



MARKETSHARE Through MINDSHARE™

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We see things differentlySM

Re: eMarketing Intelligence

Observations by T. Philip Perlman

The Internet has forever changed the way the world does business. It is the route to the global economy and has created enormous opportunities for new businesses and traditional companies alike. But, the medium isn't fool proof. In fact, it is a land of unlimited potential and many wrong turns. Have all of the new technologies helped you close more sales...or simply enabled you to make mistakes faster?

Continuous Marketing

The thing that makes the Internet so attractive as a sales conduit is that it enables business 24 hours a day, 7 days a week...worldwide. Never before has there been as much potential to market your products and services to the right customer at the right time.

If you haven't yet launched a killer website — other than the one your nephew designed, circa 1995, do it now! If you haven't leveraged the incredible reach of online advertising, do it now. Because if you haven't, you are woefully behind the curve...maybe even primed for extinction. Luckily there's still time to catch-up, if you get started now and utilize the right advice.

Smart businesses of all types and sizes recognize the advantages of the Internet. And this year, online advertising spending is expected to top \$16 billion (that's dollars, not pesos, yen or lira). Research indicates that most companies will even increase their online spending by as much as 30% — surpassing print magazine advertising for the first time.

PROGRAM, PROGRAM, PROGRAM

At the strategic level, successful companies spend significant time and resources developing their position and brand — they know who they are, what they sell, whom they sell to, and where they want their business to go. And at the tactical level, they have campaigns that translate their strategic vision to vehicles that accomplish their goals, such as boosting sales, building awareness or increasing marketshare.

Among the greatest benefits of advertising on the Internet is that it can provide quantifiable results of the effectiveness for your efforts. But, many companies miss this great opportunity to learn about their buyers because they simply slap a banner advertisement on a site without implementing a feedback loop to track the response.

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eMarketing Intelligence is the process of measuring the performance of your online campaigns to maximize effectiveness. The best strategy tracks data in real time — from the moment a prospect makes initial contact through the point of sale...and beyond. It also provides the ability to tweak your campaigns on the fly in order to optimize performance at any time.

When applied properly, eMarketing Intelligence is one of the few marketing activities able to demonstrate a return on investment... good, bad or ugly. And, by extending your tracking to offline campaign components (e.g., television, print, radio, direct mail, etc.), you can begin to see the big picture of your total campaign performance.

What's next? Sounds great, huh? Well, the caveat is that an eMarketing Intelligence strategy is not for the faint of heart. It requires a significant commitment in time, resources and training to reap its rich rewards. It demands not only the support of your entire marketing team, but your sales force as well. And, just like any management information system...you get out of it what you put into it.

A successful eMarketing Intelligence strategy must begin with solid, well researched positioning and branding, along with a commitment to an advertising campaign. You need to select your placements very carefully since the Internet offers a near infinite amount of sites to utilize. After all, if you don't attract the right prospects, your hard work is all for naught.

When your campaign launches, you need to meticulously collect the data throughout the sales process...especially if your business process hands it off to a sales representative in lieu of an online purchase solution. If you aren't using a contact relationship management system (CRMS), you are going to have to rely on the diligence of your reps to maintain the information. When a sale closes (and any subsequent sales), your tracking mechanism measures your real-time ROI.

► The *ballerina linebacker* symbolizes PMG. We pride ourselves on the ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

INTERNAL BENEFITS

Once you have end-to-end tracking implemented, depending on how sophisticated you get, eMarketing Intelligence shines light on your internal processes as well. For example, you can distinguish the sites yielding the greatest returns, what stage of the sales process the prospects are in, the length of your sales cycles, and more! Pretty impressive, eh?

If you think your head is spinning now, just wait. There are a lot of new technologies on the horizon offering enormous opportunities for marketers...RSS (Really Simple Syndication) feeds, interactive television, broadband wireless, mobile phones, and more!

Working with a strategic marketing organization like Progressive Marketing Group, you can harness the tremendous power of Internet for better positioning... better branding...better bottom lines. You'll get it right the first time and ride up high on the wave instead of getting crushed by it.



► T. Philip Perlman, Director of Client Services at Progressive Marketing Group, Inc. is an authority on technology and Internet Marketing.



Is eMarketing Intelligence right for you?
Call us at 631-756-7160.

Or email us at news@pmgstrategic.com and let's discover the right answer for you.

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