

Now that you are proficient in the use of the web, it may seem second nature for you to search this



URL printed on the side!

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banners into a media plan, you'd do well to do a head-to-head test of the cost-effectiveness of rich media

or enter the seminar immediately.

want to have a similar relationship with you, too! At least that's the impression I get from companies

mutually dependent since each have well known brand names and, as a result, each needs the other to sell their products.

working with companies is that they tend to like their customers being dependent on them, but not the

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which you may think are worth reading. She considers whether loyalty programmes really do work. The

· www.landsend.com <http://www.landsend.com/>

and of course don't forget www.vloyalty.com.au <<http://www.vloyalty.com.au/>>

It's probably worth remembering that Christmas should not be the only time in the year that you reward your customers! If you go to the vloyalty site you will see just how effective you can really be in keeping those important to you, close to you too!

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23/2/2002 NetNews: This is a free information service of Imagine Online

Email newsletters help build customer and partner relationships, contribute to branding efforts, increase awareness, improve customer service and add value to purchases and registrations, says Marketing Professionals, an online marketing resource.

But, they point out, in the rush to the virtual printing presses, marketers are making a lot of mistakes. Eliminate those mistakes and the true potential of newsletters unfolds.

Marketing Professionals offers six of the most common mistakes that marketers make. Read them at <http://www.marketingprofs.com/Perspect/brownlow1.asp>

COMMERCIAL PLUG: While you're thinking email, you may want to check out Imagine's MarketMail service at <http://www.imagine.com.au/docs/mm.html>

Exercise.

1. Identify a site which has clearly integrated traditional media with a web presence. Show examples of the integration. Why does it work, what makes it appealing?
2. Identify a site which belongs to a listed company, which has shown a poor integration effort. Explain why it has not been effective.

