

TIEcon98

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**Silicon Valley's Premier
Conference for Entrepreneurs**

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Session C1

Generating Sales Leads

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Targeted Lead Generation from the Internet

Riggs Eckelberry
Vice President of Marketing
NetVital Technologies

What is Targeted Lead Generation?

- Immediate Revenue Driven Activity
- Done while building long term audience and brand
- Typically, a direct marketing activity.
- Potential for cooperative programs.
- The Net is the New Premise.

THE NEW PREMISE

- Conventional lead generation slow & losing effectiveness.
- Online-based lead generation can be fast, responsive, rewarding.
 - Market is early - saturation point not reached.

AN ONLINE PLAN

- Build long-term audience and brand.
 - This requires establishment of vehicles for dialog,
 - Identification of what value can be delivered to the Net audience.
- Meanwhile, directly develop a stream of prospects for sales follow-up.

Internet Marketing Opportunities pt 1

- “FREE” METHODS
 - Search Engine Distribution
 - Newsgroup Postings
 - Reciprocal Partner Site Links
 - Online Product Reviews
 - Publish a Newsletter
 - Mentions in partner newsletters
 - Banners Exchange programs

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Free is good, but slow

- Search engines take up to 6 weeks to list you
- Reciprocal Partner links - difficult to gain compliance
- Newsgroups have a special 'aesthetic'
- Newsletters are very labor intensive and require technology to publish
- SUMMARY: Free methods are essential, but labor intensive and have a long lead time

Internet Marketing Opportunities pt 2

- PAID Methods
 - Banners
 - Email sponsorships
 - Email Lists
 - Newsletter sponsorships
 - Keyword purchase at search engines
 - Interstitial Ads

PAID can be effective, but costly

- Banners get you instant notice
 - Click-throughs must be monitored
- Newsletter sponsorships have good ROI
- Targeted Email lists expensive, but effective
 - Quality lists are difficult to find
- SUMMARY: Quick response costs \$, but can be very effective given a clever campaign.

PAID MEDIA VEHICLES

- Controlled email lists to select audience only
- Newsletter sponsorships
- Targeted banners

CASE STUDY

- NetVersant Technologies (now NetVital)
 - Outsourced direct sales and marketing for emerging developers.
 - Uses an ongoing survey process to find new products and build audience.
 - Needs rapid access to leads for outbound sales force.

FIRST TEST: Is PC Cloning SAFE?

- Campaign to support Imagecast, a workstation cloning product.
- Capitalized on research that showed concern (fueled by MS) about safety.

COMMUNICATIONS METHOD

- Promise valuable info
- Hot button, mystery, controversy
- Collegial tone
- Ready action options

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Typical Letter

THIS IS BROUGHT TO YOU AS A VALUED SUBSCRIBER OF CIO.
PLEASE NOTE CIO IS NOT AFFILIATED WITH THIS OFFER.

Subject: PC Cloning: Is it Safe?

Dear Information Executive:

Cloning is upon us, and it's here to stay. The technique promises to slash new machine setup times by allowing technicians to broadcast complete images of model machines across the network.

But... is cloning safe? What about SIDs, and unique machine names? Good question.

Hi. I'm Dan Sigal, Director of Product Marketing, NetVersant Technologies. We specialize in listening to the needs of the network executive, and coming up with the right solutions at the right time. I'm here to make sure those solutions are the right ones! It's not an easy job.

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Typical Letter (cont'd)

Recently, I made a study of the cloning segment. And made certain recommendations to my management that I'd be happy to share with you.

The study is posted on our site and is available free of charge. Just click on:
<http://www.netversant.com/studies/cloning.htm>. You can also request it in hard copy from my assistant Joan Kelly at (800) 274-6065 ext. 139. She'll get it right out to you by fax or mail.

If you want to discuss cloning with me directly, simply ask Joan to put me on the line, or, even easier, just hit Reply to this e-mail and I'll be glad to respond quickly to your concerns and questions.

Regards,

Dan Sigal

Director of Product Marketing

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Newsletter Sponsorships

- Abridged versions of the letter.
- More grabby, newsy lead, copy.
- Editorial support when available.

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This issue sponsored by NetVersant
IS CLONING SAFE? You've heard about cloning - the
technique that lets you broadcast complete images
of model machines across a network. Sure, it
drastically cuts new machine setup times, but
what about SIDs and unique machine names? That's
a big concern with NT 5.0 coming up. Click on
http://www.netversant.com/ic/cloning2.html to
find out what we learned and about the solution
we've adopted.
=====
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THEY CLICK TO...

- A “white paper” - really a chatty long copy piece.
 - no nav bar or graphics
- Download/update forms require phone number
 - strategic “funnel” decision



The Computer Cloning Problem-Solution

An (Informal) White Paper

Dan Sigal

NetVersant Technologies, Inc.

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- **INTRODUCTION**
- **THE SITUATION**
- **WHAT IS CLONING?**
- **ARE THERE CONCERNS WITH
SYSTEM CLONING?**
- **HOW DO COMPANIES BENEFIT BY
USING CLONING TECHNIQUES?**
- **THE MOST COMMON
TECHNIQUES IN CLONING**
- **SID DUPLICATION – SHOULD IT
BE OF CONCERN?**

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My employer, NetVersant, has asked me to write up my own observations to help you decide what to do about cloning. This paper isn't the last word, but I hope that it assists you in your own search for a more efficient (and safer) way of putting up your networks.

I'll be glad to help. Simply e-mail me at dan@netversant.com, or call me at (800) 274-6065, Ext. 131.

I'd appreciate your comments, and will update this document with new information as I get it. Just enter your name and email address in the frame below, and I'll make sure you get updated regularly.

The Situation

System administrators face the hurdle of setting up or configuring hundreds--sometimes thousands--of new or upgraded systems in a week. One of the fastest ways to perform mass rollouts is system cloning.

But is system cloning safe? The answer is, it depends.

CLICK [HERE](#) TO EVALUATE
THE
RECOMMENDED SOLUTION

CLICK [HERE](#) TO READ
THE MICROSOFT WHITE
PAPER

CLICK [HERE](#) TO KEEP ME
UPDATED ON THIS
SUBJECT.

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Conclusion

In the information age, system admins are burdened with an ever-increasing number of responsibilities, and must constantly learn new technologies. There is no time to waste on products or processes that aren't functional or time-efficient. Cloning through multicasting has earned its popularity because it is the easiest and fastest way to perform mass rollouts.

I favor ImageCast 2.0 as a multicasting solution for the reasons stated above, and also because it is a Micro House product. The folks at Micro House know and use cutting-edge technology, especially since they were the first to multicast, first to integrate the SID changer, first to handle disk sizing and first to use the DHCP function. Furthermore, they continue to address the changing needs of system admins, providing solutions to the problems you face in an increasingly hectic work environment and making it easier to get the job done.

Dan Sigal

Director of Product Marketing
NetVersant Technologies, Inc.

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SAMPLE NUMBERS

**Viable
Lead Cost**



Product "A" Totals Dec-Feb				Response			Cost	
	<u>CPM</u>	<u>Target Qty</u>	<u>Cost</u>	<u>Responses</u>	<u>Rate</u>	<u>Leads</u>	<u>Lead Rate</u>	<u>per Lead</u>
Emails	\$ 412.95	46,016	\$ 19,002	3,002	6.52%	418	0.91%	\$ 45.51
Newsletters	\$ 49.58	202,691	\$ 10,050	6,717	3.31%	571	0.28%	\$ 17.59
Totals	\$ 116.81	248,707	\$ 29,052	9,719	3.91%	989	0.40%	\$ 29.38

**High
Response**



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BANNERS

- Tested in January on DoubleClick
- Clickthroughs ranged .88% to over 5%
- Lead generation low.
- *Further experimentation has shown that banners on highly focused affinity sites do deliver an acceptable lead cost.*

SALES RESULTS

- Good audience reception
- Vendor benefited from massive targeted impressions - .25 million/month
- “Updates” considered by sales to be about as good as “downloads”.
- Sales \$\$ tripled.

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QUALITY OF LEADS

- Study shows:
 - Average Time to Sale:
 - 90 Days when rep finds the user
 - 19 Days when self-selected via net.
 - But average self-selected unit sale is 50% of rep-originated sale.

CONCLUSION

- Internet-based lead generation is a viable activity.
- Unit price must be high enough to sustain cost.