

**ENEN**  
**Marketing Issues**  
**“Building Our Community”**  
11/10/00  
Ver.2.0  
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1.) Marketing Research

A.) Defined 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.) Profiling the audience in the registration process

- Questions
- Provide a reason to participate
- As it relates to the database

2.) Produce an effective brand

- Logo

3.) Marketing Plan

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

4.) Gather data directly from the consumer on what exactly is needed by the community through:

- 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
- Utilize same in-roads to market

5.) Build the Community – “The Site”

Phase I

a.) Implement a performance measuring system

- Site hits
- What in the site is being utilized
- Frequency (stickiness)
- Feedback
- Profiled Audience numbers

b.) Intranet prototype

Phase II

a.) Editorial content development and programming professional

- 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)

Phase III

BULL-PEN

A Marketing/Creative Director to steer and focus solely on the issues below

- Marketing Assistant

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
  - 3<sup>rd</sup> party reseller
    - Licensing of NetSeminars and it's services
      - outside of the community to defined markets
        - pharmaceutical companies
        - insurance industry