

*Perfectly targeted and perfectly measurable, on-line advertising doesn't just develop awareness, it also builds the relationship, books the order, collects the money and sometimes even delivers the product.*

*Successful interactive advertisers know how to "tempt the click," to entice prospects to view the pitch in a cyberspace world in which the dearest commodity is the attention of an audience.*

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## On-Line Advertising: Sales & Marketing in Cyberspace

Millions of on-line media users are jacking into the net to find news, information and entertainment, and smart digital marketers are crafting a new generation of interactive commercials to reach them. On-line advertising can be perfectly targeted and perfectly measured, but it is also easily zapped and it must fit into a cyberspace culture that's not always friendly to sales pitches. This seminar will describe the current on-line advertising environment from consumer on-line services to business-to-business systems to the Internet. You'll hear from leading interactive pioneers about the demographics of the audience, the capabilities of the technology, and the strategies that major advertisers are using to build an on-line marketplace.

### ON-LINE OVERVIEW

- Telecom and computing trends
- Consumer on-line services
- Business-to-business offerings
- The Internet
- The economics of interactivity
- On-line services vs on-line publishers

### THE INTERACTIVE MARKETING CONTINUUM

- The dearness of attention
- Institutional advertising
- Product pitches
- On-line infomercials
- Customizing
- Personalizing
- Interacting
- Digital direct response
- On-line fulfillment

### CONSUMER MARKETS

- On-line winners and losers
- The best on-line products
- Merchandising and promotion
- Measuring the response
- Booking the order
- What to do with all that data

### BUSINESS-TO-BUSINESS

- On-line catalogs
- Local area network packages
- Virtual malls and expositions

### THE INTERNET

- Internet marketing options
- Academic and government ideas
- Digital word of mouth
- The future of Net commerce

### CREATIVE DEVELOPMENT

- Tempting the click
- Text, illustration, photography
- Multimedia futures
- Interactive editorial packages

### DIGITAL DIRECT RESPONSE

- Capturing data
- Developing customer profiles
- Building inferences
- Broadening share of customer
- Interactive product management

### GETTING STARTED

- Finding a promising path
- Working with on-line services
- Working with on-line publishers
- Educating the agencies
- Creating and producing
- Measuring and revising
- Integrating on-line marketing