

ROI Marketing News is about using the Internet to build relationships for online marketers, published periodically by Rapport Online Inc. Feel free to forward this newsletter in its entirety to a friend or to link to the archived copy. See the end of this message for information about subscribing or unsubscribing.

---

In this issue:

- \* Greetings from Sedona
- \* Building a Brand Online
- \* Track Your Online PR
- \* "Net Neutrality:" Get Informed and Get Involved!

~~ **Greetings from Sedona** ~~

We have settled into the new office space in Sedona looking out over red tile roofs at Bell and Courthouse rocks. We miss our friends in the Rotary Club of St. Paul, SME Minnesota and MIMA and we hope that when anyone comes to Sedona you will stop and visit. We have great Internet access here and we were able to keep up with our work throughout the move.

~~ **Building a Brand Online: Your Brand is in the Eye of the Beholder** ~~

My definition of a brand was recently quoted in an article in Senior Market Advisor. <http://www.seniormarketadvisor.com/index.cfm?cid=7591&articleid=425> This is a good opportunity to clarify and elaborate on that topic.

When asked to define brand, I said, "There are two things we generally refer to as a 'brand.' One is the physical representation -- the company logo. The second is the bundle of qualities that we hope people have in mind when they see our brand image or think about the brand name." It is not a monumental task to create a brand logo, and with advertising and PR you can build brand recognition, but building brand perception, that "bundle of qualities we hope people have in mind when they see our brand name or image," -- building brand perception takes the full force of the enterprise.

Brands can be built or undermined by our employees, our PR firm, our ad campaigns, our business letters, our business partners, our customers and now, our websites, our affiliates, and the way we handle email.

Over the next few posts I will share the insights and opinions about branding on the Internet drawn from ten years of online marketing.

In the meantime, I am sharing my full e-mail interview about branding [http://www.roi-web.com/brand\\_building\\_questions.asp](http://www.roi-web.com/brand_building_questions.asp) with the reporter from Senior Market Advisor, Amanda Buchanan.

~~ **Track Your Online PR** ~~

For a little over a year I have been using some great services for creating PR. While the press release placement service that I use has some basic statistics capabilities it is hard to discover when the story has been picked up and published. And when a journalists inquiry has been answered, unless they call or write for an interview, you do not always know when you have been quoted.

As a way to track mention of Rapport Online Inc on the Internet, I subscribed to Google Alert service, a free service from Google that emails you whenever Google finds a new mention of the terms you have asked it to follow for you. What a cool service! Using this tool to track mention of

"rapport online" as well as my name, I have found instances of having been quoted when I did not realize the journalist had used my material. For example a quote near the end of this article in *E-Commerce News* <http://www.ecommercetimes.com/story/8twHMKWMuT3LEq/Small-Businesses-Using-SEO-to-Level-the-Playing-Field.xhtml>

You can sign up for Google Alerts at <http://www.google.com/alerts>

~~ **"Net Neutrality:" Get Informed and Get Involved** ~~

You have probably heard about "net neutrality" by now; it's getting coverage in the news papers. Like most political agendas everyone who writes about it puts their own spin on it so it is difficult to determine whether you should support it, oppose it or leave it up to the experts to hash out.

First of all net neutrality itself is a reaction, so if you support it you are supporting an opposing point of view, which is confusing. In a nutshell, the telecom companies who provide the Internet infrastructure want to be able to charge providers of Internet information additional fees to get their information through to the Internet users. The argument is that this is needed to cover the expense of bandwidth hogs like online music and video downloads. It seems that FCC is inclined to allow industry surcharges of this kind.

The proponents of net neutrality want laws that will not allow such fees on the grounds that fees will stifle free access to information on the Web; that media companies and big business can buy access and crowd out individual expression and small businesses; and that the services that require enormous bandwidth already pay for the trunklines and access needed to support their services. It's like an Internet tax paid to the large telcos they argue.

There are several versions of net neutrality bills being considered in Congress at this time. All of us with a stake in the Internet, both as content providers and as Internet users need to get informed because this could be a very important issue for the future of the Internet.

Here are some points of view on the net neutrality issue:

Wikipedia has an extensive article covering who, what, where, why, how and who's for it and who's not and why and how and . . . [http://en.wikipedia.org/wiki/Network\\_neutrality](http://en.wikipedia.org/wiki/Network_neutrality)

Article in Independent Arts & Media [http://www.artsandmedia.net/cgi-bin/dc/newsdesk/2003/12/02\\_net\\_neutrality](http://www.artsandmedia.net/cgi-bin/dc/newsdesk/2003/12/02_net_neutrality)

A rant about how Net Neutrality is all about freezing out the voice over IP companies (free International phone calls) <http://blogs.graphicdesignforum.com/skirkland>

---

© 2006 Rapport Online Inc.

If you no longer wish to receive this newsletter, send an email to: [info@roi-web.com](mailto:info@roi-web.com) with the word "unsubscribe" in the subject.