



# Web Street Journal

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# Web Street Journal

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## Brand Success

by Ari Rabban, CEO of Phone.com

**What makes a consumer brand a success? In the end, it really comes down to two things: name recognition and perceived value.**



With the growth of the Internet in our warp-speed communications age, a new or re-branded company faces marketing challenges within the context of a globally shrinking attention span.

Executives of growth businesses must create alliances and leverage existing technologies while pursuing research and development and facing an overwhelming surge of information. Not to mention making tough budgetary decisions regarding advertising and marketing expenses. Demographics, projected ROI, and other statistical analyses can sometimes appear to be, well, bunk. Marketing and advertising without unlimited funds can feel like shooting in the dark. Sounds tough, right? Read on...

Today, I think that marketing strategy will be developed in a moment of phenomenal opportunity for creativity. Partnerships with a multitude of companies and outlets will be ever more critical to a company's success.

Take the case of our own company, Phone.com. The simplicity of our name has helped clear our first hurdle: brand recognition. Brand=Phone. Product=Phone. Think about names of products or companies launched or re-branded in the last several years. Which ones come to mind? How

did you first hear of them? Do they represent the product well? Do you need an explanation? A few years ago, for example, Verizon spent \$300 million on marketing—just to promote its new name! That certainly buys a whole lot of name recognition, but I will bet most new companies don't have that kind of change lying around.

In the last ten years, domain names have morphed into brand names. Simple, easy to understand words, either real or imagined, have become associated with products merely by adding the dotcom at the end, and the plainer the better. The domain name marketplace reflects this incredible branding paradigm shift. Nowadays, consumers associate the most basic contextual domain names with quality, so they have become a particularly valuable asset. In other words, if you have the money to buy a simple descriptive name, you need to add the associated service platform to go along with it.

The backers of Phone.com invested in its name and its product, without need to explain its purpose. To make Phone.com a success, we leverage its association with a consortium of related companies, connected under the umbrella of WashingtonVC, which easily creates recipro-

cal arrangements for marketing opportunities. WashingtonVC was actually created with the intention of using synergies between its portfolio companies to add value to each of its respective independent businesses, and generally with the best of breed contextual domains, like Phone.com, Software.com, SEO.com, and HappyBirthday.com.

It's a neat idea. These types of modern relationships, as well as traditional and non-traditional advertising, are worth investigating for any company. We are not just buying services from each of these companies; we are trading goods. This is wampum redefined, and whether it is on the web or in a store, this is a great trend.

These new multilateral marketing strategies ultimately lead to name recognition and perceived value, delivering what every business leader wants: additional paying customers ♦

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**Phone.com**  
The New Phone Company



## Phone.com About Us

WashingtonVC asset, Phone.com, winner of Internet Telephony Magazine's product of the year in '07, offers cutting-edge communications services for both residential and professional use, with a special focus on the needs of small business people that may operate out of homes, multiple locations, or from cell phones.

Their innovative products, cost-effective services, and unique brand name will

help them achieve a leadership position in the next generation telecommunications marketplace. Phone.com offers reliable products and friendly, professional customer service, 24\*7.

Phone.com will continue to introduce new innovative services and applications sometimes assembled in partnership with other leading IP communications

and web technology providers, but all offered under the Phone.com brand.

Phone.com's vision is to build upon the internet marketing and VoIP industry experience of our founders to deliver new technologies in a user-friendly way, to homes and small businesses throughout the world ♦



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# Recession-Proof Marketing Tips

by Dave Bascom, President of SEO.com

Many economists think we are already in a recession, or we're heading into one. I'm no economist, but it's obvious that things are tightening up. Gas prices are sky high. The housing crisis and credit crunch have people worried. Many companies are cutting back on their marketing spending, just as a precaution.

Smart marketers understand that this is a time to crank up their marketing efforts instead of tightening up. Why? If there is a smaller pie, you've got to fight harder for your share. Secondly, if you do it right, you can swoop in and grab market share while competitors are huddled in a corner in the fetal position.

I'm not suggesting you should spend like it is 1999. You have to be smart about where you spend your marketing dollars. Your specific marketing/media plan will depend on your target market and objectives, but generally, you should focus on measurable, direct impact

marketing media. Start with the stuff that will bring in actual sales right away, not feel-good branding campaigns that might yield sales at some future date.

Here are a few tried and true marketing tactics that you can use to succeed in good times or bad:

## Search Engine Optimization

Aside from increased traffic and sales, controlling organic search results in search engines like Google will build your reputation as a leader in your industry.

## PPC (Pay per Click) Search Marketing

Pay per click search advertising offers a lot more targeting control than organic search. Have a professional set up and manage your campaign, and you'll see a huge difference in results. Make sure you're using the right match types, including applicable negative matches to weed out the junk.

## Affiliate Marketing

Get 1000's of websites to promote your wares and only pay for completed sales. That's the allure of affiliate marketing. It's harder than it sounds to get it right, but if you are generous with your payouts and treat your affiliates well, this channel can make a huge impact to your company's sales numbers.

## Email Marketing

Build a list of customers and prospects and send them valuable information, and good offers. Customize your offers to their specific needs and let them know how you can help them. This is a good time to maximize your in-house email list and nurture your relationships with existing customers. They say it costs 10 times more to acquire a new customer than to sell to an existing customer, so it's a no brainer.

## Joint Ventures

It's smart to use your own customer list to its fullest, and it's also smart to leverage the loyal customer base of partner companies. Pay your partner a commission for sales they generate, or cross-promote their products to your customer list.

Customize your marketing plan to meet your objectives. Test EVERYTHING. Ditch the stuff that doesn't work and increase spending on the stuff that works. Don't let the stupid recession get in the way of reaching your sales and marketing goals!



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► The mission of Grassroots.org is to serve as a catalyst for positive social change by leveraging modern technologies and business best practices. Grassroots.org spreads important social information via our network of socially focused web sites, while also providing non-profit organizations with free, valuable resources to increase their efficiency and productivity ♦

# Adam Goozh Managing Director

WashingtonVC: Hiring Announcement  
by Karen Yakymishen

In April 2008, Adam S. Goozh, Esq. joined the WashingtonVC team as Managing Director. Adam was the founder of CreateHope Inc., a company that provides corporate social responsibility and business outsourcing solutions to Fortune-class corporations, not-for-profit organizations, and governmental entities. Adam was invigorated for a change of pace in his career after eight years operating CreateHope.

Through a mutual friend, Michael Feldman of the WashingtonVC portfolio company X30, Adam was introduced to

founder of WashingtonVC and Grassroots.org, Mike Mann. Adam's contagious enthusiasm and Mike's business style are already proving to be a successful match; WashingtonVC is experiencing considerable successes and generating a buzz, as evidenced by the newest investments in Yield Software led by Draper, Fisher, Jurvetson and WPP, as well as other top tier investors in a variety of WashingtonVC assets.

"I wish I had the assistance we are providing our portfolio companies and their CEOs when I first started CreateHope," Adam says. "This is an opportunity for me to help other entrepreneurs and offer them a mentor and sounding board."

Adam holds a Bachelor's degree from the University of Michigan, a J.D. from the Georgetown University Law Center, and remains a director at CreateHope. Adam resides in Chevy Chase, Maryland with his wife and two young kids.



Adam Goozh | agoozh@washingtonvc.com



# WashingtonVC Company Secures \$6M in Financing from Draper Fisher Jurvetson & WPP

WASHINGTON, June 5 /PRNewswire/ WashingtonVC, a private equity firm founded by social entrepreneur and author Mike Mann (www.mikemann.com), announces that its portfolio company, Yield Software of San Mateo, California, has raised \$6 million in Series B funding.

The investment was led by venture capital firm Draper Fisher Jurvetson (www.dfj.com) and includes global media firm WPP (www.wpp.com).

Yield Software (www.yieldsoftware.com), formed and funded by WashingtonVC and Mann in early 2007, is a software company

that has developed a fully-integrated suite of automated web marketing capabilities including search engine marketing (SEM), search engine optimization (SEO), and landing page optimization. The solution is delivered as “software as a service,” automating, simplifying, and optimizing the process of marketing on the Internet. It enables companies of all sizes to efficiently expand their advertising and branding from traditional media to the Web.

“I am pleased to welcome Draper Fisher Jurvetson and WPP as investors and partners,” Mann said. “I look forward to working with them to guide the organization as it scales to serve a broader customer base. Furthermore,

I congratulate Matt Malden and the entire Yield Software team on all their hard work in reaching this exciting milestone.”



WashingtonVC is a private equity firm that incubates early stage technology companies through active management and the exchange of complementary technologies and services. WashingtonVC and Mike Mann have deep and lasting commitments to social responsibility as expressed by their relationships with Grassroots.org and Make Change! Trust. To learn more, visit [www.washingtonvc.com](http://www.washingtonvc.com).



Rana Sobhany parties with The Caveman at the WashingtonVC party at SxSW

## DOMAINMARKET.COM

## About Us

DomainMarket.com is an online market for the immediate purchase and sale of premium domain names. Leaders from the Internet domain industry have gathered some of the best, unused dot-com assets from our community and are making them available for immediate sale at a fair price that accurately reflects their true value. Only names that pass the stringent qualifications of world-class domain experts are sold on DomainMarket.com.

You will not find valueless domains, overpriced domains, obscene domains, or random TLDs (top-level domains, like .tv, .info, .biz, .ws, .cm, and the

like). Nor will you find any of the typical mistakes made by competing domain markets, which are often rife with overvalued domains and inexperienced speculators. At DomainMarket.com, buyers will find an efficient, trustworthy marketplace for the purchase of premium brands for their emerging businesses.

Every quarter, *Web Street Journal* will highlight some of the domain names available. For a full list, a complete database of world class domains available for sale check out [www.domainmarket.com](http://www.domainmarket.com).



## What's Under the Hood of Your Website?

When you hire a web developer to create your new website, you will ask the obvious questions, such as when is the final delivery time and how much will it cost. Make sure you ask one other crucial question, and when it comes to buying your new website, it's the most important question: “Will the HTML and CSS that you deliver for my website be W3C standards compliant?” In response to that question, if you get anything other than a quick and clear “yes,” then consider running away.

A few years back, web development went through a profound transition. Web developers crawled out of the primordial ooze that was the dawn of the web. A handful of them stopped hacking sites together using makeshift techniques and instead decided to adhere to a set of rules called **Web Standards**. Other web developers then caught onto this new, better way of doing things, and the rest is history.

As a buyer of website design and development services, understanding the ins and outs of web standards is not important; however, knowing whether your developer adheres to them or not is **Selecting Web Developers**: Nowadays, all web developers fall into two very distinct camps: **Camp One**: Those who create websites using modern web standards. **Camp Two**: Those who don't. It is important to know which camp your developer falls in.

### Danger: What's Under the Hood of Your Site?

The danger is that you might very well purchase a brand new website— built on ten-year-old HTML. To use a real world example, this would be like someone trying to sell you a 2008 model car with a 1998 engine under the hood. Because you know better, you would laugh and walk away—er... that is... you should laugh and walk away.

Getting into a website that uses modern (standards compliant) HTML means you're building a website that uses the best techniques available, which will save you money during the development phase and future proof your website as much as humanly possible.

So make sure the web developer you select for your project uses W3C standards compliant HTML (or XHTML) when you have your website built. And if you aren't sure, ask someone who is sure and can advise you accordingly.

The team at Graphics.net are experts at auditing and building standards compliant websites. Contact us today for a free consultation.



Mike Benson  
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## DOMAINMARKET.COM SPECIALS

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