MGT 293-2: Marketing for E-Commerce

OUTLINE OF CLASS ASSIGNMENTS
(Subject to Change)

The pages that follow contain a summary of the material we expect to cover in the class, the course assignments and the grading policy. The first section of this outline describes the requirements for the case assignments and the Internet marketing plan which will be due at the end of the quarter. Following this summary is a summary of the grading policy. The third section provides brief descriptions of each class session and the assignments for each class meeting.

Readings
The assigned texts are Principles of Internet Marketing by Ward Hanson and How Digital Is Your Company? by Adrian Slywotzky and David Morrison. The reading assignments for each class session in the daily assignments that follow. We will expect you to have completed the assigned readings prior to the class session for which they are assigned. We have provided study questions to assist you in doing the assigned reading and highlight the most important points. Many of the questions will be used to provide a base from which lectures and class discussions will be built; however, you should be familiar with the issues they cover even if we do not get a chance to discuss them explicitly.

Case and Internet Assignments
There will be both individual and group assignments that will require you to analyze a case or visit some sites on the Web. All members of the team will receive the same grade for group assignments. There will be written assignments in weeks 2, 4, 5, 7 and 8. You are encouraged to read the description of the classes in which cases are to be discussed at least a week in advance so that you will have adequate time to prepare them.

Final Project
Each team will be expected to prepare and present a marketing plan for a new Internet company or an existing company that has yet to develop a website. The marketing plan should consist of three parts: a written plan, an accompanying oral presentation, and a prototype of your proposed website. The proposed Internet business should fulfill a new marketing function and have a strong potential for profitability.

Written Plan:
The written plan should contain the following elements:

An Executive Summary: A concise review of the main objectives and recommendations to be covered in the plan. (1 page maximum)

A Table of Contents: This should make it easy to locate specific issues. Neither this nor the Executive Summary count toward your page limit.

A Preface: It should briefly summarize the main issues facing your organization that will be addressed by your marketing plan. (Suggested length not to exceed 1 or 2 paragraphs)
A Brief Situation Analysis: It should highlight the key points that the organization should consider. Your analysis should include 1) the organization's objectives and abilities, 2) the composition and size of the customer base, 3) appropriate target markets for their products, 4) the likely activities of competitors, and 5) alternatives to the organization's products. This section should tie the key aspects of the situation analysis together with a "SWOT" analysis. This analysis summarizes the organization's Strengths and Weaknesses along with the Opportunities and Threats that it faces. (Suggested length: 3 pages plus exhibits)

Goals and Objectives: You should summarize them briefly. It should be possible to measure the organization's performance with respect to them and, to the extent possible, quantified. You should identify both short-term and long-term objectives. (Suggested length: 1 page)

The Strategic Approach: You should state your organization's value proposition and the strategic approach that will be adopted. You should determine whether the organization will attempt to differentiate its product (goods or services) or should use price as its principal source of appeal to the customer. If your organization will be operating in an established market, you should identify the key competitors and how you will compete against them. (Suggested length: 1 page)

The Marketing Mix: You should make recommendations regarding the organization's marketing mix (the four P's). Among the issues you should consider are: 1) the product design and the mix of goods and services to be provided through the Internet, 2) the revenue drivers and pricing policy, 3) the amount and type of advertising and promotional support that should be devoted to build traffic to your site and any promotional activities that will be designed to stimulate purchase or use, and 4) how the products should be distributed to the customers and how the distribution scheme relates to the other elements of the marketing mix. You should be careful to provide a justification for each of your recommendations. (Suggested length: 5 pages plus exhibits)

A Financial Summary: You should provide a brief summary of the expected financial implications of your marketing proposal in the text. In the Appendix, you may wish to include a sample budget and possibly a sales or revenue forecast. You should explain how you came up with your estimates. (Suggested length: 1 page plus exhibits)

The plan should not exceed 25 pages in total length (text plus exhibits) with the main body of the plan not exceeding twelve pages of double-spaced typewritten text. This policy implies that you may have up to thirteen pages of exhibits to accompany 25 pages of written text. You may have more than thirteen pages of exhibits, but every page of exhibits in excess of thirteen pages should be accommodated by a corresponding page reduction in the main body of the text. Suggested page lengths have been provided above. These should be used as guidelines that suggest how your space can be most effectively utilized. You are free to allocate space in any way you feel is appropriate.

Oral Presentation:
Each group will be asked to present of their marketing plan to the rest of the class during the final week of the course. The presentation should be made as if the audience included a potential venture capitalist or, in the case of a new internet business unit for an existing company, the company's chief executive marketing and financial officers. Each presentation should be between 15 and 20 minutes in length to be followed by five minutes devoted to questions and answers. You may assume that the audience is familiar with the credentials of the individual team members. You should devote your time to the problems you see as critical, but you should be sure to cover the following: 1) the business value proposition, 2) the strategic approach, 3) the product or service offering (including sample web pages), 4) the revenue drivers and pricing
policy, 5) a plan for generating traffic, and 6) a financial projection that explains how and when the business will achieve profitability.

Website Prototype:
The website prototype should include sample pages that will give a feel for the website you are planning and illustrate how your site will work. It should include a home page with links to other pages that provide content, request information (forms), display products, or otherwise provide the proposed functionality of the site. Your prototype should provide a feeling for how a user will navigate around the site but not all pages need to be fully functional. For example, if you are providing content on some of your pages, you can prepare one page that would provide an example of the content and other pages that simply say something like “This is another page providing content on…” Similarly, if your site is designed to have some e-commerce capabilities, you could provide one page that depicts and describes a product and copy that page and say something like “this page provides information on (another product).”

In preparing your site you can use any software you choose. Recommended programs include: Microsoft FrontPage, Macromedia Dreamweaver, Adobe GoLive. This class will not provide an extensive tutorial on the use of these programs or HTML, so you may wish to delegate the web design task to a group member who knows some HTML or can use one of these programs. Another option would be to use a website that is designed to help novices create web sites for e-business. A recommended site for this purpose is Bigstep.com. It is a free site (although you do have to register) that walks you through the process of designing a website.

Note: You may wish to visit http://www.swcollege.com/marketing/hanson/hanson.html for some additional insights on writing a marketing plan.

Grades
There will be three components to your course grade: individual class participation, case assignments, and the final project. The contribution of each component to the final grade is given below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>25%</td>
</tr>
<tr>
<td>Case assignments</td>
<td>25%</td>
</tr>
<tr>
<td>Final project</td>
<td>50%</td>
</tr>
</tbody>
</table>

Grading Breakdown:
Class participation will be based on an equal weighting of your attendance and your contributions to the class discussion as judged by both the instructors and your classmates.

The written case/Internet assignments will have the following point value:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mattel/Lands End (week 2)</td>
<td>10</td>
</tr>
<tr>
<td>Matching Dell (week 4)</td>
<td>12</td>
</tr>
<tr>
<td>Autobytel (individual &amp; group) (week 5)</td>
<td>12</td>
</tr>
<tr>
<td>Internet Shopping (individual) (week 7)</td>
<td>6</td>
</tr>
<tr>
<td>Priceline.com (week 7)</td>
<td>6</td>
</tr>
<tr>
<td>Esurance.com (week 8)</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>50     ⇒ 25% of final grade</td>
</tr>
</tbody>
</table>

The components of the final project will have the following point values:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal</td>
<td>10</td>
</tr>
<tr>
<td>Written Presentation</td>
<td>40</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>30</td>
</tr>
<tr>
<td>Website prototype</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>100    ⇒ 50% of final grade</td>
</tr>
</tbody>
</table>
Session 1. Monday, January 8

MARKETING, E-COMMERCE AND THE INTERNET
The marketing function is centered on attracting, retaining and interesting a set of customers while competitors continually challenge your efforts. In this session we explore the marketing strategy of Amazon.com

Reading: Ward Hanson, *Principles of Internet Marketing*, Chapter 1
Adrian Slywotzky and David Morrison, *How Digital is Your Business?*, Chapter 1

In Class Assignments:

1. Form a study group of 3 to 5 members. Your group will work together to complete the group case assignments and the final project. Your group affiliations will be due at the beginning of the second class meeting.

2. Describe the outline of the marketing plan for Amazon.com used by this company during the past two years (1999-2000).

3. How do the customers of Amazon serve also as partners?
Session 2. Wednesday, January 10

DIGITAL BUSINESS, NETWORKS AND THE CHOICEBOARD

The internet company relies on "better, faster, cheaper" to build an business. In this session we consider the benefits of the digital revolution, networks and digital convergence. We consider using these digital tools for improving and implementing marketing processes as well as business design.

Reading: Ward Hanson, Principles of Internet Marketing, Chapters 2 and 3
    Adrian Slywotzky and David Morrison, How Digital is Your Business?, Chapters 2, 3 and Appendix C

Study Questions:

1. A unique value proposition is critical to success. Consider the value proposition of Webvan.com. How is Webvan managing atoms and bits to provide their value proposition.

2. The ultimate issue is: can the business design lead to a profit. How will Webvan capture a profit?

3. Finally, consider the choiceboard offered by Webvan. Is this adequate for your needs.
Session 3. Wednesday, January 17

PRODUCTIVITY AND BUSINESS DESIGN

In this session, we consider the individual customer and internet interactivity. We consider the array of communication methods.

**Reading:** Ward Hanson, *Principles of Internet Marketing*, Chapter 4
Adrian Slywotzky and David Morrison, *How Digital is Your Business?*, Chapters 4, 5 and Appendices A (4-productivity tools) and B

**Study Questions:**

1. Consider the customer of Cemex and the business issues involved in this industry.
2. How did Cemex succeed as a digital innovator and consider the business design.
3. Describe the marketing strategy utilized by Cemex to achieve their success.
Session 4. Monday, January 22

PRODUCTIVITY AND HYBRID POWER

In this session we examine the role of business models in improving the productivity of an e-business. Specifically, we consider brands, cost reduction, sampling, and revenue models using advertising and fees. Also, we address closed-loop marketing and web chains. Finally, we address the benefits of incumbency versus new start-up e-business efforts.

Reading: Ward Hanson, *Principles of Internet Marketing*, Chapter 5
Adrian Slywotzky and David Morrison, *How Digital is Your Business?*, Chapters 6 and 8

Group Internet Written Assignment:

Submit a 2-page double spaced report at this session that addresses the following issues:

1. Examine the web site for Mattel or Lands End and determine the value proposition.

2. Who is the customer for the site?

3. Also, briefly describe the choiceboard used by the company site.

4. Describe the business model and the benefits of incumbency.

5. Consider the on-line structure in terms of Figure 8-1.
Session 5. Wednesday, January 25

OBSTACLES TO GOING DIGITAL

In this session, we address the obstacles to going digital and the integration of digital technology with sound business design.

Reading: Adrian Slywotzky and David Morrison, How Digital is Your Business?, Chapters 11 and 14

Study Questions:
1. Consider Xerox Corporation which has experienced difficulties in going digital. Examine the Xerox offering and describe the obstacles they experience.
2. Why has AOL maintained a successful business evolution from 1991 to 2000? Describe some of their marketing efforts.

HBSCase: Alloy.com

Be prepared to discuss the following questions:
1. Describe the value proposition and business model for Alloy.com
2. Should Alloy.com accept the AOL deal?
3. Can Alloy become profitable in 2001?
4. Compare Alloy with dElias.com
GENERAL ELECTRIC ON THE MOVE

In this session we examine the effort of GE to build and e-business that transforms their business to a higher level. GE used internal marketing efforts to move the organization forward. We consider their business design and the bit engines that capture and retain customers.

Reading: Adrian Slywotzky and David Morrison, How Digital Is Your Business?, Chapter 12 and Appendix E

Guest Speaker: Miles Ennis, CEO, TalentJet

Individual Internet Exercise:

1. Visit: Monster.com
2. Visit the recruiting sites listed in Appendix A (Section 7)

Group Project Assignment: Proposal

Prepare a written proposal for your marketing plan project. The proposal should include:

1. A brief statement of your proposed Internet business activity. The activity may be a new division of an established firm or a new firm.
2. A summary of the value proposition and business model.
3. A description of the industry and its key competitors.

This proposal should not exceed two pages in length.
Session 7. Wednesday, January 31

THE DIGITAL INNOVATOR: CISCO

In this session we study Cisco which has effectively managed rapid customer evolution and rapid revenue growth. We consider the evolution of their business model and their fast response using digital solutions for service, marketing and sales.

Reading: Adrian Slywotzky and David Morrison, How Digital is Your Business?, Chapter 9 and Appendix D

Study Questions:

1. Take the Cisco tour (Appendix D) and examine the bit engines offered by Cisco.

2. Describe the marketing and sales strategy used by Cisco to attract and retain their customers.

Guest Speaker: Ken Gregory, COO, MediaZing
Session 8. Monday, February 5

PLANNING AND THE DIGITAL ORGANIZATION

In this session we consider how we can organize for a digital business so that we align structure and strategy. We will consider the organization of the marketing activity in a 24/7 world that expects increasing performance and timeliness. Finally, we consider legal and security issues for marketing.

Reading: Ward Hanson, *Principles of Internet Marketing*, Chapters 13 and 14
Adrian Slywotzky and David Morrison, *How Digital is Your Business?*, Chapter 15

HBS Case: Matching Dell

Group Case Assignment:

1. Read the Matching Dell case.

2. With your group, Prepare a matrix describing the business model for the current direct sales web based approach of Dell, Compaq and Gateway.

3. Discuss the factors for past success that led to Dell's financial success and the current efforts by Compaq and Gateway to match Dell.

4. What recommendations can you offer Compaq and Gateway?

5. Submit a 3-page group report at this session that summarizes your recommendations and justifies them.
Session 9. Wednesday, February 7

FINAL PROJECT AND REVIEW

This session will be devoted to addressing questions concerning the final project and material covered up to this point in the course. Specific topics to TBA.

Session 10. Monday, February 12

PRODUCT AND SERVICE DESIGN FOR THE INTERNET

In the previous sessions we focused on elements effective analysis of the situation facing and Internet marketer, potential value propositions, and marketing strategies. For the remainder of the course we will examine specific approaches goods and services can be marketed. Broadly speaking, Internet products can provide value to customers in five different ways: providing content, processing information or content to make it more accessible or easy to use, enabling transactions, facilitating communications between people and organizations, and enhancements that allow improved use of the web. In this session we will look at ways companies can develop Internet-based products that provide value to their customers by making information available in an easy to use form. We will consider applications for content providers, customer service, and e-commerce.

Reading: Ward Hanson, Principles of Internet Marketing, Chapters 6, 7

Study Questions:

Hanson, Chapter 6
1. When is Internet-based customer support superior to traditional human support? (Consider both the supplier and customer point of view)

2. How could you determine whether web enhancements are worthwhile?

Hanson, Chapter 7
1. In what ways might a company customize its Internet-based product to add value to its customers? In particular focus on ways the site you are developing for your class project can be customized.

2. What systems might be used to customize a web site?

Individual Internet Exercise:

1. Suppose you were considering buying stock in Autobytel.com or one of its competitors.

2. Visit at least two search engines (such as those provided by web portals like Excite, MSN, Yahoo!, or dedicated search engines such as Dogpile, etc.) to find sources of information about the company and its competitors. You may also want to try customizing one of the web portals while you are there.

3. Visit at least two Internet general news sites (such as SacBee.com, USAToday.com, NYTimes.com, etc.) to get background information about Internet businesses as well as about Autobytel.com and its competitors).

4. Visit at least two business news sites (such as the Wall Street Journal (WSJ.com), CNBC.com) to gather further background information.
Individual Written Exercise:
Prepare a brief write-up (1-2 pages plus exhibits) that includes the following:

- An evaluation of each of the websites you visited in terms of
  - Breadth and depth of information
  - Ease of use
  - Ability to personalize the site

- Which of the sites you examined would you be the most likely to use in the future? Why?
- Provide screen captures from the sites to illustrate your points.

Session 11. Wednesday, February 14

HBS CASE: AUTOBYTEL.COM

Autobytel enjoys first-mover advantage in the Internet new car buying space. According to a number of metrics, it is the online leader in this category. However, a number of competitors have sprung up, raising questions about the long-term viability of Autobytel's purchase referral model. In addition, Autobytel is struggling to accelerate revenue growth. The company has launched several new services and is now seeking to reposition itself in the market.

Group Case Assignment:

1. Read the Autobytel case.

2. Prior to meeting with your group, visit the Autobytel’s website and those of at least two competitors to review the layout of the site, services offered, and ease of use.

3. With your group review Autobytel’s strengths and weaknesses relative to its competition. Prepare a matrix in which rows represent attributes (features or benefits) and columns that represent the competing firms. Use the cell entries to represent each competitor’s relative strength with regard to that attribute. Bring a printed copy of the matrix to be turned in as a written group assignment.

4. With your group, evaluate the likely effectiveness of the new services launched by Autobytel.com. Also discuss ways the company can 1) improve its offerings to customers and 2) potentially increase profitability. Be prepared to present at least one option for each in class.

5. Prepare a 1-2 page summary of your recommendations regarding the best way Autobytel can increase its profitability going forward. Include your strength and weakness matrix as an exhibit to supplement your recommendations.
Session 12. Wednesday, February 21

USING THE INTERNET TO BUILD RELATIONSHIPS

In this class session we will further explore ways an Internet-based business can add value to potential customers through building relationships. We will consider how factors such as standards, customer lock-in, and network externalities can influence the design and launch decisions of Internet businesses. We will also discuss the pros and cons of online communities in building an Internet based business. We will look at the issues raised by communities such as Napster that enable sharing of data to the detriment of other businesses.

Reading: Ward Hanson, *Principles of Internet Marketing*, Chapters 8, 10

Study Questions:

**Hanson, Chapter 8**
1. When is speed important in the development and launch of Internet-based products? Why?

2. What are standards and how do they influence product development and optimal launch timing?

**Hanson, Chapter 10**
1. What are the requirements for an effective online community?

2. How can providing community features add value to a web site? Be prepared to provide some examples.
INTERNET CASE: POWERSCHOOL.COM

Guest Speaker: John Stone, Chief Operating Officer, powerschool.com

PowerSchool is a completely web-based student information system that enables districts and schools to record, access, report and manage their student data and performance records in real-time. Parents, students, teachers and administrators use the system to share information about grades, attendance records, and homework assignments.

Individual Case Assignment:

Familiarize yourself with the educational support industry by visiting the website of Powerschool.com and some of its competitors (see below).

URL’s for websites:

- http://www.powerschool.com/
- http://www.rschool.com/rSchool/SilverStream/Pages/pgHome.html rSchool.com
- http://pcxp.usd306.k12.ks.us/ ParentCONNECT
- http://www.k12planet.com/ k12Planet.com

1. What are Powerschool’s strengths and weaknesses relative to its competitors?

2. What tactics would you recommend as they try to grow their business?

3. What features, if any, could Powerschool add that could add value to current and potential customers?
Session 14. Wednesday, February 28

PRICING AND THE INTERNET

The growth of the Internet has had a substantial impact on pricing policies for both Internet and traditional businesses. In this class we will look at the impact of the Internet on company cost structures and competition. We will also consider market structures that have been enabled by the digital economy such as auctions and shopping agents.

Reading: Ward Hanson, Principles of Internet Marketing, Chapters 11 and 12

Study Questions:

Hanson, Chapter 11
1. Under what circumstances is the Internet likely to influence the price sensitivity of the market? How and why?
2. What types or market types are more likely to be effective because of the Internet?

Hanson, Chapter 12
1. What factors have contributed to the growth of commerce on the Internet? What factors influence its potential for future growth?
2. What are the pros and cons of Internet sales as opposed to bricks and mortar sales? What factors need to be considered in developing a "clicks and mortar" strategy?

Individual Internet Exercise:

1. Suppose you wanted to purchase the following DVD’s When Harry Met Sally and The Standard Deviants: Shakespeare Tragedies: Origins And Style.

2. Visit a price comparison site such as MySimon.com or Shopbot.com to identify potential vendors and their price

3. “Purchase” the DVD’s from the following sites:
   - Amazon.com
   - TowerRecords.com
   - Express.com
   - Buy.com
   - Another site of your choice that was found by the price comparison site you used in part 2
   (By "purchase" we mean that you should go through the purchase process to determine sales tax (if any), shipping costs and delivery conditions – stop before you complete the transaction. For your protection you may wish to use a “false” credit card number to avoid any unintended charges.

4. Investigate the possibility of purchasing the disks through eBay. If you have not done so, register for an eBay account. If you do not want the to keep the account you may wish to use a “hotmail” account that you create specifically for this class. Do not place a bid for the disks, however, unless you are actually planning to buy the product (it’s unfair to the seller and will cause them to give you negative feedback). You should use screen captures to help illustrate your evaluations.

5. Visit Bizrate.com to get their evaluations of the sites you visited (if they have them)
Written Exercise:
Prepare a brief write-up (2-3 single-spaced pages plus exhibits) that includes the following:

- A tabular evaluation of each of the websites you visited in terms of
  - Product selection
  - Product information
  - Website performance and ease of use
  - Price
  - Shipping and handling charges and options
  - Overall satisfaction

- Screen captures from each site that illustrate a feature you like (or don’t like) about the site.
- A choice of retailer at which you would buy these disks.
- A “purchase strategy” you would employ if you wanted to purchase similar products in the future. Discuss the role of price in your approach. Has this experience changed your strategy? Why?
Session 15. Monday, March 5

PRICING AND THE INTERNET

HBS CASE: Priceline.com: Name Your Own Price

Priceline.com is a new concept shifting the setting of price from sellers to buyers. The company aspires to use its patented process of advertising units of demand at named prices to suppliers in many categories. Priceline’s initial use was in the airline industry in which customers seeking low cost airfares could make an offer on a ticket satisfying certain conditions and airlines seeking to fill excess capacity could decide whether or not to accept the offer.

Written Group Case Assignment:

1. Visit the Priceline.com website to get a better feeling about how its service works.

2. Evaluate the effectiveness of the Priceline pricing procedure in each of its core businesses: airline tickets, hotel rooms, home financing, new cars, rental cars and long distance.

3. Should Priceline attempt to expand its grocery service offering? Why?

4. Visit at least two competing travel sites such as Expedia.com or LowestFare.com. Would the members of your group be more inclined to use the Priceline service or a competing service? Under what circumstances would Priceline’s services be most attractive? Who is the most likely target market for Priceline’s travel services?

5. Prepare a one-page recommendation for Priceline to increase profitability over the upcoming year.
SESSION 16. WEDNESDAY, MARCH 7

USING THE INTERNET TO FACILITATE COMMUNICATION AND CUSTOMER SUPPORT

Once an Internet business has determined its product offerings and revenue model, it is important to identify appropriate target markets and ways of reaching them. This session will examine different ways of driving traffic to an Internet business and the importance of targeting in choosing the appropriate media and vehicles. One important approach is through effective “permission marketing.” We will also discuss ways of tracking the effectiveness of different media choices.

Reading: Ward Hanson, *Principles of Internet Marketing*, Chapter 9

Study Questions:

Hanson, Chapter 9
1. What tools exist for building traffic for an Internet-based business? What are the pros and cons of each?

2. How might you measure the effectiveness of these techniques?
Session 17. Monday, March 12

TRAFFIC BUILDING ON THE WEB

INTERNET CASE: esurance.com

Guest Speakers: Erin Robert, eSurance.com and John Cripps, Fair Isaac

In 1998, a team of insurance and technology industry veterans founded Esurance to make it easier and less costly for customers to buy and manage auto insurance. Esurance provides auto insurance directly to the customer online with the claim that they can offer “the highest quality coverage along with excellent service from quote to claim— all for lower rates.” Folksam America Holding Company, a reinsurance organization whose parent is White Mountains Insurance Group, recently acquired the company.

Individual Internet Exercise:

1. Visit the Esurance website and request an insurance quote for your automobile (if you would prefer, you may use a hypothetical customer profile). Obtain a screen capture for your quote.
2. Visit Quotesmith.com (a site that provides quotes for multiple insurance companies) and obtain quotes for the same vehicle and driver and automobile you used in part one. Obtain a screen capture for your quote. Repeat the process for at least one other online insurance service. (You will be asked to turn in your screen captures)
3. Based on your experience, identify target markets for Esurance. What would be appropriate advertising vehicles for reaching these targets?
4. What should be Esurance’s key messages to drive traffic to their site? Keep in mind the limitations of your proposed advertising vehicles.
5. Turn in a printout with the screen captures showing your different insurance quotes.

Sessions 18 and 19. Wednesday March 12 and Thursday March 13

Marketing Plan Presentations

Each group will present the marketing plan for their Internet business. As discussed above, the presentation should be made as if the audience included a potential venture capitalist or, in the case of a new internet business unit for an existing company, the company’s chief executive marketing and financial officers. Each presentation should be between 15 and 20 minutes in length to be followed by five minutes devoted to questions and answers. The presentation length is subject to change depending on the class size. You may assume that the audience is familiar with the credentials of the individual team members. You should devote your time to the problems you see as critical, but you should be sure to cover the following: 1) the business value proposition, 2) the strategic approach, 3) the product or service offering (including sample web pages), 4) the revenue drivers and pricing policy, 5) a plan for generating traffic, and 6) a financial projection that explains how and when the business will achieve profitability. You should also use your website prototype to illustrate the feel of your business.

The written plan and website prototype are due at the start of the session.