

Internet Marketing REPORT™

News and insights on how executives are using the Internet to drive business objectives

May 26, 2006

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The Purpose of Internet Marketing Report

The *Internet Marketing Report* is the fast-read source of ideas to help marketers support customers, increase revenues and cut costs.

Twice monthly, the *Internet Marketing Report* lets you know what's working for high-level marketers in a wide range of industries.

In addition, it reviews the best ideas and latest technology available. Instead of hype, we provide information you can use – every day.

8 sure-fire tips to increase clicks and conversions now

■ Web site and e-mail ideas you can use today

One thing both b-to-b and b-to-c marketers have in common: They all crave more clicks and conversions.

Here are eight sure-fire tips you can use to get more from your site, search marketing and e-mail efforts – along with proven examples.

1. Provide complete company info

You can increase conversions 2% just by including full company contact info on site pages (e.g., in the footer), says usability expert Amy Africa.

The info adds credibility, creates a sense of trust and gives prospects an

easier way to contact you. Plus, it boosts local search results and makes using Google Maps easier.

- www.scientificsonline.com

2. Offer buyers an alternative

Give prospects an alternative to ordering online and you'll lift conversions by up to 3%.

Best bet: A special 800-number at the top of all site pages. One company is seeing a 40% higher order value on sales through this idea (see p. 5).

Don't worry about overloading

(Please see *Sure-fire tips ...* on p. 2)

Will this recent SEO change hurt your rank?

■ The new ranking factor most marketers haven't heard about

Keeping up with changes to search engine ranking is a full-time job – but you've got plenty of other things to tackle (see *New Research*, p. 7).

So here's the scoop on a ranking factor that's gaining importance, from SEO pro Dave Davies.

Focus on users to avoid 'clickbacks'

Not long ago, Google started using a site's performance in result pages to help determine its relevance.

If a site ranks high, but users who click to it quickly return to the search

results page, Google assumes the site didn't provide what the users were looking for – and may not be relevant.

If that happens often, the site's rank will start to fall. Yahoo and MSN are likely to follow suit on this factor.

Of course, you can't control users or "clickbacks" if they don't find what they're searching for on your site.

But it's imperative that site content is developed with users in mind, not just high ranking from keywords.

Info: "Tying It Together: SEO For The Big Three," by Dave Davies, www.isedb.com/db/articles/1442/

INCREASING CONVERSIONS

Sure-fire tips ...

(continued from p. 1)

customer support reps. The upselling potential will be worth it.

3. Think BIG with buttons

Designers may hate big buttons, but customers don't: Large "Buy Now" buttons work four to six times better than smaller buttons with passive text like "Add to Cart."

One vitamin site's design team was up in arms about big buttons – until they outpulled the smaller version by eight to one.

4. Welcome returning prospects

If you're tracking site visitors with cookies, leave the expiration date on those cookies open. Why?

More than 75% of prospects visit two to six times before buying, so make it easy for them to return. (Use first-party cookies to prevent deletion by antispyware.)

5. Wrap keywords in benefit copy

"Present your offer" earlier by putting benefit statements around the keyword phrases in site copy, suggests search guru Heather Lloyd-Martin.

When Google takes a slice of page copy for those keywords, the benefits

will show up in the search results as part of the site description.

- www.aaronequipment.com

6. Test time-sensitive subject lines

New e-mail trend: Response on subject lines using a date or expiration is up by 24% on average this year.

It's working for prospecting offers and customer retention efforts, says e-mail pro Jay Schwedelson.

- [Apple eNews \(www.apple.com\)](http://Apple eNews (www.apple.com))

7. Use 'hybrid' e-mail, sell more

So-called hybrid e-mails (a mix of text and HTML) are outpulling pure HTML efforts by 3-to-1 (b-to-b) and 2-to-1 (b-to-c), says Schwedelson.

Use text for links so they can still be clicked if images are blocked.

- www.potterybarn.com

8. Watch this link closely

Track the "Can't read this? Click here" link at the top of your HTML messages. For one thing, this link now averages 8% click rates. If you see that number rising, it means fewer folks are seeing your e-mail images.

- www.coldwatercreek.com

Info: ACCM 2006 presentations by Amy Africa, www.eightbyeight.com; Jay Schwedelson, www.worldata.com; and Heather Lloyd-Martin, www.successworks.com

Sharpen your JUDGMENT

This feature provides a framework for decision making that helps keep you and your company out of trouble. It describes a recent legal conflict and lets you judge the outcome.

■ Rival's using our brand to boost his search ranking

"Hey, Rick, it's me again," said Jack McCarthy, marketing director for Neptune. "Know why I'm calling?"

"Looking for free advice?" snapped the marketing manager for Poseidon.

"Let's cut to the chase. Your site is popping up in the sponsored links on Google and Yahoo with searches on our trademarks," Jack said.

"So you're upset that we're doing a better job with our search ads than you are?" Rick chided.

Trademark violation – or not?

"Rick, we've looked closely at how you're getting the results: You're using our trademarks in ad headlines to get the paid traffic, and in hidden links on your site to get the organic results.

"And I'm asking you to stop before we take legal action," Jack said.

"For what?" Rick said. "Plenty of companies are doing the same thing. It's for comparison and description. That's called fair use, amigo. You've got no case.

"Besides, it's working. So I don't think we'll be changing anything."

"If that's your final answer, I guess we'll see you in court," Jack said.

Neptune sued the company for trademark infringement.

Did Neptune win?

- *Make your decision, then please turn to page 4 for the court's ruling.*

Internet Marketing REPORT

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Internet Marketing Report (ISSN 1099-0143), issue date May 26, 2006, Vol. 9 No. 187, is published semi-monthly, except once in December (23 times a year) by Progressive Business Publications, 370 Technology Drive, Malvern, PA 19355; PHONE: 800-220-5000. FAX: 610-647-8089. Subscription rate \$299 per year. Periodicals postage paid at Malvern, PA 19355. Postmaster: Send address changes to *Internet Marketing Report*, 370 Technology Drive, Malvern, PA 19355.

Subscription service: 800-220-5000

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DRIVING BUSINESS

New paid search ad platforms take on Google and Yahoo – and deliver

■ *Marketers say these revamped search engines deserve another look*

By now, you're either running paid search ads on Google and Yahoo, or getting ready to try them out.

(If not, you're handing over plenty of prospects to competitors.)

While these two sites dominate the search ad landscape, two emerging players are attracting lots of attention.

These upstarts may not have the volume of Google and Yahoo yet, but reports of strong conversion rates and compelling features are likely to raise their profile this year.

The \$7 billion gorilla in the room

The "new" kid on the block is Microsoft's AdCenter, now powering searches on MSN sites and Live.com.

Months of beta testing drew raves from marketers over the demographic targeting features (age, gender and geography) and clear reporting.

True, MSN gets less traffic than

Google, but thanks to Hotmail and all that MSN content, AdCenter has an edge in targeting ads.

And the site is actively pursuing search marketers with a feature that imports existing keywords and copy.

Info: advertising.msn.com

A paid search Cinderella story?

For years, Ask.com was an also-ran in the search race. But a relaunch in February with cool features like site previews, markedly better results and a big ad campaign are boosting traffic.

Plus, its revamped ad network also includes popular sites like Citysearch, CNET and Motley Fool.

Ask.com still ranks fourth among top search sites. But some marketers are now getting clicks and conversions that rival the big dogs. Could this site be the Cinderella story of 2006?

Info: sponsoredlistings.ask.com

An easy way to test corporate blogging

■ *Before going whole hog, explore the short-term possibilities*

Admit it: Your company's been thinking about blogging for a while and it's ready to take the plunge.

But you're not sure about the time and effort involved. Or the returns.

Before going all-out, it might make sense to ease into the blogosphere with a smaller-scale experiment.

Try a limited-run blog

Blogs don't need to be updated on the hour or live on indefinitely, even though some of the most popular ones are constantly active.

If your business conducts Webinars or conferences, an event-driven blog

might be the way to go. Example: The Search Engine Strategies conferences blog posts last-minute updates, party locations, speaker openings and more. (*blog.searchenginestrategies.com*)

Another possibility: Create a blog that's active for a limited time. This ski resort's blog sees action mainly in winter. (*www.glenwoodblog.com*)

Concerned about corporate image? Even Wells Fargo bank hopped on the blogwagon to coincide with the 100-year anniversary of the 1906 San Francisco earthquake. Brimming with images, info and resources, it's a good branding effort. (*blog.wellsfargo.com/GuidedByHistory*)

STEAL THESE IDEAS!

Check out the Web sites referred to below. Each one has an innovative feature that you might be able to adapt to fit your business.

■ Guide prospects to the sale with their input

If your customers tend to have a lot of questions before buying, here's one way your site can help. This site uses a shopping wizard with eight questions that home in on the best products for a buyer's needs. It also uses small notes with each question explaining why the answer is important, and a "Not Sure" choice on certain questions.

Info: www.axiomaudio.com

■ Capitalize on the buying mindset with cross-sales

Right after a purchase, does your site spit back a simple "Thank You" – or take it a step further? Once buyers are done with a transaction, this site capitalizes on their buying mindset with an additional special offer. It's even clearly listed at the end of the "temperature bar" that shows users which step they're at in the process.

Info: www.tracfone.com

■ Turn repeat visits into an engaging experience

To encourage repeat visits and sales, this auto parts site features a "My Garage" section. In it, buyers can add products to a personal wish list and browse other wish lists to get ideas. They can also input their vehicle profiles and projects to help organize the wish lists and get customized product recommendations.

Info: www.summitracing.com

(To continue, please turn to page 6)

MAXIMIZING ONLINE SALES

Expanding the sale: 8 tactics that'll improve cross-selling and upselling

■ Sites should use relevant offers positioned as expert recommendations

When it comes to cross-selling and upselling, there's no silver bullet.

In fact, 76% of Web retailers say they try to grow sales this way, but only 9% of buyers say they respond to them, a recent survey found.

That means there's plenty of room for sites to improve. Here are eight proven tactics that can help.

Consistency, creativity are keys

- **Keep cross-sell and upsell items in a consistent place on product pages.** Get shoppers accustomed to seeing related items in the same spot and they're more likely to keep looking.
- **Stick to three recommended items to complement each product.** Not a hard and fast rule, but too many choices can be overwhelming and backfire with prospects.
- **Make sure recommended items are relevant to the product.** Shoppers get turned off if they sense a "sell them anything" approach.

- **Be creative with product bundling techniques.** While keeping the items relevant, try combinations such as shopping by room, adding clothes or accessories to an outfit, or food items that complete a recipe.
- **Make recommendations stand out with a personal touch,** like "Others who purchased this also bought ..." or "Our specialists also suggest ..."
- **Use promotional offers to create a sense of urgency and prompt sales,** such as limited-time discounts on the related items.
- **In addition to products, include relevant add-on services or offers like extended warranties.**
- **Test and change offers regularly to find combinations that perform best.** This helps you take advantage of hot items or pairings. Popular bundles might become regular top-selling sales offers, like a software or video game combo.

Info: "Just One More?" by Linda Punch, www.internetretailer.com

SEARCH METRICS

■ Why brand-related results can often be misleading

Marketers who track conversions from search keywords generally find a higher rate from brand-related terms.

But those numbers don't always tell the whole story.

Now some search gurus are saying it's time to reconsider your analysis.

Another way to analyze terms

Searchers who used brand terms throughout converted at a 9.3% rate compared to 8.7% for those who used brand terms only at the end.

This suggests the gap isn't as wide between prospects at various stages in the sales cycle – and that marketers shouldn't automatically assume brand searches are really driving the sale.

Idea: Categorize them separately for campaigns, but consider them all together when analyzing the data.

Info: www.360i.com

Sharpen your judgment... THE DECISION

(see case on page 2)

Yes, Neptune won.

Poseidon claimed that its use of Neptune's trademark fell within the standards for fair use, which applies when:

- use of the mark is necessary to describe both companies' products/services, or the defendant's products/services
- the defendant uses only as much as necessary to describe the plaintiff's product, and
- the defendant's conduct or language reflects the accurate relationship between their products/services.

The court ruled that using Neptune's trademark in paid

search ads and the hidden text and links on its site wasn't fair use because "such uses of plaintiff's mark were not necessary to the description of defendant's products or services."

Analysis: Handle competitors' trademarks with care

These tactics were popular for a while, but it's time for any serious marketers to abandon them – and consider taking action against competitors that are still doing it.

In February, Mazda bought up the keyword "Pontiac" and snagged a bunch of its rival's Super Bowl traffic. Since then however, Yahoo and Google have tightened their trademark policies for search ads (see IMR 4/17/06, p. 1).

Even if you're genuinely using competitors' trademarks for comparison purposes, it might be wise to review those policies.

Info: Edina Realty, Inc. v. TheMLSonline.com, Civil No. 04-4371 (D. Minn. 2006).

WHAT'S WORKING FOR OTHER COMPANIES

Our subscribers come from a broad range of companies, both large and small. In this regular feature, three of them share an Internet marketing success story, often for the first time in print.

1 **New testing strategy got better results fast**

We serve a mix of b-to-b and b-to-c customers that changes frequently.

Our business customers are most active on weekdays, but on nights and weekends it's mainly consumers.

Before-and-after method flopped

To get the most from our site, we wanted to do more testing. But our approach wasn't working.

We'd done a big usability audit,

made top-to-bottom site changes – and conversions hardly budged. We had to overhaul our testing strategy.

Established new framework

First, we dropped the before/after method in favor of A/B testing. We even rolled usability and split testing responsibilities into the product management process.

And before running any test, we had to have three things:

- an explicit goal
- a measurement tool, and

**REAL
PROBLEMS,
REAL
SOLUTIONS**

- a clear plan for implementation.

To get a cross-section of all our customers, we ran tests for a week.

And we started putting all test data, surveys and customer service feedback into a “big book of knowledge” that we review every quarter.

Result: With the new process, one of our first tests increased revenue per sale by nearly 10%.

(Del Ross, VP global e-commerce, InterContinental Hotels Group, Atlanta, GA; www.ichotelgroup.com)

2 **Security icon raised conversions by 13%**

Our e-commerce site was doing a brisk business.

We had a trusted brand and our online sales numbers were solid.

Still, like most Web retailers, we wanted to reduce our shopping cart abandonment rates even further.

The reality is that there'll always be a percentage of prospects who bail for one reason or another.

But if we could encourage more of them to complete their purchase, it'd

make a big difference to our bottom line.

Made buyers comfortable

We knew some shoppers need a high level of comfort to make Web purchases, so we looked at ways to make them feel more secure.

The secure checkout and lock icon were familiar to most Web users, but we decided to test a “Hacker Safe” certification icon on our site as well.

The button-sized icon has a bright green shield and says “Tested Daily” with a date stamp under the image.

We ran A/B tests on site pages with and without the security icon and found a significant change.

We got a 12.8% higher conversion rate from shoppers who viewed the pages with the icon.

Needless to say, the icon is now a fixture on our site, from the homepage through the shopping process. And it's still helping us turn more browsers into new customers.

(Michael Phillips, Internet strategist, Yankee Candle, South Deerfield, MA; www.yankeecandle.com)

3 **Search ads drove in calls, increased sales**

We sell a product that prospects often have questions about, so our call center was always a busy place.

That's OK, since it provides us with good upsell opportunities.

Yet we wanted to see if we could do more to connect Web prospects with our call center reps.

Order value jumped by 40%

We were already running search ad campaigns. So we decided to try and

integrate our ads and landing pages with our toll-free numbers.

Working with a service provider, we rolled out a campaign using Google AdWords.

The landing pages used dynamic 800-numbers so we could track them back to the specific search terms.

Prospects could still click through the landing page offer, explore the site and order from us online.

However, the 800-number that displayed at the top of each page was tied directly to the keyword search. And since it stayed there while they

browsed, we could track how many went on to buy through the site and how many picked up the phone.

It wasn't long before we began to see the benefits:

- Almost 20% of our call center sales were coming in from the ads, and
- The average order value was 40% higher than Web orders.

Not only has this helped our sales, it's made them much more profitable.

(From a presentation by John Squire of CoreMetrics at eMarketing West 2006; www.coremetrics.com; www.selectcomfort.com)

DEVELOPMENTS IN ONLINE MARKETING

Growing e-mail lists: Pros and cons of the co-registration game

■ Partnering with other sites to get signups works, but there are pitfalls

What's the best way to grow your opt-in e-mail list? Marketers are in love with co-registration these days.

Of those using co-registration on third-party sites, 32% say the names perform just as well as house lists.

It's hot. It works. So what else do you need to know before rushing out and setting up a fruitful partnership?

Here are three pitfalls to watch out for, according to e-mail marketing maven Josh Perlstein.

Use caution with incentives

No matter which side of the process you're on – handling it in-house with a partner site or outsourcing it – pay close attention to incentives.

It's not necessarily a bad thing, but using incentives is likely to dampen response. Why? Because it attracts a lot more prospects who only want the

freebies. Giveaways can sometimes be perceived as a spammer's tactic, too.

Steer clear of laundry lists

Another potential problem area: Sites that lump all the co-registration signups together in a laundry list with a "Select All" option.

If your offer is rolled in with, say, 13 others, these opt-ins are bound to perform worse than an individual or much shorter list of options.

Avoid slow data transfer

Speed is of the essence with opt-in e-mail, so make sure that data gets to you at least daily. Avoid sources that take a few days to transfer info; that can waste a prime opportunity.

Info: Josh Perlstein of Response Media spoke at the ACCM 2006 conference in Chicago, 5/8/06.

Subject line surprise: Dull gets better results

■ Buyers are ignoring splashy, spam-flavored sales pitches in their inbox

Boring is better – at least when it comes to e-mail subject lines.

That's the upshot of a new study comparing the open rates of more than 40 million e-mails.

It doesn't make sense, right? You've written clever, catchy copy that should pop out of the inbox and compel lots of users to click, click, click!

Well, every other marketer is doing the same thing. So all those inboxes are brimming with hopped-up subject lines. That sets the dull ones apart.

The best and worst

Here are some common elements in the subject lines that performed the

best (60% to 87% opens):

- company name
- the date (month and year), and
- "newsletter"

Elements that showed up repeatedly in the worst subject lines (1% to 14% open rates) included:

- long copy (nine or more words)
- exclamation points, and
- "gift" and "shop"

All these factors can vary wildly, so the best bet is to match subject lines to readers' expectations: If they expect a newsletter, use a softer sell; if they've signed up for special discounts, try the flashy sales pitch. Just not too flashy.

Info: www.mailchimp.com

STEAL THESE IDEAS!

(Continued from page 3)

■ Use tools and resources customers will remember

Using a site to promote products and services isn't enough these days. Smart companies use their sites to help buyers do their jobs better, like this printer's site that offers a checklist for prepping jobs, tracking for FedEx and UPS packages right from the site and pages of helpful how-to info. When buyers need quick answers, these are the kinds of sites they'll remember.

Info: www.thebault.com

■ Reach out to local and regional organizations

It's easy to forget that prospects are people, and they respond to sites that have a personal touch. This site gives prominent placement to its work with charities by placing a "Community Focus" tab in its navbar. That page outlines the company's philosophy and charity support, which is an excellent way to build goodwill with local and regional customers and organizations.

Info: www.canadawide.com

■ Display awards with tact to build credibility, trust

Establishing credibility with the audience is essential for any site, but it's even more critical for health care organizations. And self-promotion without bragging can be tricky. This hospital's site splits up two of its high-profile awards – one above the fold, and the other right below the scroll line. So rather than looking like a trophy case, the awards command attention even when users are near the bottom of the homepage.

Info: www.wfubmc.edu

NEW RESEARCH – AND WHAT IT MEANS TO YOU

Why opt-in list growth has stalled – and what you can do to fix it

■ *Study: Majority of sites need to promote their offers better*

Most e-mail marketers say that growing their lists is their No. 1 challenge these days.

Unfortunately, a large part of the problem lies in the approaches they're using, new research shows.

While some of the best practices for list growth are being overlooked, lots of marketers are also pursuing tactics that haven't fared so well.

The mistake 80% of sites make

One of the biggest mistakes sites are making: Not putting the opt-in box on every page.

Only 20% of sites are doing this, while many relegate it to just the homepage and/or "Contact Us" page.

More than half of the traffic from search engines comes through pages other than the homepage, so this is a huge area of opportunity.

Where to turn for real returns

Since up to 25% of e-mails go bad in a given year, it's imperative to keep

adding qualified, fresh names just to stay even, much less grow lists.

Which strategies are marketers now banking on to do that?

Almost two-thirds said that offline advertising and direct marketing are high priorities for list growth.

More than half are counting on trade shows or search marketing.

And 24% are exploring a viral marketing effort – though only 10% of those who have used that all-or-nothing method deemed it successful.

Ideas that get more signups

Two effective ways both b-to-b and b-to-c marketers can grow their lists:

- Provide a sample of what people will see when they sign up, or at least offer a rich description, and
- Coordinate and track your offline channels, like catalogs, direct mail and trade show handouts.

Info: "2006 E-mail List Growth Survey" by Silverpop, 5/9/06, www.silverpop.com

LIGHTER SIDE

■ Why online dating just isn't for everybody

From the "lawsuits that should never arise" file comes this little gem:

John Claassen spent two hours filling out a detailed profile on popular dating site eHarmony.com.

Then he got a pop-up notice stating the site wouldn't find him a match.

The problem? He's married.

Seeking justice ... and romance

Now he's seeking \$12,000 in damages, citing a California law that bars discrimination on marital status.

Fortunately, he had no trouble finding a lawyer to take his case – he's a lawyer himself.

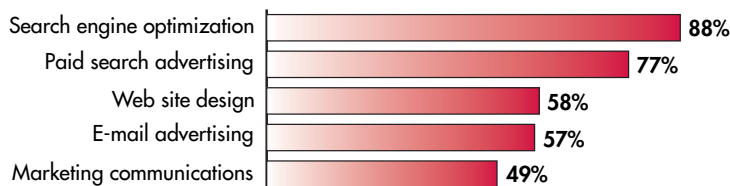
Said Claassen: "I'm emotionally in a different state than I am legally."

No word yet on what state his wife is currently in.

Info: www.stellawards.com

ARE WEB MARKETERS STRETCHED TOO THIN?

Job functions performed by search engine marketers



Source: JupiterResearch and iProspect, 5/06.

It's safe to say you're wearing too many hats these days. But you're not alone. Most Internet marketers are juggling paid and organic search marketing, e-mail, site design and other marketing responsibilities. Now that companies are gung-ho about the Web again, can marketers expect more help and support this year?

WHERE TO GET HELP

■ www.sitespect.com

This service lets you run A/B and multivariate tests for your site without having to overhaul the code or set up the back-end tracking yourself. It's a useful resource for bigger campaigns or site redesigns.

■ www.adwatcher.com

Search marketers juggle plenty of issues: tracking ROI, monitoring click fraud, managing ads, etc. This service does the heavy lifting for you. The site offers a free 30-day trial and rates starting at \$19.95 a month.

NEWS YOU CAN USE

Subscribe: Why this word is killing response online

There are plenty of dirty words on the Web. Now marketers can add one more to the list: "subscribe."

At a recent conference of online publishers, many marketers reported that tests using the word flopped on everything from buttons to headlines.

One reason: The word now carries a negative connotation for Web buyers who suspect their credit cards will be charged indefinitely.

In addition, many prospects want a small taste before making long-term commitments – hence the popularity of single-item sales like MP3s.

The word still works for some sites, but if it's on yours, you'll want to test some other verbiage. Fast.

Info: Subscription Summit 2006 Wrap-Up, www.marketingsherpa.com

RSS is growing in reach, but not in clickthroughs

You've heard the hype about RSS feeds as the next big marketing thing.

Now comes this sobering statistic: 90% of RSS feed readers don't follow the links back to the originating sites.

Instead, they're reading either the headlines, summaries or full articles directly in the feed aggregator, like MyYahoo or BlogLines (the top two).

The study also found the leading RSS category was humor and comics with a clickthrough rate of 9.62%.

Not exactly a boon for business.

Info: Study by Pheedo, 5/06.

Google Base attracting eBay's business users

Many manufacturers and retailers have been using eBay to increase their

For more quick-hitting marketing ideas you can use right away, plus commentary from your peers, visit: internetmarketingreport.blogs.com

reach and sell off overstock. And the site has proven to be an effective Web sales channel for businesses.

Now many of these companies are also turning to Google Base. Recently, at a conference of eBay PowerSellers, half of the attendees said they are now listing products there, too.

For eBay, that means growth may taper off in the months ahead. But for marketers, it may mean a booming new marketplace is taking shape.

Info: "Google Services to Limit eBay Upside," www.forbes.com

Web takes 4th place for generating b-to-b leads

In a recent survey on the most effective methods for generating leads, online marketing placed fourth on b-to-b marketers' list.

The top five channels were:

- In-person events – 63%
- Industry-specific/trade mags – 47%
- Public relations – 45%
- Online marketing – 42%, and
- Direct mail – 42%.

Taken separately, these methods all perform differently for each company. However, all of them can and should be linked with online efforts such as sites and e-mail for a truly integrated approach to relationship marketing.

Info: www.emarketer.com

New search engine rolls out pay-per-action model

We'll be keeping an eye on this one: Bill Gross, who devised pay-per-click advertising, has gone a step further.

He recently launched Snap.com, where advertisers decide what they're willing to pay for an action such as buying a product or filling out a form.

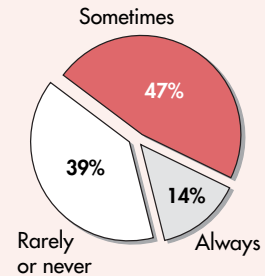
Then they submit bids, create the keyword campaign and, if accepted, pay only if the action is completed.

It's actually a pretty good search engine, but will it get enough traffic?

Info: www.mercurynews.com

WHAT WEB MARKETERS TOLD US

How often do consumers read online privacy policies?



Source: Yankelovich survey.

Privacy policies aren't sexy, but a lot of buyers actually do read them. A clear policy is key for dealing with customer issues and spam complaints.

Each issue of IMR contains an exclusive survey to give marketing executives insight into what their peers nationwide are thinking and doing.

CALENDAR OF EVENTS

- **June 5-7: "Internet Retailer 2006."** Chicago. Internet Retailer. 312-362-0076. www.internetretailer.com/IR2006
- **June 20-22: "DM Days New York."** New York. Direct Marketing Association. 212-790-1500. www.dmdays.com
- **July 24-25: "ad:tech Interactive Media Conference."** Chicago. ad:tech. 415-464-8524. www.ad-tech.com
- **Aug. 7-10: "Search Engine Strategies Conference & Expo."** San Jose. Jupiterevents. 203-662-2857. www.searchenginestrategies.com