Knowledge Marketing

Transforming how complex products are marketed and sold

The Holy Grail of Marketing

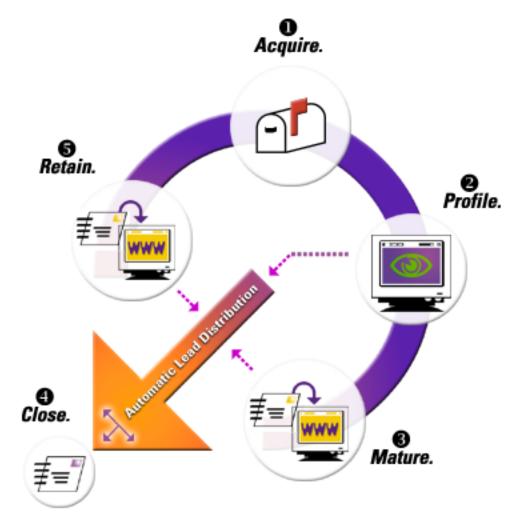
It is now possible to:

- Know where every potential buyer is
- Know all the players (gurus, decision makers, permission givers, deal killers)
- Understand their needs and interests
- Stay in contact with relevant conversations
- Set the playing field for every possible deal
- Find every new opportunity before it's even expressed by the buyer
- Know exactly when to engage exactly the right sales force

"How can we compete against this?"

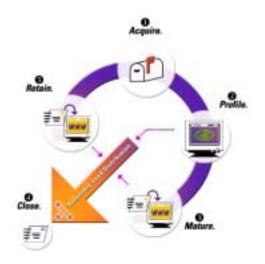


iROI Process



babcock jenkins

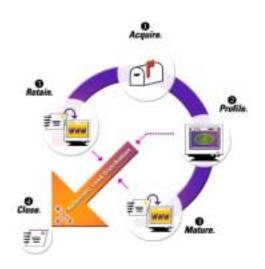




Acquire

Applying interactive technologies enables us to concentrate on testing and tuning for optimum response instead of using acquisition tools to deliver event-based marketing messages.

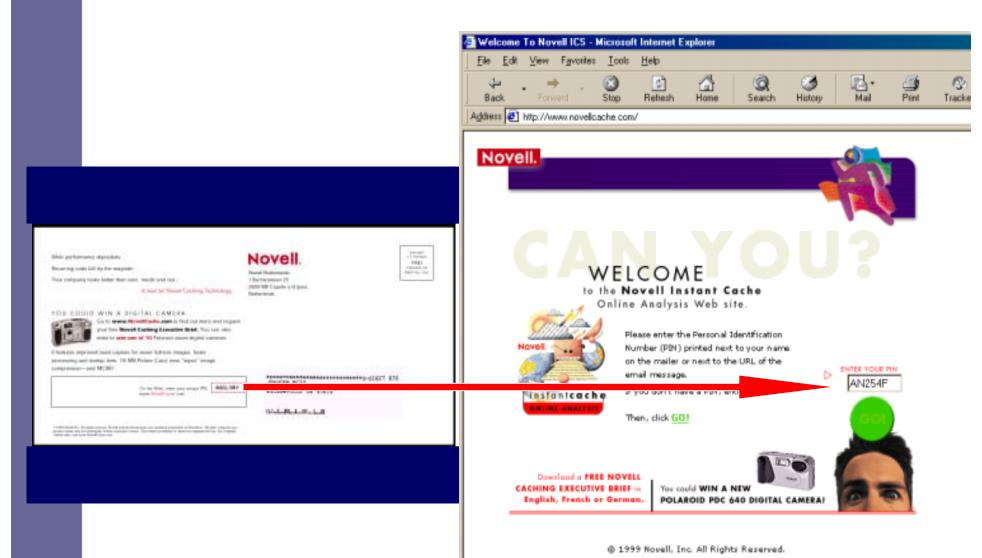




Profile

WebProfiler deeply profiles respondents' needs, interests, motivation, qualification, authority and time to purchase





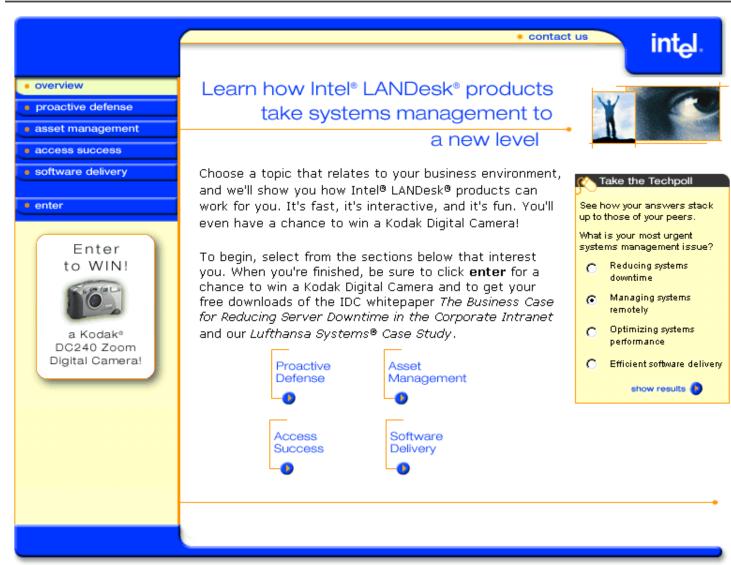
babcock | jenkins



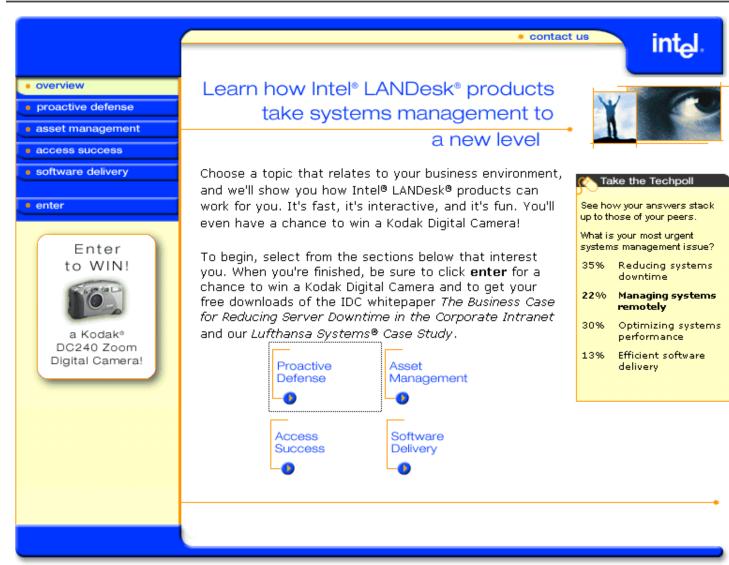
^{*} Legal information and Privacy Policy @ 2000 Intel Corporation







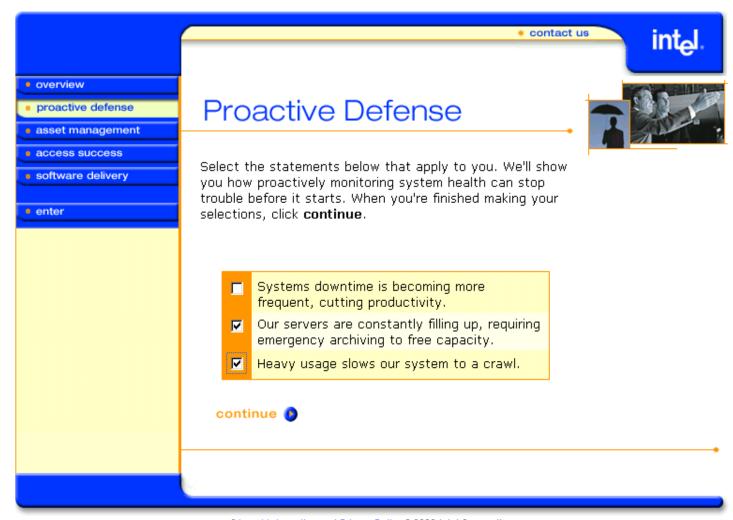
^{*} Legal information and Privacy Policy @ 2000 Intel Corporation



^{*} Legal information and Privacy Policy @ 2000 Intel Corporation







^{*} Legal information and Privacy Policy @ 2000 Intel Corporation





intel.



proactive defense

asset management

access success

software delivery

enter



Proactive Defense

Solutions

Our servers are constantly filling up, requiring emergency archiving to free capacity.

"Too much is never enough" aptly describes the server space dilemma. You add more capacity to your servers, and almost immediately clients fill them up again. To stay one step ahead of user needs, you must be able to constantly monitor storage use and receive alerts when the percentage of available disk space falls too low.

Heavy usage slows our system to a crawl.

Real-time monitoring and alerting is critical to understanding and correcting your system usage issues. Intel® LANDesk® systems management tools track such parameters as network adapter traffic, memory usage and processor utilization, alerting you when they exceed your predetermined levels. You can then act to fix the problems **before** your servers become overloaded.

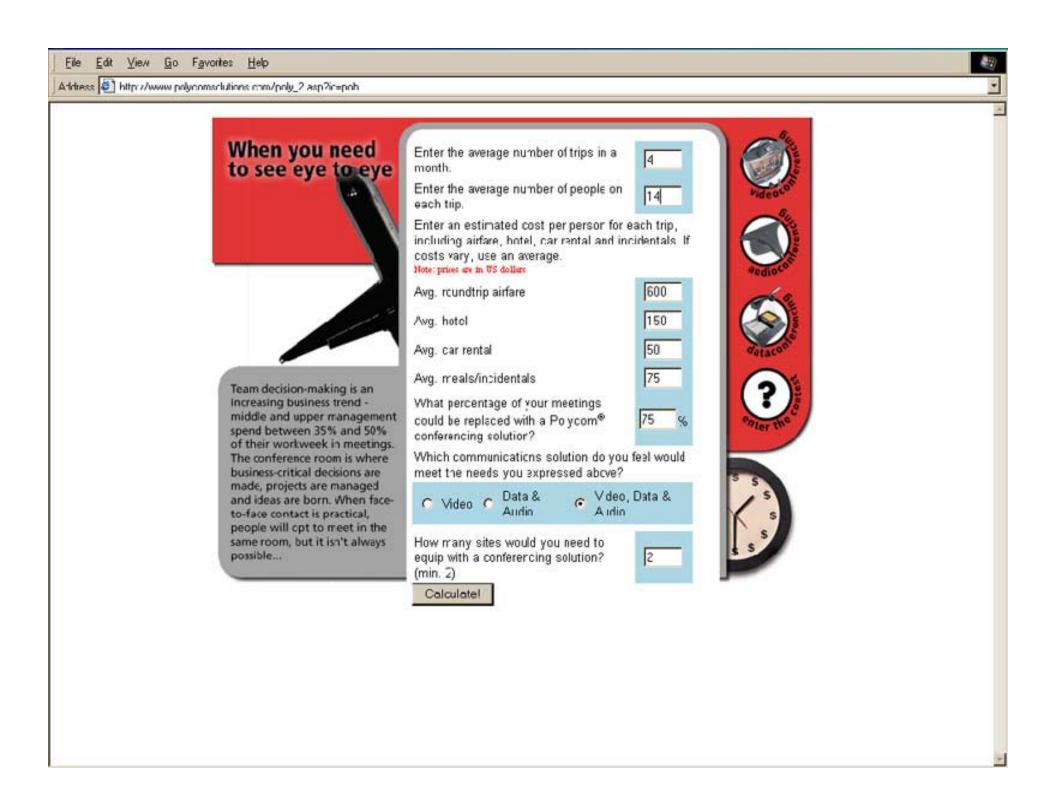
Please be sure to visit the <u>asset management</u>, <u>access</u> <u>success</u>, and <u>software delivery</u> sections as well. If you're ready to get your free download and enter for a chance to win a Kodak Digital Camera, just click <u>enter</u>.

Did you know?

In one IDC study, the payback on systems management software investments averaged just 92 days.

(Source-The Business Case for Reducing Server Downtime in the Corporate Intranet, IDC whitepaper sponsored by Intel)

back to top



Address 🚭 http://www.polycomsclutions.com/poly_2.asp?calc=1&id=pob&flights=4&persons=14&airfare=600&hotel=150&car=50&incidentals=75&enlaceable=75&soft=c&sites=2

Our conferencing systems work the way you work from wherever you're working



Your estimated travel savings with a Polycom® solution are \$ 441,000 lyr

Your Polycom® conferencing solution would include (US prices)

- 2 SoundStation Premier®s @ \$999 ea.
- 2 ViewStation™ 512s @ \$8,999 ea.
- 2 ShowStation® IPs@\$12,999 ea.

Remote conferencing can be a cost-effective replacement. Not only can you meet just as often for less, you can meet as often as necessary - with no cost increase.

Including additional and optional costs <u>listed</u> <u>below</u> your Polycom® solution would pay for itself in

2 months

Your net first-year savings including depreciation and operating expenses would be \$409,609

And your 3-year average return on investment (pre-tax) would be

1,358%

Conferencing solutions pay for themselves quickly you'll find your teams communicating like never before.

Assumptions

The following costs and assumptions were used for the ROI and cost calculations above.

- Average meeting length is 3 hours @ \$60/hr for video
- · Use of analog phone line for SoundStation
- Use of LAN for Show3tation®

Additional on inmant numbeace





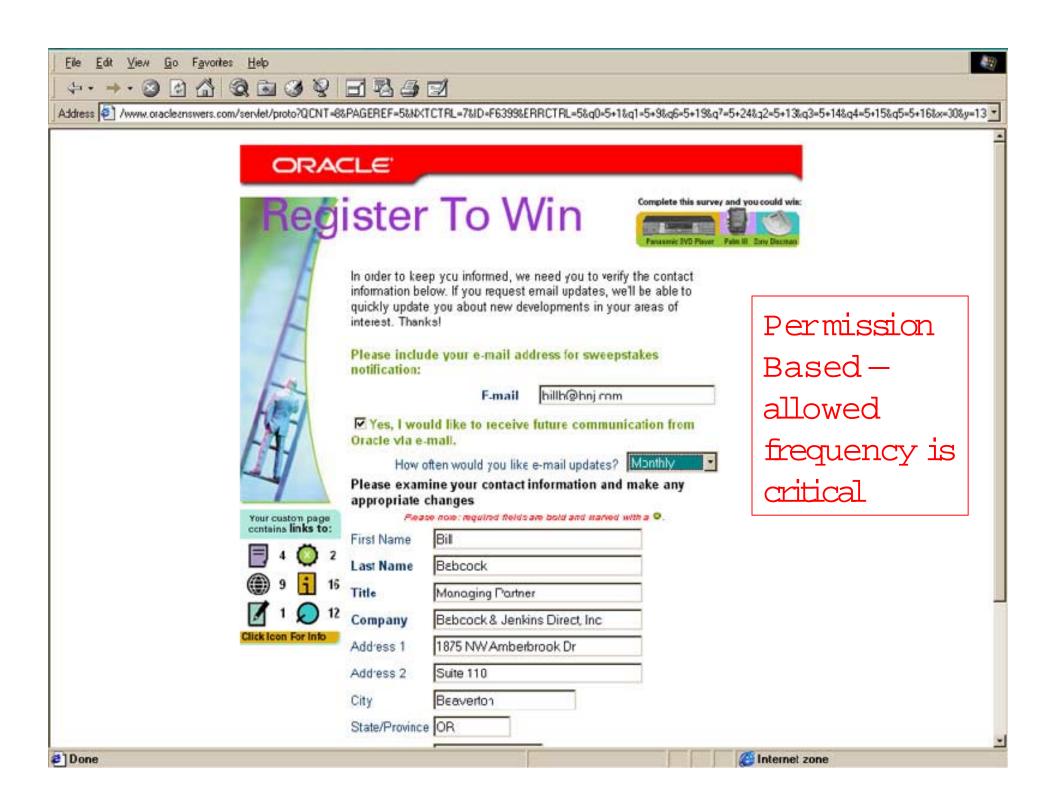


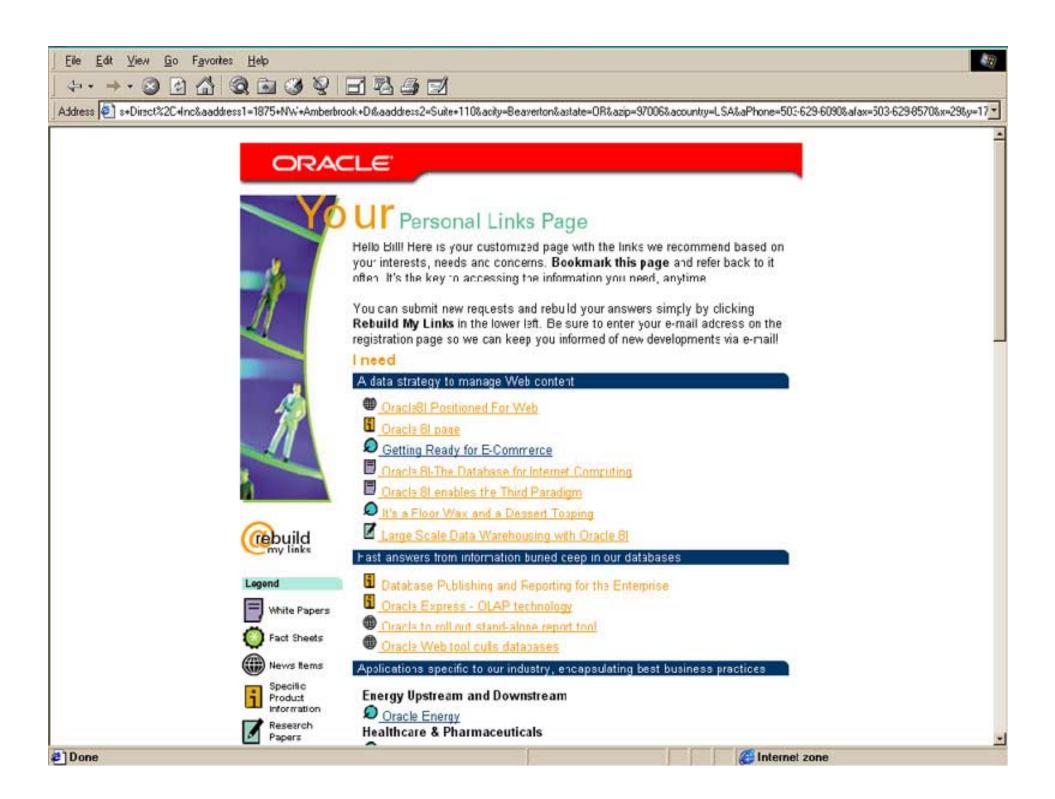












contact us

int_el.

Welcome to Your Personal Resource

Below are four folders containing custom links collected specifically to address your areas of interest. The folder **Hot Links** contains the ten newest links for each of the four networking tracks. The next four folders contain all of the links generated for their respective tracks.

Remember, you can always go through the four networking tracks again and modify your selected areas of interest. After you've done this, the custom links in your Personal Resource will automatically be updated to reflect your newly-revised interests.

Revise Personal Resource

technical specifications

environment

Connectivity

drive the Internet economy

We hope you find these links helpful and informative. Please bookmark this page so you can come back and visit soon!

hot links	g	rowth	con	nectivity	per	formance	security

Performance

Growth

Intel(R) NetStructure™ 6000 Series Switch technical specifications
Intel(R) NetStructure™ 6000 Series Switch fast facts and data sheet
Gigabit Ethernet technical brief
Gigabit Ethernet technology overview and technical brief excerpt
Intel(R) Express 410T Standalone Switch fast facts and data sheet
Intel(R) Express 410T Standalone Switch

Information on products and services that

Products and solutions for your networking

Intel(R) Express 550T/F Switch fast facts and data sheet
Layer 3 Switching Technology overview and technical brief excerpt
Layer 3 Switching overview

growth connectivity performance security

tell-a-colleague

Know someone who would

benefit from their own Intel®

e-Business Networking and Communications Personal

Just enter their name and

e-mail address below and we'll send them an e-mail

linking them to this site.

First Name: Bob

Last Name: Smith

E-mail: BS@smith.cc

send 📵

Resource?

Security

Connecting People and Applications Everywhere

NDS eDirectory delivers comprehensive Directory-enabled solutions to keep everyone in your e-Business world connected and working together. It's the power of one Net. NDS eDirectory is the only stand-alone, cross-platform Lightweight Directory Access Protocol (LDAP) directory service that provides a secure foundation for your e-Business growth. Additionally, leading Novell partners including Sun Microsystems, IBM, PatchLink.com, Indus River, Business Layers and Oblix have developed Directory-enabled solutions that work with NDS eDirectory.

For a customized look at how Novell and Novell partners' Directory-enabled solutions can help simplify and accelerate the way you work, please select from the tracks below.

When you're finished, don't forget to register for your free evaluation copy of NDS eDirectory and to enter the drawing for an extremely cool leather bomber jacket.

Novell.





Business Layers









Directory 101

What a directory service can do for your business.



Managing the wonderful Deployment world of information.



Solutions Finder

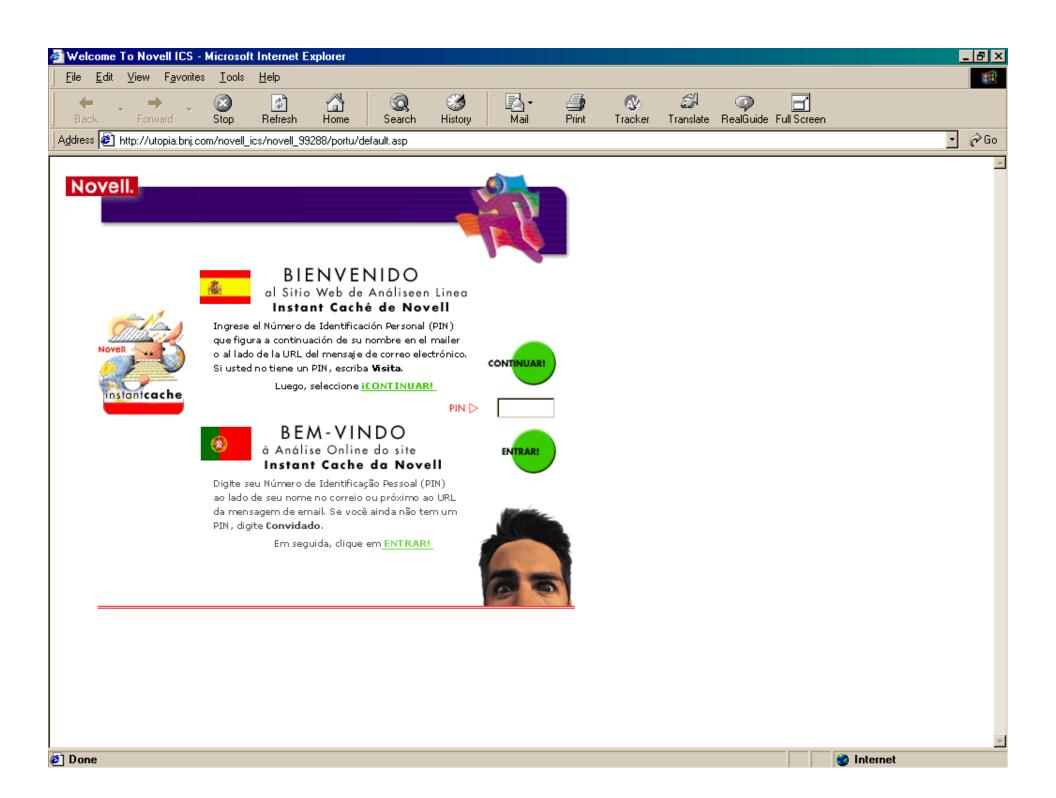
Specific solutions for your unique business needs.

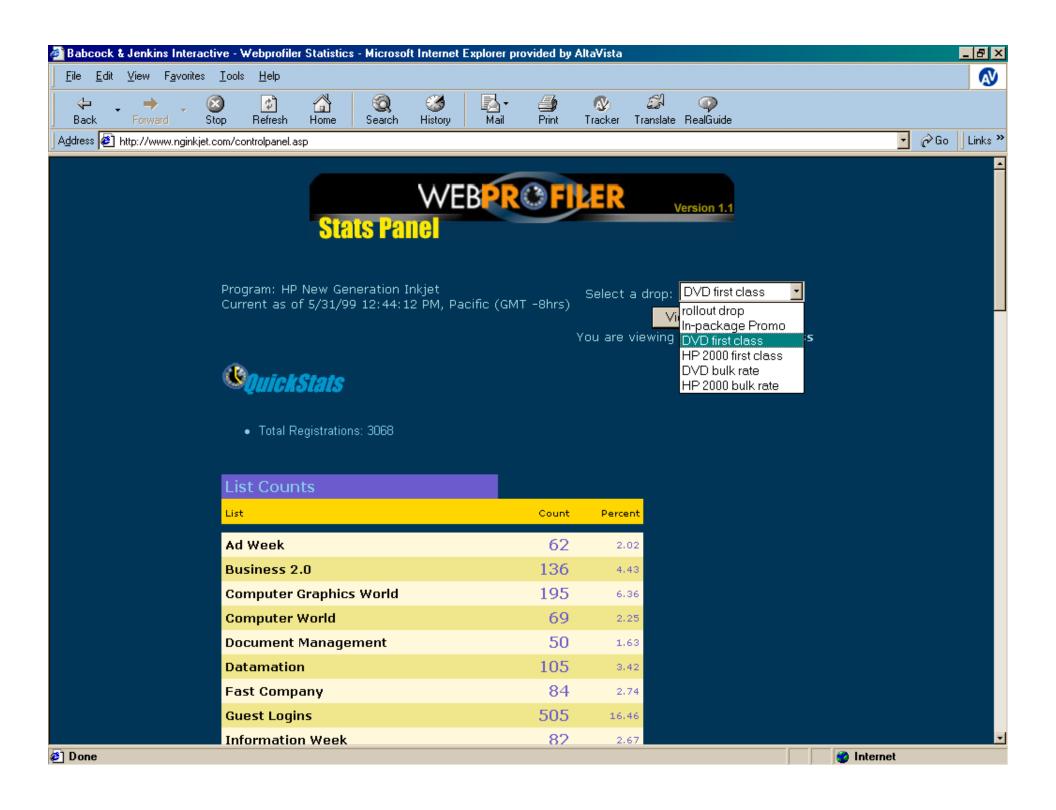


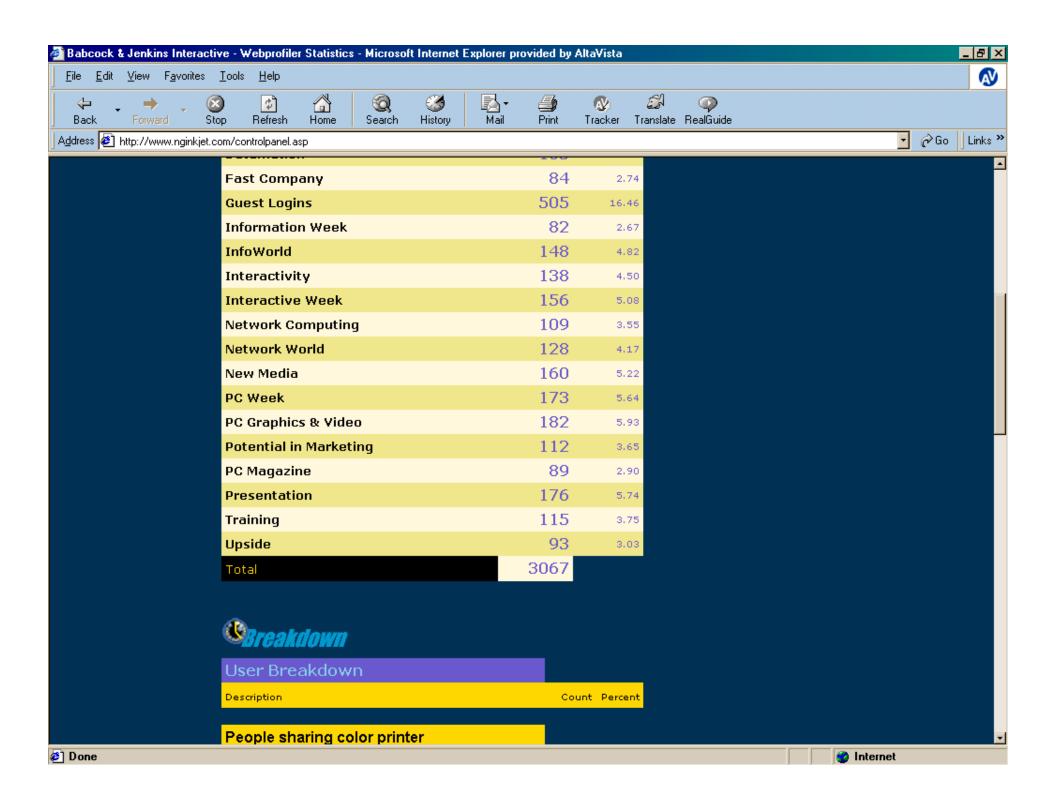


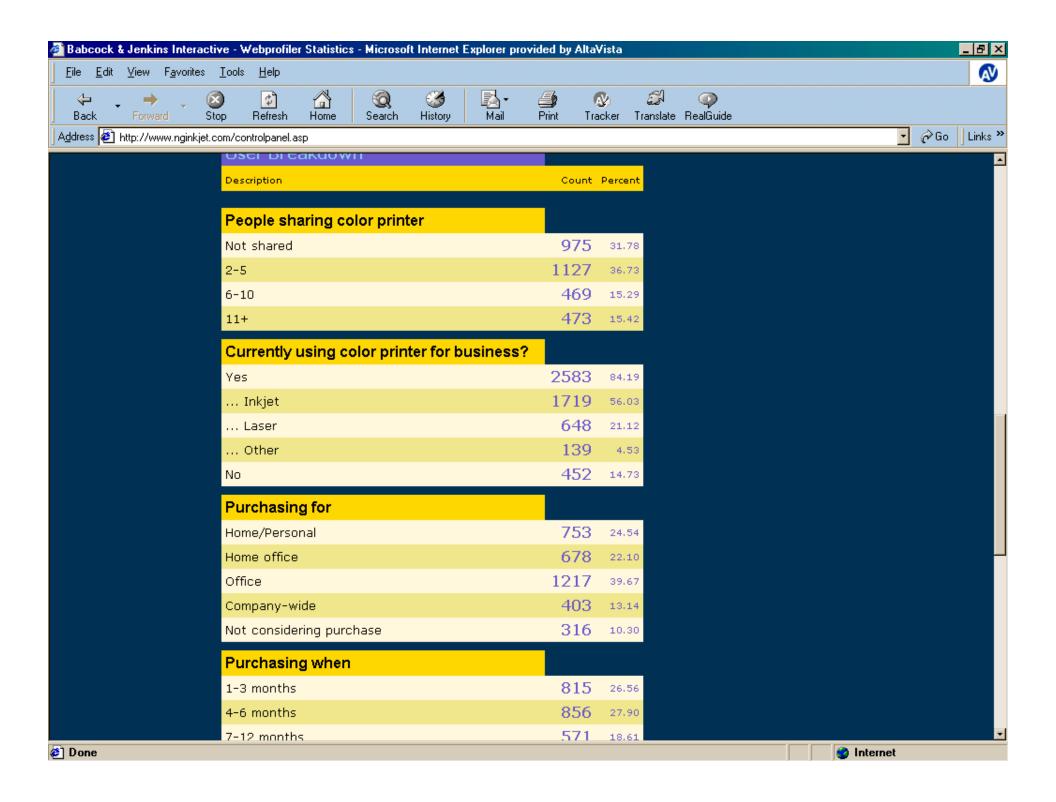
bomber jacket!

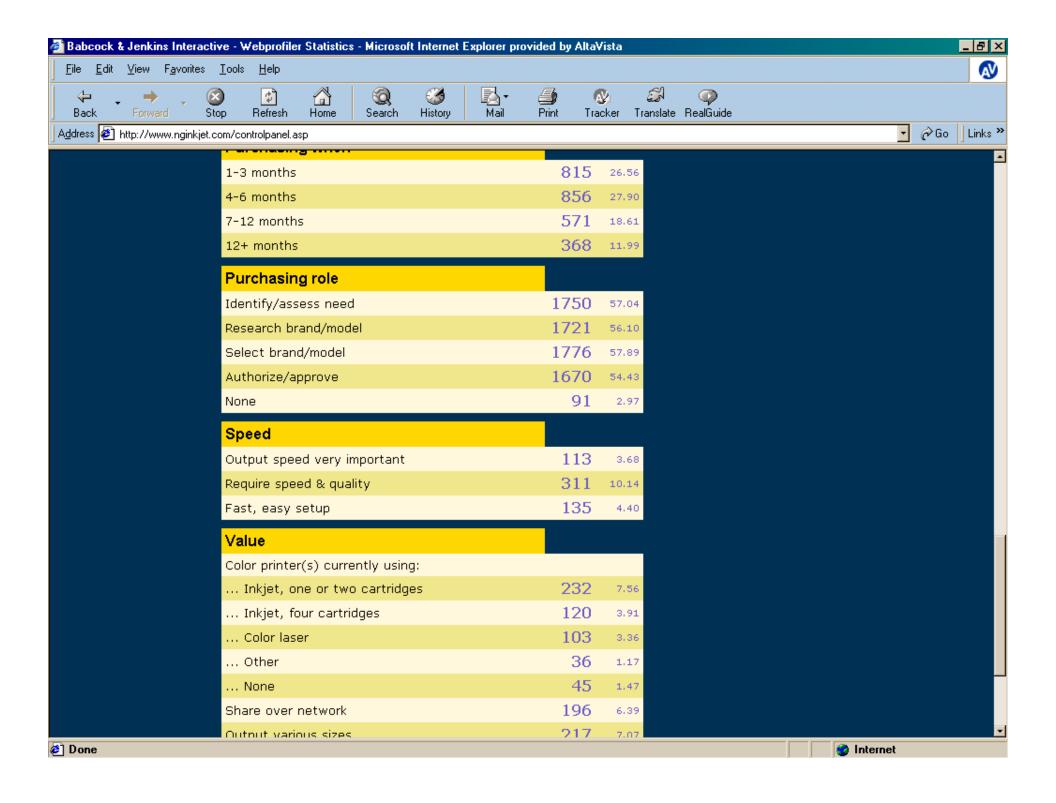
DIRECTORY 101 | DEPLOYMENT | SOLUTIONS FINDER | REGISTER









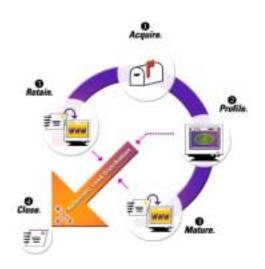




Value of Profiling

- Establishes the nature of continuing dialog
- Enables the value of an individual prospect to be estimated
- In quantity, enables accurate projections of market size and nature
- Immediate qualification of the few who are ready to purchase (hot leads)
- Market research as a byproduct





Cultivate

Our eProfiler[™] technology unleashes the potential of leads, staying in contact with an interactive dialogue, alerting the sales force when the prospect moves from interest to consideration.

Dear Bill Babcock:

Welcome to the second issue of Real-World Printing! Below are articles on subjects for which you previously indicated an interest. As always, you can prioritize the information you receive—or even change how often we send you this newsletter. Just click the **Edit My Profile** link below. And don't forget to enter this month's contest for a Panasonic DVD Player!

No Speed Shortages Here

Need high-quality monochrome printing in a hurry? Serdar Yegulalp of WINDOWS Magazine thinks an HP LaserJet 8100 Series printer might be just the ticket. Check out this summary of how these printers' speed and overall performance recently earned it a spot on the magazine's coveted WinList.

http://www.realworldprinters.com/newslettery2/em.asp?article=trends&pin=D6Z

Toner Quality Reduces Costs, Improves Print Quality

Last month, we reviewed toner cartridge "quoted yield" vs. "actual yield" for four major laser printer manufacturers. This month, let's talk about the QUALITY of that toner and how using the best toner can improve your bottom line and print quality at the same time.

http://www.realworldprinters.com/newsletterv2/em.asp?article=tco&pin=D6Z

HP Innovation Keeps Stacking Up

These days, innovative HP printing features seem to be stacking up just as fast as the paper in the output tray of an HP LaserJet 8100. This time around, let's take a closer look at another feature available only with high-capacity HP LaserJet network printers—the new 3,000-Sheet Stapler/Stacker.

http://www.realworldprinters.com/newsletterv2/em.asp?article=innovate&pin=D6Z

A New Way to Manage Network Printers

New printing technologies are only as good as the real-world benefits they offer end users. Here, we peek under the hood of HP Web JetAdmin-an entirely new way to install, configure, maintain and MASTER your entire network printing environment.

http://www.realworldprinters.com/newsletterv2/em.asp?article=advanced&pin=D6Z

Edit Your Profile

Customize the content and delivery of this newsletter to be specific to your needs! Just click the link below.

http://www.realworldprinters.com/newsletterv2/em.asp?article=profile&pin=D6Z

Enter To Win

Enter your name in this issue's contest to win a Panasonic DVD player! Click the link below for more.

http://www.realworldprinters.com/newsletterv2/em.asp?article=contest&pin=D6Z

If you wish to unsubscribe to this newsletter, please click the link below.

http://www.realworldprinters.com/newsletterv2/em.asp?article=unsubscribe&pin=D6Z



ORACLE

EDIT YOUR PROFILE

ENTER CONTEST

Areas of Interest

APPLICATIONS

APPLICATION SERVERS

DATA SERVERS

BUSINESS INTELLIGENCE

DEVELOPMENT TOOLS

INDUSTRY SOLUTIONS

MOBILE COMPUTING

NETWORKING

SYSTEM MANAGEMENT

PLATFORMS

Welcome

ORACLE ANSWERS

MAY 1999

ENTER TO WIN A PALM V

Welcome to the May 1999 issue of OracleAnswers Pat.

Below, we've listed articles we think you'll find particularly interesting, based on your response to our Technology Interest survey. Be sure to enter the Palm V sweepstakes before you're done by clicking the **Enter the Contest** link at the top of each page.

You can also change your profile to receive articles for additional areas of interest - and even to change the frequency with which we send you this newsletter. Just click the **Edit Your Profile** link at the top of any page.

Data Servers



NASD uses a highly sophisticated set of Oracle Data Server applications to control and monitor activities on the NASDAQ stock market. (in <u>Data Servers</u>)

Application Servers



Five Million Hits Per Day: CNN Custom News Personalized News Services Run on Oracle Application Server (in <u>Application Servers</u>)



Applications

ORACLE See how 800-Flowers is using Oracle Applications, Web-based Applications architecture and thin-client systems to gain and maintain competitive advantage. (in <u>Applications</u>)





ORACLE"

Profile To enter the sweepstakes or edit your profile, please complete the following easy, two-step process, which will allow us to continue to provide you with the most appropriate content.

The levels of interest listed below help determine the abstracts you receive - and the order in which they are displayed. To update your profile, please indicate the relative importance of each of the categories. If you don't want to receive abstracts from a particular area, set your priority level to **No Interest**. Click **Update Profile** below when you're done.

	Priorities (for Sample Prospect)	No Interest	Low	Medium	High	Immediate
	Applications	e	О	C	С	C
	Application Servers	•	0	0	0	0
	Data Servers	•	C	C	О	O
	Business Intelligence	•	0	0	0	0
	Development Tools	•	C	C	С	O
	Industry Solutions	•	0	0	0	0
	Mobile Computing	•	C	C	С	O
	Networking	0	0	0	•	0
Your Privacy	System Management	c	0	•	С	C
	Platforms	0	•	0	0	0

@pdate profile



ENTER TO

ENTER TO

OR

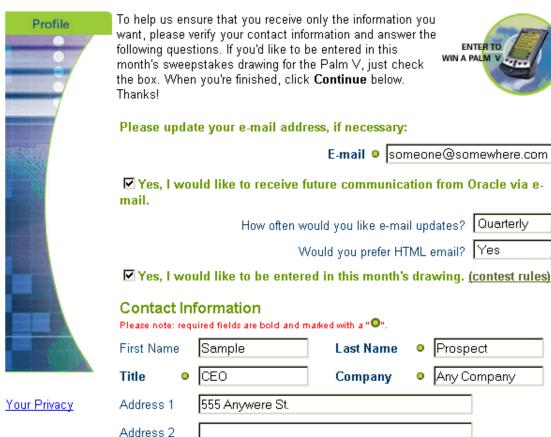
USA

503-555-1212

City

Zip

Phone



Please answer the following questions

Any Town

503-555-1212

97006

What is your anticipated software budget?	\$30,000-\$99-999	
What is your timeframe for making a purchase decision?	4-6 Months	
What is your role in the purchasing	Evaluator 🔻	

State

Fax

Country



ORACLE"

EDIT YOUR PROFILE

ENTER CONTEST

Areas of Interest

APPLICATIONS

APPLICATION SERVERS

DATA SERVERS

BUSINESS INTELLIGENCE

DEVELOPMENT TOOLS

INDUSTRY SOLUTIONS

MOBILE COMPUTING

NETWORKING

SYSTEM MANAGEMENT

PLATFORMS





ORACLE ANSWERS

MAY 1999

ENTER TO WIN A PALM V

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Networking



At the Oracle8 launch, Larry Ellison demonstrated scalability by connecting more than 50,000 users to the Database using the Oracle Multi-Threaded Server. Read the article for more. (in Networking)

System Management

-

Lowering Total Costs with Oracle Enterprise Manager and the Oracle Management Packs - properly managing IT systems can drastically improve and simplify the use of central pieces of the IT infrastructure, and enable substantial savings through benefits such as easy trouble

shooting or automated tuning. (in System Management)

Platforms



Oracle8*i* and Oracle Application Server are now available for Linux and Apache Web Server. (in <u>Platforms</u>)



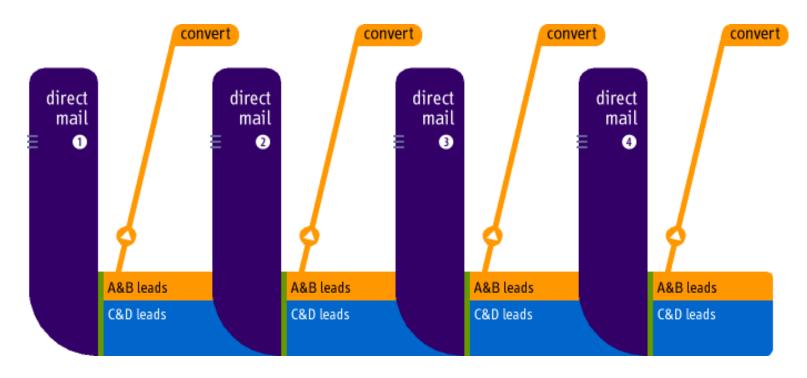
Value of Maturation

- Five to ten times better ROI than lead generation and qualification on it's own
- Virtually fixed cost means steady ROI improvement
- Sets the playing field for purchase consideration
- Optimizes mind share-interactive engagement
- Efficiently engages sales force continuous flow of qualified leads
- Communication vehicle to large-scale market segment about individual trends

Maturation is Knowledge Marketing with a narrow purpose—mature prospects to consider a purchase



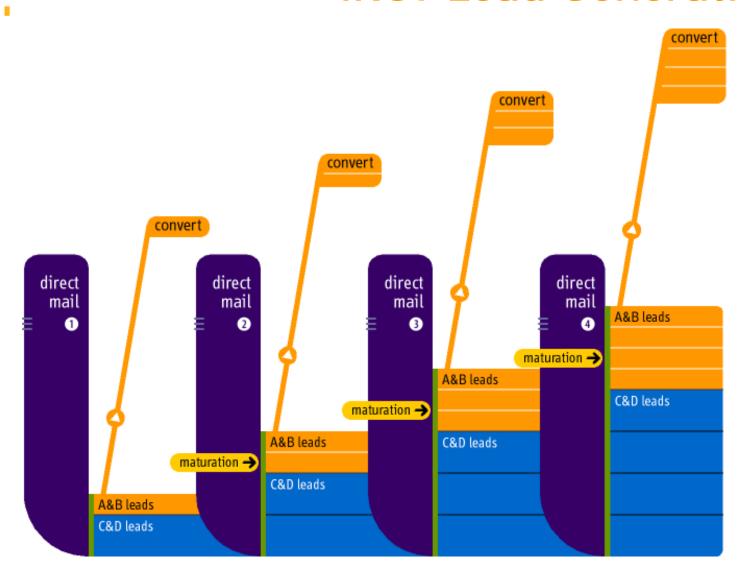
Conventional Lead Generation



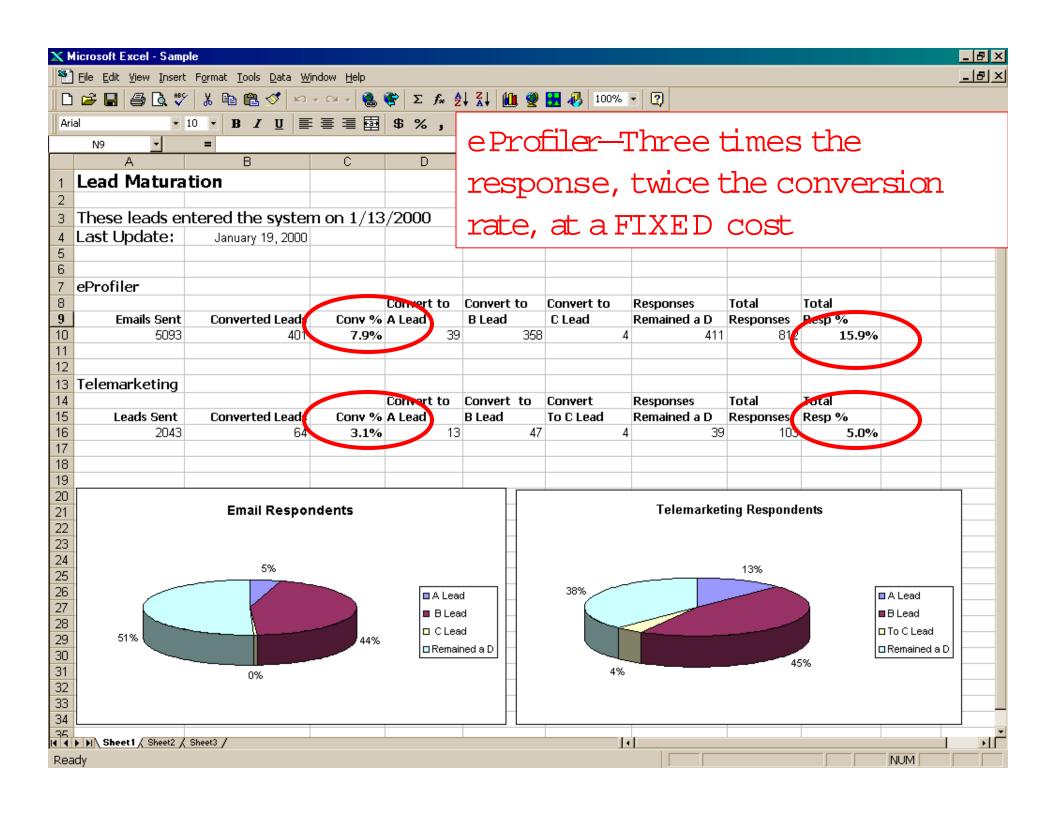
babcock | jenkins



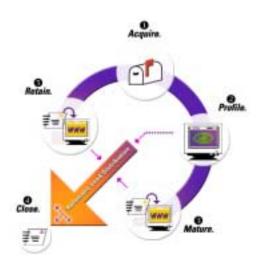
iROI Lead Generation



babcock | jenkins

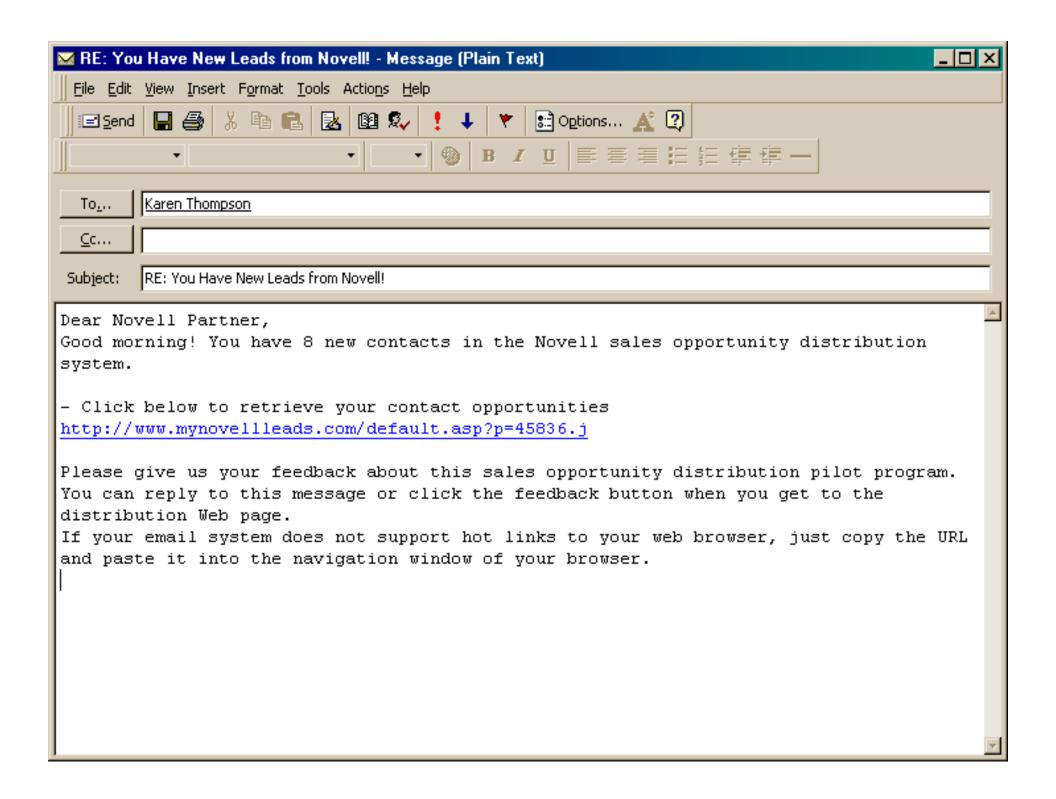


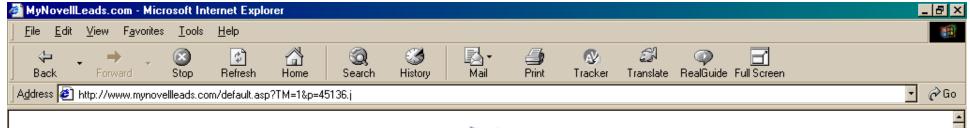




Close

Our iROI™ process delivers the qualified or matured lead to the sales force the moment the business rules are satisfied









Contacts for Uinta Business Systems

Below are your contacts. To sort by a particular column, click the appropriate heading. If you wish to view specific information for a contact, such as their phone number or survey responses, just click their guest number.

Guest #	Company	# of PCs	<u># of</u> Employees	<u>Current Project</u> <u>Budget</u>	
<u>191</u>	Sento	1,000- 2,499	500-999	< \$25,000	
317	State of Utah	100 2 9	100-249	Didn't_respond	12+2
<u>758</u>	ANDALEX Resources, Inc.	10 <mark>0 -20</mark> 3	151-14) [75 /01 - \$2 ,000	ata
1015	Franklin Covey	1,000- 2,499	2,500- 4,999	\$1,000,001 +	
<u>1059</u>	Pembrokes Inc	25-49	10-24	Didn't respond	
1077	Key Process Development	10-24	5-9	\$25,001 - \$75,000	
<u>1095</u>	Weber State University	1,000- 2,499	1,000- 2,499	Didn't respond	
1107	ITT Technical Institute	100-249	50-99	< \$25,000	
1128	Children's Miracle Network	50-99	50-99	Didn't respond	
<u>1164</u>	Questar	1,000- 2,499	1,000- 2,499	\$250,001 - 500,000	
1183	Uintah School District	1,000- 2,499	500-999	\$1,000,001 +	







eOpportunity Survey Detail:

Guest Number: 1164
First Name: Doug
Last Name: Downey

Middle Name:

Company: Questar

Title:

Address1: 1880 e 100 s

Address2: Address3:

City: Salt Lake City, UT usa 84103

Email: dougd@qstr.com

Daytime Phone: 324-5072 Fax: 801-324-5510

would like to receive additional informati Dummy Data

Plan to Purchase: Yes

Plan to upgrade from:
How many employees:
How many PCs:
How many servers:

NetWare 5.1
1,000-2,499
1,000-2,499
50-99

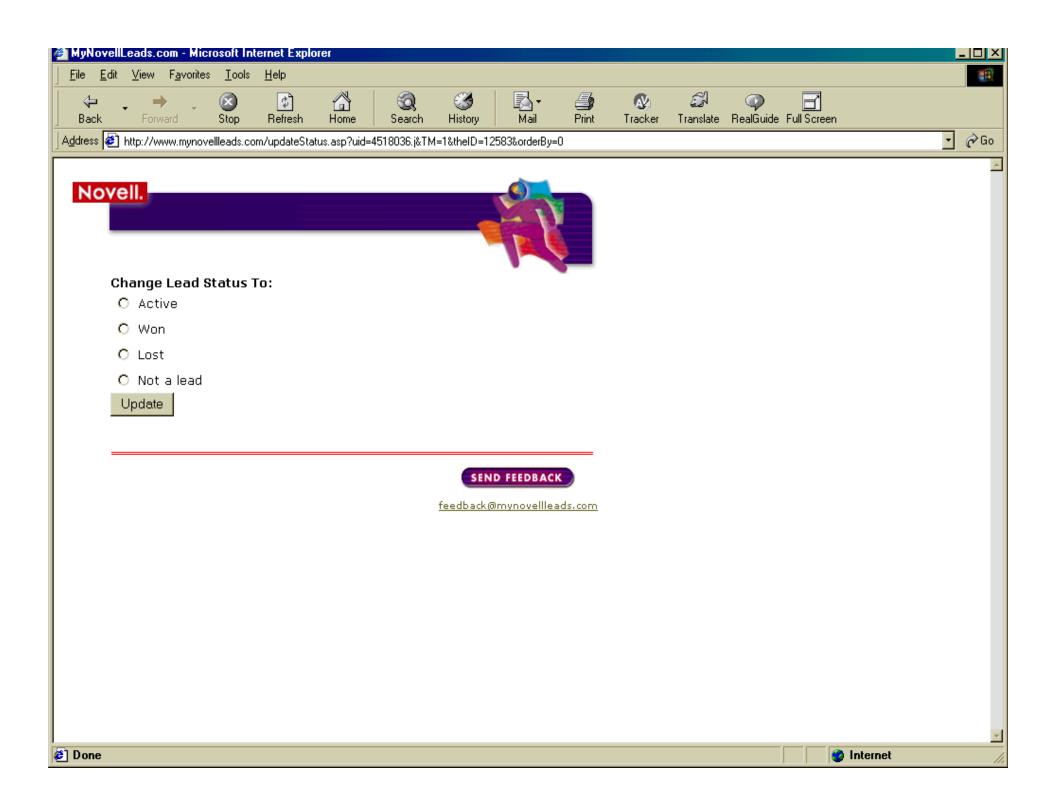
Do Novell products factor into your future IT plans: Yes Are you currently using IBM NetFinity servers: No

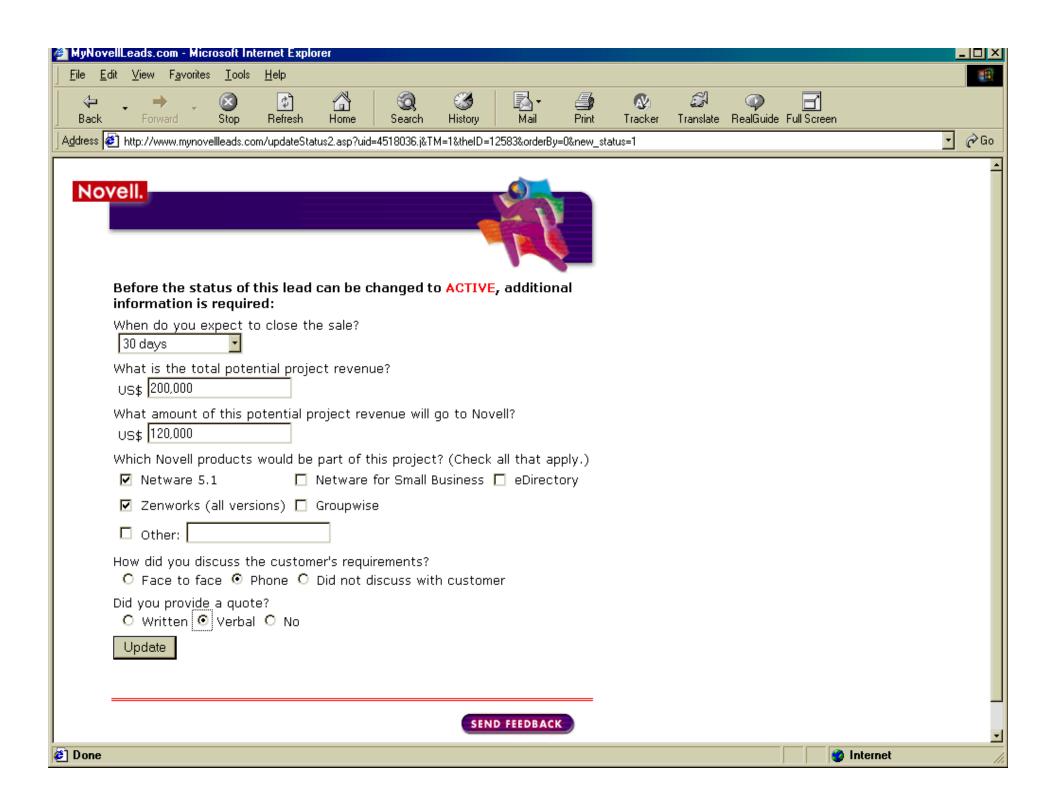
I am planning future networking projects: 10-12 Months
My budget for these projects is: \$250,001 - 500,000
My business type is: Utility Provider

To forward this lead to a sales representative in your company enter the email address below. This information will be stored and utilized for future followup and reporting:

	 FORWARD this lead
Forward Lead to:	[coming soon]

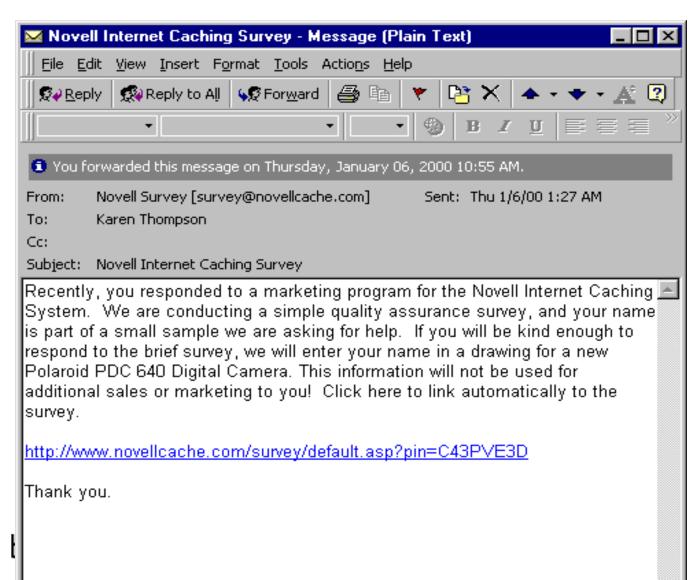








End-User Lead Survey









CACHE IN - and win!

Welcome Karen Thompson, thanks for responding. Please answer the questions below and click **ENTER**. We will automatically enter you in the contest to win a Polaroid PDC 640 Digital Camera. This information will not be available to third parties, nor used for sales or marketing to you.



Polaroid PDC 640

For complete contest rules, click here.

Did anyone contact you regarding the Novell Internet Caching System?

Yes ○ No

If yes, from Novell? ○ Yes ⊙ No From one of our partners? ○ Yes ⊙ No

Did you get the information you need regarding the Novell Internet Caching System?

Do you intend to purchase an Internet caching solution in the next

O 30 days O 3 months O 6 months O Year O No plans

If so, are you in contact with a sales representative?

O Yes ⊙ No



Fax: 2123881277

Current Status: new

UPDATE STATUS

Would like to receive additional information from: Novell, IBM

Plan to purchase: Yes

Plan to upgrade from:

How many employees:

How many PCs:

How many servers:

Do Novell products factor into your future IT plans:

NetWare 3.x

100-249

100-249

5 to 9

Yes

Are you currently using IBM NetFinity servers: No

I am planning future networking projects: 4 to 6 Months My budget for these projects is: < \$25,000 My business type is: End User

My preferred reseller is: CompuComm

Event Location: Novell Office

Event City & State: New York City (6th Ave), New York

Event Date: 03-03-2000

To forward this lead to a sales representative in your company enter the representative's email address below. As of March 10, 2000, this feature is active. This information will be stored and utilized for future follow-up and reporting.

Enter email address: or	FORWARD this lead
select from list: — Your Resellers (Select One) —	CREATE RULE
HIDE CONTACT BACK NEXT	









To create a rule, select the properties below that the lead should match and click Next.

Stat	te: OR	V			
Bud	lget : \$75,000	- \$250,000			
Nun	nber of PCs :	100-249			
Pref	ferred Reselle	5-9 10-24	n		
Zip	range : 970	25 - 49 50 - 99			
Typ	e of Project :	100 - 249			
	Data Networki	250 - 499 500 - 999	e Networking		Wireless Networking
	Internet Cach	1,000 - 2,499 2,500 - 4,999	wall/Security	✓	High Availibility/Clustering
✓	Messaging/Em	5,000 - 9,999 <u> </u>	Center		Voice/Data Integration
✓	Application Distribution	☐ Rer	mote Network nagement		Network Analysis
Wot	uld like to rec	eive addition	al information from :		
✓	Widget Inc 🔽	Sprocket Inc	c □ Gadget Inc		
					NEXT

SEND FEEDBACK

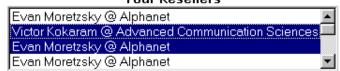
feedback@mynovellleads.com







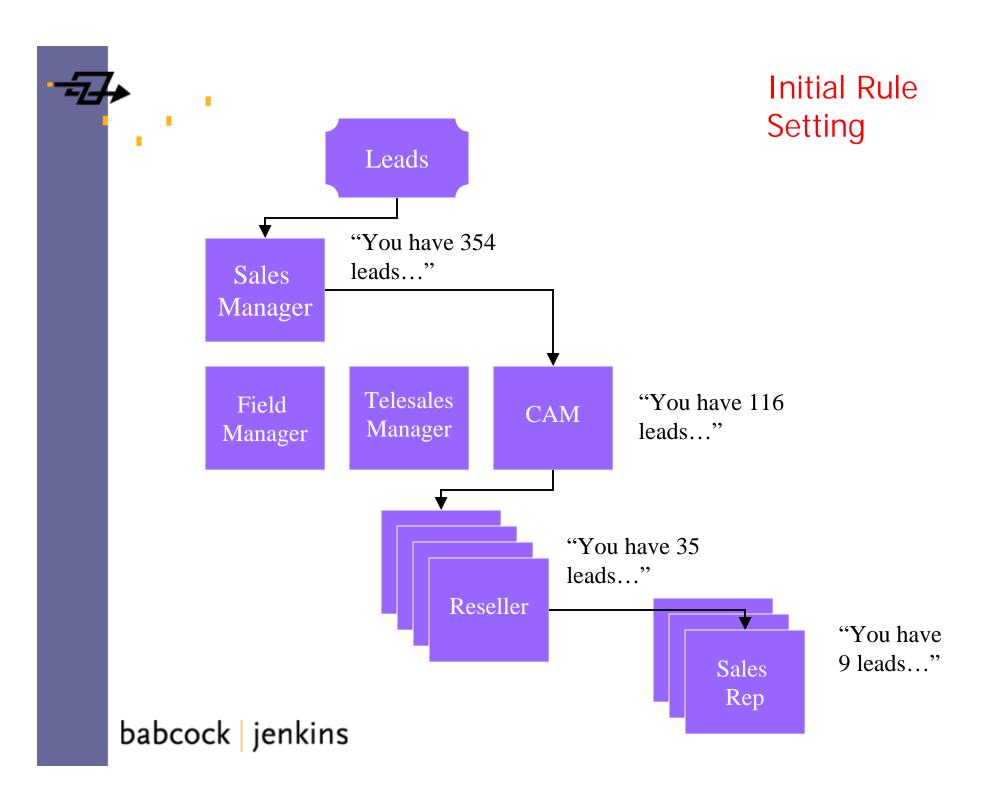
Select the recipients for leads that match the created rule and click ${f Next}$. Your Resellers

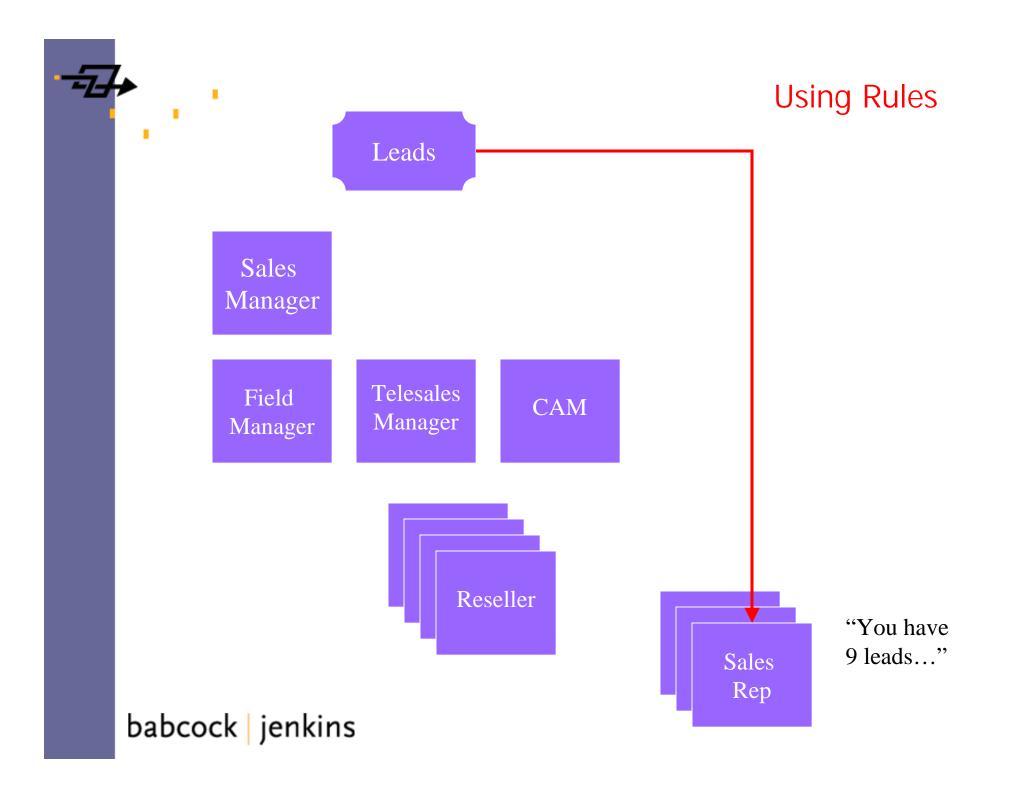


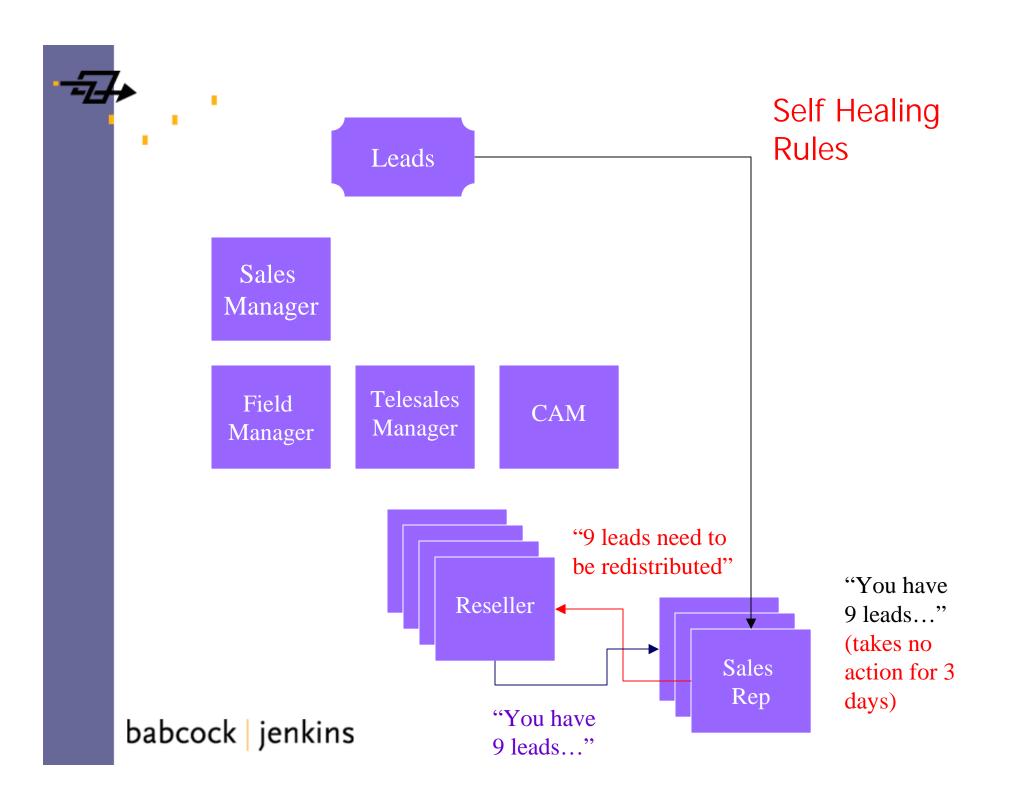


SEND FEEDBACK

feedback@mynovellleads.com



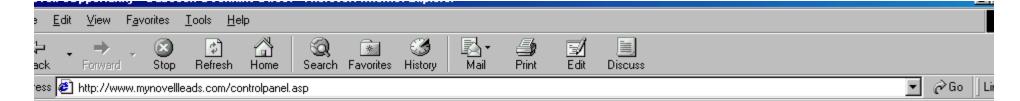






Benefits of Self-Deployment

- Empowers responsible managers to precisely monitor results and control lead flow to resellers
- Pushes business rule management down to the people who know about changes
- Self-healing—manager is notified if leads are not used so they can change the rules and redistribute







Current as of 7/24/00 1:41:06 PM PST (GMT-8his)

- . CAM owned leads (for 2 active leads and 0 won leads)
 - o Total potential revenue: \$45,001.00
 - o Novell potential revenue: \$45,001.00
 - o Total revenue: 30 00 mmm Data
- Partner owned leads (for 402 active leads and 29 won leads)
 - o Total potential revenue: \$18,698,565.00
 - o Novell potential revenue: \$12,707,258.00
 - o Total revenue: \$1,934,630.00
 - o Novell revenue: \$1,474,857.00
- Total Novell Revenue (from 29 won leads): \$1,474,857.00
- · Note: the totals above do not include leads assigned to the default recipient.

@ Babcock & Jenkins Direct, 2000



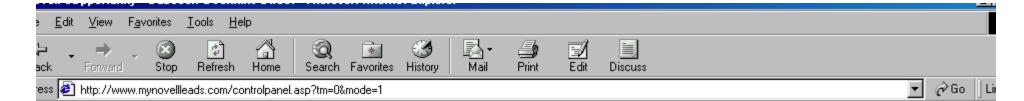


Current as of 7/24/00 2:28:14 PM PST (GMT-8his)

- Seminar Registrations: 17514
 - o Qualified survey respondents: 5506
 - o Qualified on-line survey respondents: 2130
 - Qualified respondent percentage (for seminar and on-line survey): 43.60%
- Survey respondents (received from Verite): 6750
- Emails sent to survey respondents (total): 6598
 - o Click-through: 533
 - o Response rate: 8.08%
- Emails sent to no supplication of Click-through the Company 10695 Data
 - o Response rate: 20.41%
 - o Completed on-line survey: 2623 (120.16% of click-through)
 - Of those that completed the on-line survey, 81.20% became a qualified lead.
- Emails sent to survey respondents (today): 0
- Emails sent to non-survey respondents (today) : 0

! Percentage calculations below do not include surveys with No Response

Seminar Ratings average based on seminar survey respondents only	
Rating	Avg Score
Seminar Material	4.17
(F66-40	A A7







Lead distribution overview

Current as of 7/24/00 3:10:41 PM PST (GMT-8hrs)

- Total leads distributed : 7636
- Leads distributed to CAMs: 1731
- Leads distributed to partners: 5606
- Leads distributed p d fault e fire it fair
- . Leads redistributed by partner: 1019



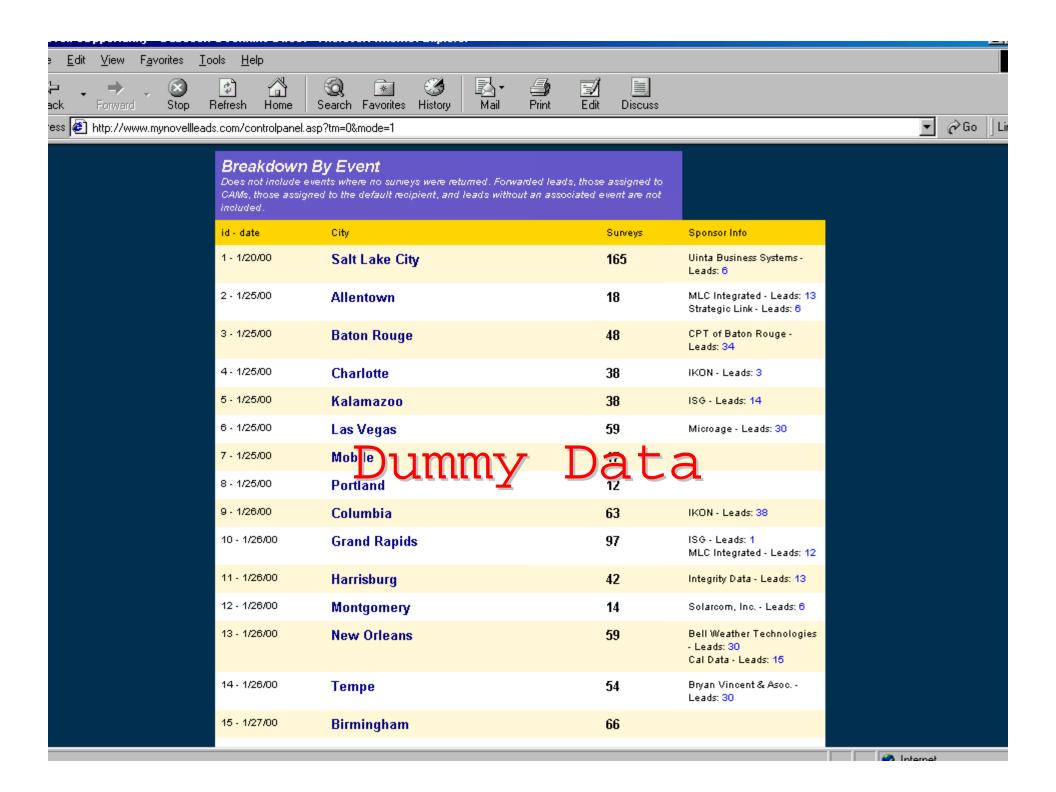


Data broken down by city, sponsor and survey answers.

Breakdown By Event

Does not include events where no surveys were returned. Forwarded leads, those assigned to CAMs, those assigned to the default recipient, and leads without an associated event are not included.

id - date	City	Surveys	Sponsor Info
1 - 1/20/00	Salt Lake City	165	Uinta Business Systems - Leads: 6
2.10500	Allantour	10	MLC Integrated - Leads: 13





Data



Revenue | Surveys | Lead Distribution | Lead Status | Lost Leads



Lead status overview

Current as of 7/24/00 3:12:08 PM PST (GMT-8hrs)

- Total leads distributed (not including default recipient): 7355
- Total leads to CAMs: 1731 (23.54% of total leads)
 - o New leads: 1649 (95.26% of CAM leads)
 - o Active leads: 2 (0.12%)
 - Won leads: 0 (0.00%)
 - o Lost leads: 0 (0.00%)
 - o "Not a lead" leads: 80 (4.62%)
- Total leads to partners: 5606 (76.22% of total leads)
 - o New leads: 3552 (63.36% of partner leads)

 - o Lost leads: 71 (1.27%)
 - o "Not a lead" leads: 1553 (27.70%)
- Products used (from 404 total active CAM and partner leads)

Note: percentages may total more than 100 because multiple products can be selected.

- Netware 5.1: 304 (75.25% of total active leads)
- o Netware for Small Business: 4 (0.99%)
- o eDirectory: 35 (8.66%)
- o Zenworks: 64 (15.84%)
- o Groupwise: 43 (10.64%)
- o Other: 403 (99.75%)
- Unqualified leads: 1735





Lost leads overview

Current as of 7/24/00 3:13:21 PM PST (GMT-8hrs)

Active to lost leads (7 total leads)

Reason	Count	Percentage
Project cancelled	4	57.14%
Credit Risk	0	0.00%
Competing product	3	42.86%

New to lost leads (64 total leads)

Reason	7 7 7 7 7 7	Percentage
Project cancelled	Dumr	54.74%
Credit Risk	1	1.56%
Competing product	28	43.75%

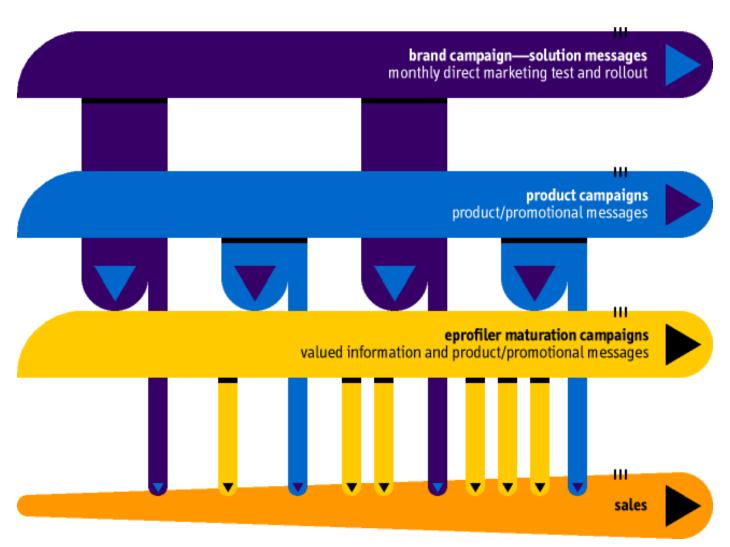
Data

"Not a lead" leads (1633 total leads)

Reason	Count	Percentage
Couldn't contact	179	10.96%
Bad number	69	4.23%
No current project	448	27.43%
Already purchased	97	5.94%
Project cancelled	36	2.20%
Credit risk	11	0.67%
Other	793	48.56%



Messaging Strategy



babcock | jenkins

Case Study: Client "a"

Direct mail campaigns

Test: 50,000 pieces @ 1.2% = 600 leads

Rollout: 250,000 @ 2.6% = 6500 leads

Qualification: A 30.5% B 13.9% C 21.2% D 34.3%

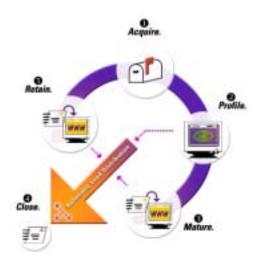
Average sale: \$120,000 Conversion: 8% of A

Immediate sales: 173 = \$21mm

Maturation: 6% per eProfiler for 6200 email names

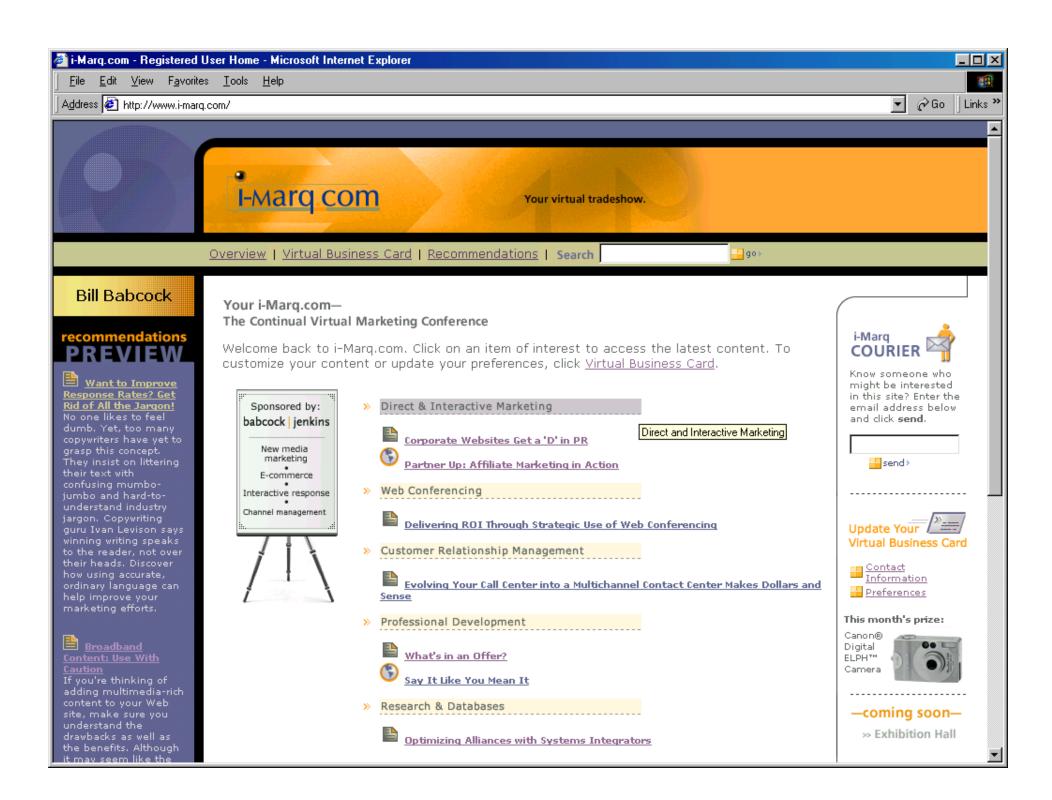
372 A leads 8% conversion = 30 sales = \$3.6mm

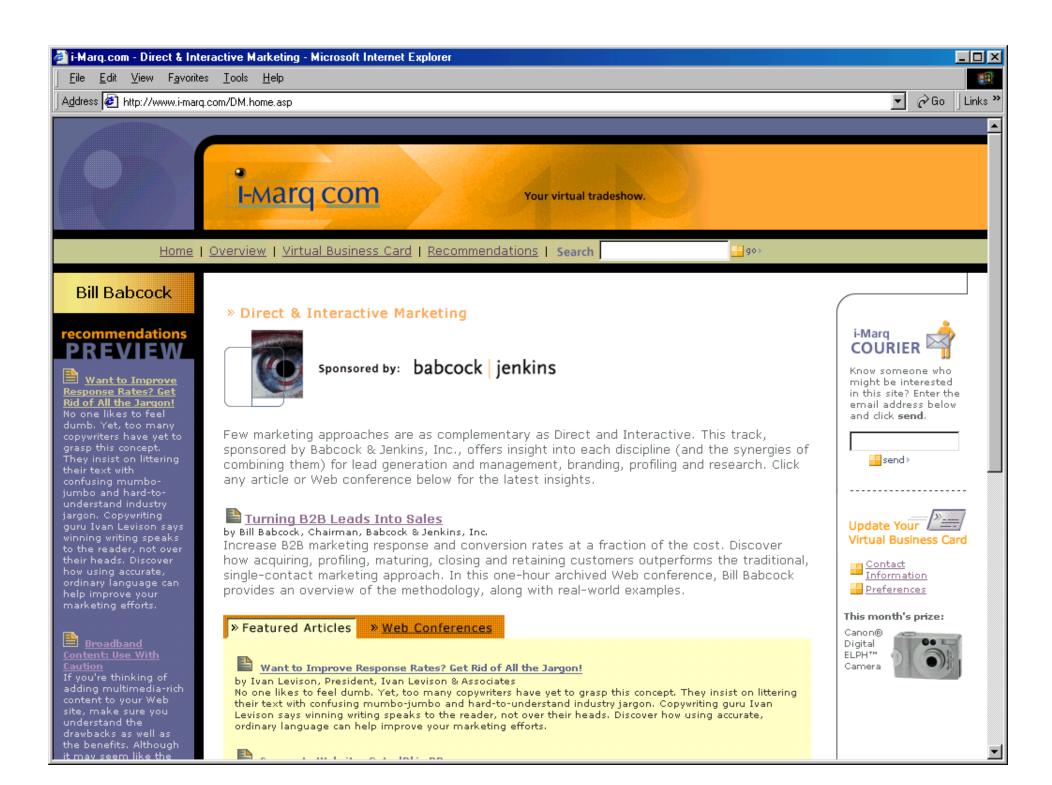


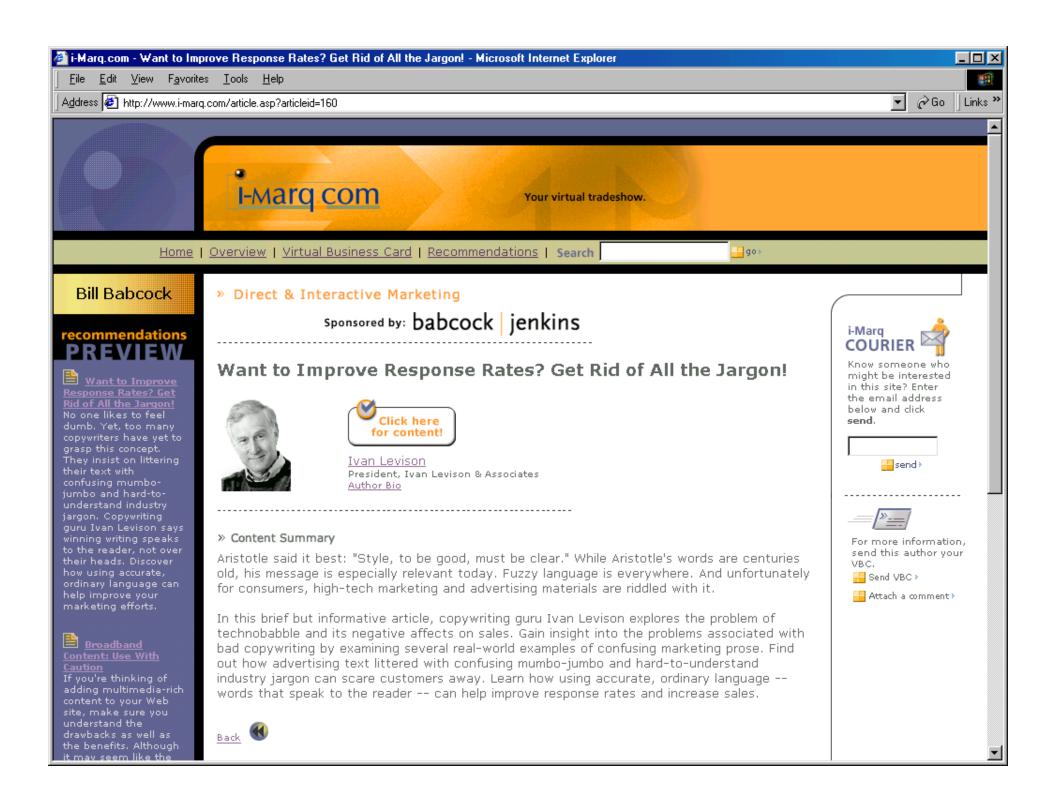


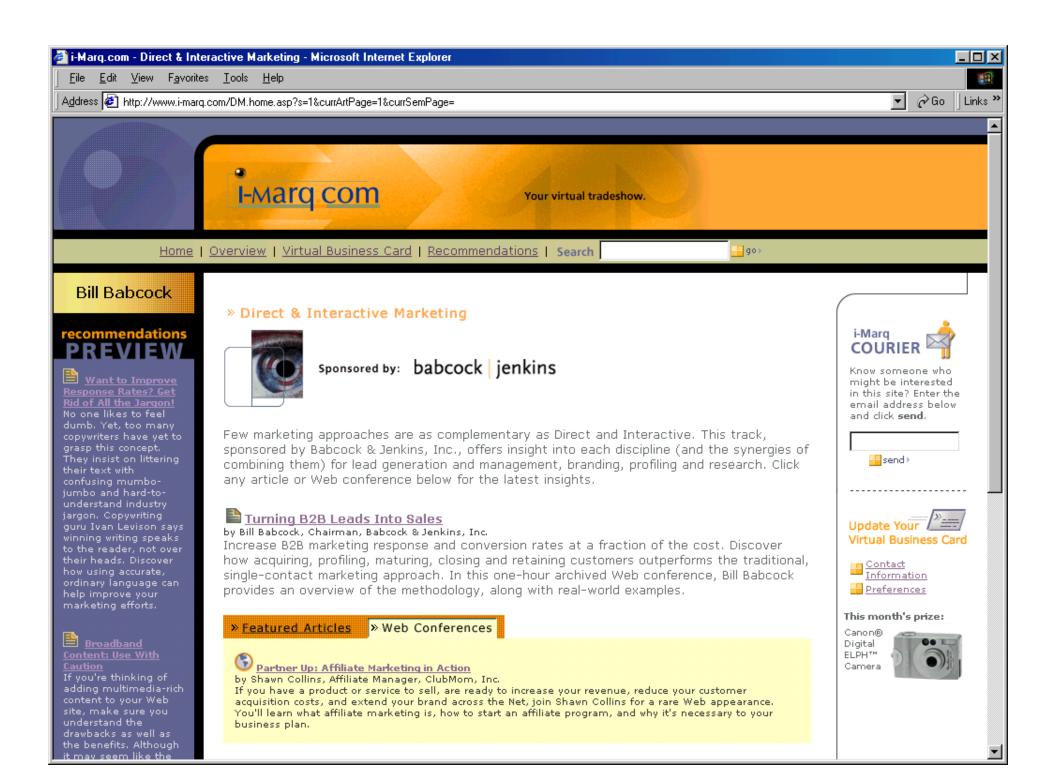
VCC

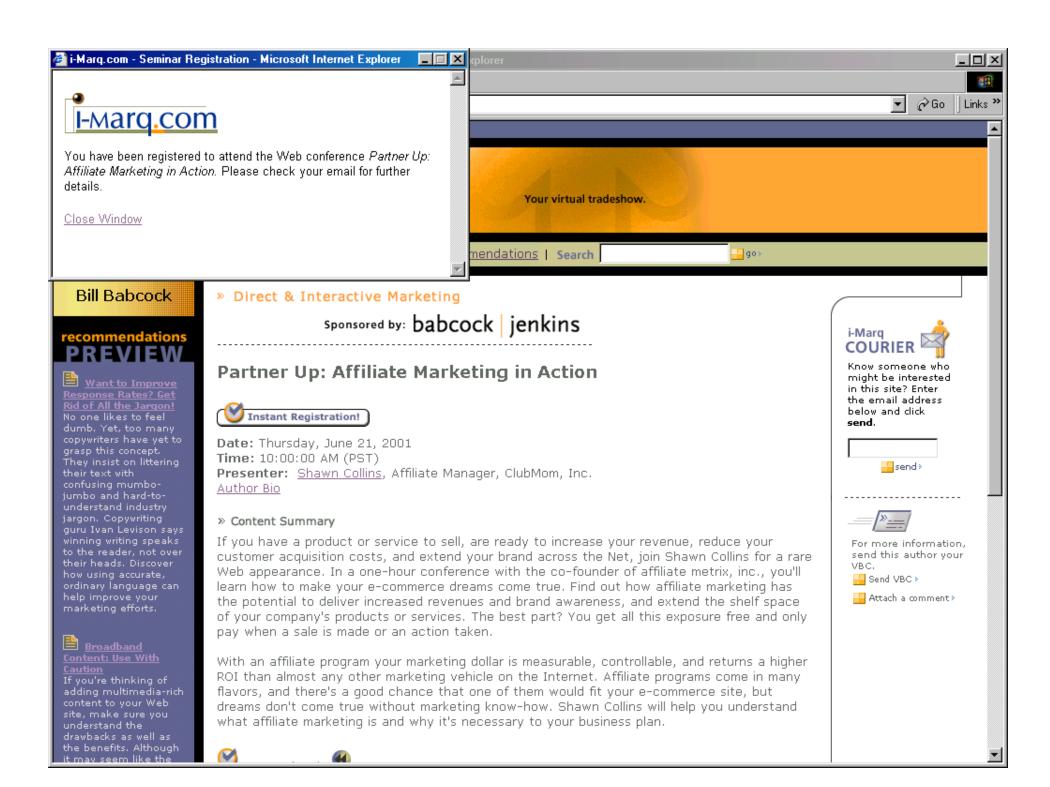
Knowledge marketing on steroids—your own "third party" 24X7 Virtual Conference Center

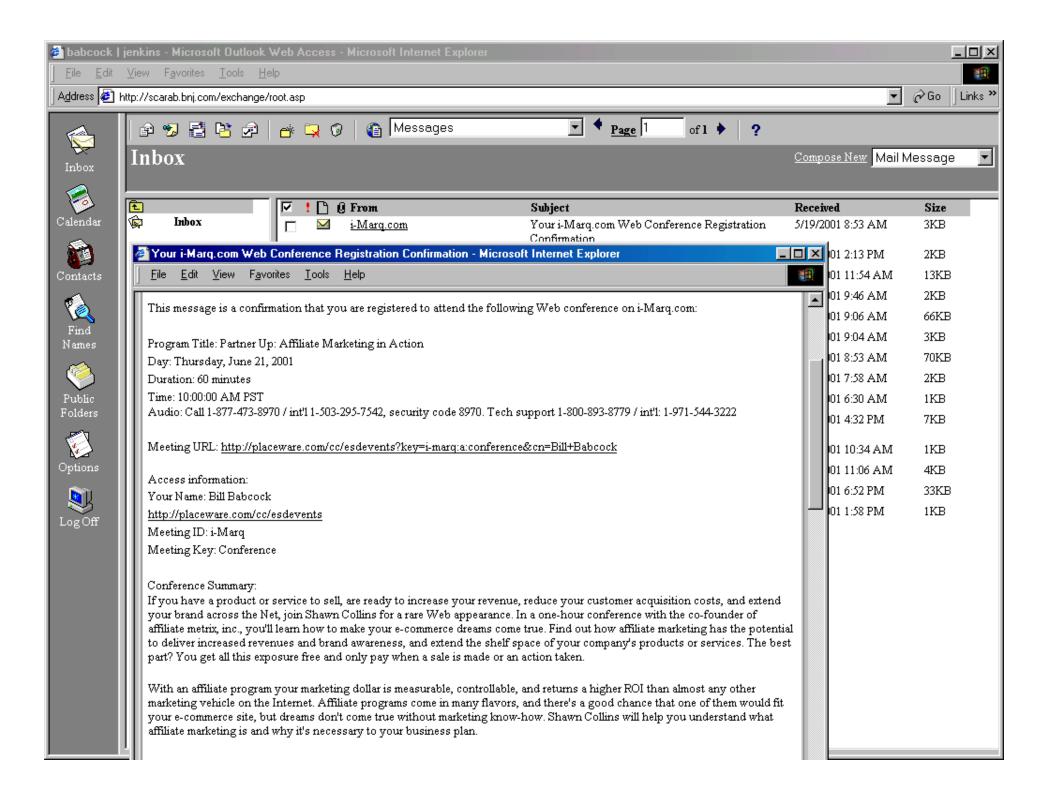


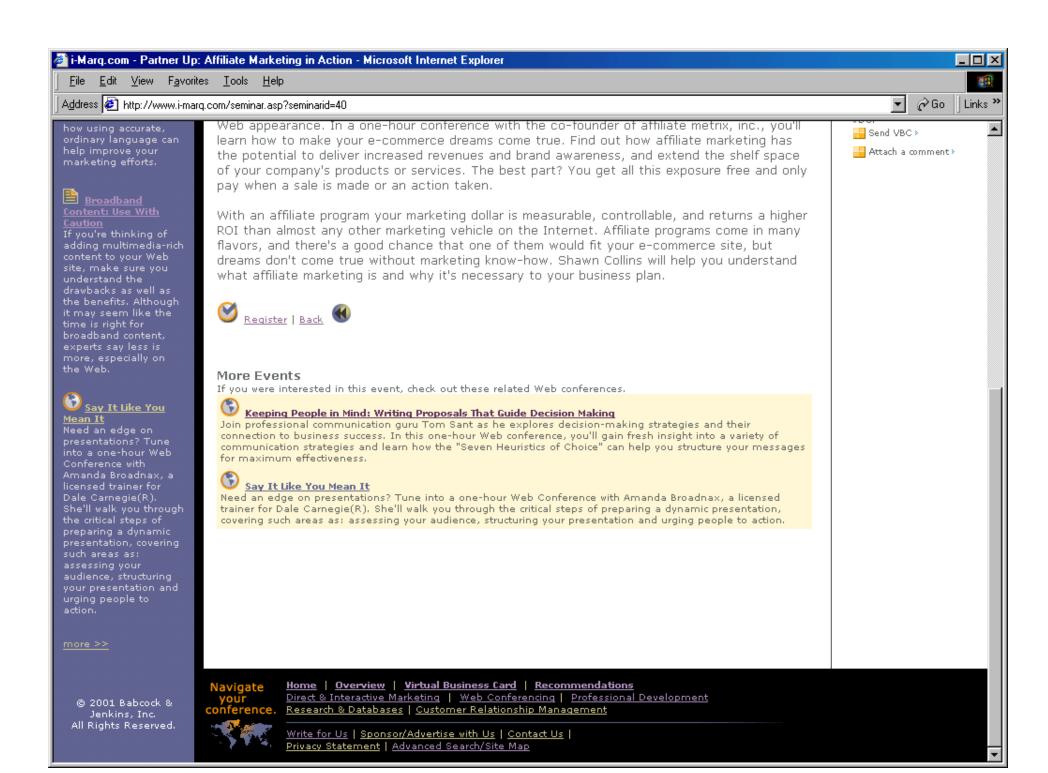


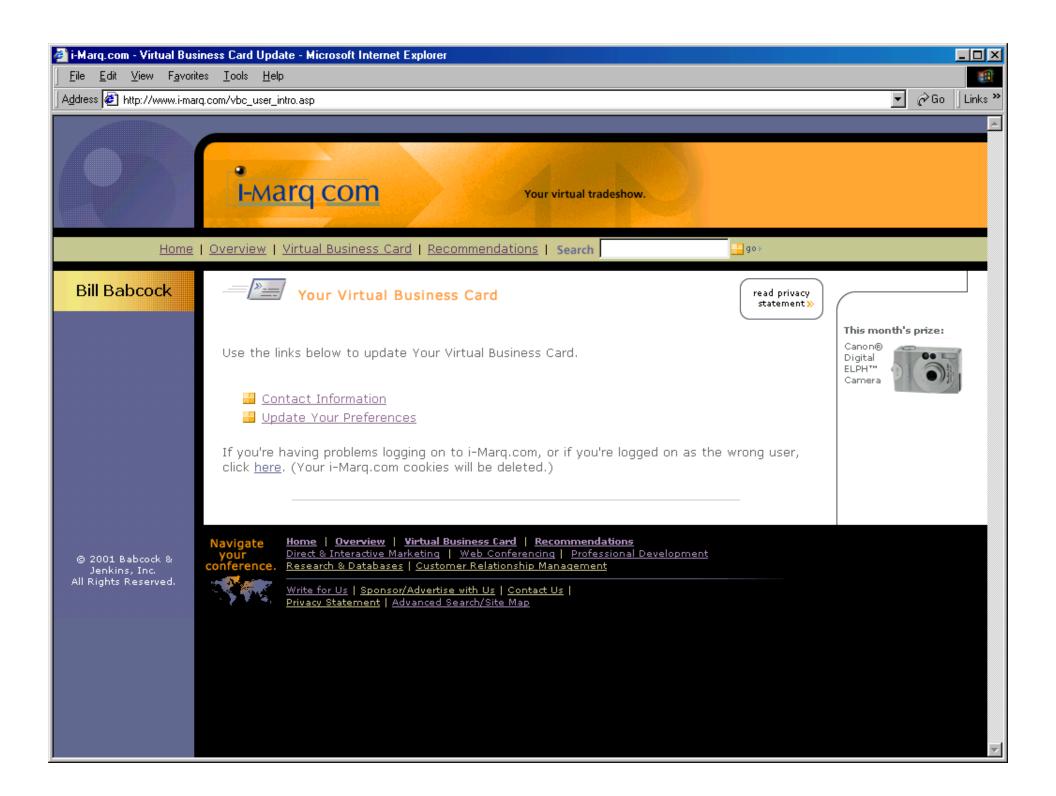


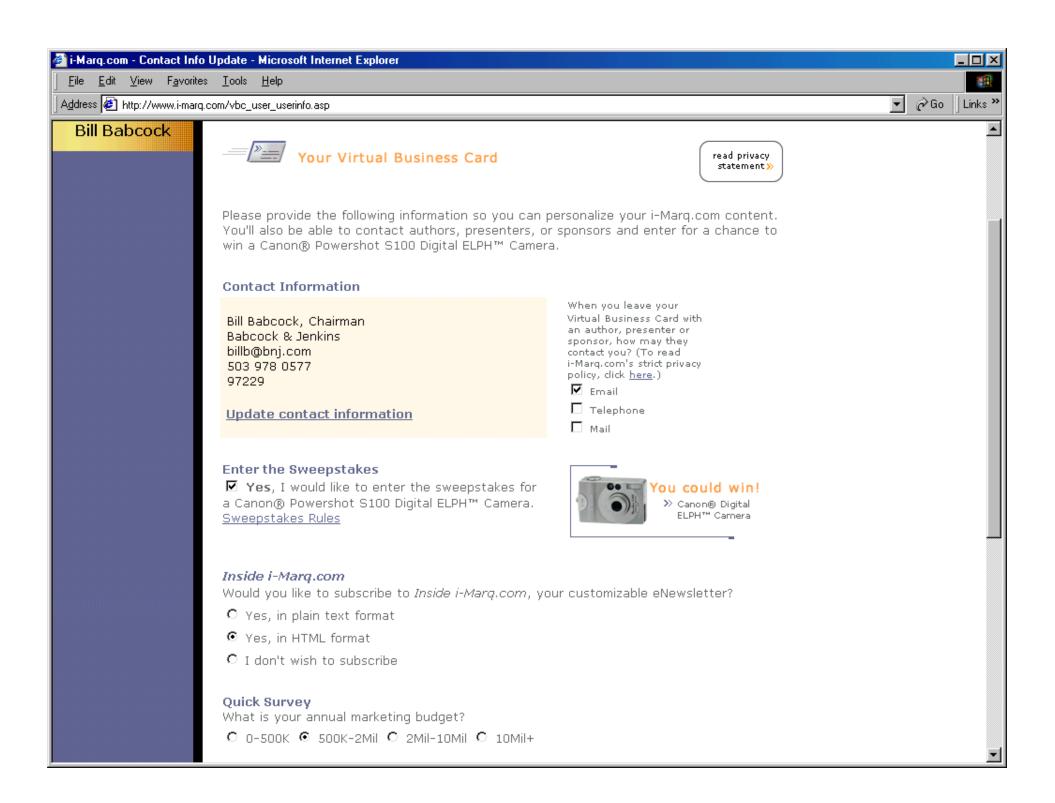


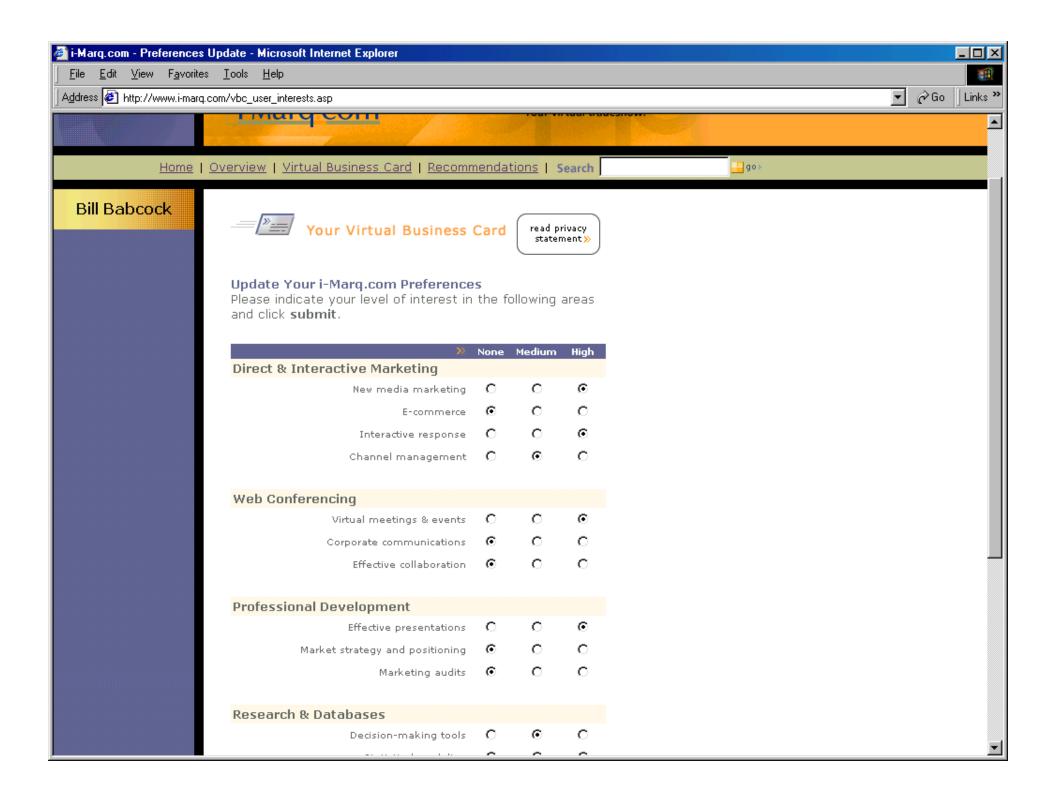


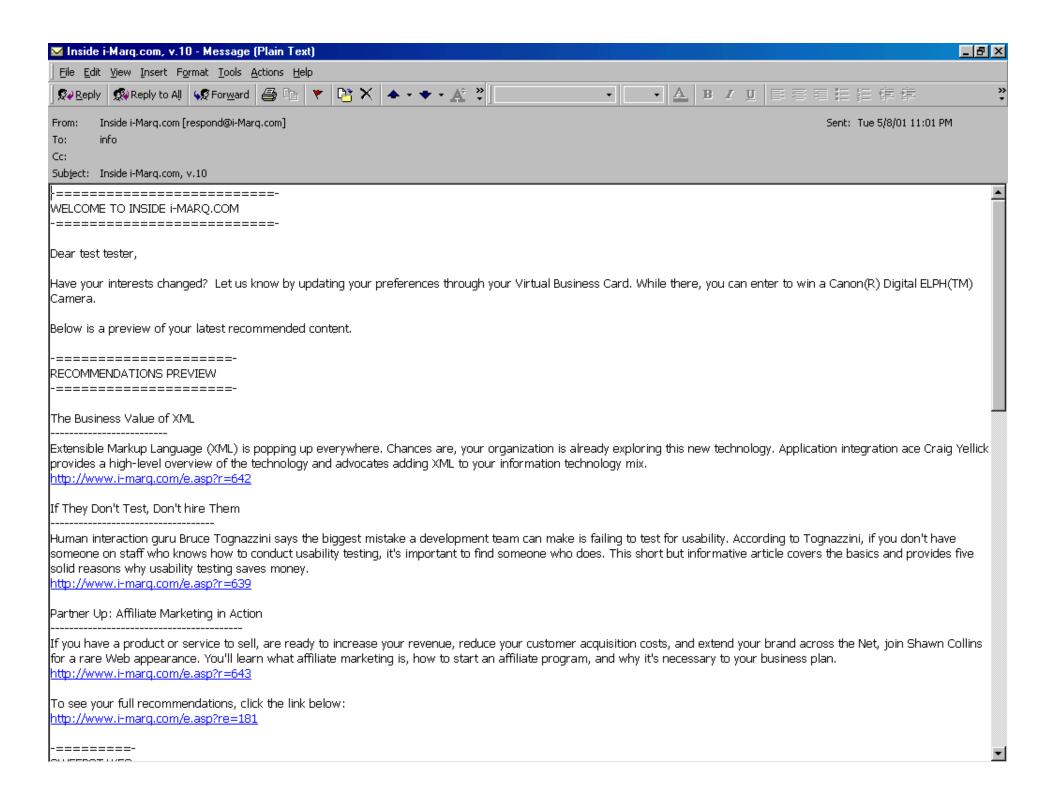














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Have your interests changed? Let us know by updating your preferences through your Virtual Business Card. While there, you can enter to win a Canon[®] Digital ELPH™ Camera.

Below is a preview of your latest recommended content.

When Interfaces Kill: What Really Happened to John Denver

Design flaws are everywhere. While some are mere inconveniences, others have the capacity to kill. Human interaction guru Bruce Tognazzini shares his insights into the crash that took the life of singer John Denver in the fall of 1997. Discover what factors led to the deadly accident and how elevating the importance of human-computer interface issues can help avoid disaster.

Why User Testing Is Good

Is your Web site the best thing since cable access to the Internet? While you might think so, your customers may disagree. Mike Kuniavsky, interface designer for Wired Digital, explores the importance of usability testing to successful solution design. Kuniavsky provides a framework for developing quick, low-cost evaluations quaranteed to delight your clients.

Partner Up: Affiliate Marketing in Action

If you have a product or service to sell, are ready to increase your revenue, reduce your customer acquisition costs, and extend your brand across the Net, join Shawn Collins for a rare Web appearance. You'll learn what affiliate marketing is, how to start an affiliate program, and why it's necessary to your business plan.

More Recommendations >>

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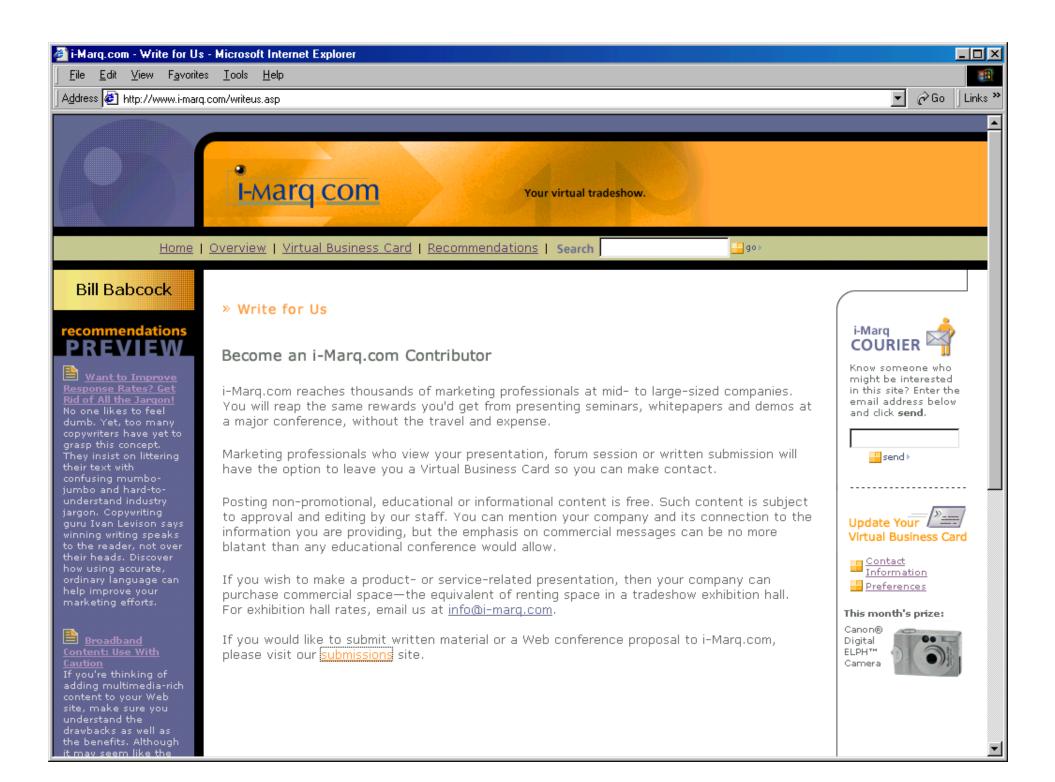
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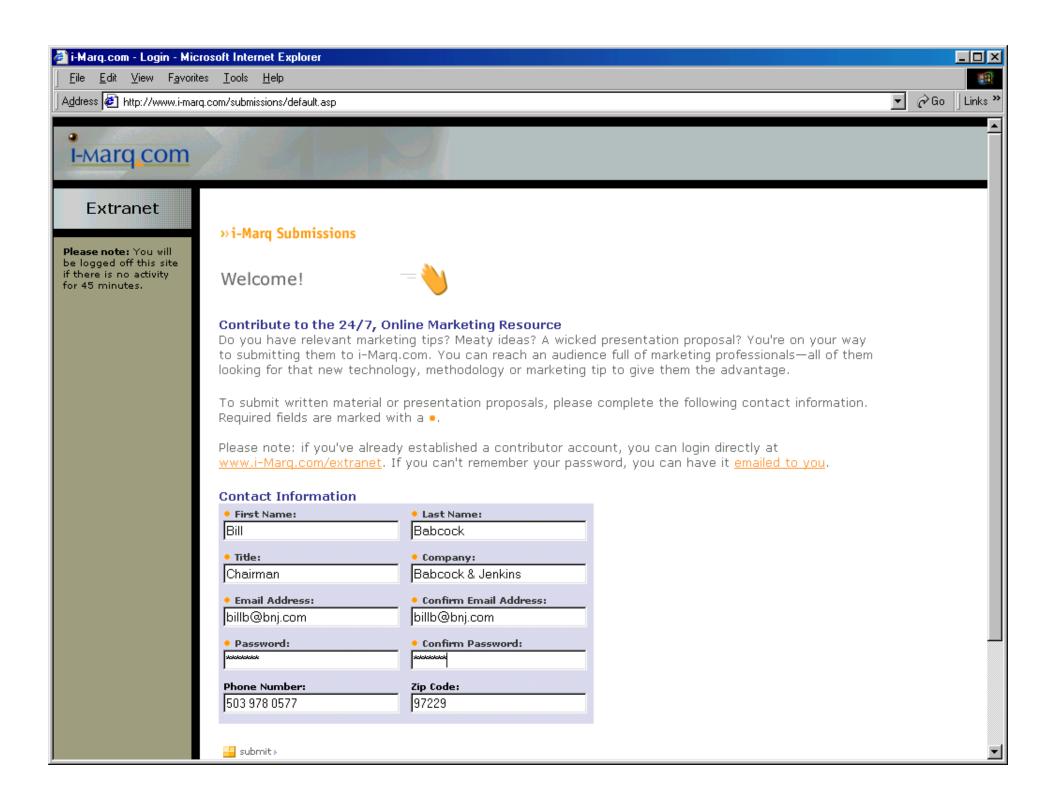
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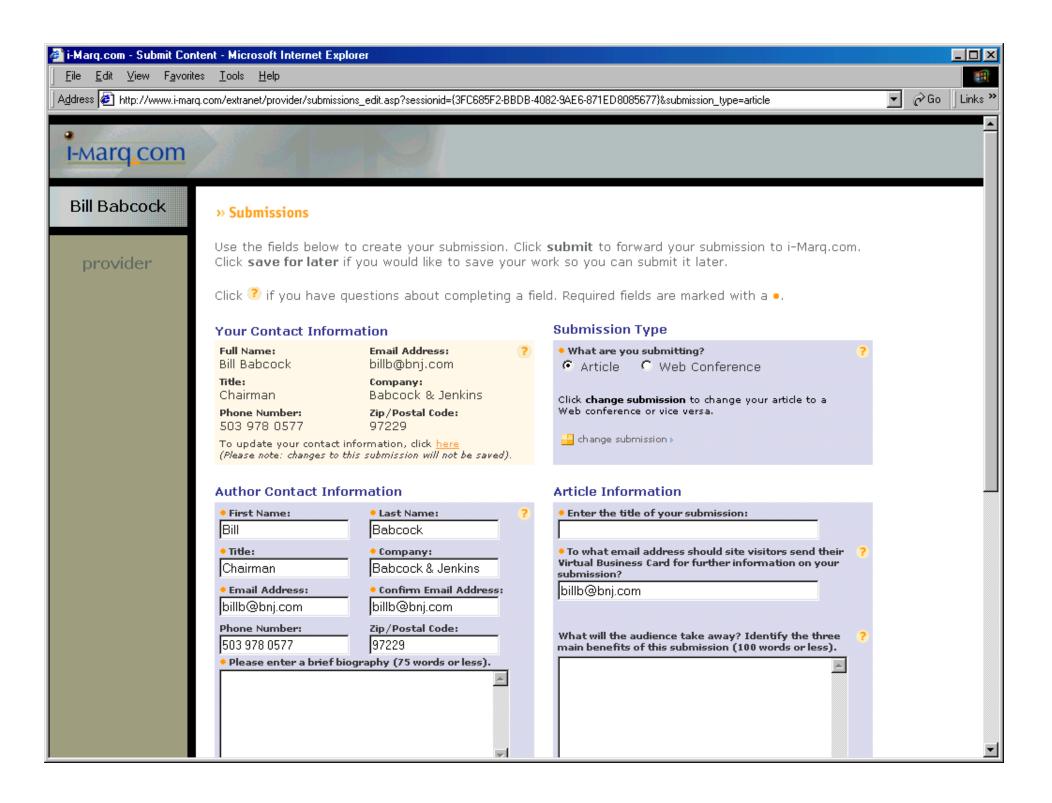
Made You Look: A (Nearly) Foolproof Guide to Killer Online Marketing

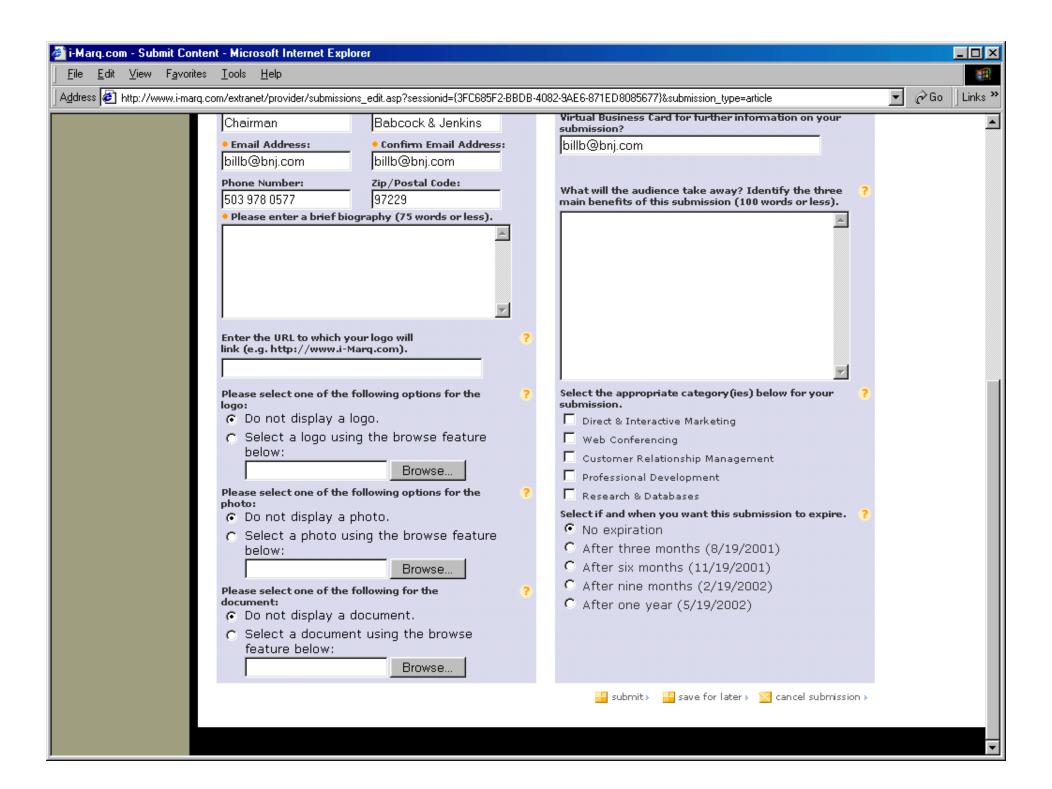
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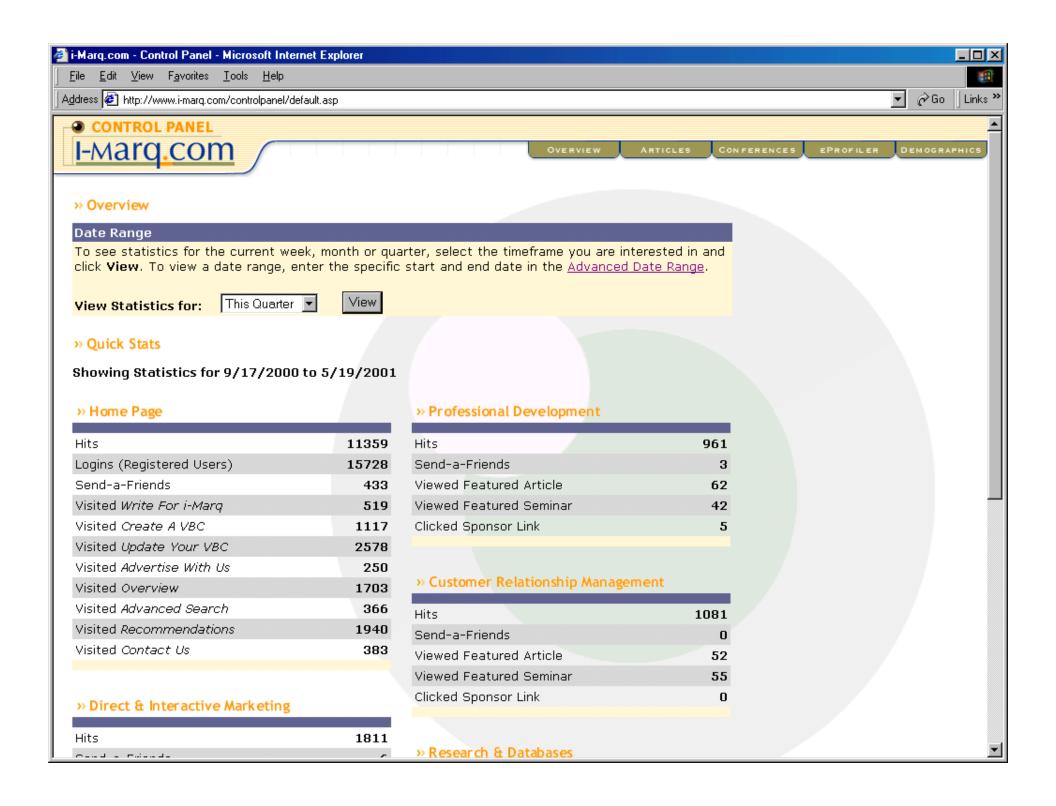
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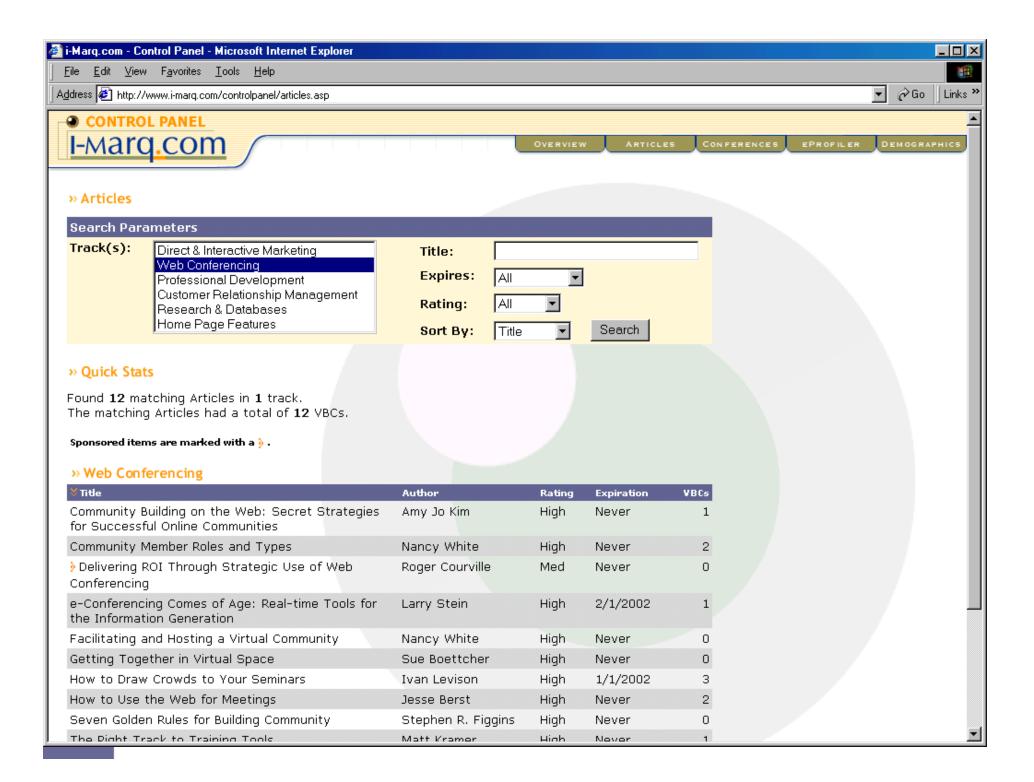


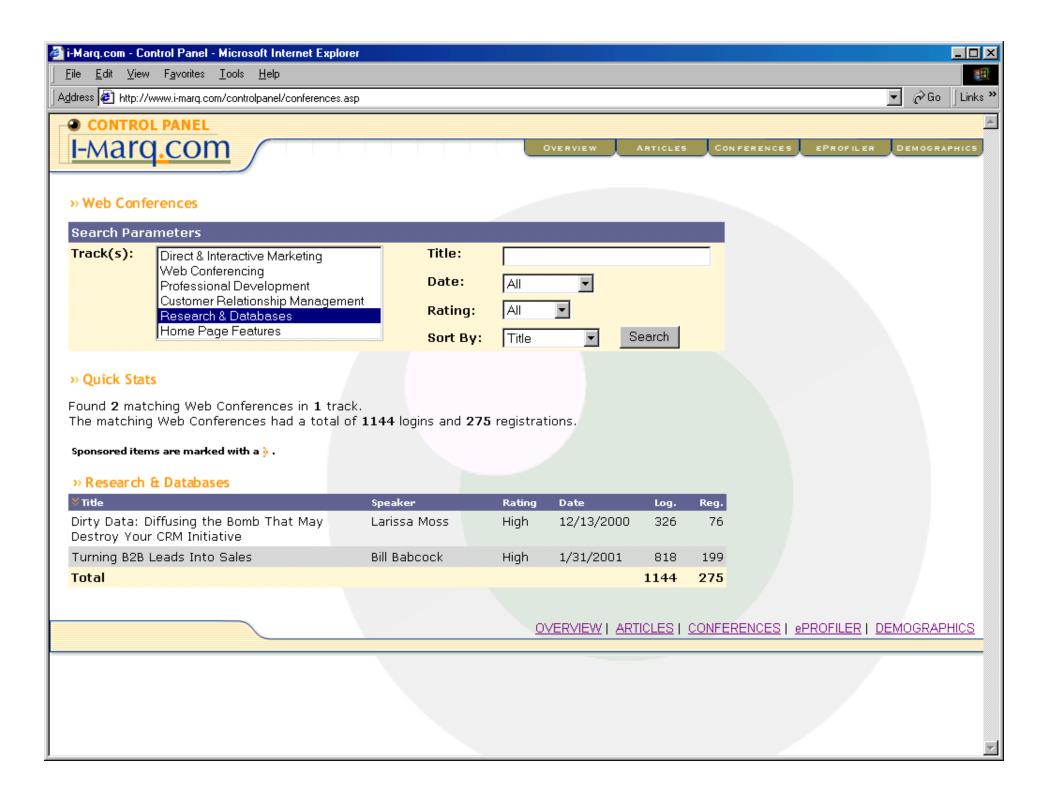


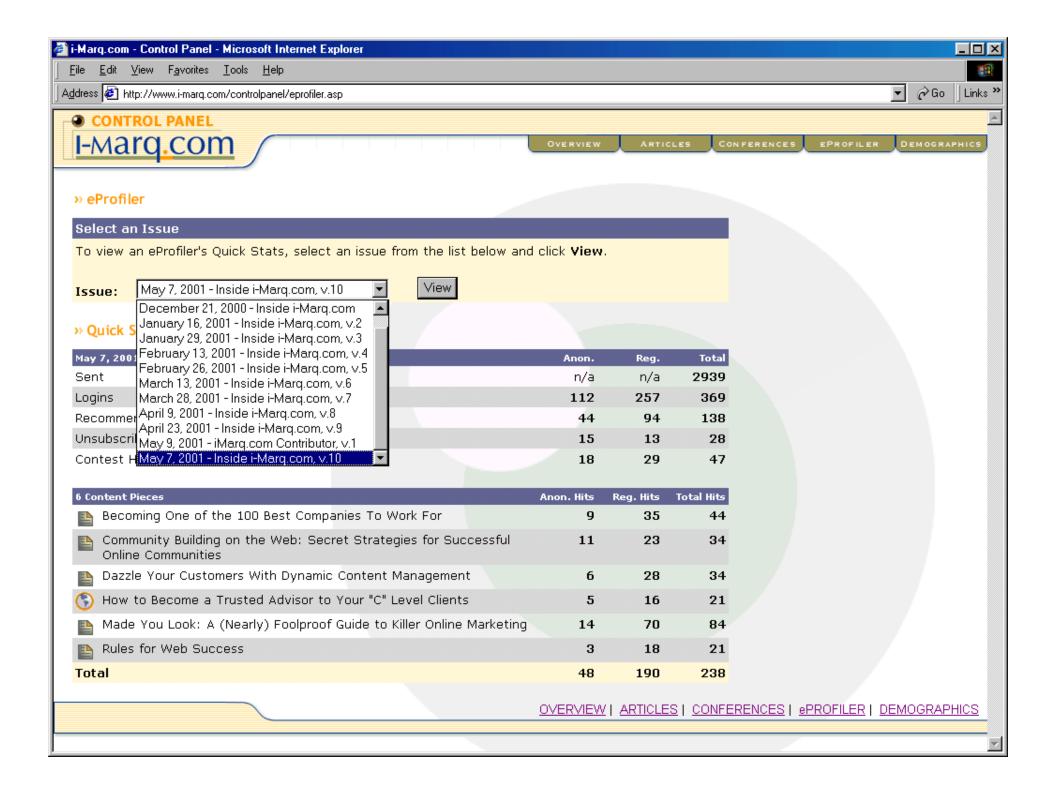












Summary

- Knowledge marketing sells by creating a valued relationship with prospects and customers
- Must be implemented as a global, long-term program:
 - Acquire
 - Profile
 - Mature
 - Close
 - Retain
- Keep the technology simple! Weeks not months or years