thus, supports a “cause”). In cause marketing, the affiliate site is created to benefit the charitable organization. When visitors click a link on the affiliate’s Web page, a donation is made by a sponsoring company. The page that loads after the visitor clicks the donation link carries advertising for the sponsoring companies. Many companies have found that the click-through rates on these ads are much higher than the typical banner ad click-through rates.

Viral Marketing Strategies

Viral marketing relies on existing customers to tell other people - the company’s prospective customers - about the products or services they have enjoyed using. Much as affiliate marketing uses Web sites to spread the word about a company, viral marketing approaches use individual customers to do the same thing. The number of customers increases the way a virus multiplies, thus the name.

Search Engine Positioning and Domain Names

Potential customers find Web sites in many different ways. Some site visitors are referred by a friend. Others are referred by an affiliate marketing partner of the site. Some see the site’s URL in a print advertisement or on television. Others arrive after typing a URL that is similar to the company’s name. But many site visitors are directed to the site by a search engine or directory Web site.
Search Engines and Web Directories

A search engine is a Web site that helps people find things on the Web. Search engines contain three major parts. The first part, called a spider, a crawler, or a robot (or simply bot), is a program that automatically searches the Web to find Web pages that might be interesting to people. When the spider finds Web pages that might interest search engine site visitors, it collects the URL of the page and information contained on the page. This information might include the page’s title, key words included in the page’s text, and information about other pages on that Web site. In addition to words that appear on the Web page, Web site designers can specify additional key words in the page that are hidden from the view of Web site visitors, but that are visible to spiders. These key words are enclosed in an HTML tag set called meta tags. The word “meta” is used for this tag set to indicate that the key words describe the content of a Web page and are not themselves part of the content.

The spider returns this information to the second part of the search engine to be stored. The storage element of a search engine is called its index or database. The index checks to see if information about the Web page is already stored. If it is, it compares the stored information to the new information and determines whether to update the page information. The index is designed to allow fast searches of its very large amount of stored information.

The third part of the search engine is the search utility. Visitors to the search engine site provide search terms, and the search utility takes those terms and finds entries for Web pages in its index that match those search terms. The search utility is a program that creates a Web page that is a list of links to URLs that the search engine has found in its index that match the site visitor’s search terms. The visitor can then click the links to visit those sites.

Paid Search Engine Inclusion and Placement

An increasing number of search engine sites have started making the task easier—but for a price. These search engine sites offer companies a paid placement (also called a sponsorship or a search term sponsorship; however, note that these search term sponsorships are not the same thing as the general site sponsorships you learned about earlier in this chapter), which is the option of purchasing a top listing on results pages for a particular set of search terms. The rates charged vary tremendously depending on the desirability of the search terms to potential sponsors.

Web Site Naming Issues

Companies that have a well-established brand name or reputation in a particular line of business usually want the URLs for their Web sites to reflect that name or reputation. Obtaining identifiable names to use on the Web can be an important part of establishing a Web presence that is consistent with the company’s existing image in the physical world.
Two airlines that started their online businesses with troublesome domain names have both purchased more suitable domain names. Southwest Airlines’ domain name was www.iflyswa.com until it purchased www.southwest.com. Delta Air Lines’ original domain name was www.delta-air.com. After several years of complaints from confused customers who could never remember to include the hyphen, the company purchased the domain name www.delta.com.

Companies often buy more than one domain name. Some companies buy additional domain names to ensure that potential site visitors who misspell the URL will still be redirected (through the misspelled URL) to the intended site. For example, Yahoo! owns the name Yahow.com. Other companies own many URLs because they have many different names or forms of names associated with them.

Quick Quiz

1. The _____ of an advertising method is the percentage of recipients who respond to an ad or promotion.
   Answer: conversion rate

2. The information that a Web site can gather about its visitors (which pages were viewed, how long each page was viewed, the sequence, and similar data) is called a(n) _____.
   Answer: clickstream

3. In _____, one firm’s Web site includes descriptions, reviews, ratings, or other information about a product that is linked to another firm’s site that offers the item for sale.
   Answer: affiliate marketing

4. _____ relies on existing customers to tell other people (the company’s prospective customers) about the products or services they have enjoyed using.
   Answer: Viral marketing

Discussion Questions

- Which affiliate marketing strategy do you think is the most effective? Why?
- What are the advantages of an affiliate marketing strategy?
- What is the Google AdWords program?

Additional Resources

- How to create a successful affiliate marketing program: [http://marketing.about.com/cs/internetbasics/a/createaffiliate.htm](http://marketing.about.com/cs/internetbasics/a/createaffiliate.htm)
- How banner ads work: [http://www.howstuffworks.com/banner-ad.htm](http://www.howstuffworks.com/banner-ad.htm)
Key Terms

- **Acquisition cost**: The total amount of money that a site spends, on average, to draw one visitor to the site.
- **Brand**: Customers’ perceptions of a product.
- **Clickstream**: The information that a Web site can gather about its visitors.
- **Demographic segmentation**: Uses information about age, gender, family size, income, education, religion, or ethnicity to group customers.
- **Market segmentation**: Advertisers identifying specific portions of their markets and target them with specific advertising messages.
- **Spider**: A program that automatically searches the Web to find Web pages that might be interesting to people.
- **Trigger words**: Prompt a visitor to stay and investigate the products or services offered on the site.