

# INTERNET MASTER TARGETS

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## PREMISE

- Internet usage is now a universal business necessity. As a result any entity without a comprehensive internet plan is flying blind and potentially losing value.

## PURPOSES

- The Purposes for Internet usage have shifted / blurred / accelerated rapidly in the past several years
- Usage is now Daily / Functional / Overarching with the 'Net' providing essential support to a wide range of Professional Activities including primary Marketing, Outreach, Education and Diversion outlets

## TARGETS

- In the new reality of the 'Net', competition for discretionary time is a constant. This calls for a well-planned overlay to all other forms of endeavor and engagement.
- Uses and methods are evolving too rapidly for previous media-related rules to hold, making it important for ALL Leaders and Managers to shift their primary understanding of the Internet by formally asking as a part of development planning:
  1. How often and in what ways are we and our clients using the 'Net'?
  2. How have we factored this into our Presentation of how we wish to be perceived?
  3. Who is advising us on which aspects of web usage? How often? In what way? (Examples: Transactions / Interaction / Image)
  4. How else might we make use of the 'Net' as a platform and tool on an ongoing basis?

## PLANNING

For many there is an immediate need to review and potentially reset Outreach Methods, Message, Timing and Priorities. A critical element is a systematic expansion of formal targets and forms of intended Market Recognition sought.

At the center (as in All Market planning) should be the Clients, by asking: "Who are our primary and secondary contact targets?" The assumptions made (and supported by marketplace research) are critical to a successful plan.

## MARKETING METHODS

A Web-based Plan should provide **Direct Competition** for "Traditional" "Live" Marketing interactions / functions with set "On-Line" standards and methods with EXAMPLES including (at a minimum):

- **BUSINESS MEETINGS**
- **TRAINING**
- **CALENDAR-BASED PERSONAL INTERCONNECTION**
  - For and between Individuals and Entities
  - In Networks

As a result **SOCIAL-INTERACTION MEDIA** functions should be redefined simultaneously

- As a primary-direct marketing tool

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- As marketing support to all other methods

**Internet Usage is competing with Print / Broadcast (Both Open / Cable) and winning**

- Connected to / in all print and packaging (all MUST have links embedded)

**New methods are being developed / discovered daily**

### HIGH END PLANNING DEVELOPMENT QUESTIONS

1. Can you clarify whom you are trying to understand and reach through the web?
2. Does your Website **“Connect; Grab; Hold?”**
3. How many Allied sources are sending visitors to your site?  
Or through their / your site directly to you?
4. How often and where are you or your team featured on the web?
5. Where were your last press releases displayed?
6. How often do you visit a **written plan** with **timetables** for web enhancement and internal **ownership**?

### NEXT STEPS

1. Assess your Web Presence (more than just the look of your site) with “Two sets of eyes” at a minimum
2. Draft a Web Strategy Plan with ‘Targets’ for self, team and overall organization
3. Secure third-party assistance to comprehend and enhance you presence and use on a rolling basis
4. Implement and measure key elements
5. Re-assess / reset following a calendar sequence

**NOTE: Do NOT take ‘Net’ planning and implementation for granted. THIS APPLIES TO BOTH ORGANIZATIONS AND INDIVIDUALS wishing to advance.**

**The Opening Checklist below will help with both Internal and Cross-Group Planning:**

### **‘NET’ PLANNING METHODS ASSESSMENT CHECKLIST (General – Adjust for your circumstance)**

#### **Website**

- Appeal / “Grab”
- Responsive and Immediate
- Search engine placement

#### **Direct e mail**

- Targeted
- Broad send

#### **“Branding” phrases / images**

#### **Alliances**

- Relational Placement!! (between allied entities)
- Cross endorsements

#### **Placement on General Internet**

- Key sites / Social Media (e.g. Facebook)

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### Connection to **Interactive Business Functions**

- Conferences
- Conventions
- Forums
- Planning Activities
- Endorsement / Cross endorsement (to expand reach)

### **e-Advertising**

- Placement
- Frequency

### **News Media Coverage**

- Releases
- As primary / secondary source

### **Delivery Influencers / Sectors**

- Media
- Educators
- '4Profit' and Association Leaders and Managers
- Politicos
- Recreational Users

### **Products**

- Electronic
- Physical

### **Connection to Amusements**

- Commercial
- Free

### **Comparative Analysis**

- Cyclical / repeated Research using the web
- Third party review / feedback