

# **THE COMPLETE INTERNET MARKETER**

## **by Jay Neuman**

### **Questions and Answers**

#### **Why is this book needed?**

There is no comprehensive book in the field of Internet Marketing (at least not before this book) and the whole industry is suffering for it. By and large, the industry is characterized by specialists and technicians who can use the tools of Internet Marketing but are not usually skilled at putting those tools to use to solve business challenges. The knowledge is there. Obviously some companies are doing it very well. But, that knowledge is not getting out. People who do it well are basically apprenticed on the job and learn by doing it in the trenches. This book takes that knowledge out of the trenches and puts it into the hands of those who need it the most.

#### **Who is this book for?**

One of the fundamental premises of this book is that most websites have multiple audiences and must be designed to seamlessly satisfy them all. The same is true with this book. There are four core audiences for this book:

##### Internet Marketing Professionals

When I first started writing this book, it was intended for Internet Marketing professionals and people who want to be. When I got my first job as an Interactive Marketing manager, I looked for every book in the field so I could fill in the gaps in my experience. There just weren't very many (although I did find a book that had my work from Toyota as a case study). I started writing this book for other's in the same position.

##### Self-Taught Amateurs and Small Business Owners

I first put pen to paper in 1999. Internet Marketing was still mostly for the pro's. By 2006, when most of the book was written, there were millions of small businesses, home-based businesses and individuals making money online. This is probably the biggest audience.

##### Classroom Instruction

When I started writing in earnest, in 2006, it became clear that the book was actually creating a course for Internet Marketers. So I laid out the chapters of the book to easily match the curriculum of a class. Internet Marketing instructors are probably the most important audience for this book.

##### Managers

The final audience for the book is business and marketing managers who are responsible for, but not directly practicing Internet Marketing at their company. The strategy and planning sections of the book will be especially relevant to these readers.

I think it is also important to mention that this book is not just for those seeking to make money online. It is also for nonprofit organizations seeking to use the Internet to help make the world better for all of us. For this reason also, the chapter on nonprofit organizations is offered as a free download from the website.

### **Why is this book different?**

This is the first comprehensive book covering all aspects of Internet Marketing, from business planning, to website design, to driving website traffic, to continuous improvement. Plus, it takes the unique approach of not only teaching the skills but also showing how they apply to different business models. All of this is done in an easy-to-read tutorial format that anyone can follow.

### **What should people expect from this book?**

Roughly half of this book is core skills. The other half is how to apply those skills to meet the unique needs of each business or organization. Classroom instructors and students (and obsessive readers like myself) will read it cover to cover and get an in-depth “apprenticeship” into the entire field. But most people will probably not do that. They will have specific things they need to know and want to get right to it. Each chapter is broken up into sections covering core skills and concepts. Each of those sections is laid out in an easy-to-read tutorial format. So most readers will find a book full of short tutorials covering exactly what they need to learn at that time.

But do not let the words “tutorial” and “easy-to-read” be mistaken for “general” or “for beginners only.” Each chapter contains step-by-step instructions to not only learn about the topic, but to actually do what they are learning. Plus, they will find tips, advice and instructions to practice those skills like the pros.

### **What will people get out of this book?**

People will learn how to become successful Internet Marketers. They will learn all of the core skills and learn how the professionals practice those skills. In Part IV, they will then learn how to apply those skills in any type of organization and be successful there.

They will also learn the jargon used by people in the field and some of the history behind where all of these things come from. In short, they will get an apprenticeship into the field – not just a bunch of useful information.

### **Why did you write this book?**

I came into the Internet Marketing field by the Database Marketing route. In Database Marketing there are some (although not many) excellent books that cover the whole field, from A to Z. That is what I was looking for in Internet Marketing, and could not find. The lack of such a book, I believe, has also taken its toll on practitioners in the field. In Database Marketing, it is fairly uncommon to find people who do not know, at least at a high level, all of the major concepts behind what they are doing. In Internet Marketing, it is uncommon to find people who do. Instead, we have specialists. Some design attractive sites. Some build great back-end technology. Some drive traffic and click-thrus. But not many understand how all these work together to make the business successful. The ones who do understand it are the gurus and their knowledge only trickles down in bits and pieces. Someone needed to write the book. So I did.

### **What is the story behind this book?**

The first pieces of this book were actually written during the 1999 holiday shopping season, when the Dot-Com Boom was at a fever pitch. Then, in 2002, I pieced together things I had written into a small, unpublished book I called “How to become an Online Marketing Guru in 90 Minutes.” But I really sat down to write in earnest in 2006.

After the Dot-Com crash, I ended up in the last round of layoffs from the startup I was working for. They were still burning their venture capital trying to become profitable. The classic story. I then took a great job setting up the Interactive Marketing and Marketing Analytics programs for a Fortune 500 company. It was great on paper. But once I had set up the programs I found that I was miserable being at a place where the work I love is an afterthought to the core business. I needed to get myself back into the heart of Internet Marketing. So I negotiated a consulting contract that let me work there part time and write the book I had wanted to write since 1999, more or less full time. I spent most of 2006 writing the book and finished it in March 2007. I am forever indebted to the ARAMARK Corporation and my boss Judith Weiss for giving me that opportunity.

### **How would a classroom instructor use this book?**

Each chapter in Parts I through III covers a major topic in the Internet Marketing field. Sections in each chapter lay out the core skills and concepts needed to master that topic. These chapters and sections lend themselves to classroom instruction and to assigning hands-on homework or lab exercises that follow along with the book.

Part IV goes in-depth into each of the seven major online business models. These chapters would be best used as blueprints for larger, term projects. Students could be asked to pick a real-life business or organization (or one that could be real) and design an Internet Marketing program, or specific projects for that business. Part IV provides the blueprints they need to do so. In many cases, these term projects will likely be actual projects or businesses the students are working on. In those cases, the entire book becomes a handbook for a class project that also will work and be successful in real life.

### **What are the top needs addressed by this book?**

1. To learn all of the key skills needed to be successful with Internet Marketing
2. To learn how to apply those skills to the specific demands and challenges of different types of businesses or organizations
3. To understand what those differences are

### **What other books would you compare this book to?**

There are no other books in the Internet Marketing field to compare to. This is the first. My primary inspirations for this book were two books from the field of Database Marketing, *The Complete Database Marketer* and *Strategic Database Marketing*, both by Arthur Hughes.