



The Education News and Entertainment Network

Marketing Strategy “Building Our Community”

11/14/00

Ver. 3.0

PHASE I

90 Day timeline

1.) Marketing Research

- A.) Define the consumer niche present within the electronic component engineering community.
 - Comprehensive engineering job profile list
 - + Educational source – College ECE programs

- B.) Understand the competition
 - Their web-sites
 - Their marketing tools
 - Their methodology
 - Their products
 - Their services

- C.) Gather data directly from the EE's - what is needed by the community?
 - Permission Marketing
 - Feedback Forms
 - News
 - NetSeminars
 - Industry Focus Groups
 - Industry Presence
 - Tradeshows
 - Sponsored events and competitions
 - Trade publication surveys
 - Recent and soon to be electrical component engineering graduates

- D.) Profile the audience in the registration process
 - Questions to ask
 - Provide a reason to participate – incentives
 - As it relates to the database

- E.) Implement a performance measuring / tracking system
 - Site hits
 - What in the site is being utilized
 - Frequency (stickiness) of the site
 - Feedback accountability
 - Profiled Audience numbers – is it growing?

2.) Develop an ENEN brand

- Logo

3.) “The Web-Site” (Building the Community) - Phase I

- A.) Intranet Prototype (mockup)
 - 6 to 8 weeks of development
 - Content:
 - News
 - NetSeminar
 - Threaded Message Board
 - Feedback link
 - Comic strip
 - Entertainment content:
 - TechTV
 - Technical Association:
 - Penton
 - EeTimes
- B.) Internet Beta Site (soft-rollout)
 - At the 90 day mark
 - Content based on progress

4.) Marketing Plan

Formal production of the plan can begin 6 to 8 weeks into Phase I, the first 90 days, but will not be completed to early in Phase II or the second 90 days.

- A.) Time-to-value Marketing Philosophy and Plan
 - Maximum impact in the shortest time
 - Define goals - long & short
 - Define action Items to meet goals
 - Define success of performance measuring system
 - Get there by producing results every 90 days
- B.) Develop relationships and partnerships to deliver what the community defines as necessary for success. (content/services)
 - But first qualify our choices for content and programming
- C.) Create a PR plan / strategy
- D.) Analysis of current sales and marketing tools and systems
 - Define a prioritized list of Action Items
 - Example Demo needs / collateral materials ie –print

PHASE II

Second 90 Days

5.) Editorial Content, Development and Programming Director

- To create, respond to, research and cultivate the community.
 - Works very closely with
 - ENEN marketing director (development/creative direction)
 - ENEN web & AV departments (production)
 - Outside Partnerships and Alliances (content supply)
 - The consumer (content requirements)

6.) "The Web-Site" (Building the Community) - Phase II

A.) Site development and refinement - continue to grow the community and it's resources

- Content:
 - News
 - NetSeminar
 - Additional ENEN original programming
 - Threaded Message Board
 - Feedback link
 - Comic strip
 - Additional entertainment content:
 - TechTV
 - Additional Technical associations:
 - Penton
 - EeTimes

7.) Marketing/Creative Director

- Steers and focuses solely on marketing ENEN
 - Marketing Assistant

8.) Marketing Plan - continued

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- Define a prioritized list of Action Items
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PHASE III

90 Day timeline

Assigning Project Managers/Producers to each program within the Community

Internal marketing and communications platform focused our own ENEN employees and contractors

Gain a full understanding of expected revenue growth from ENEN content

- Web advertising revenue is NOT television advertising revenue
- Numbers of viewers are not there

Produce a revenue center

- Provides resources that feed the growth of the community
- 3rd party reseller
- Licensing of NetSeminars and it's services
- outside of the community to defined markets
- pharmaceutical companies
- insurance industry