



# The Internet Marketing Plan

*Kim M. Bayne*

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## **The Internet Marketing Plan** Kim M. Bayne

Streetwise help for creating and implementing a total Internet marketing plan

You can't run a successful marketing program without a comprehensive marketing plan. Especially not when you're working in cyberspace—the most exciting, challenging, volatile, and potentially rewarding medium ever.

This book gives you a comprehensive framework for producing and executing a customized Internet marketing plan. Marketing communications veteran Kim Bayne supplies you with a clear set of step-by-step procedures for establishing, implementing, evaluating, and managing your company's online presence.

The Internet Marketing Plan gives you what you need to:

- Research and write a sophisticated, comprehensive Internet marketing plan
- Understand the major differences between traditional marketing and the Internet
- Find new places and ways to publicize your Internet presence
- Integrate Internet marketing efforts into your company's overall strategy
- Establish budgets and allocate funds for a continuing Internet marketing presence
- Select the best staffing options, outside vendors, pricing, and service.

On the Disk you'll find:

- All the worksheets, checklists, templates, and document outlines you need to manage every phase of the Internet marketing program æ from initial research and budgeting to planwriting and implementation
- A time-saving browser bookmark file containing every Web site URL referenced in the book, organized by chapter.

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