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E-MARKETING CHANNELS

The digital influence on small sized businesses

Bachelor's Thesis
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DESCRIPTION

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Name of the bachelor's thesis E-marketing channels: the digital influence on small sized businesses			
Abstract The inception of e-marketing is from the middle of 1990s. Since then the number of companies who apply it are increasing. E-marketing can bring many advantages for business such as cost effective, worldwide reach and access, time, space, interactivity, value added and competition. The traditional ways of doing e-marketing are still going on. Yet, e-marketing having rising up provides not less convenience for businesses. The cost of conducting business is especially cheaper. It becomes the prominent way for many businesses to choose. E-marketing includes six media communication channels: Search engine marketing, Online public relations, On-line partnership, Viral marketing, Opt in e-mail, and Interactive ads. These channels are analyzed in depth to give a better understanding of them and create a good base for decision making. The small businesses can apply these channels, however there is the selection among the techniques inside each one. The study reveals the correlation between company size, its budget, and website with the features of those channels' techniques to make the final choices and give concrete results. In addition, e-marketing offers an equal environment as well as the similar advantages for companies to make the online campaigns. The study also shows the picture of AdWords campaign and some recommendations for small size businesses. Equally important is the content of a website; it plays the influential role to draw traffic and keep online visitors coming back next time. A website is like the representative of a business in the digital distance. Finally, whatever methods are chosen in the e-marketing campaign, they should be well planned in practice. Without planning, a company is like walking through the dark without a flashlight.			
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1 INTRODUCTION

1.1 Description of research problems

With the development of Internet technology, many people have started up their businesses partly or entirely based on Internet. The way people conduct their businesses has changed dramatically and it also affects the way they do marketing as well. Even it is said that traditional marketing still keeps its importance. However, e-marketing, like fresh air which has its own advantages based on the Internet environment has become a very favorable way for many businesses to choose.

Teletomisto Oy is the public Administration ICT consulting firm. The company operates in Mikkeli, the city in the Eastern part of Finland. Recently, it wants to make a marketing campaign to advertise its services abroad, and considers to e-marketing. Some problems have arisen here and they are shown in the form of three specific questions:

1. Why is e-marketing good for the company to use in this case?
2. What are the suitable media communication channels for the company to take?
3. How should the company apply the chosen techniques in e-marketing?

1.2 Thesis objectives

Where there is a demand, there is a supply. Today, e-marketing is a real need for many companies; the number of businesses who apply e-marketing for their plans is increasing. Many of them have got big success. However, would it be possible for a small sized company to apply it? What advantages can e-marketing bring to small size companies and what can they do to prepare for an e-marketing campaign?

For those reasons I undertake this thesis topic with the purpose to find out the answer to those questions stated above. The thesis will go to find the reasons why applying e-marketing, select the right e-marketing channels for small-sized businesses in general and for Teletomisto Oy in particular. Moreover, it also gives some recommendations about the suitable techniques for company as well as making the Google AdWords campaign. It is worth doing so because the theory is found to give the answers to the practical problems and it is useful. It is also my

interest to see the way people conduct their business activities online and learn how to choose the techniques properly.

1.3 Outline summary

The thesis structure is conventional. Readers can see easily the general image through the summary of the outline. It comprises five essential parts: introduction, literature review, methodology, case study, and conclusion.

- Introduction: gives the general reason why the thesis is made, why it is worth doing and stating the research questions.
- Methodology: gives the idea of how those steps are taken to reach the results. How the data is collected and interpreted as well as the limitation and advantages of the study.
- Literature review: introduces the main theories concerning about e-marketing. It will help the readers get used to the topic with definition and explanation for further reading.
- Case study: will lead readers to the real case, answer to those questions problems stated above. Tell the advantages that e-marketing can bring to a business, how to choose the proper methods, and how it is applied in the real life such as the AdWords campaign.
- Conclusion: gives the concise picture of what I have done and learnt during the time of writing the thesis.

2 METHODOLOGY

“Failing to plan is planning to fail”

Alan Lakein

There are different kinds of research methods and techniques which can be chosen for a project. It is important because the use of different techniques will bring different results. The research purposes usually have two types: applied research and basic research. If the basic research goes to find the answer for someone interest and for the sake of knowledge, applied research goes to find the solutions for a practical issue. This thesis belongs to the second type; it will try to find the answers to the problems related to a company by searching for the necessary information. In the thesis the problems are shown in the form of three questions which are restated as follows:

1. Why is e-marketing good for the company to use in this case?
2. What are the suitable communication channels in e-marketing for the company to take?
3. How to apply the chosen techniques in e-marketing for the company?

After the problems are identified, information is collected and analyzed to give the concrete answer.

2.1 Research outline

My research will be organized in three short steps:

- Firstly, I create a framework based on the literature review to analyze the benefits and select digital communication channels for small size companies.
- Secondly, I apply the framework based on the company' current situation.
- Thirdly, I make suggestions for practical use and create an AdWords campaign.

Below is the illustration of the content that is made for the thesis:

1. A general description about traditional marketing
2. E-marketing introduction
3. The benefits of doing e-marketing and its drawbacks
4. The description and of six digital media communication channels in e-marketing
5. Analysis the benefits to give the reasons why Office Tele company should apply e-marketing instead of the traditional way.
6. Selection of the suitable digital media communication channels as well as providing the reason why they are taken for the campaign.
7. Some suggestions for the company to apply the methods based on these channels.
8. Making the marketing campaign for the company based on the Paid per Click service of Google AdWords.

2.2 Data collection and interpretation

The data are collected by the researcher through various streams and they are divided into two main types: primary data and secondary data. The primary data are made up of two times interviews with the founder of the company, and the secondary data are collected through the company website, books, online articles, as well as other websites on the Internet.

To give the results, the data has to be interpreted in the logical way to make a well-founded roof for the answer. In this case, this collected information is interpreted as follows: analyzing the features of information and then putting them in the context of the current situation in company to make a decision as it is shown in the Figure 1 below:

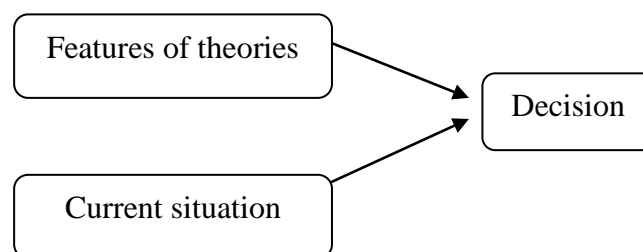


Figure 1. The way information is interpreted to give the answer

2.3 Advantages and limitation of the study

The information is accurate. It is collected from different sources and compared to each other to give the final theory one. To choose the right method for the company, the features of each technique are analyzed in depth, hand in hand comparing to the size of the company, its budget as well as its website information. So, the techniques which are chosen are relevant. Moreover, the theory and chosen techniques are generalized and can be applied to other small sized companies.

Yet, the results are based on the stable information and some unstable ones. The theory part is the stable information; they can be updated but the grounded idea is hardly changed. What counts is the size of Teletomisto Oy. This variable can change from time to time. The generated information can give the concrete answer when it is put in the context of Teletomisto Oy at this time. However, if the size of company changes, it can affect to the results and the techniques chosen will no longer be suitable. Moreover, the suggestions for the e-marketing campaign are subjective; it is based on the opinion of the researcher, so the company should decide carefully whether they will be taken or not.

3 LITERATURE REVIEW

“It is the theory that decides what can be observed”

Albert Einstein

3.1 A general description about traditional marketing

This sector is based on the theory by Baker (1996, 4). There are many definitions of marketing from the past and they are based on the purposes of the people who have been doing marketing at that time. Because of that the definitions are different from one another. For example, in 1920 Cherington defined “the function of marketing is the establishment of contact”. His idea showed the point of view of people at that time “putting sellers and potential buyers in touch with one another”.

Come to the definition of Kotler in 1988, he defined “marketing is the business function that identifies current unfilled needs and wants, defines and measures their magnitude , determines which target markets the organization can best serve, and decides on appropriate products, services, and programmes to serve these markets. Thus marketing serves as the link between a society’s needs and its pattern of industrial response”.

On the other hand, the American Marketing Association defined marketing as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, or services to create exchanges that will satisfy industrial and organizational objectives”.

The word “market” here refers to those who have wants or needs for what the products or services can bring to them. Moreover, they are able to afford it and it is legal for them to buy and use that kind of products or services. (Market definition. [referred 15.1.2010]).

There is not a general definition for all views, since the concepts have changed from time to time. However, they serve the main and common purposes like building the strong relationship with customers, satisfying their needs, stimulating the purchase, creating good images about companies, its products, and bringing profits to the organizations, etc. Traditional marketing includes some main activities as follows: marketing concept, marketing process, situation analysis (which is usually applied 5-C analysis, PEST analysis, and SWOT analysis),

market definition, market segmentation, market analysis, target market selection, product life cycle, the marketing mix, brand equity, and pricing strategy. (Market definition. [referred 26.12.2009]).

3.2 E-marketing introduction

E-marketing, an abbreviation of electronic marketing, is one part of the e-business. Those strategies and activities of e-marketing such as market research, product development, advertising, and selling, etc. are transferred to a digital environment. Moreover, the activities like introducing a company and its products, communicating with customers, promoting, and pricing goods or services are also conducted over the Internet or through the digital tools to achieve its marketing objectives.

Many people regard e-marketing similar to Internet marketing. In addition, Internet marketing is similar to online marketing, web marketing, and digital marketing because in general they have many things in common. So, e-marketing can be considered to be similar to other terms. Nevertheless, e-marketing has a broader meaning than Internet marketing because it “includes not only those digital media such as web, e-mail and wireless media but also management of digital customer data and electronic customer relationship management systems (E-CRM systems)” (Chaffey [referred 21.11.2009]).

Based on Netcraft, an Internet services company which provides the reports and analysis for web server and web hosting, there are about 206,741,990 sites existing in January 2010 all over the world. It is clearly shown in the Figure 2 as follow:

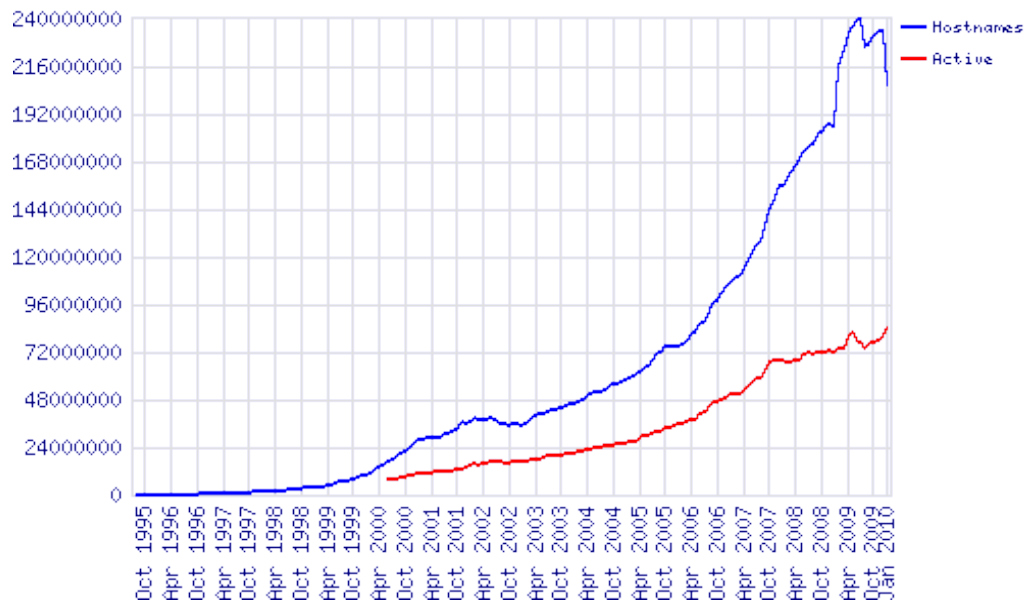


Figure 2. Total Sites across All Domains August 1995 – January 2010
(January 2010 Web Server Survey [referred 5.1.2010]).

3.3 Benefits of doing e-marketing

“Internet is the world’s least expensive and most efficient marketing tool and help companies of all sizes from all parts of the world disseminate sales and marketing messages, create one-to-one relationships, educate prospects, and support existing customers on a worldwide scale”(Daniel 1998, 40). Doing marketing on the Internet, companies can have many benefits based on those features that the environment of Internet provides; following are the typical benefits for doing e-marketing to both companies and customers.

3.3.1 Cost effectiveness

It is said that doing e-marketing is less expensive than doing traditional marketing. Because the new companies who want to do business over the Internet don’t need to spend money to open new stores for selling products. In addition, both new and existing companies can reduce some costs for their firms such as the cost of printing the brochures, leaflets, or catalogue for introducing new products to the market. Moreover, most of services and communication are done over the Internet, so companies can decrease the number of staff in some departments, as the result they can lower the overhead costs. If companies can sell products directly to cus-

tomers, they don't need the middle men and can save money for that. Some companies can also cut the cost of warehouse and inventory, because they just need to make an order from the suppliers when there are customers who order the products from their websites.

3.3.2 Worldwide reach and access

The age of information technology enables people to access the websites if they have Internet connection, no matter where they live in the world. This feature becomes an advantage for companies who do business online and do e-marketing as such. Through that the audience can know the information about companies, their products, making the purchase or creating the contact with one another, and so on. Companies can launch a marketing campaign over the Internet, people from everywhere can see it if they access to the website. Having the website over the Internet can bring the chance for companies to have more potential customers than in offline marketing, because the market now is extended, and also get more chance to increase the sales. Customers can freely stay or leave your sites. It not only provides the chance for companies to have "business to customer" relationship but also open a chance to have new relationships between business and business together.

3.3.3 Time

People can get access into your companies' website all the time in 24 hours a day and 7 days of the week. E-marketing has the advantage that it has auto responders, email, and frequently asked question (FAQ). It helps to save time for both customers who look for the answers in some common questions and time of the staff of companies. Companies' staff instead can use the time intended for answering the same questions for doing other things, so they can work more efficiently.

3.3.4 Space

Companies have an unlimited space on the Internet to store information about their companies as well as the products and other necessary information, such as reports, video, and advertising banner, news, financial information and so on. The monthly money to host a website is cheap and companies can store as much information as they want.

3.3.5 Interactivity

Marketing on the Internet can create more interactivity between companies and customers. People can give feedback about products and services by posting comment on the sites. They can ask questions and get the answers quickly or immediately from companies' staffs or from other visitors. Through a website people can focus on the specific information they want to see, rather than the general information from the television which advertises about companies and products. Companies can also conduct surveys on their websites to know more about their customers as well as the prospects.

For example, companies want to know who visit the websites, what kind of information they are looking for, what interest them and what kind of products they like, dislike, and the reasons. If the website it has a community chat, it can see the response from customers about the products they have bought. Customers can give feedback about products' quality as well as services of companies, below product descriptions. It is a good base for those who want to buy the similar products from companies later, and also provides a good chance for companies to have more sales if their products and services make customers satisfied. In online marketing customers can compare the products and prices between different companies before making a purchase decision.

3.3.6 Value added and competition

Updating information in traditional marketing can be costly. However, in e-marketing information can be updated frequently as much as companies want without any cost. They can introduce new products, new offers to customers by writing information, post the digital pictures, videos on their websites, and so on. Companies can add value to customers by sending e-mails to them about the new products if they wish, or when there is the time for discounting the cost of delivery, or offer better price if they buy online, etc. Internet provides the equal competitive environment for all companies, no matter how big or small they are, because what customers interest more than companies' size are the good products with the attractive prices.

3.4 Drawbacks of e-marketing

3.4.1 Information

Internet is considered to be a wide and expansive source of information. It is updated every day and every time from people all over the world. So, the information on the company website should be updated usually and quickly or it is going to lag behind compared to the websites of the competitors. The products should be varieties and updated as well to catch up with the trends, especially in the fashion industry. Due to Internet, people can take a look at many websites at the same time to see new products and services, and compare the prices between them. If the company's information about products or services is not updated and providing the competitive prices, it is reducing or losing the opportunities to keep these online prospects.

3.4.2 Security

Security in the dot.com world is still a problem for many people from the government agencies to the ordinary ones who use the Internet. Not only businesses face it, customers also take it into consideration. A company should use many methods to protect its information for example keep it in many safe places, or use encryption, and so on from the attacks of viruses or some kind of hackers. There are many famous stories about fraud on the Internet which happens in the payment process. It is the reason that keeps many online audiences afraid to pay over the Internet. What can customers do to make the payment secure for themselves?

The sellers are important to customers as well, they usually choose to buy the products from whom they trust or from the reliable websites. But there are some cases that they are led to some websites similar to the websites they trust and their account information is stolen. The trusted company, which it is not necessary a big company, usually offers competitive prices, a variety of products and services, and it has reliable delivery service for online customers. Customers are usually afraid of an unknown website, because any risks can happen, such as delivery delay or even no delivery, stealing information from customers, and so on.

3.4.3 Website

Not so many people see how the Amazon Company looks like in the real life. However, many of them know its website. The website is the appearance and the face of a business on the Internet. An attracting website can draw people to it, but to keep those online audiences, it needs more than that. Below are some elements considered to be important and also what the online audiences expect such as functionality, information, ease of use, redundant navigation, and simple graphics.

3.4.4 Competition

We know that the Internet provides an equal environment for people to start up their businesses, no matter how big or small the companies are. Yet, it is harsh to compete in this kind of environment as such. The numbers of website with marketing and selling purposes are increasing at an accelerating rate. A company is not necessary big to do business in this environment, small company has its own advantages because it is flexible. The strategy of the business is what counts. (W Smith [referred 19.1.2010]).

3.5 Digital media communication channels in e-marketing

Making the marketing objectives successful is the common goal that all companies want to aim at. They all want to enhance the old relationship with customers, create the new ones, increase the sales and become famous in the market. Integration between Internet marketing and traditional marketing can bring the very best result to a company. However, e-marketing solely is also powerful and it can maximize the effectiveness when operating in the Internet environment. Taking advantages of what the companies already have, there are always ways to do. Figure 3 shows the six main types of digital media communications channels, and the proper use of these techniques together with a good website can help companies to draw the traffic as well as achieving the e-marketing objectives they have set up. (Chaffey [referred 26.11.2009]).

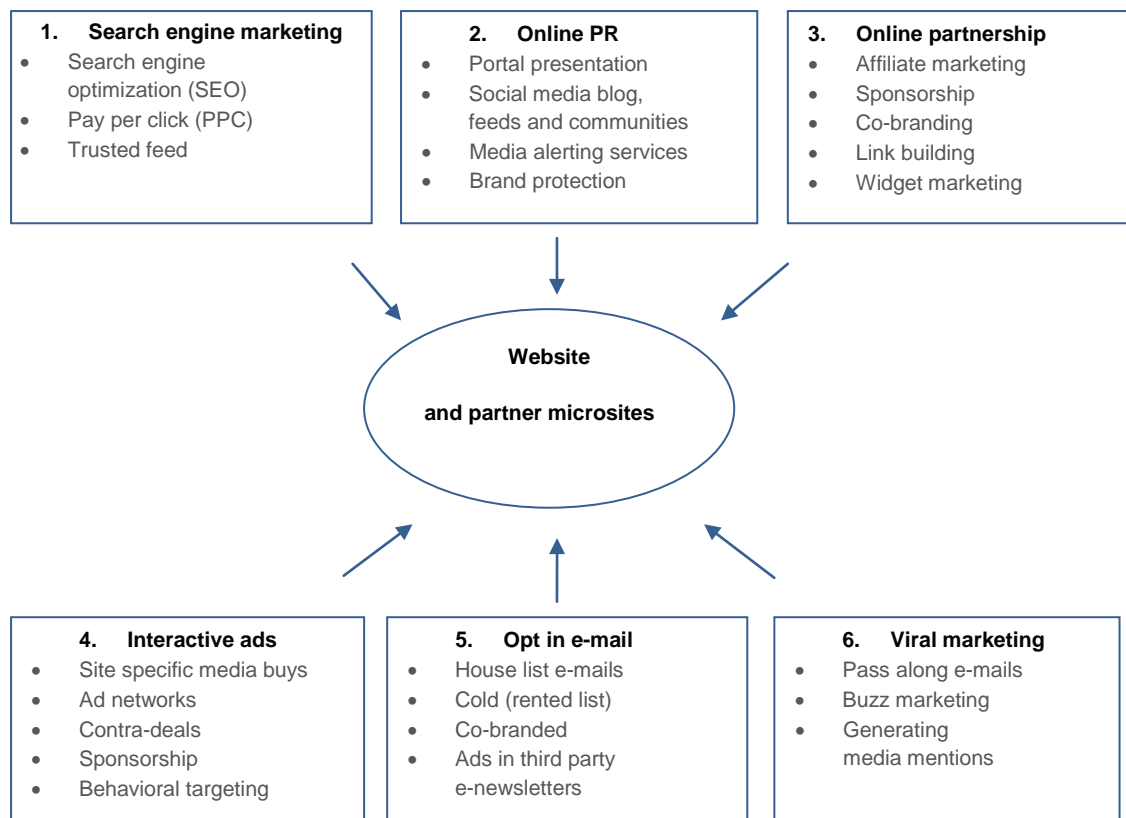


Figure 3. Six categories of e-communications tools for media channels (Chaffey and Smith, 2008)

3.5.1 Search engine marketing (SEM)

Search engine marketing (SEM) is an important channel of e-marketing. It includes three main techniques such as Search engine optimization (SEO), Paid per Click (PPC) and Trusted feeds which includes Paid-for-inclusion. These elements of search engine marketing can help companies to increase their visibility on the search engine as well as spread their names to many people. Moreover, they can provide the chances for companies to introduce new products and services to make the sales and finally bring profits. The theory below will help you to understand further about three main techniques mentioned above.

- **Search engine optimization (SEO)**

Before we are going to define Search engine optimization, let us take a look at what the search engine means. "Search engine is a web site or a database, along with the tools to generate that database and search its contents for "keywords" that describe what you're looking

for” (Awad 2007). Search engine optimization (SEO) is a popular and familiar term on the Internet. It is also considered to be “the practice of making a website attractive to a search engine by presenting its code and content in such a way that the search engine will assume it will address a specific inquiry from a (human) searcher” (Charlesworth 2009, 178).

SEO is the key activity of search engine marketing. This technique is preferable to use even they are the big companies or the small businesses. Search engine optimization optimizes company web pages in the search engines to give good results.

Indeed, SEO is the process of choosing the most relevant sites and displacing them in result pages when the searchers type a keyword related to it. SEO can enhance the number of traffic as well as its quality to a website. The results here appear in the “organic search results” or sometimes called “natural search results”. However, a company can not pay for the search engine to get the high ranking in the list of results. For example, Google can not take the money from businesses to do that. It has to provide the suitable results for the searchers to keep them use its search engine. Otherwise, they will leave it away.

In addition, there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a company is trying to get as high ranking as possible on the result page and improving those elements concerned. Because the higher ranking a website can get, the better possibility for the website to be known is. (Pay-per-click vs. Organic SEO. [referred 6.2.2010]).

Table 1. World wide search market overview (Google Commands 67% of Global Search Share. [referred 26.11.2009]).

Worldwide search market overview July 2009 vs. 2008 Total worldwide –Age 15+, Home/Work locations Sources: comScore qSearch, Searches (MM)			
	July 2008	July 2009	Percent change
Total Internet	80,554	1113,685	41 %
Google Sites	48,666	76,684	58 %
Yahoo! Sites	8,689	8,898	2 %
Baidu.com Inc.	7,413	7,976	8 %
Microsoft Sites	2,349	3,317	41 %
eBay	1,223	1,723	41 %
NHN Corporation	1,243	1,526	23 %
Ask Network	929	1,291	39 %
Yandex	663	1,290	94 %
AOL LLC	1,148	1,023	-11 %
Facebook.com	743	879	18 %

In July 2009, approximately 113 billion searches were made all over the world. We can see that even the differences between the number in July of two years 2008 and 2009, the top first still belong to the Google search engine, which takes about 67.5 % market share (counted 76.7 billion searches), second is Yahoo with 7.8% (8.9 billion searches), and the third one is Baidu which is from China with 7.0% (8 billion searches). (Google Commands 67% of Global Search Share. [referred 26.11.2009]).

- **Paid Per Click (PPC) or paid search marketing**

This paragraph is based on the idea by Wall (2005, 111). The idea of Paid per Click (PPC) was created by Overture in 1998, a company which works in the Internet industry that was acquired later by Yahoo in 2003. It is that people can buy the search results with the cheap price such as a click will cost one or two pennies. The method is a good and successful in online marketing; and it has become widespread on the Internet market nowadays.

Pay per Click is defined as “the performance-based advertising where the advertiser pays for each click” (Chaffey [referred 27.11.2009]). As before, the advertiser has to pay for the search engine so that his advertisement will be listed in the search engine result pages or in third party websites. However, the advertiser does not need to pay when the ad is displayed; he only pays when a user clicks to an ad and it leads to the website of the advertiser. There is a sign to recognize those companies who use the PPC method. For example, there is a user who searches some certain information about a company on the search engine; the lists of the relevant text ads with a link to companies’ page will be shown in the result pages. In the Google result pages those advertisements are placed in the right side and in the top of the organic results with the marks “Sponsored Links” above it.

In Paid per Click you can bid on keyword to get the high ranking. “The relative ranking of these paid performance placements is typically based on the highest bid cost-per-click value for each key phrase. The company which is prepared to pay the most per click gets top spot” (Chaffey 2007, 413). Indeed, it is competitive for the companies to join this program. The result appears in the part of Paid per Click ads. The more money a company pays for each click, the higher position of ads will be displayed in the result pages. Those companies which have big budgets and bid with higher prices have more advantages than the smaller ones.

- **Trusted feed including paid for inclusion**

Trusted feed, which it is also called as XML feed, is a type of search marketing. It is “an automated method of putting content into a paid search engine or shopping comparison engine index, and typically using XML (Extensible Markup Language) to define data exchange”(Chaffey [referred 28.11.2009]). However, it is rarely used than the two techniques mentioned above.

The program improves the indexing of a website which has a large content by using the spider-built search engine. As a result, the search engine will index the content of a website deeply, and makes a better target traffic. Company pays for the service only if there is traffic coming to its website. Normally, it does not pay for each page like in Paid Inclusion whether there is traffic to a website or not. However, the program does not guarantee for the web pages to get high ranking in the result page.

The technique is useful for those websites have a large content, with a larger number of pages, and the information is updated frequently. The number of pages can vary from 400 up to 1000 such as Amazon, eBay, etc. The content which is uploaded to search engine comes from a catalogue or document database. However, trusted feed is expensive to use. It is a useful program when your website has a large amount of information, and you have big advertising budget to afford it in the long run.

The Paid Inclusion technique is sometimes called Pay for Inclusion (PFI) or Pay per Inclusion (PPI). It is defined “the advertisers specifies pages with specifies URLs (Uniform Resource Locator) for incorporation into the search engine organic listings. There is typically fixed set-up fee and then also a PPC arrangement when the ad is clicked on” (Chaffey & Smith [referred 28.11.2009]). The idea of the program is that a company will pay for the search engine, so that the search engine will index the pages from the company’s website. Index in a search engine does not simply means a database. It is a process that the search engine finds the pages of a company’s website on the Internet. Then it will file, code and structure this data so that the information will be retrieved very quickly and give the relevant results to the searchers.

Indexing takes about a few days. The company who pays for this program can make their information easy to appear on the result pages in a short time. For those who do not pay the submission fee, the process will take longer. This kind of service can bring a lot of money to the search engine. Moreover, a company should choose the right and typical pages of its website to submit to make better results. However, Paid Inclusion can not make sure that the pages will get a high rank, or draw the traffic to your website. That is why someone calls it as “search engine lottery”. Because it provides a chance to get a big traffic with less expensive payment, but there is no guarantee as such.

There are some companies who provide the Paid Inclusion program such as Inktomi, Fast, Teoma and Ask Jeeves, AltaVista and Overture of Yahoo. Yet, Google does not offer the program. A company usually pays for the Paid Inclusion program annually. It is said that it is cheaper than use paid placement program such as PPC. However, price to use Paid Inclusion is still one of its disadvantages because it is quite high. For example, Inktomi charges \$89 as a total fee for three pages to apply the Paid Inclusion technique.

3.5.2 Online public relations (Online PR)

In order to understand the online PR, it's good to start with the traditional PR. Public relation is one marketing communication channel with the purpose to create, promote, maintain the goodwill, favorable image, and reputation for organization, brand, etc. toward different stakeholders. The stakeholder is sometimes called public or target audience. They are investors, suppliers, customers, employees, and so on. The goal of public relations is usually gained by the influence of the different media.

Online public relations is “all forms of online publishing activity which involve building links to a website or delivering information about a company or its brands excludes search, affiliates, advertising, etc.” (Chaffey [referred 1.12.2009]). The purpose of online PR in general is similar to traditional public relations. Its main objectives are to enhance the awareness as well as “maximising favourable mentions of your company, brands, products or websites on third party web sites which are likely to be visited by your target audience. A secondary goal is achieving links through to a destination web site” (Chaffey [referred 1.12.2009]). Those objectives can be obtained by several tools and techniques that Internet offers.

Online public relations has four main concerned activities, and they are introduced as follows:

- **Communicating with media (journalists) online**

The communication activities with online media are diversified. They vary from creating press releases, posting them on a website to making a blog. In addition, a company can create the email alerts to let journalists or third parties to sign up and know about interesting news or put those news to news feeds on its website. (Chaffey [referred 1.12.2009]).

A company can put the press release on its website. It can also contact the media such as journalists and third parties or even the publications to publish these sources. Let them know about the valuable, updated and interesting information that is going on inside the company and on the specific field. The journalists or the third parties can help to make the press releases to be published and known by many people. The press release here means an announcement or a written statement based on the purpose of the company. For example, companies can use a press release to inform or promote their new products, services, and so on.

Taking advantage of what the company already has had, it can also use a part of its website to make space for a press release. Moreover, on the Internet there are many websites that want to have information quickly to attract people and keep the website alive, so those websites are very eager to get the news. A company can submit a press release in directories for free or with money. Useful information is preferable to many people. It can attract people to come back to the website again.

- **Link-building and generating editorial**

McGaffin (2004) has said that “Create great content, link to great content and great content will link to you”. Link building is not only a part of online public relations but also a vital part of Search engine optimization (SEO). It is important to have a good link building for a company website to get a high rank, appear on the third parties’ websites and create good mentions among the stakeholders. The main goal of link building is to maximize the number of good links to company website. (Chaffey [referred 2.12.2009]).

There are some main considerations in link building such as choose the page of company website to be displayed on linking sites, decide the key word and key phrases, etc. so that it can make the link become more relevant on the search engines. It is said that content is the king. Indeed, the content of a website is an important part that contributes to its visibility in search engines. In addition, several ways as follows can help company to lead people to its website such as finding the free links from the directories, writing articles and making it visible on other websites. Moreover, a company can create press releases with links to the company website, sponsor some sites or renting the links. The process of building the links should be done properly, otherwise they will be banned in the search engine.

- **Blogs, podcasts and RSS**

“Blog is an online diary or news source prepared by an individual or a group of people” (Chaffey 2006, 387). More popular is the personal blog which people create to write about any topics that they are interested in. Then they will use the setting to decide who can see it and who cannot. People can connect to each other through the blog, make comments on writing, discussing about the issues they care about such as politics, sports or fashion. People in the same company can make a blog together to write about their company, give some advices

and provide useful information as well as let the audience post their comments on it. This kind of blog is called business blog. A good blog can attract many people. If it is managed well, it can help a company make a good reputation and bring the popularity.

The name Podcasting is the combination between two words iPod (the portable media player of Apple Company) and broadcasting. It is the way to describe that Podcast is published on the Internet but it does not mean that people need to use iPod to play the files. “Podcasts are individuals’ and organizations’ post online media (audio and video) which can be viewed in the appropriate players including the iPod which first sparked the growth in this technique” (Chaffey 2006, 387).

Podcast in general means a digital media file or a collection of files that is put on the website. These files can be an audio or video, and people can download them for free to play on their computer. Then it can be transferred to the proper portable devices like MP3, or iPod and people bring them whenever they go to listen. Moreover, online visitors can subscribe to a feed and receive the files on the program they like. However, it is difficult to make the Podcasts visible on search engines.

RSS is the term that covers some different versions of a format, and it is the abbreviation of those words mentioned as below:

- Rich Site Summary (RSS 0.91 version)
- RDF Site Summary (RSS 0.9 and 1.0 version)
- Really Simple Syndication (RSS 2.0.0 version)

A feed, web feed or channel is the alternative words used to call an RSS document. Latest, RSS stands for Really Simple Syndication. It offers to readers the full text or just the summary of the content of the news, blog entries, or Podcasts from websites.

When you are interested in an issue, you usually visit many websites to know about the latest news concerning it. However, it is inconvenient to go to many websites every day. You can use email notifications so that if there are any things new on those websites, they will send them to you by email. However, sometimes there are so many upcoming emails and you cannot control all of them.

RSS appears to bring you a great way to help keeping up with the latest news. The computer program named RSS is used to organize the new headlines, changes, and notifications, etc. It is very popular and used by many websites. The readers can subscribe to an RSS feed to the typical information on the specific websites that they are interested in and want to follow. News is sent through an RSS reader or a web browser, and it will help readers update information by letting them know the latest news that is going on. It makes it easy for readers so that they do not need to visit many websites a day to keep up with the news they want. An RSS Feed simply means a list of notifications. To subscribe, readers can click to the icon RSS (usually in orange color), or the word RSS, XML, or “Syndicate this”, etc. Then, you will get the RSS aggregator. RSS aggregator is the collection of those RSS feeds you subscribed from many websites. It helps to put the news in one place on your computer.

For example, when you come to the website of the newspaper NewYork Times www.nytimes.com, in the end of the homepage you will see the RSS icon. Click to the icon, and it will lead you to the list of various fields such as: health, sport, business, technology, etc. If you are interested in technology, you can click to the orange button RSS next to that to see the latest news in this field. Similar to that, you can do the same with other websites. Figure 4 shows the icon of RSS.



Figure 4. The RSS Icon (Tung [referred 2.12.2009]).

- **Managing how your brand is presented on third party sites**

Brand name is an invaluable property of a business. The more famous a company is, the more appreciated its brand name gets. If you place your advertising on another website, make sure that your brand name is not used by other companies without permission. Those things happen frequently on the Internet. Besides creating good reputation for a company online, it should have the measures to protect and solve the problems in case there are bad things happening with your brand name.

Moreover, taking the proper measures can help to deal with more serious issues in infringement such as stealing or improperly using other company’s logos or trademarks etc. without

any right. There are some alerting services to support companies in those problems mentioned above such as Googlealert, NewsNow, Moreover, Traditional news aggregators or with online reputation management services such as Reputationintelligence, Brandintelligence, Big-mouthmedie, and so on. (Chaffey [referred 2.12.2009]).

3.5.3 Online partnerships

Online partnerships can take many forms. The best known methods are affiliate marketing, sponsorship, co-branding, link building and widget marketing. They are described in these texts below with more detail.

- **Affiliate marketing**

“Affiliate marketing is a commission based arrangement where the merchant pays a percentage or a fixed commission to the referring site (affiliate publisher) for each lead or sale delivered” (Chaffey [referred 3.12.2009]).

The advertiser here can be referred as merchant or seller, and the publisher as affiliate. Advertiser will place an ad on the website of publisher to offer the products or services. Website of publisher usually has a lot of people visit it. If it can draw those online visitors to purchase something from the advertiser, advertiser will pay a commission fee in return for that. It is a way to do business based on revenue sharing between two parties, and both of them gain the benefits. Affiliate marketing is an effective method of online partnership. Below is the Figure 5 which demonstrates the affiliate marketing.

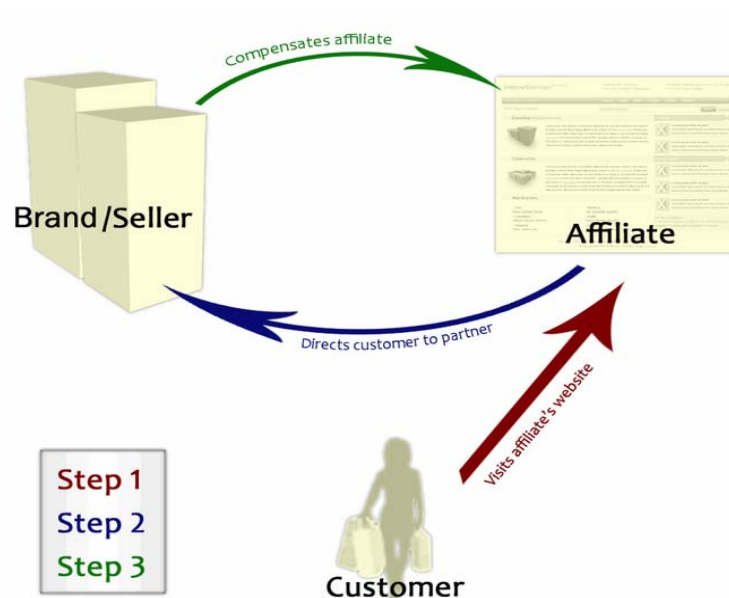


Figure 5. The demonstration of affiliate marketing (What is affiliate [referred 2.12.2009]).

A typical example in this kind of marketing is Amazon company, which is a pioneer in the use of affiliate marketing. Amazon has started to apply the Associates Program in July 1996. Until now, a lot of advertisers place an ad in the Amazon website to sell their products. The products diversify from books, DVD, computer software, electronics to food and apparel, etc.

Affiliate marketing benefits both the merchants and the publishers. It is sometimes called as 'zero risk advertising' because the merchants do not need to pay for the publishers until the products are sold, in addition it can help the merchants to reach the larger amount of potential buyers. Another advantage that the affiliate marketing brings to the publishers is that it can help to drive more traffic to the site by attracting more people due the diversity of products. The more visitors it has, the more potential revenues the publishers can gain.

- **Sponsorship**

In the business aspect, sponsorship is not a kind of charity. It is a word that describes a company or an individual providing material support to others. In contrast, the company will get something in return. Online sponsorship is "the linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button, or other standardized ad unit" (Ryan & Whiteman 2000).

The sponsorship usually happens between two companies that are unrelated to each other. A company sponsors for the activity or events of other organizations. The material support here can vary from products, services, or money, etc. Indeed, the "sponsorship occurs through advertisers paying for an association with a diverse range of things, from personalities, sporting events, charity support, consumer or trade events to print columns and reports" (Chaffey [referred 13.1.2010]). Nowadays, those activities of traditional sponsorship can be transferred to do on the Internet. The cost of doing online sponsorship is usually less expensive than in offline sponsorship due to the Internet environment. The online environment enables for the sponsorship to take place in various ways and in different media, through which the sponsors can give more information about their brand.

People sometimes mistake between online ads and online sponsorship. However, they are somehow different from each other. Performance Research (2001) made a survey on 500 on-line audiences to know their opinions about banner ads and online sponsorships, and the results are shown in Table number 2.

Table 2. Compare between Online sponsorship and Banner Ads (Chaffey [referred 3.12.2009])

	Online sponsor- ships	Banner ads
Trustworthy	28%	15%
Credible	28%	16%
In tune with their interests	32%	17%
Likely to enhance site experience	33%	17%
More likely to consider purchasing a sponsor's product or service	41%	23%
Less obtrusive	66%	34%

Depending on the agreement between two companies and the level of sponsoring, a company who sponsors will get different benefits. For example, if company A sponsors an event to company B, company B will display the logo, ads, or banner of company A on its website that will link to the homepage of company B and so on.

Sponsorship is a good way for a company to increase brand awareness. If a company sponsors an event that attracts similar target customers, it can make those people recognize its company name as well.

- **Co-branding**

Come to the definition of online co-branding, it is “an arrangement between two or more companies where they agree to jointly display content and perform joint promotion using

brand logos or banner advertisements. The aim is that the brands are strengthened if they are seen as complementary. This is a reciprocal arrangement, which can occur without payment”. (Chaffey [referred 3.12.2009]).

Co-branding means that two or more companies work together for marketing purpose. They create a product or a service and display their brand names, text or logos on that product or service that has been made. In online co-branding, several companies put their brand names or logos together on one website or in a product. The purpose of doing that is to let people know that they are in a joint enterprise.

Following are some examples about the co-branding such as Eddie Bauer, Apple-Nike, Michael Jordan-Nike, Aston Martin-Nokia, Benjamin Moore-Pottery Barn, and SeaWorld-Southwest, etc. Some of them are big companies with famous brand names while the others are still in the run to emerge in the marketplace.

Figure 6 below is the picture about the three co-branding example:



Figure 6. Three co-branding products from six different brands (Crawley & McKee [referred 7.2.2010])

- The image in the left side is the co-branding between Apple and Nike. They are together creating a product called Nike+iPod. It can measure and record pace and dis-

tance when you walk or run. The product includes a little accelerometer. It is attached to a shoe and is able to communicate with a receiver of iPod Nano.

- The image in the mid shows one of the products designed by Issac Mizrahi. He is the designer who had partnership with Target retailer before.
- The image in the right side is the co-branding between Benjamin Moore and Pottery Barn. Benjamin Moore is a company which produces the products to beautify, protect home and buildings. Pottery Barn is a home furnishing store. Both companies operate in America. They together create a color system for each season. The cover of the catalog shows the name of the two companies together.

If co-branding works well, it can help these companies to gain many things, such as increasing the number of new products and services as well as their quality. Companies can extend the market and reach more customers. They will have better focus on the target ones to response to the needs quickly, provide the right products and services, and enhance customer value added. Co-branding helps to enhance companies' image and strengthen their competitive position in the marketplace.

As a result, companies can generate more sales and gain more revenues. A good strategy for co-branding can bring a win-win situation for both companies. Companies should have equal potential ability so that they can bring the benefits to each other. Those companies are bound to each other by the agreement that consists of the rights, restrictions, and obligations and so on. (Doshi [referred 7.2.2010]).

- **Link-building** This part is similar to the part “Link building” of 3.5.2 Online Public Relations above.
- **Widget marketing**

“Widgets are different forms of tools made available on a website or on a user's desktop. They either provide some functionality like a calculator or they provide real-time information, for example on news or weather” (Chaffey [referred 3.12.2009]).

Widget is a name which mentions to widget, gadget, badge or mini-application. In general, they are used with the similar purpose. People usually used these devices on social networks, desktops or their blogs, and so on. Widget includes the code which is created to run a small application. Widget is useful, and based on the idea of its makers it can perform one or several things, such as show the weather, display news feeds, pictures, calendar, calculation, count-down, links to Youtube, Facebook, Twitter, etc. The main difference between widget and gadget is that widget can perform on almost websites; meanwhile a gadget can perform in some certain websites.

Some examples of widgets are Web widgets, Desktop and operating system gadgets, Social media widgets, Mobile widgets, etc. Those famous ones are Google Gadgets, Facebook application, Weather Bug, and so on.

A widget can help a company to reach a larger amount of online audiences, while the fee to place it on the website is quite low. If the widget has good functionalities and content, it can add value to those who visit the sites. In case your company's widget is placed on some third parties sites, it can attract or lead people to your site by clicking through it and increase the chance to let your brand name be known widely. The limitation of a widget is that it is not as much affective as paid search marketing. (Chaffey [referred 3.12.2009]).

3.5.4 Interactive ads

Online interactive advertising is the “use of online display ads such as banners and rich media ads to achieve brand awareness and encourage click-through to a target site” (Chaffey 2009, 29). The goal of online interactive advertising is also similar to the goals of traditional marketing. A company uses those techniques as the ways to promote its new products or services to the potential customers.

Some techniques used in interactive advertising are banner ads, skyscrapers, e-mail ads, pop-up ads, site sponsorships, rich media video& audio, PPC search engine ads, keyword search or paid listings. Traditional interactive advertising includes television advertising and classified ads (a small and short advertisement usually appears in newspapers, magazines, and on-line periodicals, etc.).

Nowadays, Internet ad format, Classifieds, and Rich media and keyword search become very popular. The amount of money people use for them is increasing; meanwhile banner ads and sponsorships become less appreciated (Interactive Advertising Bureau survey, 2004).

- **Site-specific media buys**

The phrase refers to the purchase of online advertising space on the Internet. Usually the ad networks will give the advice and make a plan for advertisers based on their experience. The network is very persuasive to advertisers. However, advertisers should know something before they are going to use the service. First, they have to define who their target customers are, which market they are going to reach and know about their target customers’ consumer behavior. Second is about the network, advertisers should know about what kind of network they are using.

The ad network can draw high quality traffic to the website of advertisers. It collects information to put the advertisements which is aim at the right audience. However, the service is expensive as well. There is another kind of network which is usually called blind network, it can provide low prices but the advertisers do not know where their ads are displayed. The price of media buy depends on many elements such as in which websites and how many numbers of websites the ads will be displayed, the size of the advertising campaign. Moreover, it also

relies on the times of displaying, the kind of ad networks and publishers that the advertisers are going to use.

Sponsorship. This part is similar to the part “Sponsorship” of 3.5.3 Online partnerships above.

Contra-deals

Contra-deals simply mean business deals without any money. It is academically defined as a “barter arrangement between two parties who exchange goods or services without any cash changing hands” (Contra-deal. [referred 4.12.2009]). For small business, it is useful and there are many small companies who have done that. It takes a short time to do a contra deal but it is helpful.

There are many ways for a company to do a contra deal, such as: ask customers to write the endorsement letter after they have used the services, their feedback by rating on website, or give the business cards to other companies and ask them give it to someone who is in need. Moreover, company can ask customers or business partners mentioned its name with a link on their websites when they see a company’ service is useful. These are the examples of low level of contra deal; it can develop in higher level. However, company should consider carefully when doing contra deal in a high level so that it can gain the equal benefits comparing to another party, otherwise company will get less benefits from doing so.

- **Ad networks**

Advertising network or ad network is also referred to an online advertising network. It is a network that serves and connects the advertising buyers (advertisers) to those web sites which want to host these ads (publishers). Through that, the advertisers can reach a very large number of online visitors by displaying the ads in numerous websites.

The publishers want to sell online inventory (advertising space) or hosting advertisements and advertisers want to buy those spaces to display their ads. An ad network put the advertisements of the advertisers, such as banners in hundreds of the websites of its members. Moreover, it also finds the information concerned to online visitors so that the advertisements dis-

played in these websites become more targeted and more appropriate. Advertisers can choose to buy between two categories: “run-of-category” which means running ads over a category, or “run-of-network” which means running ads over an entire network. The large publishers tend to sell a small part of their inventory through an ad network. In contrast, the small publishers usually sell their entire inventory.

The large ad networks usually serve the famous sites. They offer about hundreds of millions of impressions on hundred thousand sites in a day, such as the AdBrite. Those small ad networks serve the unbranded ones. Online advertising networks include three main kinds as follows: representative networks, blind networks and target networks. DoubleClick is one of the most famous advertising networks. It serves companies like Microsoft, Coca Cola, L’Oreal, Nike, General Motors and so on. The list of those famous advertising networks is shown in Table 3 as follow:

Table 3. The list of some famous advertising networks

Google AdSense	https://www.google.com/adsense/login/en_US/
Chitika	http://chitika.com/
AdBrite	http://www.adbrite.com/
Burst Media	http://www.burstmedia.com/
Commission Junction	http://www.cj.com/
LinkShare	http://www.linkshare.com/
AdLink	http://www.adlink.net
Adviva	http://www.adviva.com/
Etype	http://www.etype-europe.com/
ValueClick	http://media.valueclick.com/
DoubleClick	http://www.doubleclick.com/
AdDynamix	http://www.addynamix.com/
Casale Media	http://casalemedia.com/
Premium Network	http://www.premiumnetwork.com/
24/7 Real Media	http://www.247realmedia.com/EN-US/

- **Behavioral targeting**

“Enables an advertiser to target ads at a visitor as they move elsewhere on the site or return to the site, and thus increases the frequency or the number of impressions served to an individual in the target market” (Glossary.[referred 14.1.2010]). The publishers and advertisers use this technique with the purpose to make their online advertising campaign more effective.

First of all, advertisers or publishers will define the online behavior of each individual. They monitor information of online audiences through cookies of web browsers. This can track the activities of online audience such as what they do on the Internet, which websites they have visited or what kind of information the visitors are usually looking for, and so on. Then, they will choose to put the content of an ad, or advertising messages that are suitable to each one.

Behavioral targeting helps to display the suitable advertisements in suitable places, so that it increases the ability to reach the right online visitors and get the desired result. However, if online visitors care about their privacy, they can delete the cookies frequently to reduce the ability of being tracked.

3.5.5 Opt-in e-mail

Opt-in e-mail is a kind of advertisement by e-mail. In that a company obtains the e-mail addresses of online audiences and sends e-mail to them when they agree to receive it. The e-mail is only sent when online audiences clearly subscribe to receive the news or information that they are interested in. They usually fill in the electronic form to sign up. After that, they are sometimes asked to confirm their email addresses once again to activate it.

The content of this email usually made with the commerce and promotion purpose, sometimes it delivers only news. For example, an online user who is interested in the technology field and signs up that category in the BBC website will receive emails which give the news about that.

In online market there are some companies which collect the email addresses of online audiences through their sign up in websites or banner ads. Later, they sell the mailing lists to other companies or marketers. Marketers will use those e-mail addresses to send the interested news to the online audiences who signed up before. Moreover, those marketers have to say that it is not a spam when they send the e-mail.

In e-mail marketing, opt out is an action that online users do in order not to receive e-mails from the websites anymore. They unsubscribe by clicking to a link or sending an e-mail to require that they do not want to receive these e-mails. Their e-mail addresses will be deleted from the e-mail lists of marketers. The opposite meaning to opt-in email is opt-out e-mail. Opt-out e-mail is an email which is sent to online users without their permission. Opt-out e-mail is also considered as spam.

- **Cold (rented list)**

Cold e-mail means that a company rents a list of e-mail addresses from the providers and uses them to send the promotion information to online users. Those online users are not the current customers of the company, or they even have not known the company before.

A company can rent the e-mail lists from the e-mail providers. Some examples of e-mail list providers are Experian, Claritas, and Thomson, etc. Then the company uses that list to send e-

mail promotions. Before sending e-mails, the company should consider an attractive and meaningful subject to users. The content should be written formally; the writing style should be straightforward and concise. In the beginning as the headline, they should introduce something to the recipients otherwise they think that it is spam and delete it. Moreover, company should tell the purpose of sending e-mail is that it wants to keep in touch with these people later.

It is a quick way to reach the potential customers but it is expensive as well. Even though they agree to receive the offers by e-mail, the company usually has got no response from that. Their reaction to the e-mails is cold. It is because company is totally strange to them. They have no slightest idea about the company, and they are not the company's current customers or members. This way does not bring the effective results and nobody responds to that. Some companies may recognize that they gain nothing, so it is more useful to use the next method as follows.

Co-branded

The recipients agree to receive e-mail from their current company and that e-mail contains an offer from a third party. The third party is the one who has partnered with the current company. So, the third party can put the information to introduce about its products or services in the same e-mail with its partner. Then the current company will send the e-mails that have information of both companies to recipients.

It is not like in cold e-mail, the senders and recipients do not know each other. Here, the recipients at least know where the offers come from. Even though they do not know about the third party but they know that it has partnership with their current company. So, the recipient and the third party have some connection. Moreover, there is just a little offer from the third party in the e-mail, so the recipients are not overwhelmed. This way is better than cold e-mail. Co-branded is more responsive and effective. People are likely to respond to that.

- **Ads in 3rd party e-newsletters**

E-newsletter is an electronic letter or magazine, it is sometimes called as e-zine. As before, it will be sent to the online users when they register and agree to receive it by email. An e-

newsletter is written with the advertisement purpose or just informs people of the news that they are interested in.

An e-newsletter can be made with different formats such as plaintext, HTML, PDF, print, etc. Each type of format has its own technical advantages as well as limitations. Two most common formats that a company usually uses are plaintext, and HTML (rich text). Based on economical considerations, and the target market that the company wants to introduce its products or services, it can decide which type of format is suitable.

The content of an e-newsletter can be made based on the company's own writing as well as on collecting information of the other authors in the same industry with their permission to use. There are some kinds of e-newsletters such as skyscrapers, heads-up, banner ads, advertorials, e-mail text ads and so on.

Ads in 3rd party e-newsletters mean that the company puts its ad on the third party e-newsletter. Moreover, the ad will have the link which leads to the destination website of the company. Advertising on an e-newsletter becomes a favorable way for many businesses to use because of its effectiveness. If the online users have time they will read it or quickly scan through. One of the factors that affect the effectiveness of advertising is the number of advertisers. If more than two advertisers put their ads on an e-newsletter of a 3rd party, it can distract the focus of customers rather than one, and it will lessen the chance to attract customers' attention. Moreover, the position where the ad is placed is also an important factor to attract online users.

3.5.6 Online viral marketing

Viral marketing, buzz marketing and word of mouth are similar to each other. Nowadays this channel is frequently used in both online and offline marketing. Online viral marketing is a type of online word of mouth marketing. It is a clever idea to do e-marketing. Online viral marketing is various in contents, techniques and ways of delivering. The strategy is used to encourage people to pass the messages to others on the Internet.

By taking advantage of online social networks like e-mail, instant messages, chat rooms, etc. the messages are transmitted from one to another. It effects like a virus, it makes rapid transmission and multiplication. Online viral marketing can make the messages spread quickly to a lot of people and this is the reason why they use the word “viral” to call it. The message is usually made with promotion purpose. It introduces new services, products or simply lets people know about some certain information.

People can spread the viral messages to the others through the links in e-mails, websites or blogs. For viral marketing to get a successful result, the content plays a very important role. It should be fun, amusing, entertaining or create some kind of WOW reaction. The content is the key factor that decides mostly the success of a campaign. Moreover, another important factor is that company should aim at the right people. The content of viral message can be pictures, video and audio clips, jokes, flash games, text message, and so on.

Some famous and successful viral marketing campaigns from the past are Hotmail Email Signup, IKEA Facebook Picture Tagging, The Dark Knight Movie Promo, Burger King Chicken, or Million Dollar Homepage, etc.

Viral marketing has some advantages: it is free, a company does not need to use the services from the advertising agencies to make a campaign but it can make by itself. Company can make an impression on people so they more likely remember its name. Moreover, online viral marketing can reach a large number of people; if it is done with the right strategy, it can bring a positive effect to the company and their online visitors. (Rajagopal [referred 5.2.2010]).

Below are two examples of online viral marketing, one already old and one recent time. The first is Hotmail, which can be considered to be the most successful one. Hotmail is a free e-

mail service. When the users sign up in this service, there is a link in the footer so that they can suggest to others. Just a simple thought of the creators and a simple action of users, Hotmail services was spread widely in a very short time. There were hundreds of thousands of people signing up for this free e-mail service just in some months, and because the campaign was so successful that Microsoft decided to buy Hotmail.

Another example is from IKEA. It opened a new store in Malmo of Sweden and wants to let people know that. Based on the idea of advertising agency, the company created the profile on Facebook and put the pictures of its showroom. The first person who tagged his name on a product can get it for free. This made the products of IKEA become famous online.

There are some common kinds of viral marketing such as:

- **Pass along e-mails, Prompted e-mail a friend, and Incentivized viral**

Pass along e-mails, Prompted e-mail a friend and Incentivized viral are three ways to make the marketing messages spread widely.

Firstly, pass along (forwarding) e-mail means that a company uses emails to carry the message to the recipients. The message may contain something like a video clip, jokes, games, or pictures, etc. In some cases, it contains a link which leads to the sites having these things. The content of the email should be really interesting to make the recipients forward the emails to their friends, colleagues or their acquaintances.

Secondly, in prompted e-mail a friend the e-mail has the link or graphic with it. Online audiences can click through and it will lead to a webpage which has the form like “e-mail a friend” or “e-mail a colleague” and ask people write the e-mail addresses of whom they know. Then, the company will use those e-mail addresses they have collected and send the messages to them.

Thirdly, incentivized viral means that online audiences will get the rewards by giving the e-mail addresses of someone to the company or pass messages to the others. Some kind of rewards such as prize, discounts, gift, money, etc. and this kind of strategy can encourage people to forward the messages to their colleagues and friends, and thus the message is spread

quickly based on strong motivation. Incentivized viral use the incentive to gain the mentions and it is effective. The messages are passed to many people.

E-mail is not the only way to do viral marketing, the web is another tool. For example, a person can click to the link of the blog, forum, or an article, which lead to another site; this action can be regarded as online viral marketing. In addition, it is also a part of online public relations. People send to their friends the viral message through a form on the webpage but then their friends can get it by e-mails, the e-mails contend a link to a website which has the viral messages, and they can see it.

To make successful viral marketing, it depends on many elements and one of the key elements is the creative content. The content should give online users the feeling that what they pass is fun and useful for their friends. The content should “make the sender look good” (Mark Cridge). People do not want to pass the commercial message. What they pass to their friends is not the advertisement but advertainment. “Advertainment” is a combination between advertising and entertainment. The challenge for company is to create advertainment. If it is commercial, people do not want to pass but if it is only contains entertainment; the company cannot gain its advertising purpose.

- **Generating media mentions**

In communication, media is a mean to store and transfer data. Today it is not only understood simply as before, media can be used to communicate and give information to others. It is used commonly from ordinary people to business with different purposes. Online media appears after a time Internet has been popular. Internet environment enables those media to be created and developed well. Media appears in the virtual world with a powerful ability and provides many things for online users. Even though they cannot surpass those traditional media like television, radio and newspapers, they are still preferable. Some examples of online media are forums, blogs, image galleries and video portals. They are explained more clearly in the texts below:

Coming from the time of Ancient Greece and Roman Empire, forum is used to describe when people gather together and talk, discuss about the news, events, politics, etc. Today it takes places in another environment. The Internet has enabled people to communicate with each

other from a far distance. People create a space for themselves to speak out and discuss their opinions about the issues they care. A space like that on the Internet is called an online forum or a discussion board.

A blog is something more private than a forum. It is a public diary but it is also a place for people to connect and communicate with each other. A blog is a kind of forum but it is more personal. The owner of a blog can start to write any subjects that she is interested in and the other people can share their opinions by comments on that. A blog can be public to the others or limited to someone depending on the settings of the owner. Through a blog, people can share their opinions on anything. The more people connect to each other on the blog, the quicker information can be shared. So, the messages are passed instantly. A blog can be a personal blog or business blog. A business blog is created by people in the company to share something about their business, experiences, or even promotion. A business blog is usually public to let many people know.

Images speak instead of words. Images can be captured from normal to artful, taken in different subjects. They are used to reflect the ordinary life of people or a specific event. People who have the same interest can share with each other their opinions in the art galleries. This is a media through which people can discuss something about pictures, the meaning behind it, what it wants to express and so on. The prices of devices to shoot and record a video are affordable and the speed of Internet connection has increased. So, people can tape a video for events, or anything they want to share to others on a social media network.

Youtube is a kind of social media where videos are posted the most. Facebook is another example, it is a kind combination between a forum and a blog, images gallery and video portals. People can share many things there.

Those online media mentioned above are the very most common on the Internet. They have a great power of connection, sharing the ideas, expression, discussion, etc. They are useful and effective ways for viral marketing taking place.

4. CASE STUDY

“An ounce of practice is worth more than tons of preaching”

Mahatma Gandhi

In those first chapters, we went through the literature review, which focused on the theory only. Now comes the practical part. Vietnamese proverbs also have one sentence “học đi đôi với hành” which means that theory goes hand in hand with practice. Indeed, studying theory without practice is useless and practice without theory isn't fluent. The case study will be written based on the combination of the theory mentioned above and applied into practice with the real company below.

4.1 Some introduction about company

The company name is Teletoimisto Oy and this is a public administration ICT consulting firm. The ICT stands for Information and Communication Technologies. Teletoimisto Oy is a private small size business and was founded in 1999 by Matti Koivisto. It has started to serve the public since that time. The company is a typical project organization and it uses its own employees and partners to be able create a proper organization for each project. They have provided the high quality and expert advices in Information Technology and Telecommunication fields. The company has specialized to serve public organizations like cities, municipalities, regional councils, local governments in different kinds of ICT projects. In my thesis the main interest is in the company's role in the implementation of broadband networks to rural areas.

4.1.1 Definition of broadband

First, we are going to take a look at the definition of broadband to understand this word better. Broadband is a word that has many meanings. Depending on the context we understand it differently. In the telecommunication it means a high-speed connection to the Internet. With that speed, broadband enables you to visit the sites you want, download, upload, and transfer files, etc. in a very short time. People usually use some technologies such as DSL (digital subscriber line), Cable, Wireless, Fiber Optic or Satellite, etc. to get broadband. DSL, Cable, and Wireless are three most common to use.

Whether people call it broadband or not depends on the speed of data transmission that they considered it should be. The speed of data transmission is shortly called as “bandwidth”. Bandwidth is the amount of information transferred through the communications channel in a given amount of time” (IT dictionary. [referred 19.1.2010]). It is usually expressed in bits per second (bits/second). There is no general bandwidth which is applied to all people in the world to define broadband. Each organization has decided the speed of broadband differently.

4.1.2 Description about broadband project and the role of consulting company

The first part is the introduction about the broadband project. This is a project of European Union (EU), and also of the 27 European countries. Finland is a very active nation to participate in the project and they are in the intermediary step to make it come true. This part will show you the general picture about the connection between the role of EU, Finnish Government, the Internet service providers and what the consulting firm does in order to help public authorities to make the broadband services available throughout Finland.

The Finnish government wants to fulfill the broadband project so that by the end of 2015 all the Finnish people who live in every corner of the country can enjoy the broadband connection. The broadband becomes widespread in Europe and in Finland due to its advantages. It can improve the quality of some aspects of life such as working, and connecting people, etc. The project not only brings benefits to the ordinary citizens but it also provides a chance for those Internet Services Providers (ISPs) to earn money. But the difficult situation is that broadband is only popular in those big and dense population cities, those who live in rural areas find it hard to get it. It happens in both other European countries and in Finland.

Indeed, the telecom operators are providing broadband services for the urban and suburban areas but ignore the rural ones. The reason is that those areas are difficult to reach. Rural areas with mountains and foliated geography can harden the speed of Internet connection. The cost of set up is expensive; operating in these areas doesn't generate profits to companies, so they don't take it into consideration any more.

When Finland passes the law that broadband becomes a legal right, in July 2010, those telecom operators are obligated to provide the services for the citizens whenever they ask and no matter where they live in. "The development of that infrastructure is to be guaranteed in a way

that all members of the public and companies, regardless of location, will have an opportunity to use information society services," said Suvi Lindén, the Finnish Communications Minister. (Finnish government promises fast broadband by 2015. [referred 19.1.2010]). However the obligation is limited to 1 Mbps connections. This kind of network speed can fulfill the basic needs but does not offer possibilities for real broadband services like Internet TV, cloud computing, etc.

Therefore Ministry of Transportation and Communication has started a far reaching project to offer real broadband services to rural areas. The name of the project is Broadband to every one 2015. The purpose of the project is to make 100 Mbps broadband services available throughout Finland, not only for those who live in the big cities but also in the rural areas can enjoy the high speed Internet connection as the rest of the country does.

Finnish government also does not interfere to the A1 market. It is the name I call for the urban and suburban parts of the cities where the Internet Services Providers (ISPs) compete with each others to provide the broadband services. The focus is on the rural areas.

The government recognizes that ISPs are not willing to provide the services for the remote places or A2 market. So, they will give the financial support the ISPs to implement 100 Mbps connections to the rural areas. The ISPs can get up to 66 percent funding from the public to do these services. As right as Harri Pursiainen, the permanent secretary at the transport and communications minister, said "regional, equal communications infrastructure will not come about without state action" (Finnish government promises fast broadband by 2015. [referred 19.1.2010]).

Yet, without the interference of the government, it's hard for the project come true. The Finnish government and cities authorities also know that the cost to set up broadband is expensive, so they will help and fund for those ISPs when those companies provide broadband connection in the A2 market. However, the number of ISPs is high but the fund is limited. For example, in Mikkeli there are some ISPs such as Sonera, Elisa, Concept 10, and so on. So they can not give money to all the ISPs. Finnish government and cities' authorities need to choose only one operator for each city to conduct this service. What is the right and the fair way to choose the candidates? This is the question answered by the consulting firm.

The role of the consulting firm is to provide the services and give the advice to cities' authorities and government. They also create the standards to choose who the most suitable ISP is. The concept of broadband is widespread and in the next few years, the other European countries also face the same challenge. With the experience and deep knowledge in this field, consulting company Teletoimisto Oy wants to give the useful advice to the other countries.

If it is the purpose of the company, choosing the right e-marketing methods to make it well known is the purpose of case study.

4.2 Why should a company choose e-marketing to advertise itself in this case?

There is no perfect way to take. Traditional marketing or online marketing has its own drawbacks. However, depending on the purpose and the situation a company can choose the most ideal way for itself. Traditional marketing is effective but its costs are high, it is usually used by those big companies and corporation. The big companies which have high budgets usually apply the combination between e-marketing and traditional marketing for their campaigns. Those small ones with limited budget can adopt e-marketing. It is a good way for them to start.

Comparing between the benefits and drawbacks of e-marketing, we can see that the benefits are superior to the company. Based on the current situation of Teletoimisto Oy in those elements such as the company's size, its budget and the target customers, e-marketing is a right way to take. It can bring those advantages to the company as listed below:

4.2.1 Cost effectiveness

The first advantage is that the cost of conducting e-marketing is cheaper than traditional marketing. For a small private business like Teletoimisto Oy, this thing is very important. The company can not afford an expensive campaign. It is vital for the company to have a fair division in using the budget to maintain its activities. The company does not sell anything, so it does not need any money to open a new store; and this is the advantage of the consulting firm itself. Secondly, by applying e-marketing the company can contact customers through e-mail or the social networks, reduce a large amount of fee which otherwise would be required to open offices everywhere as well as hiring new staff to conduct these related works. Moreover,

it can cut the cost of printing those brochures, leaflets or catalogues. Instead of that, the company can create the e-brochures, e-leaflets or e-catalogues, etc. to make advertising available on the Internet. The cost to do that is much cheaper.

4.2.2 Worldwide reach and access

It is one of the features that e-marketing enables for its online users. The advantage is clear for company as well as for the customers when the company conducts a marketing campaign over the Internet. For Teletomisto Oy, the company can publish its website and the campaign on web. No matter where people live, providing that they can have access to Internet, in any time they are able to get to know about the firm through the World Wide Web. Only go to the web browser and enter the address www.teletomisto.com they will know about the company website, its services and the contact information, and so on. A marketing campaign over the Internet can increase the chances for the company to reach new and potential customers, provide them services and enhance current sales. It is the first time company thinks about going beyond the national borders and Internet is a great tool for this. The company can reach not only the local or national customers, but extend the reach to those who live far outside Finland. Those European countries are the target for the company because the broadband project is the departure point to spread it throughout Europe.

4.2.3 Time

Time is valuable for both companies and customers. We all prefer what is convenient and want to shorten the time for the unnecessary things. E-marketing brings the advantage that if there is a new advertising campaign on the Internet, or when company has new offers the customers can quickly catch up with that new information. By going to the website, customers can know more details about the campaign that Teletomisto Oy has made. Moreover, customers can not only access the company website any time but they can save time in many processes. For example, if they have questions concerning the company, they just can send an email to ask, or post their queries in the discussion forum. Through that, if there are someone online and know the answer, they can reply immediately.

Customers do not need to wait for the next morning services to ask the staffs through the telephone, etc. Online users can contact the company over the Internet in 24 hours a day and 7

days of the week whenever they like. Moreover, if the company has auto responders or auto e-mails, they can reply back to the online users right after the e-mails were sent. For example, e-mails for registration confirmation, it has the same content for all who ask it. In case company has the frequently asked questions (FAQ) part on its website, customers can look for it to answer to their common questions. Both ways save time for customers and online users as well as the staff. The company's staffs can use their time more efficiently to do other work.

4.2.4 Space

Comes to the space, do you see its advantage apparently? Usually a catalogue has the number of pages from tens to hundreds or up to thousands. It can not be more than that because it will be too excessive for the readers. A quick mental calculation can see that it is expensive to have the fifty printed copies, not counting the fee to deliver them to customers in case they live far away. Moreover, the information changes dramatically quickly, news is updated from time to time, hour to hour or even minute to minute. The content of information stored in the book shape can be out of date. Information should be updated frequently, but a company can not provide new catalogues usually, it is expensive and unprofitable.

However, advertising in the web is different. The information stored on the website is unlimited. A company can write as much as they want and whatever kind of information they like to publish. It can be company background, its staffs, the services it provides, the portfolio for what company has done and the contact information, etc. Information is easy to change, so the company can frequently write about the new one when it is necessary.

In addition, the company just needs to pay a small amount of monthly fee for the web host to maintain and store information on its website. Advertisements and special offers can not be forgotten. If customers can only see the ad shortly on the television, they have time to check it in detail through the website. Because of the unlimited virtual space, a company can provide for online users much more information about the advertising that it has made. It can also add a report, a clip ad, or a promotional campaign on its homepage so that people can check when they are interested in it. This is especially important in this kind of complicated services. It is not like buying a candy but there are many dimensions here and company must be able to show their knowledge and skill in the area. This may need more space than you can have in a traditional ad.

4.2.5 Interactivity

By conducting marketing over the Internet, Teletoimisto Oy can create more interactivity with its customers. Once customers use the services, they would have opinions about them. Then, they can give their comments about the services they had been served through the email, or the company can conduct a small survey to ask customers about the satisfaction level they perceived in service. Through that the company can know about their strengths and weaknesses to improve the services. E-mail is a good tool to contact with each other. If online users have any questions, they can also send an email to the company, or leave any comment about the website such as its appearance, quality of information or whether it is easy to use or not.

Currently, the company does not have the search tool or discussion forum on its website, or publish articles or news about the related information in this field. If the discussion forum is built up, it can attract more people because they can discuss with those who have the same interest in same issue. They can also raise the questions and answers to exchange information right on the website.

A search tool makes it convenient for visitors to find out the information they are looking for in a short time and it is a time saving method. The company can write the good articles and update the latest news related to this industry in order to provide online users useful information. All of that can create a good feeling about the site, increase the chance for online users to be more active on the website and give their contributing feedback. Those things can increase interactivity between the company and online users, as well as carry them back to the site again.

4.2.6 Value added and competition

Space on the Internet is unlimited. For that reason Teletoimisto Oy can create many things in their website. First, they can build up as many categories as they want. Second, in every category they can add more specific information. For example, in the part “About us” they can write about their company background to introduce it to customers. A website is also allowed to add the pictures or video clips on the home page as well as on other pages.

The company can update the news, write those articles concerning Europe and Finnish broadband projects together with the other special reports and post them to the site. In addition, Teletoimisto Oy could provide tips for online users to choose the right method of getting broadband, as well as other useful links. When information is updated frequently, it will create fresh air for its users. Through that people can catch up with new information and follow it usually. They are all together creating the value added for the users.

On the Internet, people cannot see the office of the company or the size of business. No matter how big or small it is; it seems to be the same to people. What they care is the services that company offers and the first impression comes from the appearance, the look of the website. They are the first elements for users to judge company. It is the advantage that e-marketing environment provides for business: the same equal environment for competition.

4.3 What e-marketing communication channels are suitable for Teletoimisto Oy to take?

In Table 4 there is a summary of those techniques have been chosen for e-marketing campaign of Teletoimisto Oy.

CHANNELS	CHOICE			
1. SEARCH ENGINE MARKETING (SEM)				
• Search engine optimization (SEO)		YES		
• Paid per Click (PPC) or paid search marketing		YES		
• Trusted feed including paid for inclusion				NO
2. ONLINE PR				
• Communicating with media (journalists) online				NO
• Link building		YES		
• Podcast, blog and RSS	Blog and RSS	YES	Podcast	NO
• Managing how your brand is presented on third party sites				NO
3. ONLINE PARTNERSHIP				
• Widget marketing		YES		
• Affiliate marketing				NO
• Sponsorship				NO
• Co-branding				NO
• Link building		YES		
4. INTERACTIVE ADS				
• Sponsorship				NO
• Site-specific media buys, ad networks, and behavioral targeting				NO
• Contra-deals		YES		
5. OPT IN E-MAIL				
• Cold email (rented list)				NO
• Co-branded				NO
• Ads in 3 rd party e-newsletters				NO
6. ONLINE VIRAL MARKETING				
• Pass along e-mails				NO
• Prompted e-mail a friend				NO
• Incentivized viral				NO
• Media mentions		YES		

Search engine marketing (SEM)

Search engine marketing is one of the most famous channels for a company to take, especially when it conducts marketing over the Internet. The current purpose of Teletomisto Oy is to make its name well known among the target customers in Europe. The channel can help its website increase the visibility on the search engine, draw high quality traffic and bring opportunity to make sales. There are three techniques in SEM, and now we are going to see which one is suitable and which is not.

- **Search engine optimization (SEO)**

Nowadays, there are hundreds of million of sites existing on the Internet and they are very easy to mix up with each other. Moreover, people usually do not turn into fourth page of the organic results to see that they are searching for. Even it is the search engine' responsibility to give the quick and relevant result, the website content and its links still plays an important part to make it visible on the search engine result pages. It would be a disadvantage for a company if its website is not appearing in those first pages. It reduces the chance for people to get to know about it. So, company needs to create a good base so that it can reach a large number of online visitors. For that reason, SEO is the first and a good choice for company to take. Company can apply this method by making good content for its website and building up many incoming links to attract to search engine.

- **Paid per Click (PPC) or paid search marketing**

The second technique in search engine marketing is Paid Per Click (PPC) and this method is worth considering. It is proven as a useful way to advertise your website on search engine result pages. It can help to increase the traffic to the destination page and there are many companies apply that. AdWords of Google is one of the most famous services of this type. Companies of all sizes can use this no matter how big or small the amount of money they set for the program. With AdWords of Google, a company can make an attractive ad to draw traffic to its website and set a limited budget it wants to spend in a month and so on. In my opinion, the method is useful and the company can use it for online marketing campaign.

- **Trusted feed including Paid for inclusion**

Trusted feed is a useful method, but it is more useful for those websites which have large content. Based on the current company website, it does not have so many pages or a large amount of information, thus it is not necessary to use trusted feed. A company does not need to pay if there is no traffic going to its website. However, the program it is expensive to use and those who use it are usually the big companies with big budgets. So, I do not think that trusted feed is suitable for Teletoimisto Oy to take.

Paid Inclusion program can make the information stored in a website be retrieved quickly when the search engine indexes it. However, it does not mean that it will make the high ranking for those pages appear in the result page. It depends on many things to get high ranking. The first thing is the relevancy algorithms that the search engine uses, the second is that company should submit the right pages in order to have the relevant results and together with that there are other important elements. The fee to use the method is high.

For example, the overall cost for a company to submit three pages of a website when it uses the Paid Inclusion program in total 5 search engines like Inktomi, the Fast, Teoma, Ask Jeeves, and AltaVista is \$415 dollars. Moreover, the probability to draw traffic to the site is low. It is a little risky because the method does not guarantee anything. It is like playing lottery. Those companies who have a large amount of money for an advertising project can take advantage of this. Those small ones with a limited budget can use their money for more suitable and effective methods. So, my opinion in using this method for the company is no.

Online public relations

The Online Public Relations includes four main parts. They are: Communicating with media online, Link building and generating editorial, Blogs, podcasts and RSS, and managing how your brand is presented on third party sites.

- **First is communicating with media (journalists) online**

It would be expensive to contact journalists or third parties by email and let the press release become known by target customers. Moreover, a company does not write many articles for the public. So, it is not necessary for a company to use this method now. However, there are other alternatives in this method that a company can take advantage of. On the World Wide Web, there are some websites that are free to submit the press release, for example PRWeb, Webwire or Free Press Release, etc. In the website Free Press Release, it includes some parts such as release for free, and the other like premier, promoted, customized release are required to pay money but the prices are affordable. A company can choose among these to submit its press release. If the press release is well written, it is useful not only for readers but also for the company because the readers will pay attention to that later. A company can make the press release a hyperlink to its website. This method is cost effective and quite useful. However, it is up to a company to decide whether it will use or not in case it has some articles and wants to submit them.

- **Link building**

Link building is an important part of marketing on the Internet. It is an effective way to make your website known. The higher the number of good links you have in other websites, the more chance there is that your company is known by a lot of people. The advantages of link building is that if the campaign is done effectively, it can draw a lot of the traffic to your website as well as increase the visibility of a website on a search engine, improve the page rank on the search engine result pages.

However, there is something that a company should take into consideration when trying to build the links. First of all, it has to find those websites so that it can put the links on them, then send the requests to these sites, wait for the answers. It can cost money to do that or a company can negotiate with other website to exchange links without any fee, and so on. It sounds easy, but it is a long process. It has the disadvantage is that if link building is not done properly; it will create a risk for your website such as it will be banned by the search engine. A good service for link building can handle those things; however it is expensive to do that.

Link building is expensive, but it is necessary. As some people say “you get what you pay for” is correct in this case. What is considered here is that the method is useful. Another alternative is that a company can find free link building directories. For more information about

the free directories, you can see at the website: <http://www.directorycritic.com/free-directory-list.html>

- **Podcast, blog and RSS**

A blog is free to create. People can make their own blogs through the open sources like Blogger.com or Wordpress.com, and so on. It is a good way if you have time to share the knowledge of your field in this way. If the content is well written and provides the useful information, people will follow your blog. Then, you can make the hyperlinks on those articles that lead to the company website. It is a free and useful e-marketing method. The requirement here is that you should make the commitment before you do this. Because of the features of social network, when you decide to apply you have to follow it frequently in case people ask the questions or write the comments on your articles. In my opinion, this is a useful way. If it is possible, company can use this method as a way to support traffic to the websites.

A podcast is useful especially for the electronic newspapers, and magazine websites such as CNN, BBC, and so on. However, it is difficult to make podcasts visible on the search engine. So, I do not think it is superior and necessary for a company's website to use it at this time.

RSS is a preferable method for many websites to use today. The method is useful for both readers as well as company. It makes it convenient for readers to follow the news and make it easy for a company to attract people by that latest information. It is not complicated to create an RSS feed. Those who create their blogs from the service such as Blogger or WordPress can have the free and automatic RSS feeds. For a company website, it can download the software to do so. It costs some money but it is cheap. RSS Feed helps a website to show its news about products or services, what is going on inside the company as well as on the market outside. So, I think this method is quite feasible to use because of its convenience and cost effectiveness.

- **Managing how your brand is presented on third party sites**

This method is usually used for those very famous companies like Coca Cola, Unilever, Nestle, Microsoft, etc. The brand name is something extremely important to those businesses.

They have spent the effort as well as a long time to create it, and it goes hand in hand with the life of companies. So, they should be well protected. A brand name is vital for a business as well as the logo, trademark, etc. They are also the signs for us to recognize these companies. Managing your brand on third parties' sites is important for all businesses, whether the company size is big or small. However, at this time a company does not present its brand name on any other websites. It is not time for a company to focus on this issue and it can let the advertising budget for other usages.

Online partnership

An online partnership includes some main parts as follows: affiliate marketing, sponsorship, co-branding, link-building, widget marketing. However, company does not intend to have the partnership with any company outside there, so this channel is not gone through deeply. Most of its techniques will not be used it in the marketing campaign. Among the five techniques above, link building is an important part which I already mentioned in online public relations. However, there is some small consideration for widget marketing.

- **Widget marketing**

Nowadays, the numbers of people using widgets are increasing. Many people like to have widgets because it is small, convenient and useful. They can check the weather without going to the web browser, or they can use it as a tool to decorate the desktop, blog and so on. A company can create a widget for itself because it is preferable and cheap to make. If a company is interested in it, they can visit the website to see those steps that show how to make a widget: http://www.ehow.com/how_2059724_make-widget-website.html. In my opinion, even it is not as effective as other method but it is useful for the users and easy to do. So, company can do it when it has time because it adds value to online users.

Interactive ad

Interactive ad is a good channel of online the advertising campaign. It includes Site-specific media buys, Sponsorship, Ad networks, Behavioral targeting, and Contra-deals.

- **Sponsorship**

As it was mentioned in the part of online partnerships, sponsorships will not be used in the e-marketing campaign because company does not intend to have partner with any other companies.

- **Site-specific media buys, ad networks, and behavioral targeting**

Among the rest, site-specific media buys, ad networks, and behavioral targeting are related so much that they can be considered as one. Site-specific media buys mention to the advertisers to buy the spaces online to place their advertisement on. The service of large ad network is expensive for advertisers to use. The small ad network can provides a low price but you will never know where your ad is displayed because the ad network will control this and does not let you know the information concerned. Whether it aims at your target audiences or not is still a question. This kind of ad network is so unclear that it is called “a blind network”, and the advertisers can not control the outcome. This method does not guarantee to bring the effective result. So, I do not think that it is good to use these methods for the company online advertising campaign.

Contra-deals

A contra deal is free of charge. Small businesses usually use this way. A contra deal between two parties in a high level can share more revenues but also bring more risks. However, a contra deal at a low level can bring some small benefits to company. It is useful and less risky; even though it does not offer the big benefits as a high level contra deal can do. However, it can help a company in those first steps of applying e-marketing. For example, after your company provides a good service for the others. You can ask them to give feedback about that, post it on your website as a way of promotion. Moreover, you can ask your customers or business partners to mention your company name with a hyperlink in their blogs, exchange business cards together and ask them give to someone who is in need. It is a small request; it is acceptable and feasible to do. Sometimes people are pleased to help your business to develop better. So, I think it is a good method for company to apply.

Opt in e-mail

Email marketing is popular nowadays because it is simple to do. It reaches globally, and offer lower cost than the other e-marketing methods. Moreover, it is also interactive, possible to have quick response and aim at company target customers. Opt in e-mail is a part of e-mail marketing. However, whether they are suitable for company to use or not those next paragraphs will explain.

- **Cold email (rented list)**

Cold e-mail is an expensive way to send e-mail to the potential customers. Even though you can buy the list from the email list providers, but in the first email you should ask people permission to contact them later, and so on. It takes time to do and is expensive to rent the list. Moreover, it is not an effective way because people do not have any slightest idea that who you are so they hardly reply to it. Worse, they can consider it as spam and delete it. So, it is not worth spending the budget because that is expensive and not effective, the chance to reach those potential customers is very low.

- **Co-branded**

In the co-branded e-mail, the recipients have known that the company has a partnership with the company that has sent e-mails to them before. There is a light connection between the company and the recipients. However, since the company is currently not having a partnership with any company outside as well as does not intend to do have partnership in the near future, a co-brand email is also not used in the e-marketing campaign.

- **Ads in 3rd party e-newsletters**

Currently, company does not have any partnership outside. So, it will not put the ads in 3rd party e-newsletters. However, there is an alternative. An e-newsletter is considered to be a smart way to do e-marketing. The number of people who subscribe to an e-newsletter is increasing. It can make your company name appear to the target market. A company can create its own e-newsletter, and send it to their customers without third party.

If it is possible, a company can try to collect the email addresses of their current customers or the online visitors who stop by their website. For example, you can create sign up form in your website, so that if someone wants to receive e-mails from your company they just sign up. You can write and design the e-newsletter to send to them for free. It is really a good way to keep people coming back; draw traffic to your website. E-newsletters are a good way to increase the visibility of your website in the search engine. Moreover, it can draw traffics to the website as well as increasing a chance to make sales.

Online viral marketing

- **Pass along e-mails**

Here the e-mail is used to spread messages. If you aim at the right people, it is possible for you to reach more people in the similar target market because people will pass the e-mails to those who are like minded with them. However, because the target customers of this company are the cities' authorities and the government, the way it chooses to market should be more careful and more formal. It is not a good idea to use the shocking idea of viral marketing to apply for an e-marketing campaign in this case. Normal people can have more time and send this to their friends. Here, the target customers are those who are busier, it is unlikely for them to forward the e-mails to others. So, I think company should not use the pass along as a way to pass e-mails in viral marketing.

- **Prompted e-mail to a friend**

This method is cheap and easy to use. This is the kind of pass along viral marketing. People pass the message through a website. When they visit some website, they see interesting news and there is a box with the text "send this item to a friend". Even if the company is not using it for the viral marketing campaign, I think it is good to have it for the website. So, if people visit your website and see some information that is interesting, informative and useful they can share this with their friends.

- **Incentivized viral**

This way costs money. Based on the reward motivation that people will send the viral messages to their friend, it can reach more people but the people it reaches are not necessarily belonging to the target group. It is expensive to do this. Because of the good motivation, people are likely to send those messages to those they want, and it would be very effective way to spread them. However, the target customers can not be reached well. The messages are passed but if it is not goes to the right target customers, it is would be a waste. Cost of applying the services is limited, and target customers are not guaranteed to reach well. So, it is better not to use this method for the campaign.

- **Media mentions**

Yet, online viral marketing is a clever way to do e-marketing. It can make the messages spread very quickly. The purpose of a business is to let its name widely known, advertise new services, draw traffic to its website and increase the sales. However, company can spread the viral message in those alternative media such as forum, blog, images, and video portals. If you create a video clip with viral message and put it on You Tube, the chance people see it are very high and it is free to do so. Blog is also a good way. If you have a blog and it has many connections, you can tell viral message that to people, it can spread from one to another. Facebook and Twitter are very powerful social networks as well; they can generate the mentions about the viral campaign for a company.

In the conclusion, among six media communication channels in e-marketing, some channels and their techniques are suitable to use, while some are not. In my opinion, those feasible ways are Search engine optimization (SEO), Paid per Click such as AdWords of Google, Link building, Blog, RSS, Widget marketing, Contra-deals, and Media mentions.

Those are not feasible such as Trusted feed including paid for inclusion, Communicating with media online, Podcast, Managing how your brand is presented on third party sites, Affiliate marketing, Sponsorship, Co-branding, Sponsorship, Site-specific media buys, ad networks, and behavioral targeting, Cold email (rented list), Co-branded, Ads in 3rd party e-newsletters, Pass along e-mails, Prompted e-mail a friend, and Incentivized viral.

SOME MORE RECOMMENDATIONS

Write the articles

Write the articles to promote the website. As company' consultants are the experts in the information technology. They can write good articles and publish them on a separate part of the website. Content is the king. I also think like that. Company can do many things to let people know about it. Website appearance, graphic, functionality, easy of use are those important factors that attract online visitors. However, what keeps them coming back is the value of the website information. The content is one of the most important factors, so it should be useful and informative. Company can put the interesting news in this field and update them frequently. In the end of each article, company can put the copy right information in case people reproduce it. Those things can add value to online visitors when they visit your website.

Facebook

Facebook is one of the most powerful social networks today. Even it is a complex place where people put many types of information; it is still a useful network to connect people and is a good place for company to advertise. While it is free, I think company can create the page for itself on Facebook which gives the news and links to the company website as a way to promote its services to customers.

Slogan and logo

A slogan, logo, or trademark is important to a business. So, I think it is good if the company can create a slogan and put it on the homepage of a website so that when people visit it they can see the sentence and know directly what a website is about. Logo also plays the similar function. If the logo is well designed, it can reflect your business and make a good impression to online visitors.

Discussion forum

The discussion forum can make online users leave the comments directly on a website. If the comments are positive and contributing, they can make company improve its service better. Moreover, if customers give good feedback on the website after they used the services. It can create the good reputation for company to other online visitors.

Quick search

Online users also go directly to the specific part that they are looking for in the website. If the website has the quick search on it, it is really useful. If people see the information from your website is clear, attractive and easy to look for, it will create a feeling of convenience and they will have a good impression about your site.

4.4 Google AdWords campaign

Google provides many services for its online users on the Internet. Currently, it has two advertising programs, Google AdWords and Google AdSense. AdWords is one of the favorite programs for business. It is based on the Paid per click (PPC) idea. It is proven as an effective method for companies to attract online audiences to their websites and increase their visibility on the search engine. As PPC is one of the selected techniques in search engine marketing, Teletoimisto Oy will apply it for e-marketing campaign with those steps as follows:

4.4.1 Beginning process

Visit the AdWords of Google website, create an account for your business, then it will lead you to other page. In order to use the Google AdWords, the users should fill up the basic information such as the country and time zone they are now and choose the payment currency.

4.4.2 Target market and countries

The target market of company is the European countries. Because the European Union has a common plan for a broadband project, its participants will conduct the project in the future. Sooner or later, it is just a matter of time. However, because there is a limitation in company budget for advertising, it is necessary to choose a certain countries to advertise the campaign. At first sight, the Scandinavian countries are a good market. However, they have the similar level of broadband land coverage as Finland, so it is better to choose other countries because of the cost of conducting services later. Those suitable countries can be Estonia, Lithuania, and Latvia. First because these countries are near to Finland, and Estonia is a neighboring nation. Second, these countries are in the economic development, the need for high speed In-

ternet connections is increasing. In short, they are the potential countries for company to offer the services in the future.

4.4.3 Website that ads will link to

The homepage of a website is one of the most important pages. It looks like the living room of a house which leads visitors to other rooms. Homepage is organized to show and lead to other pages. It usually has best decoration to catch the eyes of visitors. In this case, a homepage of company website is chosen as a destination page for advertisements landing to:

www.teletomisto.com.

4.4.4 Language and currency

When a company advertises itself abroad, the second best language is English after the mother language of the countries the company aims at. In this case, the language used for the advertisement is English. English is the common language that most of people can understand. Moreover, because the company's location is in Europe and it also advertises in this continent, the currency company can use to pay for a service is Euro.

4.4.5 Ad text

- Standard for tenders in Estonian broadband projects
- Broadband project bid consulting
- National broadband project advice
- Broadband best bid standards
- Standard for tenders in Latvian broadband projects
- Standard for tenders in Lithuanian broadband projects
- European broadband projects bid
- Estonian rural areas broadband project
- Lithuanian broadband projects in rural areas
- Latvian broadband projects in rural areas
- Best advices for government in broadband projects

4.4.6 Keywords

- Best consulting
- Estonian broadband
- Standard for tenders
- Broadband project consulting
- European broadband
- Best bid standards
- Lithuanian broadband
- Consulting for tenders
- Broadband advices
- Latvian broadband
- Rural areas broadband
- Broadband bid

4.4.7 Budget

Teletomisto Oy is a small size company. This is the first time the company make the Ad-Words campaign to advertise itself on the Internet. The market company aims at is not easy to find. It is not like ordinary product selling companies, when the customers click to the ads they are likely to see more and make a purchasing decision in a short time, the chance for them to acquire customers and get back the money used in advertising is quicker. However, in company case, the customers are hard to acquires, they need to consider many things before making the decision. However, the amount of money which can be used is 300 Euros a month for three countries and it can be adjusted later.

4.4.8 Evaluate the campaign

There are some elements that the company can use to exam the result of the campaign. First is the number of online visitors. It is an apparent sign that the company can use to judge. If the number of online visitors increase after a time the campaign was launched, it can say that the

campaign has success in the beginning. At this phase, the more visitors the better, the company should make a good base so that it can draw the potential customers in the futures.

The second is the sales of the company in the long run. The target customers of Teletoimisto Oy are hard to acquire. It is more difficult to keep them than to attract them. Good service is the key to keeping customers. Because doing business from a distance, trust is more important than in face to face business. It is the first and the only one thing that online visitors can rely on it to decide whether they choose this service or not. Company should provide enough information on its website so that they can trust and use the services. The second element depends so much on the service that company offers.

5 CONCLUSIONS

In this ending process the thesis is summarized to give you a concise picture of the journey I have gone through. E-marketing is not merely a trend that rises up and then withers. It becomes necessary and popular for many businesses to use. This is true especially for those who do business online. Internet has opened an equal environment for companies no matter the size, those smaller ones are even more flexible. E-marketing has some drawbacks; it also provides the amount of advantages such as cost effectiveness, having worldwide reach and access, time, space, interactivity, value added and competition. All businesses can benefit from those advantages. They give the reasons for companies to do marketing on the Internet.

E-marketing also has six digital media communication channels. The establishment of academic information creates a reliable roof for companies to select the right channel for themselves. Moreover, whether those channels are suitable to use or not depends on the size of the business and the budget they set for their advertising campaign together with their websites. The small size companies in general and Teletomisto Oy in particular can apply those channels, the answers can be generalized for this type of company. However, they use only some techniques inside each channel.

The features of each channel are analyzed to give the reason for the small sized company to choose. Those techniques suitable for Teletomisto Oy are Search engine optimization (SEO), Paid per Click such as AdWords of Google, Link building, Blog, RSS, Widget marketing, Contra-deals, and Media mentions. These techniques are carefully selected based on the advertising budget, company website and the features of each one. One of the prominent advantages of doing marketing online is the cost of making the campaign is much cheaper than in traditional marketing. Based on this advantage, the company can consider deeply each technique to find out the best ways for it. Some are very cost effective and not less useful to use.

The website is very important, especially when the company conducts business online. The outside appearance of the company is like the representative in the digital distance. So, it should give enough information and the benefits for its online users. Its outlook is essential; it can give the impression for online visitors in the first time. Together with that is how the information is structured; other elements like ease of use, navigation, and simplicity, etc. should be weighted. Those efforts the company does in e-marketing are finally to draw the traffic to

its website, let many people know about it, and to increase the chance to make sales as well as enhancing revenues in the future.

Many people think that SEO is marvelous. However, it is pretty important to know that the content of the website affects much on the traffic drawing. It is the value of information that accounts. In addition, the target customers should be properly aimed at. The content is the king. It can keep online visitors coming back to the website. Examples of some possible things the company to add value to online visitors is writing articles, and creates a blog, etc.

Moreover, posting some devices that make it convenient for online users like RSS, quick search, discussion forum. One powerful network that company can make is creating a page on Facebook. The number of users for this network is immensely high. It is the potential way to advertise about the company's services. A Paid per Click campaign is conducted by using AdWords of Google. The budget, keywords, ad text and target countries are chosen to make the campaign and it also gives the measure to judge its effectiveness.

During the time I have written my thesis, I have learnt something which I have not known before. Some plans can be changed during the time of writing, but the general picture should be made so that it can give the right direction to follow. Setting the deadline and doing planning to achieve the result without rushing, otherwise it will become a never ending process.

Moreover, the valuable thing is the knowledge about e-marketing that I have picked up during the time of writing. It gives me a good base in this field and I think it is useful for me in the future. Last but not least is that whatever way the company chooses, it should be well planned and make the efforts to get good results. Doing business, taking risks and being patient to wait for the result because it does not come at the blinking of the eyes. Take advantage of what the company has had; consider in deep the techniques it will choose for the future. There is always the way out and a solution for each problem.

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