

THE INTERNET PUBLICITY GUIDE

How To Maximize Your Marketing
And Promotion In Cyberspace

V.A. SHIVA

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at <http://www.summaries.com>.

MAIN IDEA

The Internet, in its purest form, is a communication network for individuals to share knowledge and information. The information revolution was based around the concept of broadcasting information to as many people as possible. By contrast, the Internet is part of the communications revolution -- offering individual consumers the ability to have personalized multimedia communications with other people or companies anywhere in the world.

The ultimate goal of communication (and thus of any Internet based publicity initiative) is to build profitable relationships, from which either emotional or financial benefits can be derived. This is achieved by communicating your Web presence to others on the Internet, and getting qualified visitors to visit your Web site.

To succeed at Internet publicity, you must have a good understanding of the Internet, know the customs and tricks of the trade that exist within the culture of the Internet for acceptable ways to generate visitors to your Web site and have an effective site that will convert those visitors into customers or clients.

In the final analysis, the Internet is ideally suited to building commercial relationships -- the key to future revenues and profits.

PART 1 - THE INTERNET Pages 2 - 3

Before anyone can develop a worthwhile Internet specific publicity strategy, they have to become familiar with what the Internet is, what it can and cannot do and how people and businesses go about establishing residence on the Internet.

The key principles of the Internet are:

1. How the Internet is structured
2. Seven basic Internet concepts
3. Tools of the Internet based trade
4. How to get on to the Internet
5. Being on the Internet
6. Setting up shop on the Internet
7. Security and copyright Issues

PART 2 - PUBLICITY Pages 4 - 6

An Internet based publicity program, to be effective, must comply with the rules and strategies which have evolved and matured as the Internet has grown.

Essential principles of cyberpublicity -- the art and science of promoting your presence on the Internet and securing the kind of exposure needed -- are:

1. Key elements of a good publicity plan
2. Characteristics of the Internet as a media
3. Publicity specific Web site design considerations
4. Strategies for attracting visitors to a Web site
5. Search engine strategies
6. Advanced Netiquette
7. Integrating discussion groups into publicity programs
8. The pros and cons of hiring a cyber-PR agent
9. How to measure the effectiveness of publicity

PART 3 - COMMUNITY Pages 7 - 8

The ultimate objective of a good Web site is to establish an ongoing business relationship with those who visit your Web site, creating a niche for you and your company which you can then expand over time to circle of influence.

From that context, the key issues are:

1. The current state of the Internet community
2. Building Critical Mass
3. Internet demographics
4. Intelligent agents
5. How Internet communities are structured
6. How the Internet is changing the nature of publicity

