



MARKETING IN THE NEW MEDIA

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CHAPTER ONE

AN OVERVIEW OF NEW MEDIA MARKETING

Ever since I can remember, television has been the leader in providing a medium for advertisers to get their messages out to the largest audience in the most effective way possible. However, since the creation of TiVo and other digital video recorder (DVR) technology, advertisers are growing increasingly concerned that viewers are simply skipping their very expensive commercial spots altogether. Combine this with the fact that traditional media channels such as television, radio, and print publications are no longer the only media choices for news and entertainment, and you may find yourself entering some unfamiliar territory to get your marketing message out to your target audience.

Today's new media technology is allowing for more consumer control than ever before, giving the public complete control over what content they see and when they see it. As a result, this change in consumer expectations and media use has forced advertisers to rethink their entire marketing strategy. Big businesses can no longer depend on interruptive marketing tactics such as placing commercials in the middle of your favorite television show. Instead, advertisers have to think strategically about how to incorporate their marketing message into the content that potential customers are actively seeking.

Today, more than 1.4 billion (internetworldstats.com, March 2008) people worldwide are online, tuning in to their favorite websites,



The growing use of TiVo and other DVR technology is forcing advertisers to rethink their marketing strategies.

reading email, chatting online, listening to streaming music, playing games, and downloading videos.

According to a March 2006 study by the Association of National Advertisers and Forrester Research, 78 percent of 133 national advertisers surveyed believe traditional advertising methods have become less effective in the past two years. Of those surveyed, 70 percent believe that the growing use of DVRs and video-on-demand services will further reduce and even destroy the effectiveness of the traditional 30-second television commercial. As a result, overall network spending has declined, while advertisers invest significantly more in Internet advertising opportunities (La Monica, March 2006).

This trend towards new media marketing has forced even the major networks — NBC, CBS, ABC, and FOX — to build an online component into their advertising model in order to keep advertisers happy. All the major networks have now launched online components of their top shows in order to give advertisers a better return on investment — and to give results that can be tracked.

ABC is allowing users to download popular shows such as *Desperate Housewives* and *Lost* the day after they air on prime time. Although the audience may be smaller than those who tune into the larger screen, the new medium is already proving more effective to advertisers who have the opportunity to sponsor the entire online version of the show, as opposed to sharing the more crowded television version which typically includes eight minutes of commercials for a 30-minute show. The other benefit to advertising on the web is that users currently do not have the option to fast-forward through the commercials.

NBC announced they will be tying in custom web-based content with their most popular shows such as *The Office*, *Law & Order: Criminal Intent*, and *The Tonight Show with Jay Leno*. In addition, they are working on co-branding contests and editorial sections between top websites such as iVillage.com (recently acquired by NBC) with *Today* and *Access Hollywood* (Newcomb, May 2006).

But will users really watch television shows online? As more and more flat screen and high definition televisions enter more homes, advertisers wonder if users will actually download shows to their laptops and home computers.

The answer is yes. Consumers are willing to watch their favorite shows online. In fact, according to Arbitron Internet Media, more than 45 percent of all Americans have listened to audio or watched videos on the Internet at some point. According to the same study, 30 million Americans listen to or watch Internet streams every week.

When CBS streamed more than 15 million live broadcasts of the 2006 March Madness, the sheer numbers proved beyond a doubt that users are willing to view web content online. According to CBS SportsLine, more than 1.3 million people signed up for the free service and visited the site around 5 million times during the NCAA Tournament. The advertisers as well as the network were more than pleasantly surprised by the massive turnout online (La Monica, April 2006a).

However, I want to stress that this book is not simply about buying ads online. Truly effective Internet marketing is not about simply moving a 30-second commercial that was once on television or radio to the web. Internet marketing is much more complex than this. With that said, the complexity of new media should not be seen as an obstacle or intimidate you. Rather, it is a fresh new playing field where almost anything can be tested and implemented — at often a fraction of the cost of traditional media campaigns. This new media opens up exciting new options to reach consumers on a more effective and personal level than ever before. These new forms of marketing are much more accountable, and thus cost-effective, than any other form of advertising.

Internet Marketing in a Nutshell

Online marketing is much more than buying ads online. It's about how you communicate with your customers via email, message boards, chat rooms, and blogs. It is about updating your website with important product information and offers. It is any kind of promotion your company does using the Internet.

Internet marketing also includes using RSS feeds and podcasting to transfer messages over the web. Podcasting refers to the transfer of video or audio files over the Internet to a personal device such as an iPod. RSS feeds, which is an older technology but has recently caught the interest of online PR and marketing experts, allows for easy syndication of information over the Internet and is



Don't settle for banner ads.
Get creative, and look for new
ways to promote your brand
message online.

often used on news websites (more about RSS feeds and online PR in Chapter 7). Understanding the benefits, opportunities, and limitations of new media technology helps you to more effectively market your brand and gain increased access to your intended audience.

The Radio Industry's Movement toward New Media

Last week I had a meeting with an ad rep from Clear Channel Radio to discuss the new online opportunities they were offering for advertisers. I was disappointed when the presentation largely consisted of banner ads that ran on their radio station websites or alongside streaming radio programs. I pushed the rep a bit further, asking, "Why would I recommend a banner ad on one of your websites, when online marketing options such as pay-per-click are a quarter of the cost and already proven effective?" Although the rep did mention an opportunity to sponsor an original podcast and was open to doing some custom campaigns with me, he admitted that he did not yet have any case studies, rates, or advertisers willing to commit to the newer media opportunities. Most companies considering moving advertising dollars online felt more comfortable with something a bit more familiar, such as banner ads.

I then realized that the radio industry is experiencing many of the same problems as television, with advertisers looking for more new media components for their messages. And like television, most radio executives aren't quite sure how to combine new and traditional media advertising. However, along with the sales pack, I was given a list of impressive stats proving the effectiveness of advertising on online radio. For example, during a one-week study in 2004, 19 million Americans (8 percent of the US population) listened to online radio. The same group also reported that Internet radio is their soundtrack for online shopping — more than 42 percent of people who listen to Internet radio do so while buying or researching a product or service online.

Given these impressive stats on Internet radio use (and similar stats for online video), why are so many major advertisers so slow to take advantage of new media opportunities? The fact is, new media is still growing, and both advertisers and media giants are continuing to test what works. With new technology constantly evolving, there will always be new ways to generate consumer interest through new media.

Rather than overwhelm you with all the new marketing trends emerging almost daily, this book was written to give you insight into the basics of Internet marketing and the absolutely essential elements that must be incorporated into your traditional campaigns to give you maximum return on investment.

Make Your Website the Center of All Your Marketing

The first key to effective new media advertising is your website. Your website should be the center of all your advertising efforts. Sending users to your website to claim a coupon or take advantage of a promotion allows you, as the marketer, a direct way to track which advertising channel is most cost-effective and provides the best results. It also allows you to track your messages, promotions, and ad buys more accurately than in any other medium. This gives you the information you need to refine your media and messages as needed.

The design of your website is essential to the success of your marketing efforts, as this is often the final step to close the lead and capture a user's information in some way. The feelings consumers have when they visit your website carry over to how they perceive your entire company or organization. It is essential that all of your marketing efforts, both traditional and new, are in sync and offer the same branding message across all platforms. No matter how effective your marketing campaign is, if you don't have a well-designed, professional-looking website, people will not buy from you. (See Chapters 4 and 7 for more about ensuring your website is ready for a new media campaign.)

Using your website as the center of your marketing also allows you to interact with consumers on a much more personal level than other forms of marketing. The producers of the popular ABC television show *Lost* have set up a website not only to promote the show but also as a way for writers and marketers to essentially listen to what fans are saying about the show — and make changes accordingly. Allowing users to freely post comments on message boards is a great way to generate honest feedback about your product, so you can know what elements to tweak to make it even better.

On an interview posted on a fan website Lost-TV.com, creator and executive producer Damon Lindeloff said, "The fan reaction has a LOT of influence ... the biggest example is that we began to sense



Updating a web page is much faster and cheaper than altering a television or print piece. Use your website to test new promotions before they go to print or video.



Buy keyword phrases that relate
to your television commercials.
If you don't, your competitors will!

the real frustration from fans that we weren't answering any questions and just asking new ones ... [So we] gave the audience more answers than we were originally planning to" (Parker, April 2006).

Although opening up your product or service (or in this case a television show) to your audience's honest feedback is a great market research tool, be careful. Make sure your message boards and chat rooms are monitored on a continual basis so you can keep some control over what is posted. After all, you don't want visitors posting derogatory or negative things that may affect your public image. And while customer feedback from websites may encourage you to modify your product or service, don't let visitors control your brand. (Even the writers of *Lost* allowed only certain staff members to see the viewer comments, to make sure the entire show didn't get skewed in the wrong direction.)

Combine Traditional Ads with Keyword Buys for Maximum Impact

The importance of directing potential customers to one's website was proven during the 2006 Super Bowl. During the game, top companies spent more than \$200 million with ABC to showcase their brands, but only 40 percent mentioned a website. The companies that not only mentioned their website but also made sure they had top search rankings for their product keywords reaped the most benefits.

Companies ensure high rankings on top search engines by having their website professionally optimized for specific keyword phrases (more about how to optimize your website in Chapter 7). However, those major brands that wanted immediate control over top placement and messaging simply purchased keyword phrases on top search engines such as Google and Yahoo!. Also known as PPC or pay-per-click advertising, this is a highly effective way to ensure your marketing message is up to date and at the top of search engine results.

Just days before and after the 2006 Super Bowl, Yahoo! reported an 800 percent increase in searches for Super Bowl ad-related terms (comScore Networks, February 2006). Companies that included an online video version of their Super Bowl commercials reaped the benefits of having their commercials viewed again and again. They

also benefited from the Internet's most powerful marketing tool — viral or word-of-mouth marketing — as many online commercials were forwarded to friends via email, blogs, or message boards. (More about social networks and word-of-mouth marketing in Chapter 2.)

Other companies simply made sure their brands appeared at the top of these high-volume searches. These companies included Cadillac, Honda, and Dove, which according to Yahoo! all bid on the time-appropriate phrase “Super Bowl XL Commercials” on Yahoo! Search and took advantage of the resulting increase in search traffic.

Cadillac must know that 70 percent of today's auto buyers research online before visiting a dealer because Cadillac made sure to buy keywords related to their cars, specifically the Cadillac Escalade, which was featured during the Super Bowl. Yahoo! reported that searches for the car increased over 75 percent just after the Super Bowl ad appeared, and traffic to the Cadillac site increased by 250 percent (comScore Networks, February 2005).

Ford, on the other hand, severely missed out by not purchasing related keywords after their Super Bowl ad aired promoting the new Escape Hybrid starring Kermit the Frog. In fact, this oversight led not only to missed traffic, it actually helped their competitors! GM purchased the word “Kermit” to promote their own hybrid car line, getting the targeted traffic from Ford's Super Bowl ad without the huge costs!

Maximize the effectiveness of keyword phrases

Even if your company is not a specific advertiser in a major event such as the Super Bowl, thinking of phrases users may be searching for around a specific holiday or event can help you find access to new customers. For example, during the 2006 Super Bowl there was more than a 100 percent increase in searches for “appetizer recipes,” “salsa,” and “chicken wings.” If you own a local restaurant that delivers, or a catering service, or any company that can benefit from this or related keywords, you can put your company ad in front of a target audience without having to spend hundreds of thousands of dollars.

Clearly the biggest winners in the Super Bowl XXXIX ad campaigns were the dot-coms. They understood the power of the Internet in measuring ad success and encouraging customer interaction with brands.

CareerBuilder.com, GoDaddy.com, and Overstock.com all complemented their Super Bowl television ads with keywords buys and landing pages that rewarded users for visiting their websites after the game.

According to comScore Networks, Go Daddy's "wardrobe malfunction" ad campaign proved most successful, shooting their traffic up 1,564 percent after the Super Bowl ad, achieving more than 439,000 unique visitors for one day. The controversial company played on the fact that their first rounds of commercials were not suitable for air on ABC, and specifically told audiences to "see more coverage at GoDaddy.com." This direct call to action helped Go Daddy achieve more Internet traffic than any of the other top brands that purchased five times more airtime than Go Daddy (comScore Networks, February 2006).

Use every opportunity to generate buzz

Not only did some advertisers miss the opportunity to benefit from search engine and website presence following the Super Bowl, the television shows that followed also missed out on a chance to generate longer term buzz.

Grey's Anatomy is the television show that followed the Super Bowl. Although I am an avid watcher of the medical dramedy, I was a bit shocked by the very steamy opening shower scene that appeared just after the Super Bowl. In fact, I was a bit embarrassed when my husband's friend announced, "THIS is the show you watch every Sunday night!" At first I thought the show had taken a turn for the worse, but then I realized the opening scene was a great marketing ploy to get the attention of the men in the room, who may previously have considered *Grey's Anatomy* a "girly" show.

The episode really drew in the new audience and kept everyone at the edge of their seats. However, the show missed out on capturing that audience even further because it did not purchase specific keywords that had to do with the show and therefore failed to get the new audience even more hooked. After the episode, searches for "Grey's Anatomy" increased roughly 400 percent on Yahoo!, while the search phrase "code black," referring to a mysterious event in the show, jumped over 1,000 percent.

If you go to the *Grey's Anatomy* website (through ABC at <http://abc.go.com/primetime/greysanatomy/>), you will notice that like most

television shows, they are taking advantage of new media opportunities such as ringtones, music downloads, DVD sales, blogs, and other interactive content to really get their audience hooked. They even have a list of all the diseases and medical problems mentioned on the show — with links to related sources.

Although the site is professionally designed and employs some cutting-edge design technology (for example, clicking on the character bios lets you actually flip through their files on a clipboard), it can feel like information overload. Even to someone like me, who is a fan of the show and Internet technology, there is simply too much information on this site. It seems they added *all* the new media elements for the sake of adding them. I consider this overkill — and not very effective.

Creating an interesting and interactive web presence for your company, service, or show is essential, but it's also important to have a good reason for adding those online elements. Never use technology for the sake of technology. There must be a reason that makes sense for your target audience and provides something useful to them. With that said, below is an example of a show that captured all the elements of Internet marketing to create ongoing excitement and buzz around their show.

Rock Star Marketing: Effectively Combining Traditional and New Media

The concept behind the 2005 reality show *Rock Star: INXS* was nothing new. Put a group of 15 strangers in a house together, make them compete, and then eliminate them one by one until you're left with the next lead signer of INXS. Think of it as *Survivor* meets *American Idol*, but with an edge.

I have to admit that I am one of the few people left who never watches reality TV. So the fact that I got hooked on this reality show made me think about the marketing elements involved and why I couldn't get it out of my head.

It all started one Monday morning when I logged onto MSN.com (which is my default home page on my computer). Right there on the top of the page was an animated banner promoting *Rock Star: INXS*. That night, when I started seeing promotions on TV that matched the banner, I became interested. I watched the



New technology and website content should help enhance your brand — not distract from it.

first episode, was entertained, but didn't get hooked right away. It wasn't until the next morning when I started up my computer again, and there it was, right on the home page of MSN — a recap of the show, plus all kinds of clickable online marketing elements that took me deeper into the show and its characters, music, and energy.

There was nothing low budget about CBS's co-branding with MSN. They spared no expense, including all the best elements of online marketing, all in one spot: RockStar.MSN.com. (Although there was also information about *Rock Star: INXS* on CBS.com, this site did not draw you in and make you come back for more the way MSN's did.)

Below is a list of online marketing elements from RockStar.MSN.com, along with a brief look at how incorporating similar features can maximize your next campaign.

Take advantage of co-branding for maximum exposure

CBS co-branded their reality show with one of the biggest properties on the web, MSN, and partnered with an already established, well-known rock band, INXS. Between the two brands, the show was off to a strong start, with built-in credibility and reach (MSN technology and traffic) and existing interest (the INXS fan base).

Co-branding works when all parties involved benefit from the partnership. MSN and INXS benefited from the television exposure, while CBS benefited from the technological resources and huge exposure MSN provides to the online world. It was a win-win situation for all parties.

Use message boards and blogs to generate new content

Click on any of the *Rock Star: INXS* contestants' profile pages and you could find their personal blogs about the previous night's performances, and read their random thoughts and about their latest fears. There was also a message board so fans can ask questions and give feedback.

Blogs are an efficient way to keep content fresh and keep the audience coming back for more. But generating new content for your website every day or every week can require a tremendous amount of resources. Whenever you can, have your customers (or in

this case, the viewers and the contestants) generate content on your website. It also helps make the site interesting as well as sincere.

Encourage audience participation

Rock Star: INXS was not the first television show to ask the audience to log in to their website or to send a text message to cast their votes. However, this media campaign is worth mentioning here because it is the ultimate way to create synergy between an offline and an online campaign.

The same idea works with any type of contest or special information that your audience can only get online. The benefits of pushing an offline audience online is that you are then able to track their behavior in far more detail than you could with traditional advertising. Once you get a customer to your website, you can really monitor their activities and find out what they are most interested in. In this case, CBS and MSN can tell which contestants get the most views, what songs get downloaded most often, and how the audience feels about the show in general (by reviewing the message boards). You just can't get this type of detail about audiences or customers from television marketing alone.

Keep selling

Any well-thought-out promotional website has an element of e-commerce. You used to be able to log on to RockStar.MSN.com, pull out your credit card, and start browsing through all the songs from the show, available for \$0.99 each exclusively through the MSN Music store. Here you could purchase and download songs performed by your favorite contestant as well as the version performed by the original artist. You could also click on the "Store" link to view all of the INXS products you could possibly want.

Throughout both the music download area and INXS products area, you could easily click over to more general MSN shopping areas, making this the perfect gateway to keep visitors moving through all channels of MSN. Or, you could pop over to iTunes and download the latest versions of JD Fortune's "Pretty Vegas" to your iPod.



Encouraging offline audiences to interact with your website gives you more insight into how they feel about your brand.

Don't let visitors ignore your advertisers

If you forgot to record an episode of *Rock Star: INXS* on TiVo, or just wanted to see your favorite contestants perform again, you could download the videos online. However, don't think this gets you out of seeing the television commercials that come with the show. As I downloaded the Week Two performance of Daphna, I had to watch a 30-second Honda commercial first. No fast-forwarding allowed. After all, it's advertisers like Honda that are footing the bill for all this.

Use mobile marketing

No cutting-edge marketing campaign is complete without involving mobile marketing in some way. CBS teamed up with Verizon Wireless to offer such gimmicks as INXS ringtones, wallpapers, and phone video clips. Along with some very targeted banner ads and well-designed landing pages, it incorporated many elements that encouraged fans to keep clicking.

The *Rock Star: INXS* online marketing campaign contained all the elements that make me excited about being an online marketer. Whether it's co-branding with other web properties, hosting creative blogs, or providing targeted music downloads, the campaign has something to encourage every fan to get hooked, tell friends about it, and log on for more.

This campaign is just one example of how one brand successfully combined elements of both traditional and new media marketing to make a powerful impact. Keep reading to learn more about what types of new media elements attract what type of audience and how to ensure that your marketing message is delivered to the right audience, at the right time, in the most effective way possible.

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