

Marketing and the Internet.doc

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A Web Site Is Not Enough

About Me

Forty years in the computer business

Three years as a Kona coffee farmer

Currently, Secretary of the Board of Directors of the Kona Coffee Council and Member of the Hawaii Coffee Association

About This Presentation

All viewpoints, ideas, and concepts are mine and in no way should be construed as policy of any organization of which I am a member.

Agenda

Your Marketing Program

- **Written Marketing Plan**
- **Know Your Customers and Competitors**
- **Traditional Advertising**
 - **Printed Materials**
 - **Signs**
 - **Radio and TV**
- **Giveaways**
- **Special Events**

Internet

- **History**
- **World Wide Web**

Web Sites

- **Marketing On The Web - The Sizzle and The Steak**
 - **Establish your identity**
 - **Find your online home**
 - **Build an attractive storefront**

- Web server or ISP Host
- Minimize risk of E-Commerce
- Accept and manage all kinds of payments
- Test
- Promote your site
- Examples
- Old Kona Coffee Council Site
- Proposed Kona Coffee Council Site
- New Kona Coffee Council Site
- BSUITE
- Some Useful Sites
- Your Choice
- Build It
- Buy It
- Both

Marketing Strategies

Organizations (HCA, KCC, etc.)

- Strategic Plans
- Focus On Marketing
- Facilitate Members' Success

Individuals

- Develop A Simplified Plan
- Stay Focused
- Consider Joint Marketing Arrangements
- Mentors
 - Imitate

Your Marketing Program

Written Marketing Plan

Written word is poorest form of communication but, it clarifies your thinking

Planning checklist

- Identify your current position
- Product
- Customers
- Competition

- **Market trends**
- **Your strategy - the big picture**
- **Program details - how activities fit the strategy**
- **The numbers - sales and costs**
- **Your learning curve - the newer you are the more mistakes you'll make**

Know Your Customers and Competitors

Research to make better decisions

Low cost research

- **Compare your approach to successful marketers**
- **Create a customer profile**
- **Entertain customers/farm tours - listen to them**
- **Use e-mail for surveys**
- **Surf government data bases**

Traditional Advertising

- **Printed Materials**
- **Signs**
- **Radio and TV**

Giveaways

- **Free samples**
- **When traveling**

Special Events

- **Participate**
 - **eg. Cream of the Crop program**

Internet

History

The first recorded description of the social interactions that could be enabled through networking was a series of memos written by J.C.R. Licklider of MIT in August 1962 discussing his "Galactic Network" concept. He envisioned a globally interconnected set of

computers through which everyone could quickly access data and programs from any site. In spirit, the concept was very much like the Internet of today. Licklider was the first head of the computer research program at DARPA, starting in October 1962. While at DARPA he convinced his successors at DARPA, Ivan Sutherland, Bob Taylor, and MIT researcher Lawrence G. Roberts, of the importance of this networking concept.

By the end of 1969, four host computers were connected together into the initial ARPANET, and the budding Internet was off the ground.

One of the more interesting challenges was the transition of the ARPANET host protocol from NCP to TCP/IP as of January 1, 1983. TCP/IP was adopted as a defense standard three years earlier in 1980. This enabled defense to begin sharing in the DARPA Internet technology base and led directly to the eventual partitioning of the military and non-military communities. By 1983, ARPANET was being used by a significant number of defense R&D and operational organizations. The transition of ARPANET from NCP to TCP/IP permitted it to be split into a MILNET supporting operational requirements and an ARPANET supporting research needs.

The most pressing question for the future of the Internet is not how the technology will change, but how the process of change and evolution itself will be managed. As this paper describes, the architecture of the Internet has always been driven by a core group of designers, but the form of that group has changed as the number of interested parties has grown. With the success of the Internet has come a proliferation of stakeholders - stakeholders now with an economic as well as an intellectual investment in the network. We now see, in the debates over control of the domain name space and the form of the next generation IP addresses, a struggle to find the next social structure that will guide the Internet in the future. The form of that structure will be harder to find, given the large number of concerned stakeholders. At the same time, the industry struggles to find the economic rationale for the large investment

needed for the future growth, for example to upgrade residential access to a more suitable technology. If the Internet stumbles, it will not be because we lack for technology, vision, or motivation. It will be because we cannot set a direction and march collectively into the future.

World Wide Web

Tim Berners-Lee is the creator of the world wide web. The World Wide Web Consortium can be found at <http://www.w3.org/>.

The most significant achievement of the world wide web is the use of Hyper Text Markup Language (HTML) to allow all computers to talk to one another. HTML solves the problem of different protocols by stipulating that text will be used to modify text. Once a document is converted to HTML format and made available on the Internet, any computer connected to the Internet with an appropriate browser can read that document.

Web Sites

Marketing on the Web

The Sizzle and the Steak

Establish your identity

- Name your site
- Your URL/Domain name
- Online brand
- Totally unique
- Make it memorable
- Describe your business
 - Keep it short

Find your online home

Decide on your domain name

Is it available?

Register it

Top level domains - com, org, net, biz, info, us, tv, edu

Network Solutions - a domain name registrar

Consider multiple names

Name not available? - Buy it

Brokers - BuyDomains.com and AfterNIC.com

Build an attractive, user-friendly storefront

- Plan carefully - clear marketing goals
 - Generating leads
 - Building a database of potential customer names and e-mail addresses
 - Product catalog
 - Information source
- Quantify your goals for sales so you can objectively measure your success
- What does a potential customer need to know to buy from you?
 - An overview of your company
 - Complete product descriptions
 - Testimonials
 - FAQ section
- Choose right site building tools
 - HTML
 - Front Page
 - Macromedia Studio MX
- Design tips
 - Creative adaptation
 - Your home page is your front door
 - Display your company name, logo, and tagline
 - Display your contact information
 - Phone number, E-mail address, Mailing address, FAX number
 - Link to About the Company
 - Site menu - same on every page
- Easy navigation
 - Limit number of clicks to buy
 - Make sure links make sense
 - Do not make navigation buttons too dominant
 - Focus on product information
- KISS
 - Minimize graphics, animations, other visual bells and whistles

Use same color palette and fonts in all communications
Make text easy to read, not orange type on a purple background

- Keep download times short
 - Pages should load in 3 to 12 seconds
 - Reduce size and quantity of graphics to speed up loading
 - Most users click away after 8 seconds

Web server or ISP Host

- Your own web server
 - You purchase HW & SW
 - You set it up
 - You manage it
 - Not recommended
- Web hosting
 - Decide on a shared or dedicated server
 - Hard disk storage space - MB or GB
 - Availability - 24X7
 - E-mail accounts
 - Security of personal information
 - Support - 24X7 customer service
 - Web Hosts
 - Eg. Interland, Digital Insight, Rackspace, Genuity, Digex, Blue Domino

Minimize Risks Of E-Commerce

- Risks of E-Commerce
 - Spoofing - create illegitimate sites that look like yours
 - Unauthorized disclosure - hackers intercept your data
 - Unauthorized action - alter the web site so it malfunctions
 - Data alteration - data changed en route
- Solution - secure online transaction
 - Encryption - information unintelligible to all but intended recipient
 - Authentication - you can prove you are you
 - Digital certificates - electronic file that uniquely identifies web site

Accept and Manage All Kinds Of Payments

- **Internet Payment Processing System**
 - Acquiring Bank** - provides Internet Merchant Accounts
 - Credit Card Association** - Credit card services that are branded and distributed by Customer Issuing Banks
 - Customer Issuing Bank** - Provides your customer with a payment instrument
 - Internet Merchant Account** - A special account with an Acquiring Bank, allows merchant to accept credit cards
 - Payment Gateway** - A service that provides connectivity among merchants, customers, and financial networks to process authorizations and payments
 - Processor** - A large data center that processes credit card transactions and settles funds to merchants. The Processor is connected to a Merchant's site on behalf of an Acquiring Bank via a Payment Gateway
- **Payment Authorization**
 - Customer makes a purchase on Merchant's web site and inputs credit card information
 - Merchant's web site sends transaction to Payment Gateway
 - Payment Gateway routes information to Processor
 - Processor sends information to Issuing Bank of Customer's credit card
 - Issuing Bank sends result (authorization or decline) to Processor
 - Processor routes transaction result to Payment Gateway
 - Payment Gateway passes result information to Merchant
 - Merchant accepts or rejects transaction and ships product
- **Settlement**
 - Merchant requests Payment Gateway to settle transaction
 - Payment Gateway sends all transactions to be settled to Processor
 - Processor sends settlement payment details to:
 - Customer's credit card Issuing Bank, and
 - to Merchant's Acquiring Bank
 - The Issuing Bank includes the Merchant's charge on Customer's credit card statement
 - The Acquiring Bank credits the Merchant's account

Processor routes transaction result to Payment Gateway

Promote Your Site

- Register your site with search engines
 - Over 90% of Internet users search one of the top engines to find what they need
 - Manually submit or use programs like Submit Wizard
 - Check out www.searchenginewatch.com for more tips
- Put your domain name everywhere
 - Brochures, Advertisements, Business cards, Hats, jackets, and t-shirts,
- Advertise
 - Place banner ad on other well trafficked sites
- Purchase Keywords
 - Sites like Overture and Find What
 - Bid on keywords and pay for each click on your listing

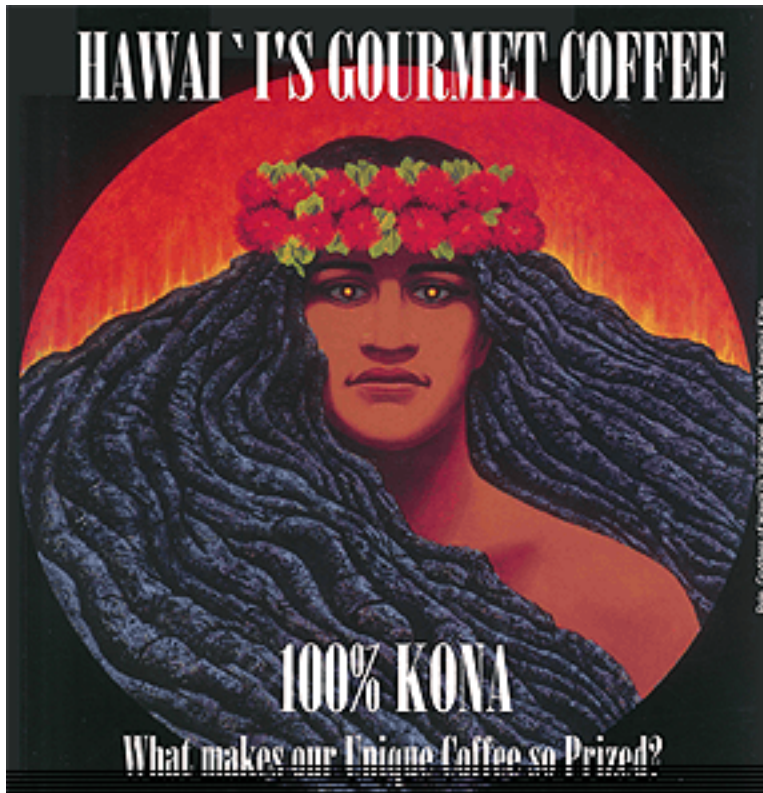
Examples of Websites

Eg. Old Kona Coffee Council Website

About the



and its members



Rocky volcano slopes nurture it.
Sun-drenched mornings ripen it.
Misty afternoons refresh it.
Six hundred farmers meticulously hand-pick it.
Like a fine vintage wine, 100% Kona is distinguished from lesser coffees
by the tremendous extra care taken through every step of its production.

You may buy excellent Kona coffee direct from our Members at the [Kona Coffee Sales Room](#) , or by visiting our [Estate Members](#) page and contacting the Estates directly.

Special Event, July 17, 2004

1st Annual

"Cream of the Crop"

**A Kona Coffee Extravaganza!!!
Saturday, July 17, Noon to 4pm
Kona Village Resort**

**100% Kona Coffee Tasting
Free Admission
Vote for your Favorite**

Check our

Events Schedule
for upcoming workshops and seminars.....

Visit our

Restaurant Recognition Program.

We will be adding all restaurants in West Hawaii that serve **100%
KONA COFFEE**

Check out the latest additions!

Check out our

Photo Gallery.

We will be adding photos to the Gallery for all events attended by members of the KCC.

It is a violation of the law to import green coffee beans into the State of Hawaii without being treated in accordance with the Hawaii Department of Agriculture administrative rules.

Site created by **Pendragon Enterprises** for **The Kona Coffee Council**,

Image of Pele, Goddess of Hawai`i's Volcanoes displayed by the generous permission of Herb Kawainui Kane

New Kona Coffee Council Web Site



KONA
COFFEE COUNCIL

HAWAII'S GOURMET COFFEE

MEMBERS LOGIN | COFFEE SALES | COFFEE COUNTRY | 100% ASSURANCE | EVENTS & CLASSES | CONTACT US

What makes our unique coffee so prized?

Rocky volcano slopes nurture it.
Sun-drenched mornings ripen it.
Misty afternoons refresh it.

Six hundred farmers meticulously hand-pick it.

Dining
restaurants and cafes etc...

Lodging
B&B's, Inns, hotels, resorts, rentals...

Current Events
calendar, performing arts...

Things to do
attractions, shopping, recreations...

Like a fine vintage wine, 100% Kona is distinguished from lesser coffees by the tremendous extra care taken through every step of its production.

BSUITE

- A secure collaborative Intranet
 - Powered by Lotus Notes/Domino
 - Contacts
 - Documents
 - Discussion
 - Message repository
 - Conferencing
- Physically secure site
 - Same location as Yahoo and Google

Hardened site - Will survive a 9.2 earthquake
Exceptional bandwidth - all fiber optics
Physically secure - must have password AND a palm scan to enter

- Guests must have a prior appointment to get in
- An enabling software package
 - Allow tracking of significant issues
 - Allow development of plans and programs without meetings
 - Development of knowledge bases
 - Allow more active participation of all members at any time
 - All data is maintained locally (on your PC) and replicated periodically
 - Access to updates from anywhere in the world

Some Useful Web sites for Reference

Shareware and some freeware

www.tucows.com

Domain Names

www.NetworkSolutions.com

www.BlueDomino.com

BSUITE

www.weberon.com

E-Commerce

www.VeriSign.com

Your Choice

Build It

Work, time, frustration

Buy It

Expensive

Both

Do the easy parts, buy the complicated

Marketing Strategies

Organizations and Individuals

Organizations

Strategic Plans

Focus on marketing

Emphasize common interests

Adapt the Napa/Sonoma model

Drive plans for all organizations toward common goals

Create a political action group for Hawaiian coffees

Individuals

Develop a simplified plan

Stay focused

Consider joint marketing arrangements

Mentors

Imitate the successful