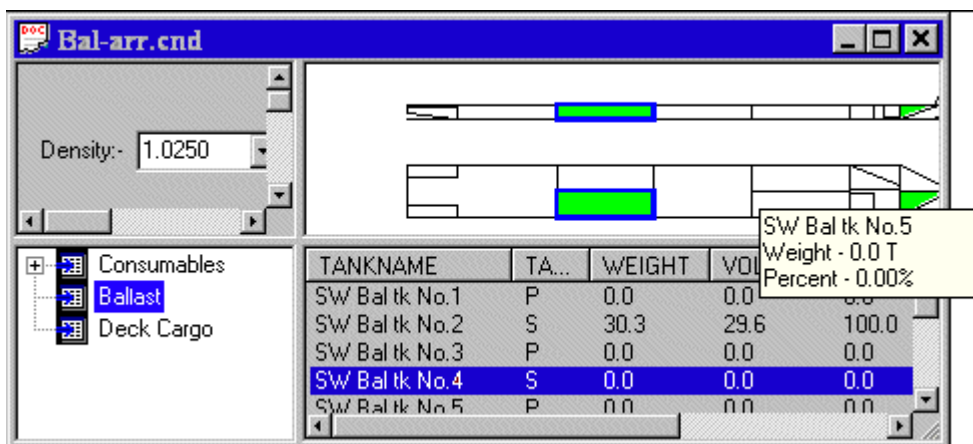




Online Target Marketing of CyberMaster – A case study

Cyber Marine Information Systems is a sister concern of AB Marine Consultants, a premier Marine Consultancy Firm in India. CMIS develops software products & customised solutions for the Shipping Industry. CyberMaster, a ship loading software is its premier product. The company also offered seven other products for various purposes such as computing hydrostatics, longitudinal strength calculations, propeller design & geometry.

Webizus took up the online branding & web promotion of CMIS' premier product CyberMaster in September 1999. Directed at a very niche market segment, CyberMaster had already seen market saturation in India & SE Asia. CMIS decided to target the Middle East, costal countries in Europe & the US & retained the services of Webizus. A majority of the newly targeted market had already taken their first step towards computerisation. The marketing strategy was altered & the focus was shifted to highlighting the user-friendliness of the Windows based software. The aim was to entice the user to shift from mostly non-GUI softwares that were being used. Competition was mostly non-existent except for the presence of a Norway based company in the European market.



A variation of CM designed for Tankers. As CM became more & more popular, different flavours emerged for various vessels

Webizus re-engineered CMIS' corporate website, www.cymarine.com in line with the new marketing strategy, also making it keyword rich. A marketing plan was drawn out for a period of six months (Jan-July 2000). Various modes of Internet marketing were to be tested out for their effectiveness. The site was registered with global marine portals, local search engines & country specific marine industry sites in the targeted countries. Since the size of the potential market was limited, we decided to undertake a one to one direct marketing using opt-in e-mail lists. A thorough search of the Internet helped us



procure such lists for the US & UK. A banner exchange offer for the shipping industry was identified, but had to be abandoned due to the extremely low number of subscribers.

After six months & a good initial response from the e-mail direct marketing campaign, it was decided to focus on manually building e-mail lists from online & offline yellow pages & directories. In September 2000, CMIS' IT department was reinforced with the necessary skill sets to maintain & upgrade the website. A second re-engineering of the website was undertaken by the newly formed IT department with Webizus in an advisory capacity. On our behest, a demo of the software was created & put up on the website for free download.

In tune with our policy of empowering our customers & making them self sufficient, CMIS' IT department took over smoothly from where we left, continuing the marketing campaign & updating the site content & screens on a regular basis. From the very start, our focus had been on not letting CMIS grow completely dependant on us. Online branding is a continuous process & our aim was know-how transfer at the earliest possible. A company learns better & faster when a process is undertaken inhouse. The role of our consultants in this case can be summed up as follows:

- Research (Marketing ROI estimates)
- Know-how transfer
- Training
- Formalising the process
- A policy for institutionalising knowledge (documentation).