

E-Marketing Rule #1

A marketing plan must include a description of your niche market.

Who buys your product or service? When will they buy? What interests them?

Why do they buy? You can't please everyone; focus on your niche.

And know how your niche market responds to your online presence. It's critical that you be able to review detailed reports yourself. Your webhosting service should send them to you as a courtesy.

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What's the Information SuperHighway to Me?

The information superhighway is the government's moniker for the commercialization of the Internet.

What's the Internet? It's a global network of computers; some are personal computers, some are supercomputers.

They're all connected using a common computer language called TCP/IP.

The Information Superhighway really

does exist. It's expected that serious businesspeople will include both an e-mail and a website address on their business cards. Keeping open the communication lines with our clients: staying in touch—the first benefit of the Information Superhighway.

As the authors of the hit book *The Cluetrain Manifesto* say over and over, business is a conversation.

Are you using the Information Superhighway to create a conversation with your clients? If you're not sure, give us a call. We'll help you move into the business fast lane.



Peer-to-Peer Searches

Start-up i5 Digital is preparing a search technology that will let you ask a million people where to find information on the web. The Seattle company's Pandango search system combines peer-to-peer networking technology with collaborative filtering. It's like a traditional search engine on steroids.

Similar to the file-sharing software applications Gnutella and Napster, Pandango searches for information that's shared by other users. Rather than sharing binary or mp3 files, it shares webpages. By searching & filtering the most popular webpages, Pandango software determines the most suitable search responses.

Details online at dgl.com/itinfo/2000/it001219.html.

Wireless News

Bluetooth wireless technology will link everything from laptops to cell phones. The signal transmits about 10 meters, and is the next Holy Grail for network engineers.

Details online at dgl.com/itinfo/2000/it001203.html.

Mother-in-Law Test

If your mother-in-law can't understand exactly what you're writing, then you're overly obtuse. Be concise, be clear, be direct. Technical writing is like Hemingway: short, punchy, and understandable.

Details online at dgl.com/itinfo/2000/it001120.html.

New Domains

The Internet Corporation for Assigned Names and Numbers (ICANN), the organization responsible for maintaining the Internet, has voted to expand the list of available top level domains (TLD).

The list of TLDs, including .com, .org, and .net, will expand to include .biz, .info, .name, .pro, .aero, .coop, and .museum.

Details online at dgl.com/itinfo/2000/it001116.html.

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