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Newsletter for the Performance Marketing Community

March 8, 2006

MARCH GLADNESS

Before you can say "Et tu, Brutus" or "Erin go braugh", the **March/April** issue of *Revenue* will be arriving at your door.

The newest issue is jam-packed with features on topics of interest to performance marketers. The cover story highlights the ongoing war between Google and Microsoft. As we discovered, marketers will not be the casualties in the conflict; they will benefit from the bloody battle.

We also give you the complete buzz on why word-of-mouth marketing is spreading like wild fire. We delve deeply into why bounty programs have achieved such success. And we turn our focus on social shopping and find out why community commerce will rule in terms of revenue. Plus, there's also a look at tools to help you get your job done, who's in and who's out at the top levels of LinkShare, and an interview with an executive from one of the top interactive advertising agencies.



By the time the **March/April** issue reaches you, we'll be putting the finishing touches on the **May/June** issue. Expect some great stories on the rise of alternative networks, pay per call, online dating affiliates, how research impacts online marketers' decisions, what the TV networks are doing to join the online fray, and how to facilitate better communications among all parties in the industry.

Basically, all the stories I just mentioned are completed. However, we just began working on the edition of *Revenue* that will land at your desk in the **July/August** time frame. Reporters are still gathering information, researching the topics and talking with everyone pertinent to their respective articles. If you have something to say on any of these topics, contact me at Lisap@RevenueToday.com and I'll make sure to pass on your information to the appropriate writers.

Here's a brief sample of some topics that we're working on for the **July/August** issue:

- * Online marketing to teens
- * Why you need to prepare for Christmas in July
- * Ads in videogames
- * Catalog affiliates
- * Outsourced program management

All these stories are due to me by April 15, so you'll need to contact me before that date if you want a chance to get your voice heard.

Issue At A Glance

- **Editor's Letter:** *March Gladness*
- **Affiliate Tip:** *They're Your Customers - Keep 'Em!*
- **Feature Story:** *Q&A with Scott Silverman of Shop.org*
- **Ask Dave Taylor:** *Yahoo's Ban on Trademark Bidding*
- **Inside Track:** *2 People on the Move*
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Cheers,

Lisa Picarille
Editor-in-Chief
Revenue Magazine

Here are some other ways to get involved with Revenue

You love *Revenue* - you read every issue from cover to cover. But you still find yourself waiting too long for it to arrive every couple of months. If this sounds like you, maybe you should take us up on one of the following opportunities to get more involved with your favorite performance marketing magazine.

Get a Free Makeover. If you want a redesign of your home page, it's simple and free. Our design guru and columnist Pedro Sostre is always looking for candidates for his next By Design Makeover. You can get your site in the running by following these easy steps.

1. Send an email to ByDesign@SostreAssoc.com.
2. Put "Revenue's By Design Makeover" in the subject header.
3. Include your name, company and contact information (phone, email, etc.).
4. Include a brief description of your business and its goal.
5. Include the URL for your home page or landing page for Pedro to review.

If your submission is chosen, you must agree to let Pedro show the before and after designs in our magazine.

Write for the Manager's Corner. If you're an affiliate manager with something to say, we might be able to give you a forum. Our Manager's Corner column features an 1,100-word article written by a different author every issue, and the next one could have your name on it. We're happy to help you think of potential subjects, but the rest is up to you. Send an email to Editor@RevenueToday.com with your ideas.

Ask Dave Taylor. You've been to askdavetaylor.com, right? Dave has been in the tech industry forever and pretty much knows everyone and everything. We have him lined up to answer a question in our monthly newsletter and it could be yours. If you have a tech question for Dave, send an email to AskDaveTaylor@RevenueToday.com with "Ask Dave Taylor" in the subject line. Dave will check out the submissions and answer at least one question in our newsletter every month.

Get the Inside Track. Also in our newsletter is our personnel section, Inside Track. To submit a candidate for consideration, send an email to InsideTrack@RevenueToday.com with "Inside Track" in the subject. Please include the candidate's name, their new title and full company name, the date they started their new position, and their previous title and company. We will also be accepting photos. They need to be jpeg or gif format, and should be no larger than 200 dpi.



A Forum on Forums

03/07/06 07:31:33 am

I'm still working on my feature article for the magazine about facilitating better communications among all parties in the online marketing space. As I mentioned before, during the course of many interviews with various types of industry folks, a lot great ideas have come up to help fix the communication problems.

Today I'm curious specifically about the forums/message boards. I want to get to the bottom of what role the forums, such as ABestWeb.com or AffCommunity.com, play in your daily life.

[Continued on the Revenue Blog](#)



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THEY'RE YOUR CUSTOMERS -- KEEP 'EM!

By Karen Hoxmeier, Owner, MyBargainBuddy.com

Online marketing is no longer a new frontier. Chances are there are hundreds, if not thousands, of websites targeting the same consumers you are trying to reach. In two clicks, your customer can be shopping at your competitor's website. In order to maintain the customers you have and keep them coming back, you need to stand out from the rest. Your site must be the first place they think of when they are in the market for the type of product or service you offer.

Know Your Target

No business can be all things to all people. My site caters to bargain shoppers. I wouldn't be able to sell a full-price Louis Vuitton handbag, no matter how hard I promoted it. Figure out who your core audience is and aim to please them.

Customer Service Is No. 1

Quality customer service is the backbone of a thriving business. I would venture to say it's even more important than prices and products. Recently, a friend told me about her experience at a new restaurant. The service was slow, the staff was rude, but the food was decent. I made a mental note not to eat there. That restaurant lost me as a customer before they even had a chance to get me. A typical dissatisfied customer will tell eight to 10 people about his problem, according to *How to Win Customers and Keep Them for Life* by Michael LeBoeuf. It's hard to get a new customer, and it's very easy to lose one, directly or indirectly. Make customer satisfaction your No. 1 priority.

Be a Problem Solver

If a customer comes to you with a question or problem, do your best to solve it. LeBoeuf's book states that seven out of 10 complaining customers will do business with you again if you resolve the complaint in their favor; if you resolve it on the spot, 95 percent will do business with you again.

Value Your Repeat Customers

In order to be successful in the long term, a business needs to have a solid customer base. According to LeBoeuf, the average business spends about six times more to attract new customers than it does to keep old ones. Yet customer loyalty is in most cases worth 10 times more than a single purchase. New customers are an integral part of any business, but if they never come back, you're doing something wrong.

Viral Marketing

You see a commercial on TV for a new product. It looks interesting, but are you compelled to go out and buy it? Probably not. If one of your friends tells you they bought this new product and are thrilled with it, you're much more likely to check it out for yourself. Happy customers are the best form of advertising. A personal recommendation is worth more than any paid ad.

Make It Personal

Whenever possible, address your customers by their name. People like to know they are not just a number or an email address. Using names helps build a rapport. Get to know them, and let them know you. Ask your customers for their opinions, and let them know you appreciate their feedback.

Encourage Your Customers to Visit Often

Keep your content fresh. How frequently your site is updated has a direct correlation to how often people will visit your site. Update daily and people will want to stop by every day to see what's new. It's important to remember that there are real people behind your sales figures. These are people who can make or break your business. Treat them with respect and honesty and you'll

have a customer for life. Give them a reason to talk about you and their friends will become your customers, too.

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Q&A WITH SCOTT SILVERMAN OF SHOP.ORG

*Scott Silverman is the executive director of [Shop.org](#). **Revenue** senior editor Maria Sample recently interviewed him via email about his company's benefits and plans for the future. [Shop.org's Multichannel Executive Symposium](#) is being held in San Francisco in March; if you were lucky enough to score an invitation, don't miss it.*

Maria Sample: How is Shop.org different than its competitors?

Scott Silverman: Shop.org is unique in that it's the only association for online and multichannel retail professionals. What makes the Shop.org community special is our "by the member, for the member" approach to delivering member benefits. Every major Shop.org effort - research, events, overall direction - is shaped by its members who participate in different committees. The overall direction of Shop.org is shaped by our board of directors, which is comprised of 11 retail executives and four nonretail executives elected by the membership. The next board of directors election takes place in August.

MS: What type of benefits do Shop.org members receive?

SS: Benefits include access (free or discounted access, depending on the membership type) to Shop.org's industry events, such as our conferences, workshops, teleseminars and regional events. Every member also receives a free copy of the Shop.org/Forrester State of Retailing Online study and free subscriptions to our two email newsletters, The Week in Retailing Online and our bi-monthly Great Minds in Retailing Online. Retail members also have access to a retailer-only email newsgroup where they can share information and best practices with other retailers in a noncommercial environment. Being a member of Shop.org also makes you a member of the biggest community of online and multichannel retail professionals.

MS: What do you expect to see in your company's upcoming State of Retailing Online study?

SS: We're still collecting data from the retailers, and the major trends in the report will soon surface. In any event, we can certainly expect to see that the industry showed strong growth in 2005 and will show continued strong growth in 2006. Stay tuned for more when the report is published at the end of May.

MS: What's next for Shop.org?

SS: The online and multichannel industry continues to grow both in terms of sales and the number of companies participating in the industry. I expect to see the Shop.org community continue to grow - we've tripled our membership in the past three years. We have a number of events and activities planned for 2006 in which we'll be digging into the latest trends and issues shaping the industry.



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ASK DAVE TAYLOR

In light of Yahoo's move to ban trademark bidding, how long before Google follows suit? And how will Google's "quality score" component impact that decision?

Fascinating questions. Trademark bidding is a fuzzy topic because while on first blush it seems obvious that only a trademark holder should be able to bid on a trademarked word, it's not quite that simple. For example, did you know that the word "Tommy" is trademarked? Not only that, there's more than one trademark that's been granted for this word, one of which is to clothing manufacturer Tommy Hilfiger.

So does that mean that you can't bid on the word "Tommy" if you want to sell your new Tommy Tunes Kid Telephone? What about if you're one of the other Tommy trademark holders? For that matter, what if you're trying to advertise "used ipods" or "refurb razr cellphone", given that "iPod" and "Razr" are both trademarks?

You can see it's not as clear-cut as Yahoo suggests with its ban. Worse, the reason that Yahoo is apparently trying to ban trademark bidding is to prevent competitive advertising. But isn't that one of the main values of a keyword-based advertising system, so you can put up enticing ads to try to sway someone's purchase of a competitive product or service?

In the United States, the courts have upheld competitive trademark bidding, as referenced in the [Google ad keyword bidding policy](#). Given that policy, and given that it's backed by legal precedent, I think it's fair to say that Google won't be adopting this policy anytime soon.

I'll go out on a limb: I think that Yahoo will abandon its ill-thought-out policy, too. A basic premise of capitalism is "may the best vendor win," and we see it every day with gas stations on four corners of an intersection, three shoe stores adjacent to each other in the mall and even a dozen cereals on the same shelf in the supermarket. I don't know why online advertising should be any different.

Regards,
Dave Taylor

If you have a tech question for Dave, send an email to AskDaveTaylor@RevenueToday.com with "Ask Dave Taylor" in the subject line.



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Vu Nguyen is **VisionPoint Marketing**'s newest graphic designer, working on client projects. Nguyen has a degree in electrical engineering and was named to the National Dean's list. VisionPoint Marketing is an online marketing solutions agency headquartered in Raleigh, N.C.

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Joseph P. "J.P." Lanham is now vice president of worldwide sales at **SalesBuilder, Inc.**, a developer of online lead capture and qualification solutions based in El Segundo, Calif. Prior to joining the company, Lanham worked at The Human Element and founded NativeMinds. Lanham is a magna cum laude graduate of Boston College.



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Casino Affiliate Convention

April 9-10, 2006 NH Grand Krasnapolsky Hotel in Amsterdam

The Casino Affiliate Convention (Amsterdam 2006) event will focus entirely on European Marketing and Advertising for the Online Gaming Industry. It will be held on April 9-10, 2006 at the NH Grand Krasnapolsky Hotel in Amsterdam.



PUBCON Webmaster World.com

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