

Marlene B. Brown's February 2001 Marm's Memo: "E-Pump Power"

E-SHOPPING: Haven't purchased your Valentine's Day gifts yet? It's not too late! A quick, neat way to send gifts is online, with sites that have secure shopping carts. Place your online orders for flowers at <http://www.chestersflowers.com> -- a unique Gift Certificate at <http://www.giftbarnonline.com> -- or books at [http://www.technotouch.com/techno\\_home.html](http://www.technotouch.com/techno_home.html) Make others happy and save yourself time! Does your business need a website? Your customers are shopping online; are they shopping online with you? They're already using the Internet to access products and information. You need a way to compete. Check us out if you'd like to protect and grow the value of your existing customers.

E-HOLIDAY EVENTS: We've designed a new website that has a page devoted to Black History Month (February), and one devoted to Women's History Month (March). How much do you think you know about the people who made a difference in these two areas? Take the quiz and see how well you do! And enjoy the Calendars of Events that keep folks up-to-date with events.

<http://www.womenleadersonline.com/>

E-ADVERTISING, SUPER BOWL LESSONS: Being a New Yorker, I was pulling for the Giants to win the Super Bowl. As I do every year, I work in my office and watch the game at the same time, writing down my thoughts as the game proceeds. Following is what I wrote down (about the teams and the commercials and my interpretation of what that meant). "Pre-game show with Sting set the pace. As the players took the field, it was obvious the Ravens were definitely pumped. The Ray Lewis dance showed a determination and a focus that emanated from the entire Raven team. The Ray Charles and the Backstreet Boys opening songs 'America the Beautiful' and 'The National Anthem', followed by the magnificent thunderbirds flying overhead, elicited emotional feelings of pride.

Ads I thought were particularly effective and their messages: Sarah Ferguson for Schwab (today's women and finance); EDS running of the squirrels (importance of unique competitiveness); Pepsi chess player beating the computer but not the soda machine (it's still the little things); E-Trade's Bank stickup and sayonara; Cingular Wireless paraplegic artist (fighting spirit); IBM's wireless meeting (are you ready for e-world?); and my favorite - the Bud commercial with the dog and the spaceship ('what have YOU learned on earth?') The half-time show -- put together by musical mastermind Steven Tyler -- was a fascinating blend of old and new with Arrowsmith, 'N Sync, Brittany, and Nelly blending their talents in a unique way.

On a personal note, while Ray Lewis deserved the MVP because of his playing ability, because of his lack of remorse over the incident he was involved in, I was glad to see the marketers and media attention turn to quarterback Trent Dilfer, who silenced his critics by winning the Super Bowl. What's the parallel lesson between the winning team and business? Coach Brian Billick's leadership of his team was a contributing factor. Displaying cockiness and confidence at the same time, his decision to not give his team a curfew ('I trust my guys') and believe in 'faith and perseverance' helped lead the Ravens to a stunning and well-deserved Super Bowl victory, ensuring a place among the best defenses in history".

E-HOLIDAY SALES: The 2000 e-holiday season has been declared a success. A new report from BizRate.com shows that shoppers spent more than US\$6 billion online this holiday season, up 60 percent from last year, as satisfied customers returned to their favorite Web merchants. More than 52 million orders for goods were placed over the Internet between November 20th and December 26th, according to the report issued Thursday by the Los Angeles, California-based online mall and comparison-shopping site. According to BizRate, last year's holiday online sales totaled \$3.75 billion, with 38 million online orders. The peak shopping day was Monday, December 18th, when sales totaled a record \$254 million. The peak this year came five days later than last year. Companies are

doing a better job this year of delivering merchandise on time. Delivery time was ranked last in the firm's 1999 audit of customer satisfaction, but jumped up to third place this time around.

Between November 10th and December 15th, 88 percent of online orders were delivered on time, up from 74 percent during the same period last year. On-time delivery and customer support registered the largest improvements among categories in the satisfaction audit. Categories that saw the most growth this season compared with a year ago were home and garden, up 277.1 percent; toys, up 158.5 percent; and food and wine, up 77.4 percent. Entertainment items, including CDs, videos and DVDs, remained the leading category, accounting for a quarter of online transactions -- excluding services such as travel -- for the holiday season. Growth of 60 percent is a tremendous benchmark for any industry and is an important indicator that online shopping is here to stay.

**E-WOMEN:** E-Commerce companies are slowly learning what women want online. When asked recently if he knows what women want, matinee idol Mel Gibson, star of the new motion picture "What Women Want," said simply, "I don't have a clue." Understanding what women want, and realizing that women make 75% of all buying decisions, behooves us to get educated here. Over the past couple of years, there evolved an assumption that women wanted exclusivity Web sites designed only for females and content focused on "traditional" women's issues -- forgetting that the Internet is supposed to be a gateway to a world where old stereotypes fall by the wayside. "Woman talk" now includes global investing, forecasting corporate earnings, auto repair, retirement planning and soccer. E-tailers are forgetting the prevalence of single parent households in America, the number of women in power positions and the majority of women who are heads of households.

Greenfield Online says that women have spent more money online than men for the past two quarters. Media Metrix tells us that half of Internet users (31 million) are female. Reports like these should tell e-tailers that if they continue to target their women buyers in the same manner retailers have for decades, chances are that women will simply click away. Women are clearly saying they want real world information, quality merchandise and sites that respect their place in the culture. They are clearly insisting that there is a need for both content and merchandise that crosses gender lines and fully includes women as participants, rather than simply playing to them as observers. None of this is to say that there aren't masses of women out there who turn to the Internet for light entertainment. But it would be wise for the online corporate boys' club to realize the immense spending power of women. <http://www.womenleadersonline.com/>

**E-TAILING:** Smart cards are expected to increase the level of trust in e-commerce transactions for credit card companies, Web merchants and online shoppers alike. Now, after a slow start, a number of factors have aligned so that smart cards may finally begin to make significant inroads in the United States. Few people quibble over smart card functionality. The cards -- embedded with a memory chip that can store everything from bank balances to prescription information -- can be used for online shopping, network security access and even decoding paid-for digital content such as music and movies. A recent study from ActivMedia Research forecast that even though smart card and e-wallet transaction volumes are expected to grow from US\$500 million in 2000 to \$5.7 billion in 2001 and \$20 billion in 2002, credit cards will still account for 90 percent of all online transactions in 2001. The explosive growth forecast for mobile e-commerce -- through cellular phones, wireless devices, and personal digital assistants (PDAs) -- may drive consumer demand for more secure online transaction methods like smart cards. Expected to fuel smart card growth are the desire for digital signatures, the decreasing cost of chip technology, and the entry of high-profile software and hardware makers into the smart card market.

**E-MAIL MARKETING:** Here are 7 tips to help you fight the good fight against spam and use email to market effectively. -- 1. Make it obvious why you are sending the message; -- 2. Make it very easy for the recipient to opt out or unsubscribe; -- 3. Do not sell your e-mail lists to others. -- 4. Whenever

you receive a complaint from a recipient, respond quickly and courteously. -- 5. The more personalization and content customization options that you can provide your subscribers, the better. Use a sign-up Web page to gather contact information (including names and e-mail addresses) and content preferences or subjects of interest. This will enable you to provide them with a personalized subject line and salutation, as well as relevant, targeted content; such as events in their locality and news, features, and tips about products they own or are interested in learning about.

-- 6. All your e-mail marketing efforts should be built with the aim of growing a well-qualified database of high-value, loyal customers. This database can then be used to develop an e-mail-based dialogue that lets you learn about your individual customers' needs and interests, and provide them with a tailored (and profitable) offering that meets those needs. Although e-mail can play a valuable role in customer acquisition, it is in retention and loyalty marketing building that e-mail truly excels.

-- 7. If you do not already have e-mail addresses for your existing customers, start gathering them now. Use your Web site and your "offline" media efforts to drive subscriptions. The most responsive customers (and those who are most likely to purchase) are those who have signed up at a company Web site to receive future information by e-mail very often in the form of an e-mail newsletter.

**E-COMMERCE GROWTH:** According to Nielsen and Net Ratings, 11 of the top 15 holiday e-tailers were offline brands such as K-Mart ([www.bluelight.com](http://www.bluelight.com)), which saw a 1,000 percent jump in sales, and Wal-Mart ([www.walmart.com](http://www.walmart.com)), which saw a whopping 570 growth in traffic after a redesign. Disney's online venture ([www.disneystore.com](http://www.disneystore.com)) reported 85 percent growth in year-to-year holiday revenue. An Internet usage study released by Nielsen Media Research and NetRatings in December found nearly half (46 percent) of online holiday shopping occurs in the office. According to Nielsen, the biggest benefactors are Kbkids ([www.kbkids.com](http://www.kbkids.com)) and Borders ([www.borders.com](http://www.borders.com)), with 61 percent and 59 percent of customers shopping during work, respectively. Personally, if folks are getting done what they need to, this might be a nice inexpensive perk. The bottom line? E-commerce growth remains significant.

**HUMAN GENOME PROJECT:** After laboring for a decade in laboratories around the nation and half a dozen other countries, researchers have finally achieved their goal of understanding the human genetic code. A key study, to be published tomorrow, showed that man is thought to be more similar to humble creatures than thought. The first in-depth look at the human genetic code contains big surprises about racial differences and the similarity between species. Among the other findings, researchers found that human beings are genetically 99.9 percent identical, regardless of race or looks or where they were born.

The genome is the instruction book for the human species. Almost every cell of your body contains coiled-up DNA – the famous twisting ladder of genetic instructions that is three billion rungs long. The mapping of the human genome and the sharing of information promises to revolutionize science and medicine. The resulting understanding and treatment of diseases will vastly expand human knowledge and accelerate the diagnosis and treatment, as well as potential preventions and cures, for disease. Scientists likened the human genome to an automobile manual used by mechanics to determine what is wrong with a car that isn't running properly. "We're going to provide doctors with much more powerful tools to diagnose exactly what is wrong with somebody." Some researchers compare the feat to Charles Darwin's formulating the theory of evolution.

**INTERNET VENTURES:** Trends are creating a healthier environment for the more practicable Internet ventures to thrive and succeed. Weaker companies are drastically scaling back. The decrease in marketplace competition favors those organizations that have built more resilient business models and profitable operating structures. By claiming greater market share, these organizations will become more profitable and flourish as sustainable enterprises. How can you tell if your organization is going to be one that flourishes in the digital economy?

Do you or your company know how to: a. build a profitable relationship with local, national, and global online Communities? b. create a corporate identity suitable for building a global brand online? c. develop a strategy for uniquely differentiating yourselves from your competitors? d. get the media to give press coverage to your online activities? e. get more traffic to your Web site? f. get your Web site ranked higher in the search engines? g. redesign your Web site to make it a more effective marketing communication? h. deliver better customer service online? i. increase the sales of our products online? j. determine the most cost-effective ways to advertise online? If you'd like to take advantage of our services to help you implement these strategies, contact us.

**LEADERSHIP SKILLS:** The 21st Century futurecast is for a vast acceleration in the rate of technological change. The ability to understand technology and stay abreast of the flood of technological developments will be increasingly essential for good management. The value of "human capital" at all levels is everywhere being increasingly recognized. The degree of economic success experienced by economic entities in the 21st century will be largely dependent on their ability to incorporate the entrepreneurial spirit into their operations. The value of economic entities will depend less on their physical assets and more on their managerial skills.

**LEVITY THOTS FOR CRISES:** 1. If you can smile when things go wrong, you have someone in mind to blame; 2. Not one shred of evidence supports the notion that life is serious; 3. Never wrestle with a pig: You both get all dirty, and the pig likes it; 4. The trouble with life is, you're half way through it before you realize it's a 'do it yourself' thing; 5. Never argue with an idiot. They drag you down to their level then beat you with experience. Check out our Jokes and Thoughtful Stuff page. <http://www.technotouch.com/jokes.html>

**NET SURFING:** Internet surfers in Hong Kong spend more time on the Web than surfers anywhere else in the world, though Americans appear to be the most Web-savvy, says a study released by media research company ACNielsen. Read more in full version. The survey of usage patterns in 18 countries found that people in Hong Kong spent an average of 10 hours and 13 minutes on the Internet during the month of October, edging out the U.S., which showed an average of 10 hours and four minutes. Canada was a distant third with an average of eight hours and 58 minutes. Hong Kong Web surfers also viewed more pages, indicating that they did more searching. Hong Kong Net denizens had the highest average of total Web pages viewed, with 870 a month. Germany was second in that category with 802, followed by Japan with 792 and the U.S. with 702.

**NET MAINSTREAM QUIZ:** The Internet is quickly becoming mainstream in society. How quickly? Let's look at some important technological advances, and see how long it took them to reach fifty million domestic users. a.) Radio; b.) Telephone; c.) Television; d.) Cable Television; e.) Internet. Send your answers in via our Contest form to see how up on things you are, and to qualify for a \$25 gift certificate! <http://www.technotouch.com/contact.html>

**VIRUS/HOAX UPDATES:** Don't get fooled by the Intel and AOL Merger Hoax. This hoax has Intel and AOL merged and giving away money. An attorney who "knows the law" supposedly writes it. He doesn't give you his name so you can check him out. However, it does give the e-mail address of his "brother's girlfriend" who is eager to answer your questions. Don't hold your breath waiting for a reply. After offering you big bucks, it finishes by saying: "Try it, what have you got to lose???" The answer is, the respect of anyone you forward this to. However, do be careful of those continuing emails coming out by hahahaha.exe They all seem to be offering something along the lines of humor, sex, money -- anything that will get you to open the attachment and risk having your hard drive wiped out. More info here on our Virus / Hoax page. <http://www.technotouch.com/asktechno.html>

**VOLUNTEERISM:** Interest in making a difference in the lives of others is increasing, but interest in organized volunteerism is decreasing. While it's still true that people want to share, give, and help others, today time is precious. Traditionally, much contributing to those in need was done through active membership in volunteer organizations. People gave their time, energy, ideas, and resources. People today are protective of their time, their nonrenewable resource. They are already so busy with work, school, family, and personal interests. However, they'll commit to involvement that's hands-on, involvement that truly makes a difference. i.e. clean-up days, building a house for Habitat for Humanity, week-end day projects, or enjoyable fund-raisers with a worthy cause still attract people. The Internet will increasingly be used for folks to become aware of what's available, when, for their involvement.

**WARP SPEED:** The business world seems to be moving at warp speed lately. Unemployment has also been relatively low for the past few years. These two things combined make it extremely important for a company to get and keep the most qualified employees. How do you do this? With good managers, that's how! Good managers are made, not born. They're given the tools to successfully manage and motivate employees. You can't run a successful business without employees, OR customers. Understanding how to calm upset customers, build customer relationships, create customer satisfaction, retain customers, and deal with the new issues related to global customer sensitivity are crucial to success in today's business world.

**WONDERLAND:** Some of the recent special moments spent with family, friends, clients, and community have been: Celebrating the birthday of one of my daughter's amidst the tools and dust of the renovation of the new home they'll be moving in to soon; going to CT for the weekend celebration of Trevor's 4th birthday - having both he and his sister come running into my arms when I walked into their classrooms; <http://www.technotouch.com/FamShots.htm> Delivering keynote presentations for clients: <http://www.technotouch.com/client.html> Getting ready to man the phones during our upcoming communities Heart Run & Walk: <http://www.technotouch.com/Hometown.htm> Working with my talented technotouch team, creating and maintaining websites. <http://www.technotouch.com/webdesgn.htm> Furthering my involvement with Rotary by designing a website for Rotary RYLA. <http://www.rotaryryla.com/> Being involved on the board of the Children's Museum. <http://www.museum4kids.net> Life is good. Friends and clients are great. Family is precious. Thank you once again, God.

**QUOTES OF THE MONTH:**

"A cloudy day is no match for a sunny disposition". - William Arthur Ward

"When you get into a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up, for that is just the place and the time that the tide will turn." - Harriet Beecher Stowe

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Marm's Memo is written by Marlene B. Brown, author of "TechnoTouch: Managing Change for 21st Century Leadership," (Sunrise Publishing) and other books. Comments are welcome. Archives can be viewed at <http://www.technotouch.com/articles.html>

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