
SMARTDAMES

السيدة الذكية

The SmartDames Guide to The Internet

Understanding the blah blah
and
sorting through the gobbledeegook!

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Please feel free to include any of the above information on your website (acknowledging with an active link back to <http://smartdames.com>).

We are happy for you to share it with whoever you think may benefit from the guidance provided.

In the Beginning....

The origins of the Internet date back to 1957 when Russia launched the Sputnik satellite and thereby the space race. In order to close the gap, the US formed the Advanced Research Projects Agency, ARPA, within the Department of Defense (DoD)

These research projects all had two things in common, a need for substantial computing power and an ability for computers to talk to each other....

And so this weird new Internet concept was born...

- 1971 • Ray Tomlinson (BBN) invents an email program to send messages across a distributed network
- 1972 • First computer-to-computer chat takes place at UCLA.
 - First international connections: University College of London (England) via Norway
- 1976 • Elizabeth II, Queen of England sends out an email on 26 March

And it grew, and there were obstacles and it crashed, and it grew some more until...

- 1979 • The first virus was born....by accident

Between 1982 and 1987, the foundations of the modern Internet were laid

- 1984 ▪ Number of hosts breaks 1,000
- 1987 • Email link established between Germany and China
 - Number of hosts breaks 10,000
- 1989 • Countries connecting: Australia, Germany, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Puerto Rico, United Kingdom
- 1990 • ARPANET ceases to exist after 33 years
 - Countries connecting: Argentina, Austria, Belgium, Brazil, Chile, Greece, India, Ireland, Korea, Spain, Switzerland
 - [World-Wide Web \(WWW\)](#) released by [CERN](#)

The ban on commercial traffic on the Internet continued till 1991

- 1992 • The term "[surfing the Internet](#)" is introduced
 - Number of hosts breaks 1,000,000
- 1993 • US White House comes on-line
 - [United Nations](#) (UN) comes on-line

Businesses and media begin taking notice of the Internet

- 1994 • Shopping malls arrive on the Internet
 - Yes, it's true - you can now order pizza from the Pizza Hut online
 - First Virtual, the first Cyber bank, opens up for business
 - The first banner ads appear

First person banned from the Internet (what a way to make the Guinness Book of Records...)

- 1995
 - Chris Lamprecht (aka "Minor Threat") becomes the first person banned from accessing the Internet by a US District Court judge in Texas
 - A number of Net related companies go public, with [Netscape](#) leading the pack with the 3rd largest ever NASDAQ IPO share value
 - The first official Internet wiretap was successful in helping the Secret Service and Drug Enforcement Agencies
- 1996
 - Internet phones catch the attention of US telecommunication companies who ask the US Congress to ban the technology (which has been around for years)
 - Restrictions on Internet use around the world:
 - China*: requires users and ISPs to register with the police
 - Germany*: cuts off access to some newsgroups carried on CompuServe
 - Saudi Arabia*: confines Internet access to universities and hospitals
 - Singapore*: requires political and religious content providers to register with the state
 - New Zealand*: classifies computer disks as "publications" that can be censored and seized

The growth of the Internet during the late 1990's was phenomenal by all measures; number of households and businesses connected and number of web sites. Not growing as quickly (often nonexistent) were profits from the many enterprises that had developed as part of the Internet economy. But this was about to change...

- 1998
 - Emerging Technologies; E-Commerce, E-Auctions, Portals
- 2001
 - Afghanistan's Taliban bans Internet access country-wide, including from Government offices, in an attempt to control content
- 2003
 - Taking roughly 10 minutes to spread worldwide, the SQL Slammer worm took down 5 of the 13 DNS root servers along with tens of thousands of other servers, and affected a multitude of systems ranging from (bank) ATM systems to air traffic control to emergency (911) systems
 - US Internet retailers begin collecting taxes on all purchases; and the EU requires all Internet companies to collect value added tax (VAT) on digital downloads

When the Internet began to emerge in the public consciousness in about 1995/96, no one really believed that it would affect the global economy as quickly as it has. Consumers were generally indifferent and business executives thought they had plenty of time to understand and adapt to the requirements of the new medium. To the surprise of all, it has diffused throughout the global economy more quickly than any other medium before, ie. Radio, TV, Cable TV.

- 2005
 - The viruses continue, SP*M grows, so does the Internet...

Data Source: Hobbes' Internet Timeline v8.0 found at <http://www.zakon.org/robert/internet/timeline/>

For assistance with understanding computer language and terminology, visit the SmartDames Glossary of very strange words and phrases at <http://smartdames.com/email-marketing-terms.htm>

The Internet Now

You will have read above a (very condensed) history of the Internet (aka the number of web sites) and realize just how recent the technology is. And it is the type of industry which, based on technology, is able to change unbelievably quickly. Many of the .com companies that made so many young people millionaires in the mid 90's were either bankrupted or swallowed up in mergers and acquisitions five years later.

How big is the Internet? Well, my answer would be; **How big is Big...?** And my question would be; **Which particular day are you talking about....?**

I've heard of CD-ROM's with a claimed 32 Million website addresses. It is estimated that there will be 1.07 billion internet users globally by 2005, 1.21 billion by 2006 and 1.35 billion by 2007. [eTForecasts, Sept 2004]

Google state they are searching more than 8 billion web pages, (this has doubled from 4 billion in January 2004). Google also state they receive more than 200 million search queries a day!

One thing that can be stated is that the Internet is a vast place.

INTERNET USAGE STATISTICS – The Big Picture

World Internet Users and Population Statistics

World Regions	Population (2005 Est.)	Population % of World	Internet Usage, Latest Data	Usage Growth 2000-2005	% Population (Penetration)	World Users %
Africa	896,721,874	14.0 %	16,174,600	258.3 %	1.8 %	1.7 %
Asia	3,622,994,130	56.4 %	323,756,956	183.2 %	8.9 %	34.5 %
Europe	731,018,523	11.4 %	269,036,096	161.0 %	36.8 %	28.7 %
Middle East	260,814,179	4.1 %	21,770,700	311.9 %	8.3 %	2.3 %
North America	328,387,059	5.1 %	223,392,807	106.7 %	68.0 %	23.8 %
Latin America/Caribbean	546,723,509	8.5 %	68,130,804	277.1 %	12.5 %	7.3 %
Oceania / Australia	33,443,448	0.5 %	16,448,966	115.9 %	49.2 %	1.8 %
WORLD TOTAL	6,420,102,722	100.0 %	938,710,929	160.0 %	14.6 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics were updated on July 23, 2005. (2) Demographic (Population) numbers are based on data contained in the [world-gazetteer](#) website. (3) Internet usage information comes from data published by [Nielsen/NetRatings](#), by the [International Telecommunications Union](#), by local NICs, and by other reliable sources. (4) Information from this site may be cited, giving due credit and establishing an active link back to [www.internetworldstats.com](#). ©Copyright 2005, Miniwatts International, LLC. All rights reserved.

The Internet has a number of characteristics that differentiate it from any other medium or channel in history;

- It provides a single, common “platform” for communication and transactions throughout the world
- Both consumers and business customers can obtain information from any online organization quickly and at little or no cost
- The interactive nature of communications allows for a unique opportunity for dialogue between customers and suppliers
- It is global in reach
- It allows for organizations to compete on “a level playing field” regardless of size or distance
- The Internet is 24/7/365 communication network. Translated, this means “always on!”

The Internet Economy

1	Information provides the greatest value
2	Distance no longer matters
3	Speed is essential
4	People are the key assets
5	Growth rates are accelerated by the network
6	Value in a network rises exponentially with market share
7	Market power is determined by skill in managing information
8	Marketplace power has shifted in the direction of the customers
9	The Internet makes it possible to deal with customers on a one-to-one basis
10	The era of instant gratification is here

Source: Adapted from *Internet Marketing* by Mary Lou Roberts (McGraw – Hill)

And it has changed the focus of economic activity;

from the production of physical goods

to the manipulation of information that increases customer satisfaction

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Internet Marketing

“Marketing is Marketing, no matter what the media”

Benchmark Communications

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

In the Internet environment described above, marketing takes on new and challenging roles. However, it is generally recognized that “marketing is marketing” and that, no matter which medium is being used, the basic principles apply. The Marketing concept is also “customer based” and the Internet customer is increasingly demanding with high expectations for easy and convenient shopping, good prices and excellent fulfillment. From beginning to end, the shopping and purchasing experience must be satisfying and pleasant. High expectations are fed by the customer’s knowledge that if this site does not satisfy, there is a competitive site only a mouse click away!

A brief summary of the marketing environment....

Marketing....satisfying customer’s wants and needs, it is made up of the famous “4P’s”; the Product, Price, Place and Promotion. Each of the four P’s is equally important to achieve the main goal of business, to make a profit!

Promotion...when the product is fine tuned to satisfy the target market, and the price strategy is matched with both the production costs and the market affordability, and the place of purchase has been selected which best suites the customers convenience...then the appropriate promotions can be selected.

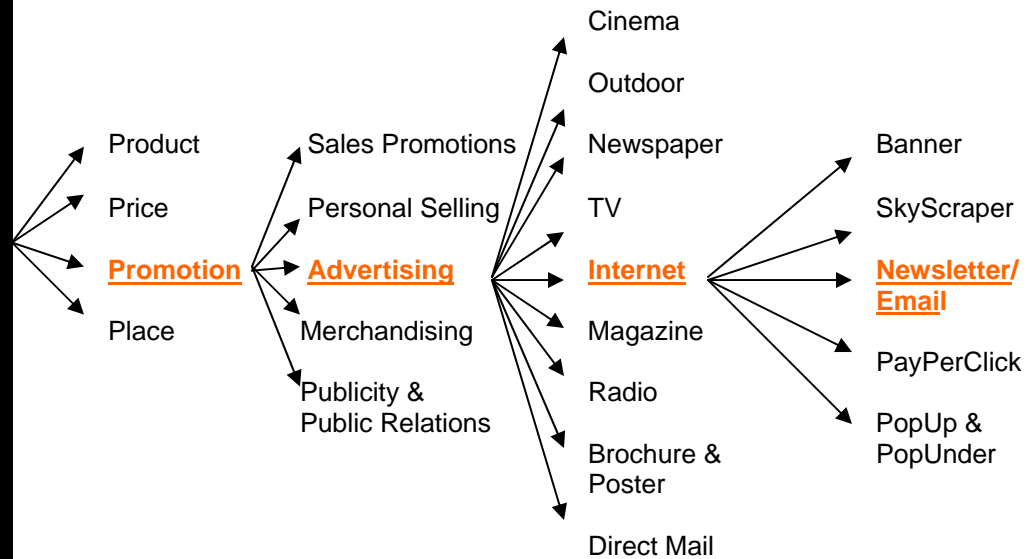
Advertising...one of the most expensive promotional tools but also one of the most effective. Remember that a combination of promotional tools should be used during the course of a major promotional campaign although some will be more appropriate to your particular product or service, than others.

The Internet...it can’t be ignored, it is the “newest kid on the block” and definitely the fastest, most measurable and cost-effective advertising media. And it is here to stay!

Email Marketing....again, one of several different ways of getting your online advertising message out to your target group (...more at [Email Marketing, An Overview](#))

The diagram below will show you how complex marketing can be and how important it is to get the 4P’s in balance with each other before proceeding to any form of promotion of your product or service. If the price is too high or too low for the target market or if the shop has no parking available or the shopping cart on your website does not accept credit cards, then your PROFITS will be negatively affected. Simple fact.

Marketing



Source: Internet Marketing – A Beginners Guide at www.smartdames.com

SmartDames is happy to provide you with any advice you require; to manage your campaign or to choose your targeted email list for you. We are happy to work directly with you or with your Agency. Please also feel free to Email us at info@smartdames.com to give us feedback on this Guide.

This Guide is produced by **SmartDames** for the purpose of educating and guiding you through the tangled internet web of Email Marketing. We are happy for you to include it in your own promotional material, as long as an active link back to <http://www.smartdames.com> is given. Please respect our ethics.

Thank you

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