



Eastern Oregon University eCommerce



eCommerce 101

Introduction to eCommerce

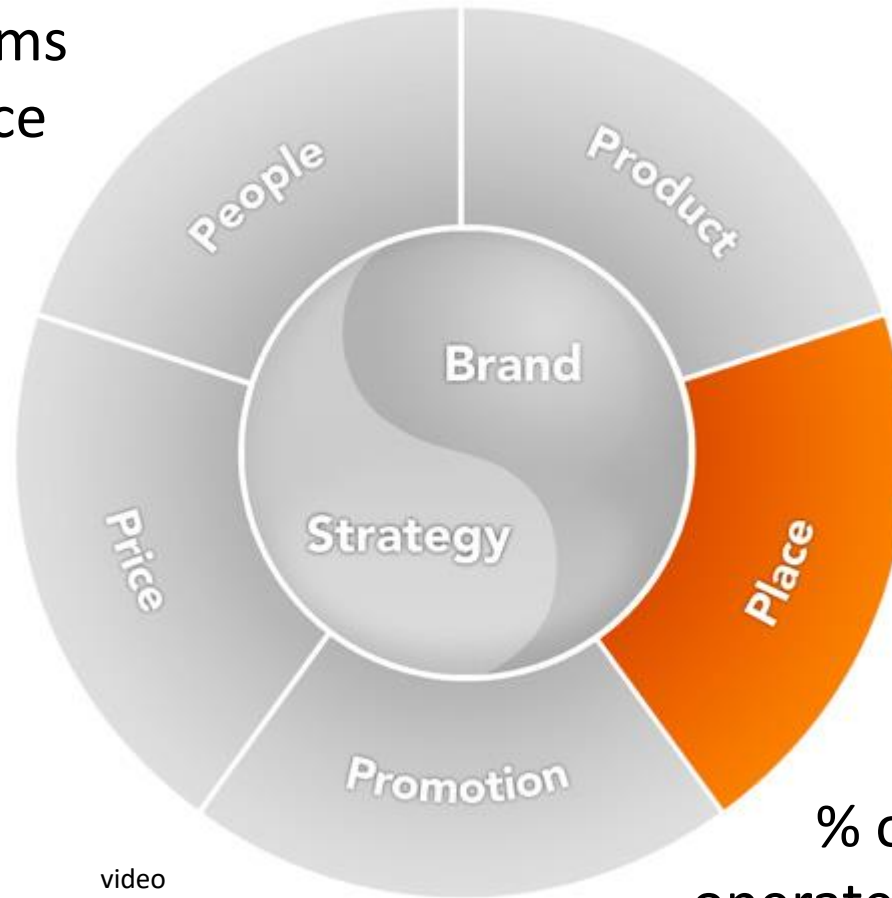




Promotion

Compliment the Channel

2017 MOST firms
need a presence
online



***Marketing
Mix***

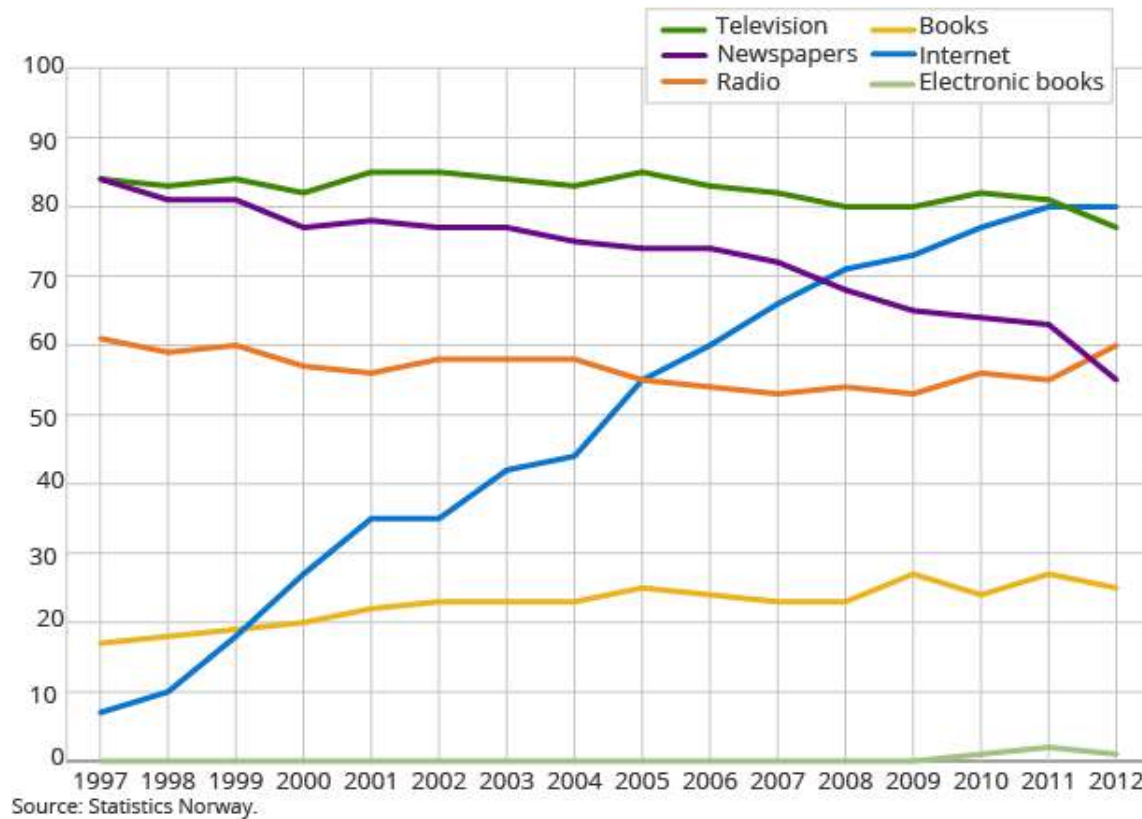
growing
% of businesses
operate ONLY online

video
:30



Popular Media Consumption Trends

Percentage who used different mass media on an average day, aged 9-79 years.
1997-2012





Popular Media

Consumption Trends

US Adults' Daily Major Media Consumption

includes all time (hrs:mins) spent with each medium, regardless of multitasking / TV, radio and print exclude digital

2011-2015

	2011	2012	2013	2014	2015
Digital	 3:40	 4:20	 4:51	 5:15	 5:38
Desktop/laptop	 2:33	 2:27	 2:19	 2:22	 2:22
Mobile (nonvoice)	 0:48	 1:35	 2:16	 2:34	 2:51
Other connected devices	 0:18	 0:18	 0:17	 0:19	 0:25
TV	 4:34	 4:38	 4:31	 4:22	 4:15
Radio	 1:34	 1:32	 1:30	 1:28	 1:27
Print	 0:44	 0:38	 0:32	 0:26	 0:21
Magazines	 0:18	 0:16	 0:14	 0:12	 0:10
Newspapers	 0:26	 0:22	 0:18	 0:14	 0:11
Other	 0:39	 0:38	 0:31	 0:26	 0:24
Total	11:11	11:46	11:55	11:57	12:04

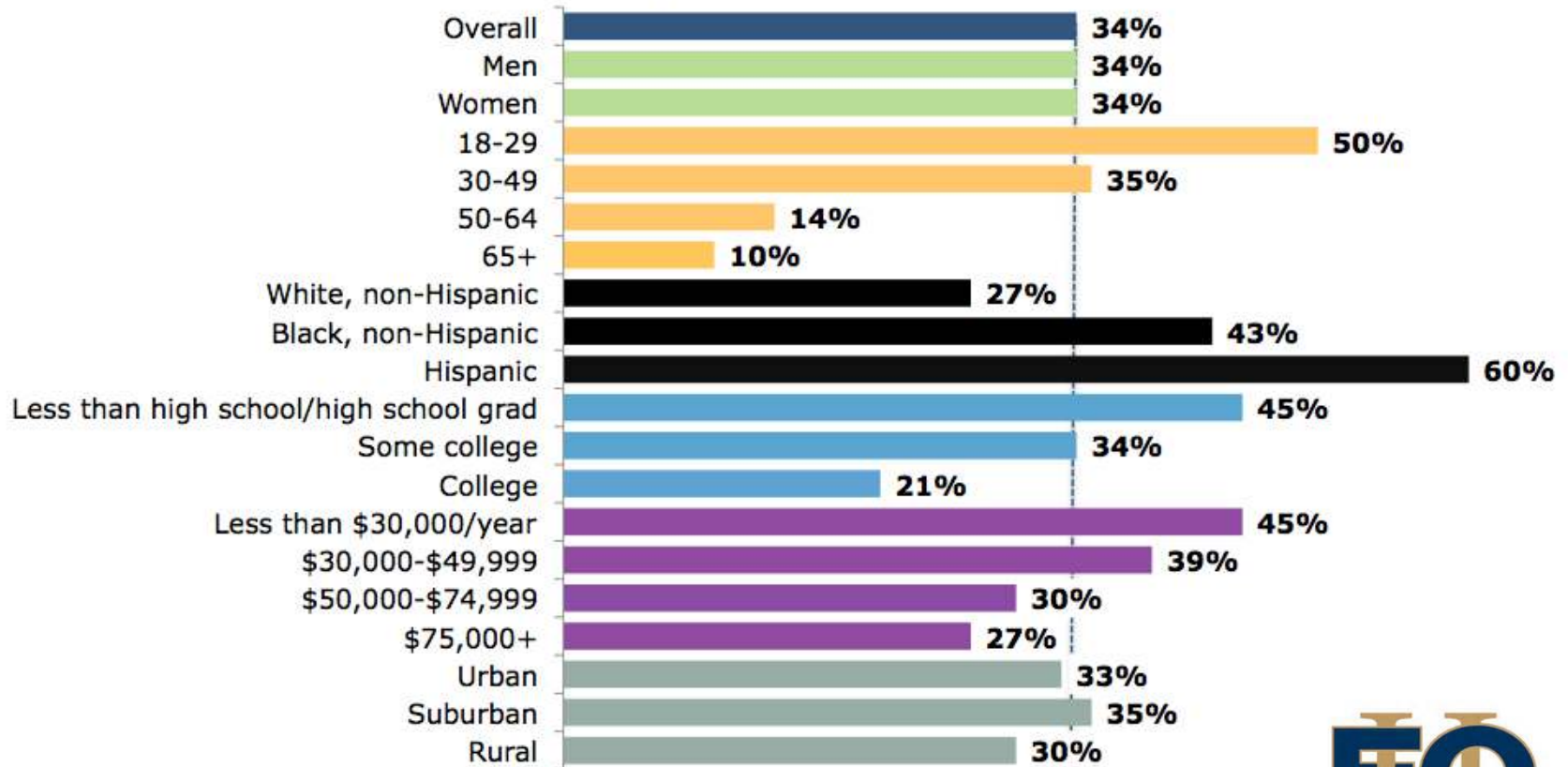


Internet Audience

“Cell-Mostly” Internet Users

%, among mobile internet users who mostly use their phone to go online

September 2013



Source: [Pew Research Center Internet Project Survey](#)

Slide 6





Step One: Get Online

Overview



video
3:41

https://www.youtube.com/watch?v=-msld_7i7T0

Slide 7





Step One: Get Online

Select a Strategy

Goal(s)	build credibility	lead generation	eCommerce	eBusiness <i>Internet + Intranet</i>
service	directories website builder	directories website builder	Amazon eBay...	
shared hosting		Wix , Squarespace Hosted CMS	Hosted CMS Shopify ...	
dedicated hosting			CMS custom cart	CMS custom cart
co-location picture		career: Information Technology	custom cart enterprise app	custom cart enterprise app
on premise				accounting ERP, workflow...

Goal(s) & Budget Should Drive Selection



Step One: Get Online

Select a Strategy

Goal(s)	build credibility	lead generation	eCommerce	eBusiness <i>Internet + Intranet</i>
service	directories Free/small \$ website builder	directories website builder	Amazon eBay...	
shared hosting		Wix, Squarespace Hosted CMS	Hosted CMS Shopify ...	
dedicated hosting			CMS custom cart	CMS custom cart
co-location		career: Information Technology	custom cart enterprise a	custom cart enterprise app
on premise				accounting ERP, workflow...

Big \$\$\$

Goal(s) & Budget Should Drive Selection

[Data Center](#)
[Build-out](#)

video
4:31



Step One: Get Online

Responsive Design





Step One: Get Online Marketplace

career:
Entrepreneur



video
3:35



*lot's more audience specific markets...
marketplaces help drive traffic...
marketplaces have a price...*





Step One: Get Online Website Builder

career:

Entrepreneur



*Many others to
choose from...*

video
4:25





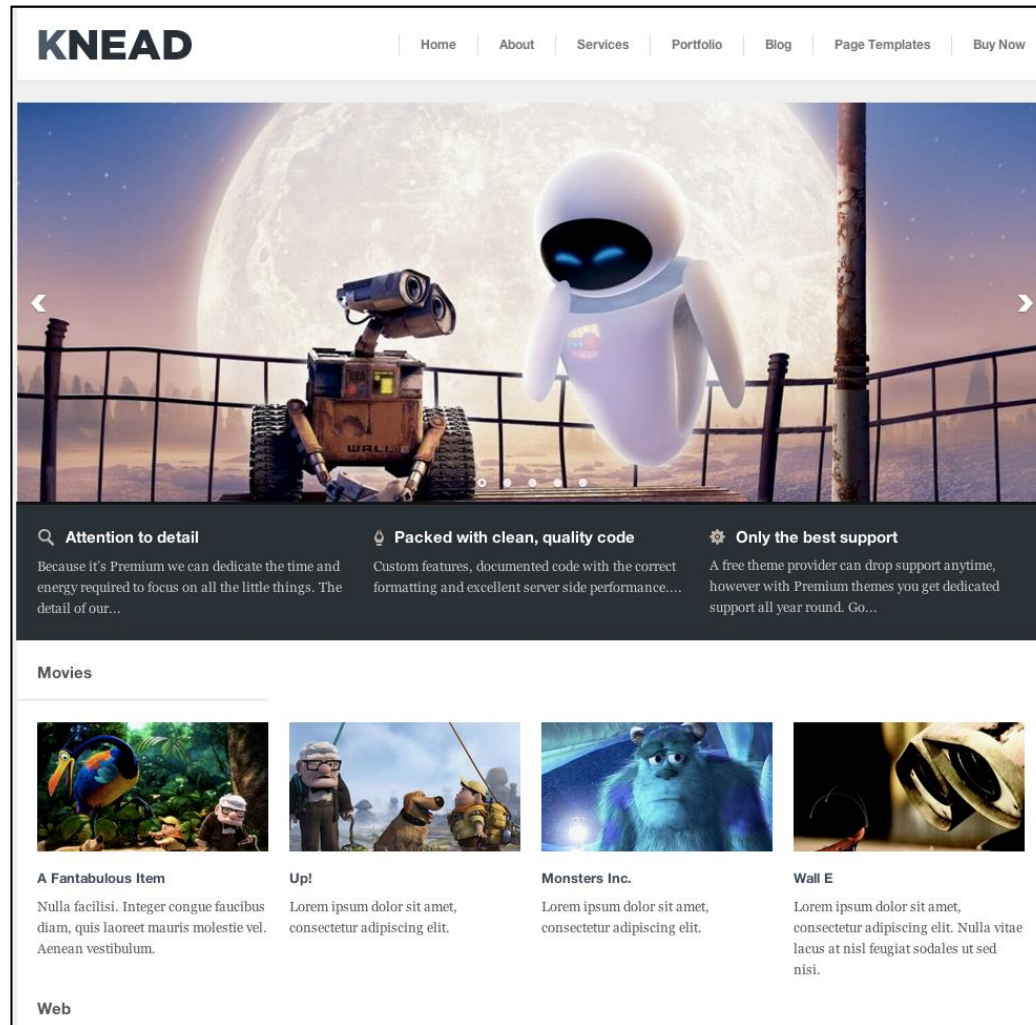
Step One: Get Online

Configuration Management System (CMS)

career:
Web Designer

Themes
Widgets
Plug-ins
eCommerce
SEO
...

video
9:30



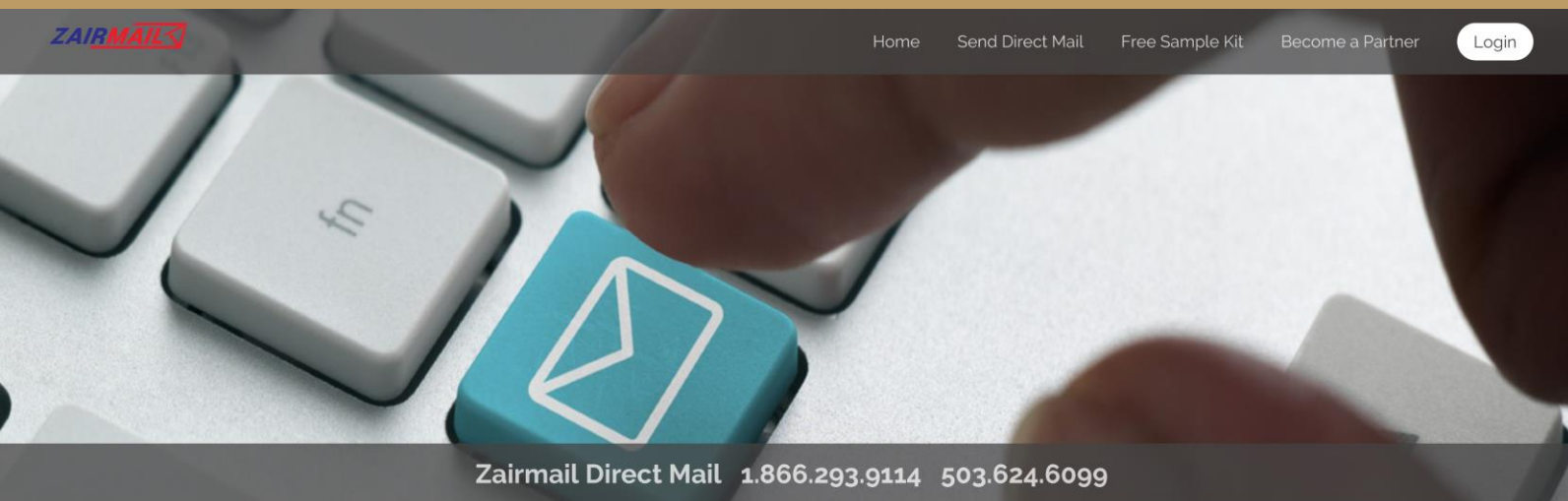
WordPress
Joomla
Drupal





Step One: Get Online

Custom Code (Hand Coded)

[Home](#)[Send Direct Mail](#)[Free Sample Kit](#)[Become a Partner](#)[Login](#)

Zairmail Direct Mail 1.866.293.9114 503.624.6099



Sample Technologies

HTML/CSS
ASP/PHP
Frameworks
XML/JSON
Ajax

....

```
F12  DOM Explorer  Console  Debugger  Network  Performance  Memory  Emulation

Now you can see www.zairmail.com x

1  <!DOCTYPE html>
2  <html lang="en">
3
4
5  <head>
6  <!-- AdFender script begin --><script type='text/javascript' src='/4B503AC5-02F1-43D8-846C-EF2F92B5BF48/5zy4h.js'></script><!-- AdFender script end -->
7
8  <meta charset="UTF-8">
9  <title>Zairmail - Direct Mail Marketing Letter | Postal Mail Advertising Service</title>
10 <meta http-equiv="content-type" content="text/html; charset=utf-8" />
11 <meta name="google-site-verification" content="UC5aNRTRY6569efMAEn0H68k3kfkxsPYicZwzViYwU" />
12 <meta name="description" content="Zairmail sends direct mail marketing letters, direct mail postcards, snap packs, and advertising in minutes right from your own PC. Z"
13 <meta name="keywords" content="direct mail, direct mail marketing, direct mail advertising, direct mail postcard, direct mail snap pack">
14 <meta name="copyright" content="2003-2015 Cendix. All rights reserved.">
15 <meta name="robots" content="all">
16 <meta name="revisit-after" content="7 days">
17 <meta name="distribution" content="global">
18 <meta name="document-classification" content="General">
19 <meta name="rating" content="general">
20 <meta name="language" content="EN">
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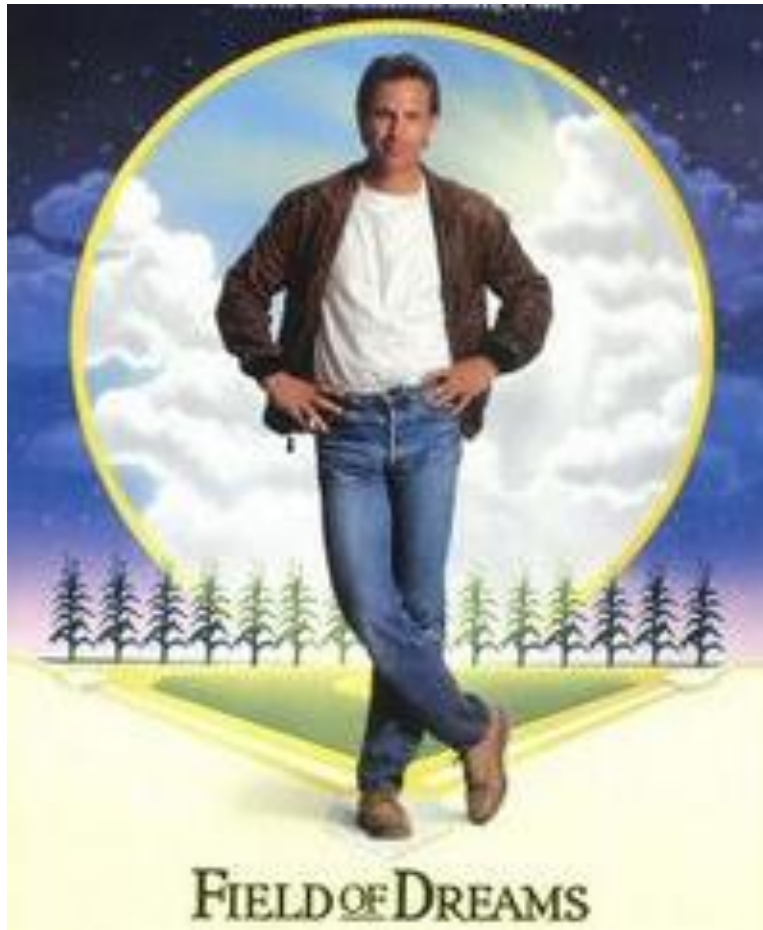


career:
Software Engineer



Step One: Get Online

“Build it and They Will Come”



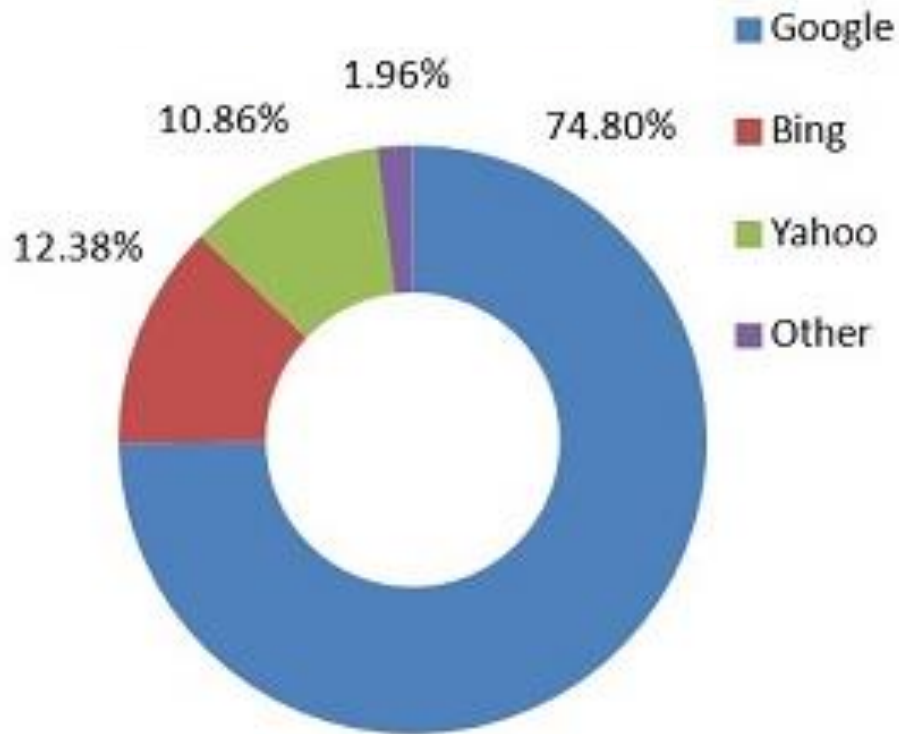
**Well,
Not Really...**



Step Two: Get Found

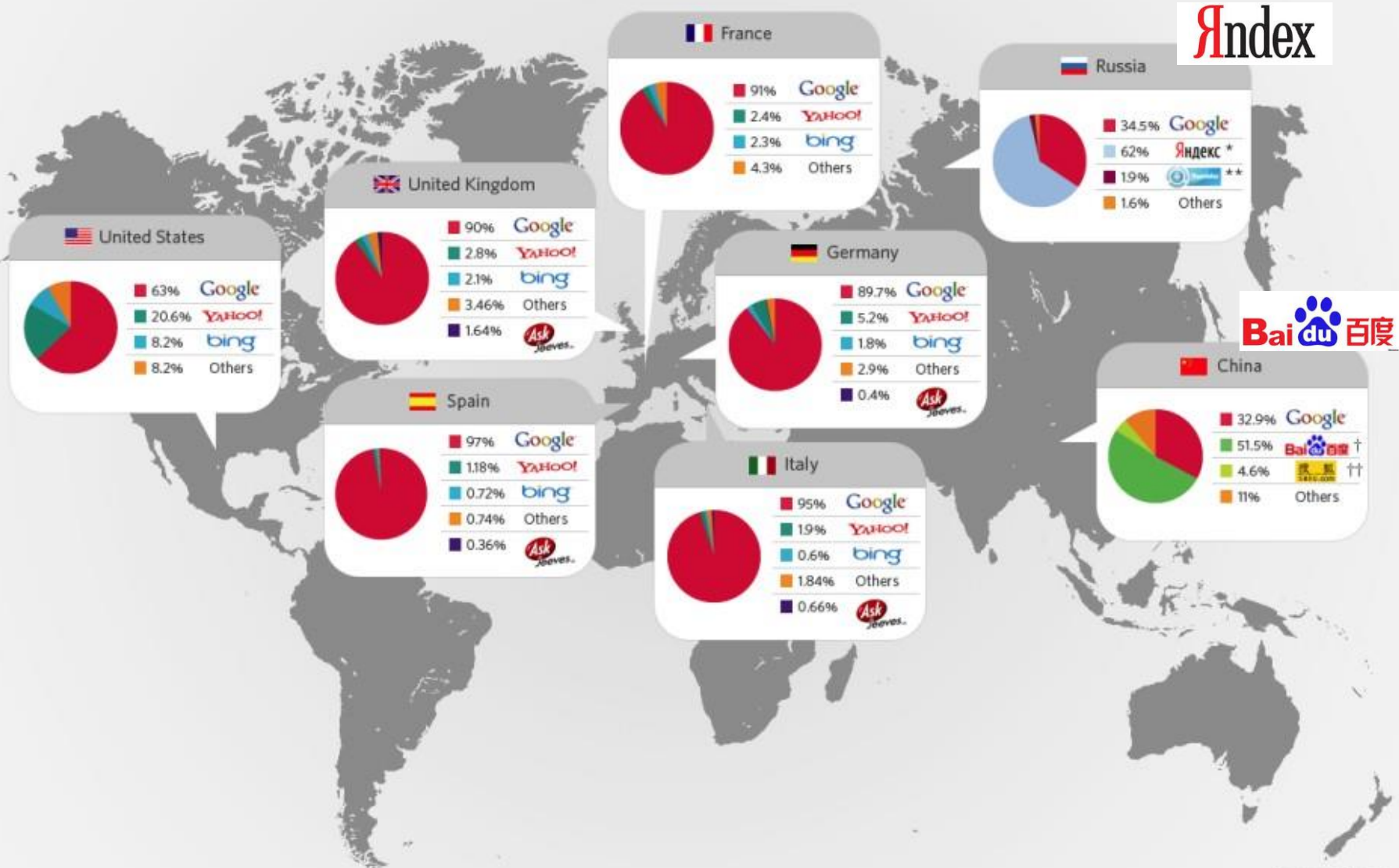
Search Engine Factoids

US Search Market Share
January 2015



*Search is used by over
90% of Internet users*

Search engine market shares around the world



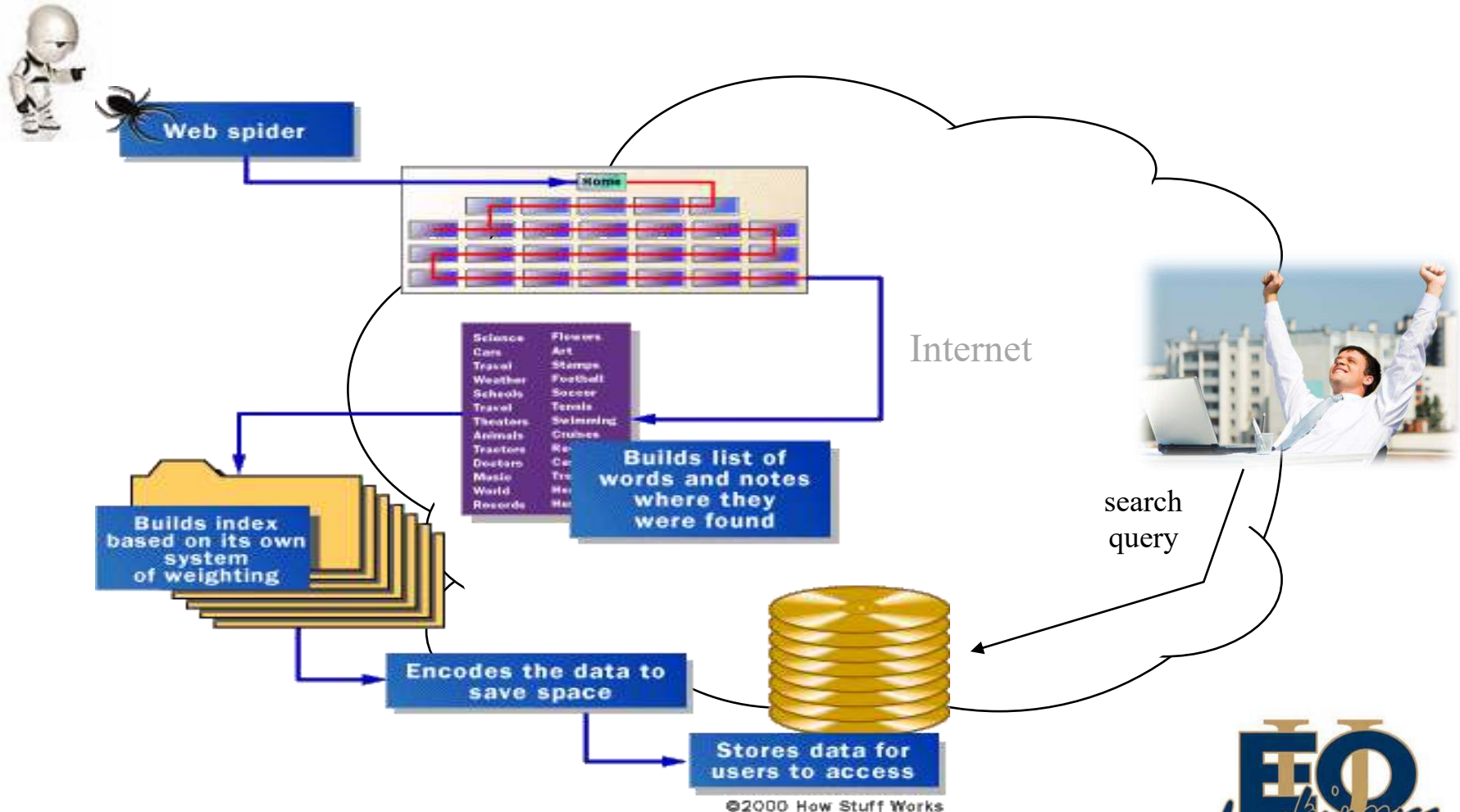
Яндекс

Baidu 百度



Step Two: Get Found

How Search Engines Work





Step Two: Get Found

Search Engine Marketing (SEM)

Search results for "direct mail" on Google. The page shows 622,000 results. The top results are paid listings (ads) for USPS Direct Mail, Direct Mail Services, Direct Mail Specialists, 500 Custom Postcards, USPS Every Door Mailing, Omaha Steaks Delivery, and Buy Direct Mail Lists Now. Below the ads are organic listings for Every Door Direct Mail, DirectMail.com, What is Direct Mail?, and Postcard Marketing Services & Direct Mail.

direct mail Sign in 250

Web Images Videos Maps News

622,000 RESULTS Any time

USPS® Direct Mail | usps.com
Ad - www.usps.com/EveryDoorDirectMail
Tell the Whole Neighborhood What Your Business Has to Offer w/ USPS® USPS Marketing Mail (formerly Standard Mail) Flat Sizes usps.com has been visited by 100K+ users in the past month
Ship A Package
USPS® Offers Reliable Shipping Services at Low Flat Rates.
Find A Store
Find the USPS® Location Nearest You & Compare Shipping Rates

Direct Mail Advertising - Targeted Direct Mail Marketing.
Ad - www.infousa.com/Direct-Mailing
Ratings: Customer Service 5/5 - Price 4/5 - Return Policy 5/5
Targeted **Direct Mail** Marketing. Start a **Direct Mail** Campaign Today! Everything You Need to Find New Customers With Direct Mail ... infousa.com is rated ★★★★★ (440 reviews)
2017 Accredited Business with an A+ Rating - Better Business Bureau
Direct Mailing Lists **Targeted Mailing Lists**
Consumer Mailing Lists **Business Mailing Lists**

The Best Mailing Service? - Reviewers Say Yes | info.taradel.com
Ad - info.taradel.com/PersonalizedMail
Stop getting bad data and poor ROI. Try the latest mailing list tech. Personalized Mail makes finding prospects with the right mix of ... VIDEO Mailing Lists and Direct Mail | Personalized Mail

Buy Direct Mail Lists Now - High Quality & Custom Targeted
Ad - www.exactdata.com/DirectMailing_Lists
Get Free Counts & Instant Access. 100% Opt-out-in. Best Value. Quality Guaranteed! Build + Purchase Online - Verified Every 30 Days
Direct Mail Lists | Get a Free Quote Today
Rated #1 List Manager for Data Quality - NextMark

Direct Mail Services | buyerzone.com
Ad - buyerzone.com/directmailservices
Compare **Direct Mailing** Services. Get Price Quotes - Save \$100s! Accredited Business since 2003- Better Business Bureau - BBB

Direct Mail Specialists | apusletter.com
Ad - www.apusletter.com
Personalized **Direct Mailing** services for marketing and invoicing.

500 Custom Postcards | GotPrint.com
Ad - GotPrint.com/500_Postcards
Make Custom Full-Color Postcards 100% Satisfaction Guaranteed! gotprint.com is rated ★★★★★ (37,889 reviews)

USPS Every Door Mailing | sonicprint.com
Ad - http://www.sonicprint.com/EDDM
Direct Mail with no list or permit
Every Door Direct Mail | SonicPrint

Omaha Steaks® Delivery
Ad - www.OmahaSteaks.com/Delivery
Gourmet Goods Shipped to your Door Shop Our Official Site Today. Premium Steaks & Chops | Omaha Steaks
See your ad here »

Every Door Direct Mail - Targeted Mail Marketing | USPS
<https://www.usps.com/business/every-door-direct-mail.htm>
What is EDMM? USPS® **Every Door Direct Mail®** (EDDM®) is an affordable targeted advertising technique that lets you map your marketing mail audience by age, income, or household size.

DirectMail.com - Data driven direct mail and marketing campaigns
www.directmail.com
Marketing Solutions that Hit Home. **DirectMail.com** is an industry leader providing Intelligent Marketing Solutions to the nation's leading brands, fundraisers and midmarket enterprises.

What is Direct Mail? (with pictures) - wiseGEEK
www.wisegeek.org/what-is-direct-mail.htm
The phrase "direct mail" is most commonly used to describe a type of advertising in which marketers send printed ads, letters, or other solicitations through the postal mail to large groups of ...

Postcard Marketing Services & Direct Mail - Cactus ... - Cactus Mailing
www.cactusmailing.com
Scottsdale, AZ (USA) company provides **direct mail marketing** services for postcards, brochures & EDM (Every Door Direct Mail)

Paid Listings

Organic Listings





Step Two: Get Found

SEO: White Hat vs. Black Hat

Meta Tags

Keyword Analysis

Keyword Selection

Content Publishing

Relevant Content

Link Building

Affiliates



Link Farms

Invisible Text

Blog Spamming

Keyword Stuffing

Paid Directories

Paid Links

Redirects



Step Two: Get Found

Banner (Display) Ads

The image displays various banner ad sizes on the left and a grid of ad examples on the right. The sizes shown are:

- 728x90
- 468x60
- 120x240
- 300x250
- 120x600
- 120x90
- 234x60
- 125x125
- 120x60
- 88x31

The ad examples on the right are for a 'FREE WORDPRESS TEMPLATE' and feature the following text:

- SPECIAL OFFER**
- 39\$ Only**
- BUY NOW!**
- Free Sign Up**
- No Buyer Fees**
- No Hidden Fees**
- 100% Guaranteed**
- 5 Day**

careers:

Account Executive

Web Designer

Creative

Slide 20



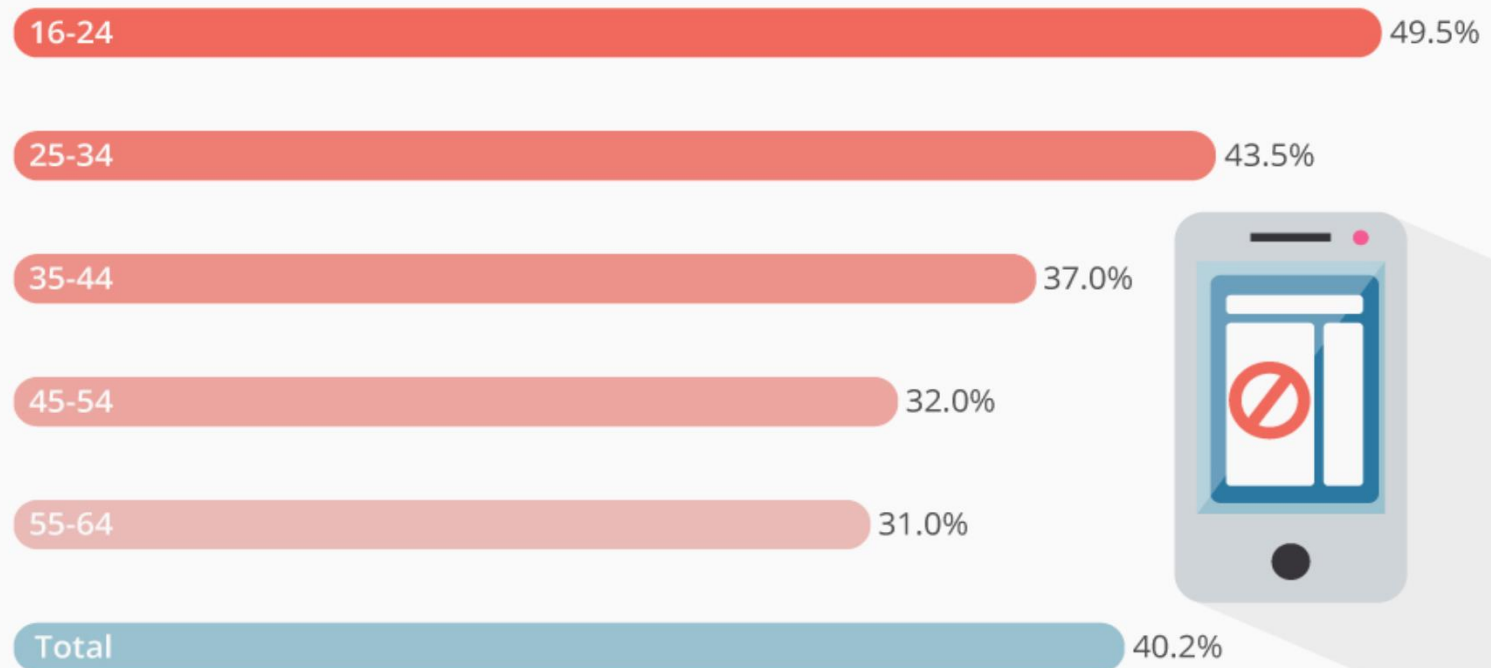


Step Two: Get Found

Banner (Display) Ads

The young like their Facebook without ads

Monthly desktop ad blocking rate among Facebook users worldwide by age group*





Step Three: Create a Buzz

eMail Marketing

- 134 billion messages per day (2009^a)
- First “killer” online application (1971^b)
- Single most popular online tool (96% users ^c)
- Communication fabric for social media
- Well understood and accepted
- Active when used online

The Original “Online” Social Media

^a McAfee, Threat Report, Q1 2009

^b Hobbes' Internet Timeline (<http://www.zakon.org/robert/internet/timeline/>)

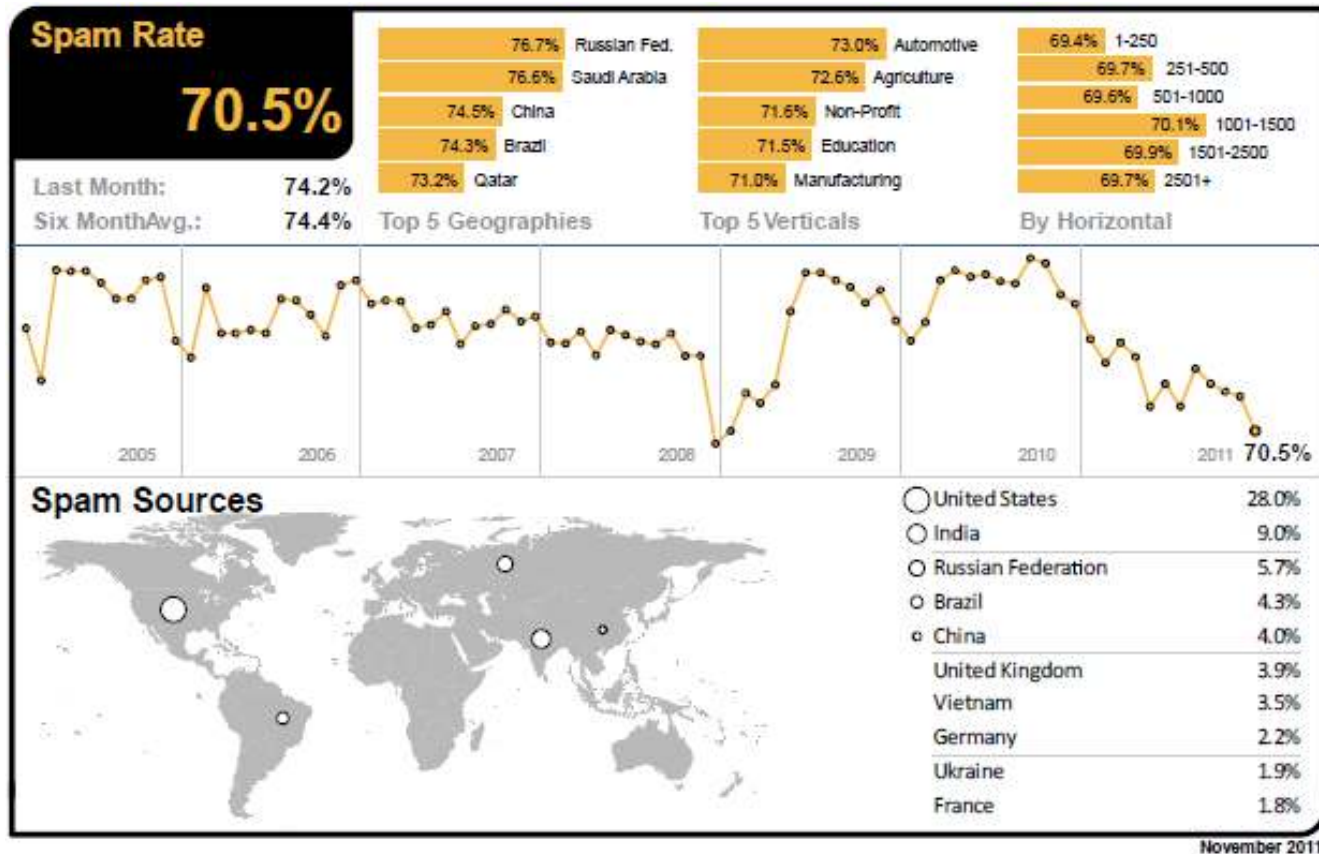
^c University Southern California, 2008 Digital Future Report (<http://www.digitalcenter.org>)





Step Three: Create a Buzz

Obstacle: SPAM Volume



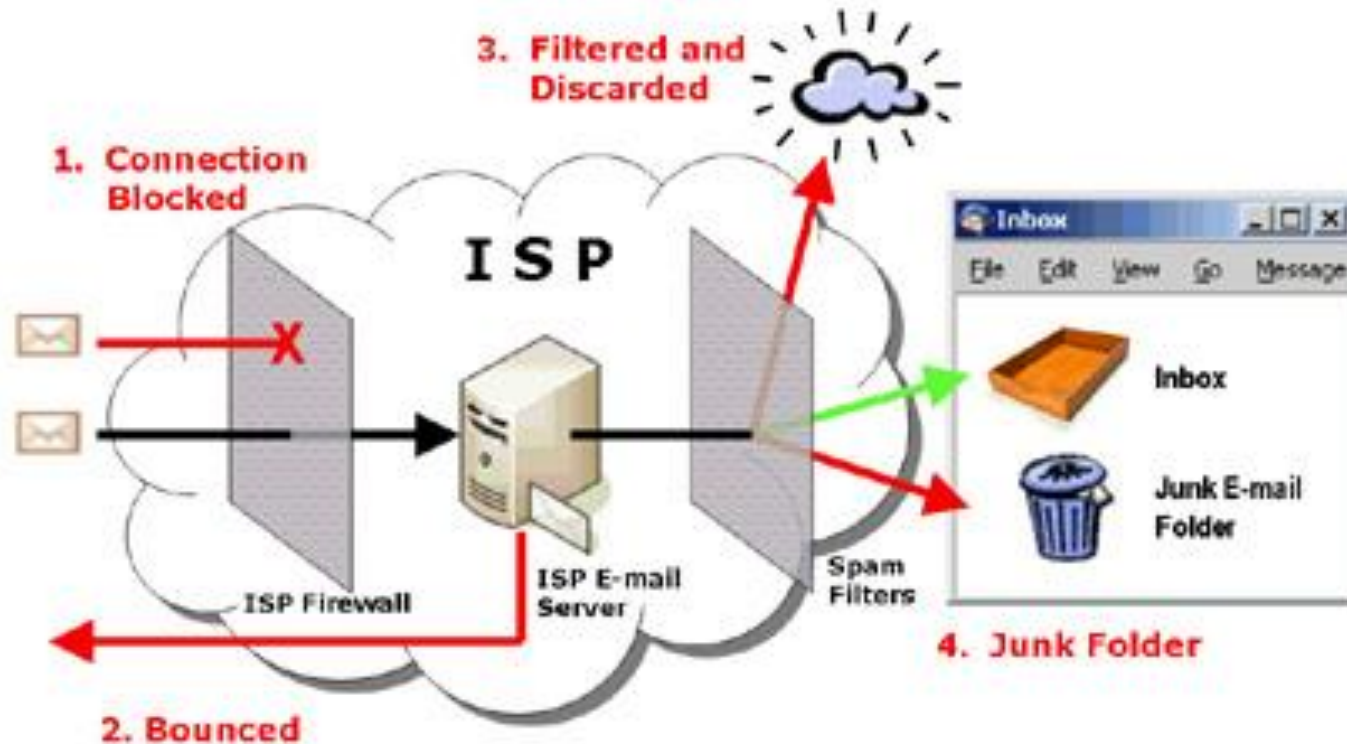
Unsolicited Email (SPAM) Regulated by CAN-SPAM

source: <http://emailmarketingweb.com>



Step Three: Create a Buzz

Spam Filters Reduce Deliverability



26.7% of legitimate commercial email is not delivered

Return Path (2009)



Step Three: Create a Buzz

eMail: Why Should You Care?

- **Effective When Used Correctly**
 - ROI of \$43.62 for every \$1.00 ^a
 - Ranks 2nd in conversions behind SEO ^b
 - 80.4% say email performs strongly ^c
- **Ingredients for Success**
 - **Do Not** use for (cold) prospecting
 - Build rapport with existing customers
 - Assure recipients “opt-in”
 - Use reputable service

^a Direct Marketing Association, 2009

^b Forbes Media, Feb-Mar 2009

^c Datran Media, Annual Marketing & Media Survey, 2009





Step Three: Create a Buzz

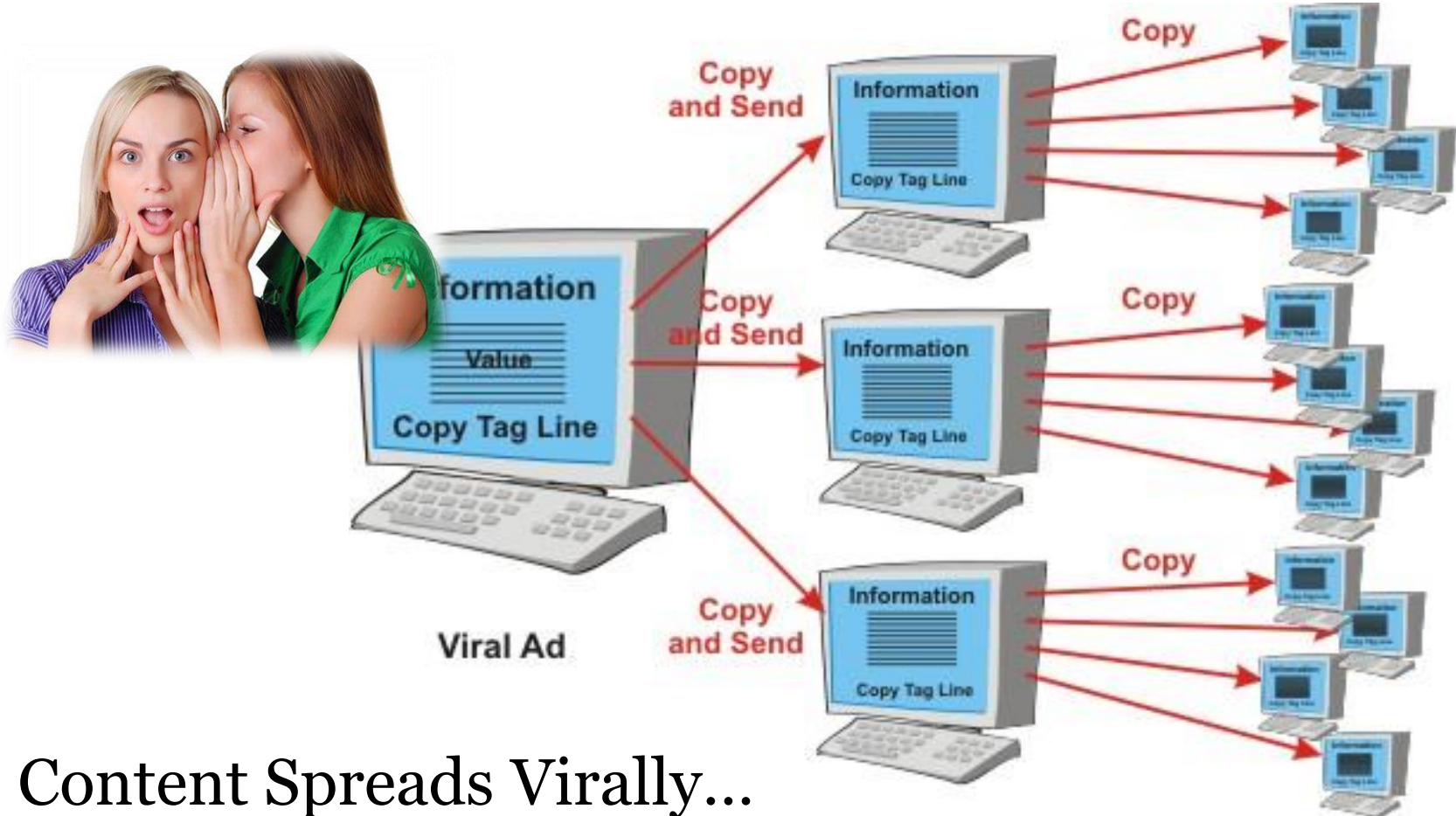
Viral Marketing

- Word-of-mouth on Steroids
- Coined by Tim Draper (www.dfj.com)
 - Technique used to launch Hotmail
 - 12 million users; 1.5 years; \$500K investment
 - Simple link allowing others to subscribe
- Content spreads virally on the Internet
- Content continues to circulate
- Drive traffic and conversions



Step Three: Create a Buzz

Viral Marketing



Content Spreads Virally...



Step Three: Create a Buzz

What is Viral Content?



Video



Audio



Games



Curios

“Anything” That is Valuable & Unique to Recipient



Step Three: Create a Buzz

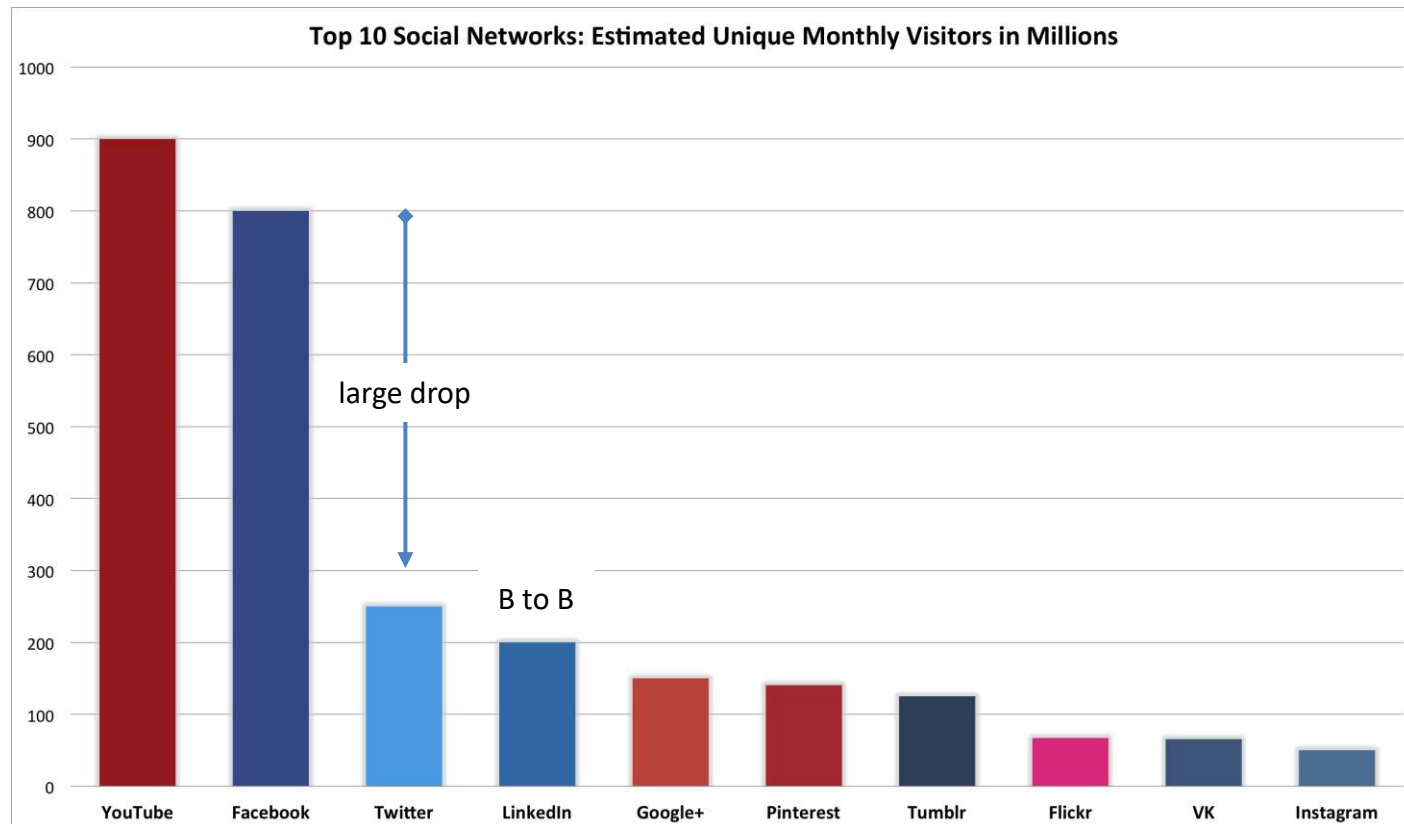
Fast Forward to Social Media





Step Three: Create a Buzz

Social Networking Demographics

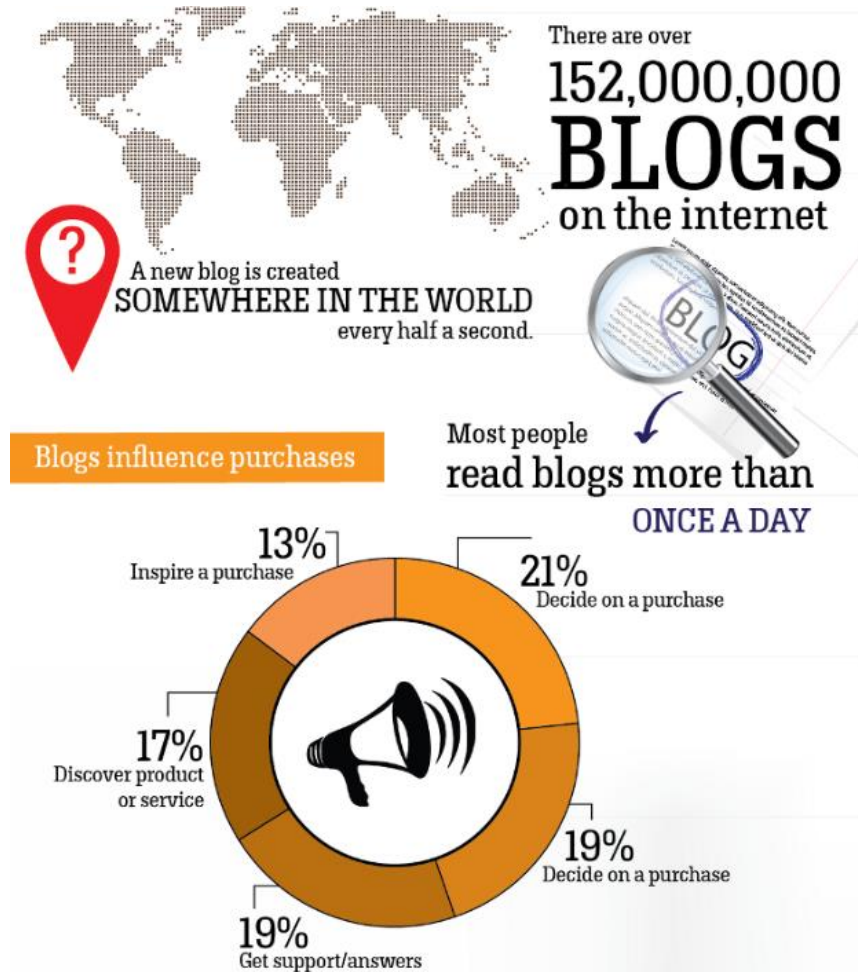


Source: http://blogs.globalteckz.com/wp-content/uploads/2014/04/Top_10_Social_Networks_Unique_Monthly_Visitors.png
April 2014



Step Three: Create a Buzz

Social Media Blogs



Source: <http://www.wpvirtuoso.com/how-many-blogs-are-on-the-internet/>
<http://www.blogtopsites.com/>





eCommerce 101

Summary

Get Online

Get Found

Create a Buzz



Live Long & Prosper

ONLINE

Slide 32

