



Use of E-marketing for e-ttractions

Mahmood A. Khan, Ph.D.
Professor, Virginia Tech

- **eMarketing**, is the marketing of products or services over the Internet.



- In a survey 60% of consumers say that they had made a purchase because they have received message via e-mail.



- Very simply put, eMarketing or electronic marketing refers to the application of marketing principles and techniques **via electronic media** and more specifically the Internet. The terms **eMarketing**, **Internet marketing** and **online marketing**, are frequently interchanged, and can often be considered synonymous.

- When implemented correctly, the **return on investment** (ROI) from eMarketing can far exceed that of traditional marketing strategies.



- It can be a means to reach literally millions of people every year. It's **at the forefront of a redefinition** of way businesses interact with their customers.



- The nature of the internet means **businesses now have a truly global reach**



- enables them to offer a wide **range of products and services.**

eMarketing includes, among other things, information management, public relations, customer service and sales. With the range of new technologies becoming available all the time, this scope can only grow.

■ Interactivity

- Whereas traditional marketing is largely about getting a brand's message out there, eMarketing facilitates conversations between companies and consumers. With a **two-way communication channel**, companies can feed off of the responses of their consumers, making them more dynamic and adaptive.


- **Immediacy**
- Internet marketing is able to, in ways never before imagined, **provide an immediate impact.**




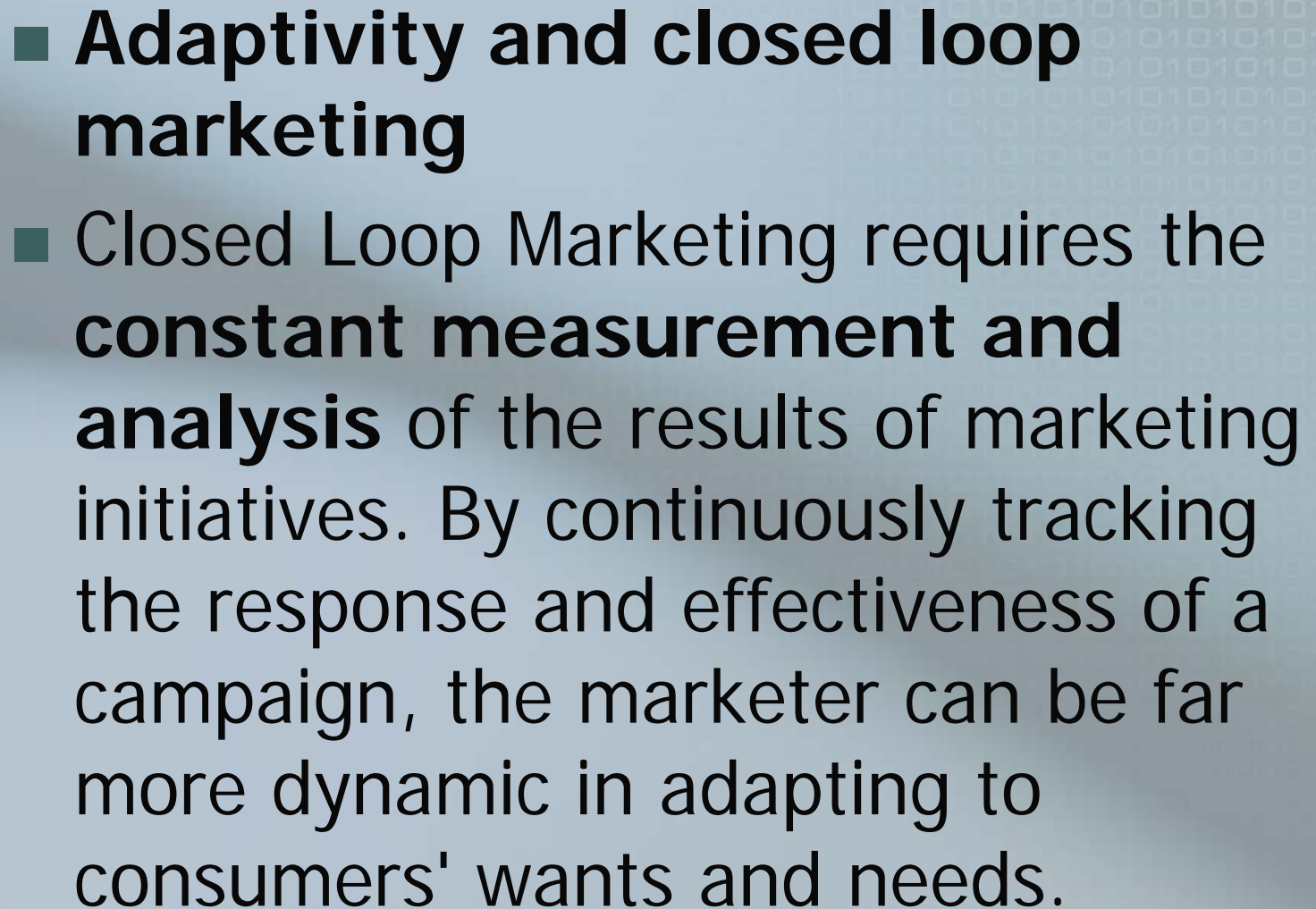
- to take the step from hearing about a product to **actual acquisition**.

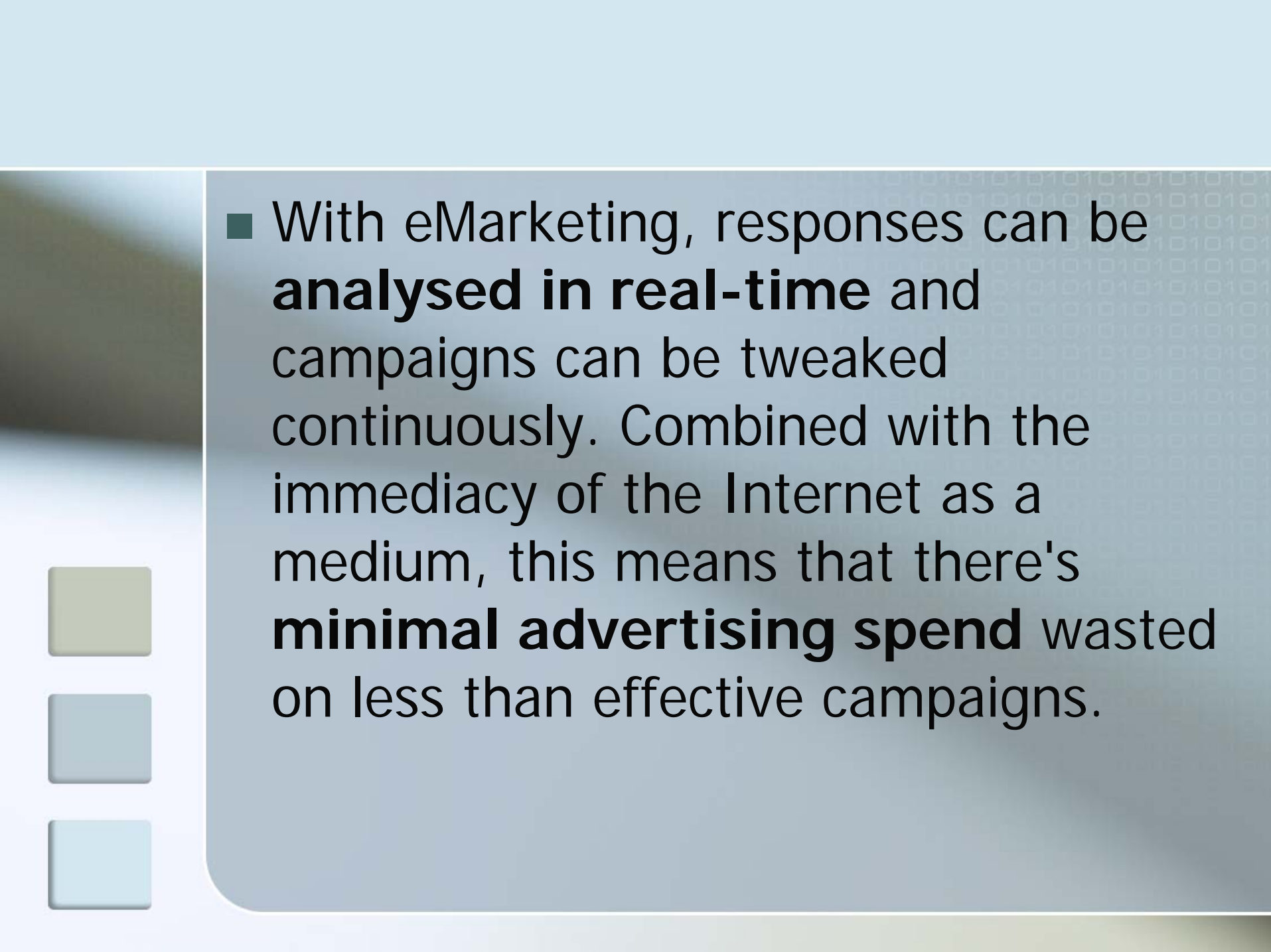


- By closing the gap between providing information and **eliciting a consumer reaction**, the consumer's buying cycle is speeded up and advertising spend can go much further in creating immediate leads.

- 
- Generally speaking, the demographics of the Internet are a marketer's dream. Internet users, considered as a group, have **greater buying power** and could perhaps be considered as a population group skewed towards the middle-classes.

- 
- Savvy marketers who know where to look can quite easily find **access to the niche markets** they wish to target. Marketing messages are most effective when they are presented directly to the audience most likely to be interested. The Internet creates the perfect environment for niche marketing to targeted groups.

- 
- **Adaptivity and closed loop marketing**
 - Closed Loop Marketing requires the **constant measurement and analysis** of the results of marketing initiatives. By continuously tracking the response and effectiveness of a campaign, the marketer can be far more dynamic in adapting to consumers' wants and needs.

- 
- With eMarketing, responses can be **analysed in real-time** and campaigns can be tweaked continuously. Combined with the immediacy of the Internet as a medium, this means that there's **minimal advertising spend** wasted on less than effective campaigns.

- Maximum marketing efficiency from eMarketing **creates new opportunities** to seize strategic competitive advantages.



- Search Engine Marketing - [SEM](#)
- Daily search volumes run into the **hundreds of millions** and Search Engines drive a huge proportion of all web traffic. Search is usually the **first port of call** for anyone looking for anything online. **Those who seek online, search.**



- PPC - Pay Per Click



- SEO - Search Engine Optimisation
- **Why pay for your clicks when you can get them for free?**





- Online Advertising

- Eyeballs. They're a large part of the traditional advertising equation. For brand awareness, **you need your brand to be seen.**



- Viral Marketing


- Word-of-mouth is probably the **world's oldest form of marketing**. Back when humans first started trading the things they traded, they'd likely find out about where to get what they needed from others. **Collaboration and information sharing** is a basic human trait and perhaps the one which made us the dominant species.
- Fast forward to the modern world.
Word of mouth in an electronic context.
Self-replicating distribution techniques.
Exponential growth in campaign reach.

- ORM - Online Reputation Management
- More and more, **consumers turn to the Internet** for information about products, services and the companies that offer them.
- Buying a new car? Check out reviews online.
Thinking of getting in a new eMarketing agency?
Find out what others have said online about their experiences.



- WebPR

- Business has moved online and Public Relations (PR), that indispensable tool of brand awareness, has followed.
- Now that most business is conducted on the Internet; the playground of **PR** has moved online. **WebPR** allows PR to reach its fullest expression because the potential for getting your brand "out there" is limitless.

- 
- Your Question Was: **How do I acquire customer email addresses?** **Answer:** First of all, by using forms on your company Website or you may already have an existing customer database that you may want to send emails to. Another efficient way is to create an advertisement in an industry specific newsletter and provide information and the possibility for the visitor to sign up for further information and news.

- Your Question Was: **What's a good way to get people to respond to emails?** Answer: Always include a "call to action." Don't make the reader hunt for the link to respond to your offer. Scatter links throughout the text and graphics. You never know when your reader will be moved to click. Fulfill on all implied and explicit promises. An "Order Now" link should place the user well within the ordering process. If you say "Free," then make sure there is a freebie at the end of the link. Don't make the user wade through extensive qualifications. Credibility and patience are paper-thin on-line. You're always just a click away from the Trash bin.

- **GSM Global System for Mobile communications**
- SMS Short Message Service



- 1. Service quality
- 2. Service encounter



Sms features

- Interactive
- Benefits
- Reliability protection
- Convenient
- Features



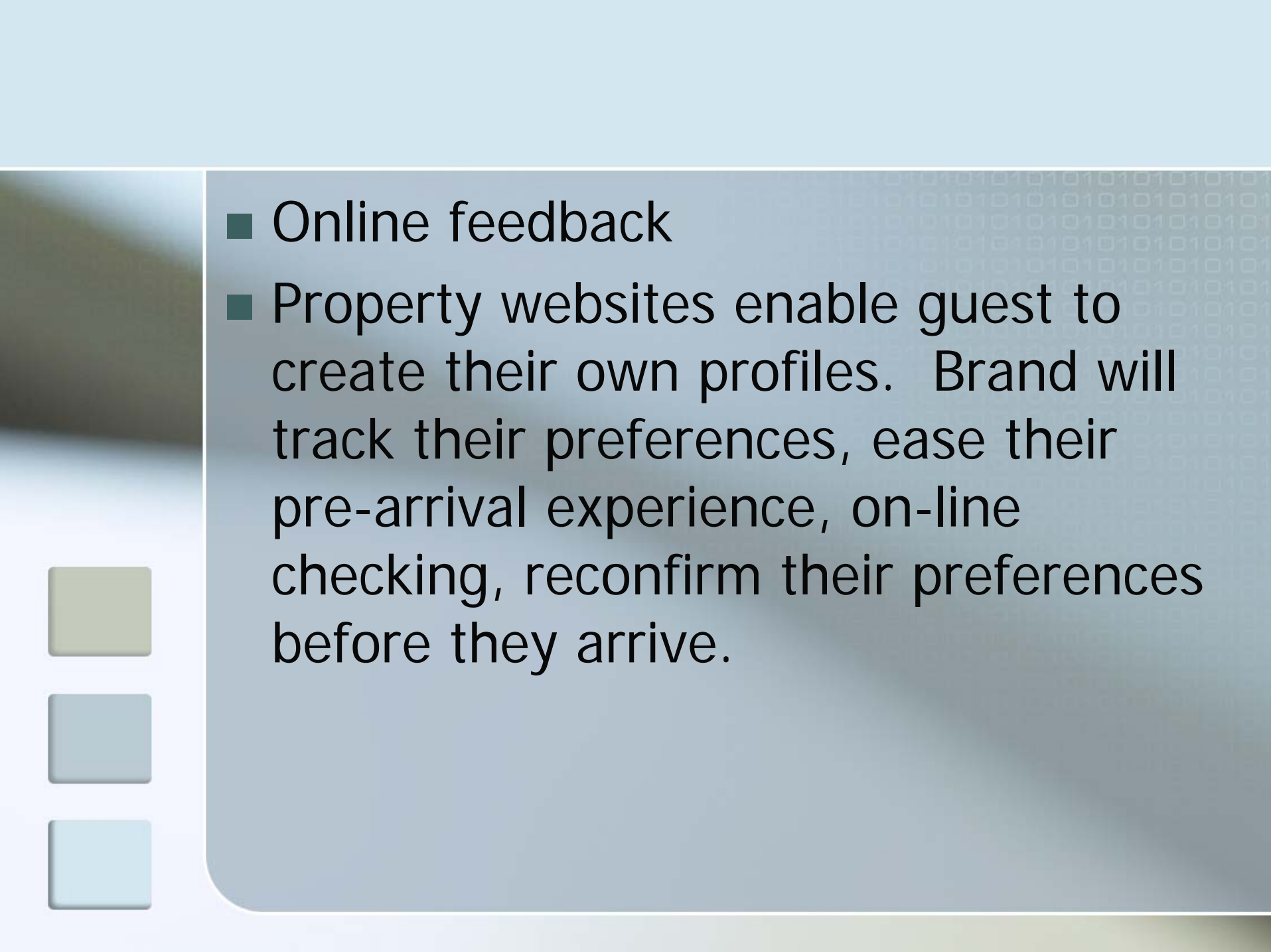
- Timely
- Targeted
- Relevant



Podcasting

- Road trips, restaurant openings, and special events.



- 
- Online feedback
 - Property websites enable guest to create their own profiles. Brand will track their preferences, ease their pre-arrival experience, on-line checking, reconfirm their preferences before they arrive.

- Truth in digital advertising
- Transparency
- Pictures



- Link with sites
- Disney with passport requirement



- Internet – lower costs for the distribution of information and media to a global audience
- ECRM [Electronic customer relationship management]



Differences from traditional marketing

- One-to-one approach
- Appeal to specific interests
- Geo targeting
- Different contents presented by choice



Advantages

- Relatively inexpensive
- Measuring statistices easily and inexpensively



Limitations

- Speed of the internet
- Intangibility
- Security concerns



The e-marketing plan

1. Strategic analysis
 1. Scanning of the macro and micro environment
 2. Competitors
2. Defining strategic objectives



RFID Industry

- \$1.49 billion in 2004
- \$1.95 billion in 2005
- Estimated to be \$26.9 billion by 2015



RFID Wristbands

Industry led by Precision Dynamics Corporation

- “Smart Band”
 - RFID embedded wristband
 - Provides for automated, cashless payment options
 - Automated Point of Sale Systems for concessions, games, stores, etc
- Uses “Smart Kiosks”
 - ATM like booth that allows patrons to add money to the wristband through cash or credit card



RFID Uses

Child Tracking

Parents register with park-based tracking system
Parent receives a map and uses their personal cell phone to track coordinates of child
Receive alerts on cell phone when a child leaves a certain area

Guest Tracking

Ensures proper use of passes
Battles counterfeiting

Ticketless Entry

Guests buy tickets online, ticket is then loaded to RFID enabled cell phone
Guests passes through RFID system with cell phone to gain entry to park

Pay for Play

Move from conventional cash payment system to automated system

Smart Band Implemented at Dollywood's Splash Country

- Provides daily and season pass guests with cashless payment for food, beverages and merchandise.

- Gary Nichols, Revenue Manager:

“...Our guests and their families love the ease and convenience of the wristbands...One swipe – they’re done and are free to enjoy our water rides, get food or buy gifts. And in turn, that helps increase spending at our water park.”



Great Wolf Lodge, Pocono Pennsylvania

- Uses Smart Bands for:

- Payments
- Room Keys
- Park Pass
- Guest ID

- Kim Schaefer, COO of Great Wolf Resorts:

“At Great Wolf Lodge we strive to offer exceptional customer service and convenience to our guests, incorporating RFID wristband system was a great way for us to offer safety and convenience to further enhance the guest experience.”



Alton Towers Theme Park, UK

- Guests sign up with park to compile a DVD of their visit
- RFID tracks where the guest moves through the park
- Over 80 video units are activated by the RFID wristband
- At end of visit, guest turns in wristband and receive the DVD that is presented with various video-captures personalized of their experience.



BioMetrics at Disneyland

- Hong Kong Disneyland introduced technology to fight ticket fraud and reduce admission time for annual-pass holders
 - Annual-pass holder only takes 10 seconds to get through the gate
- Uses physical or behavioral characteristics to verify identify through hand scanning



Busch Gardens Williamsburg, VA

Introduced a biometrics hand scanning system for pass holders in 2005

- Scans two pictures of the hand
- Combines pictures to create a 3-D image of hand for system to process
- Allows pass holders to enter park quicker
- Reduces pass fraud



LegoLand, Denmark

- Parents pay 3 euros for a day's rental of a tag for their child
- Legoland attaches tag to the child's wrist by means of a disposable wristband
- That tag is then registered to the parents' mobile phone number.
- Park can constantly track tag throughout the park
- Parents wanting to track their child simply sends a text message, receives a location within 10 feet of their child in about 10 seconds

KeyLime Cove Water Resort Gurnee, Illinois

- Will be the first completely cashless waterpark in the USA
- Implementing its Smart Band RFID Wristband System
- Patrons will not have to worry about carrying their keys or losing money
- Added security of families being able to pre-fund and monitor their children's purchases
- It's secure, easy to use, and increases park spending
- Provides patrons with automated cashless point-of-sale (POS), keyless entry to hotel rooms and lockers, cashless vending, digital photography, and cashless spending in the arcade using RFID enabled token machines.