

## on paper

Financial Times Electronic Publishing

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## Online information 98

take a break with The People to Know on Stand 160! Individual appointments now being pre-booked...

The largest information industry exhibition in the world, this year's Online Information, pencilled in everyone's diary for the 8-10th December, is expecting more than 18,000 visitors. With over 300 stands, new mini-expos and company presentations, as well as the crowds to get through, we realise that you'll be busy. We also know how exhausting the show can be. That's why FT Electronic Publishing has designed this year's stand, no.160 on the ground level, with a quiet sit-down business area. Come and spend some quality time discussing your information needs with us, or simply have a chat over a cup of coffee. If you want to see one of our products, join in our group demonstrations at the big demo screen.

What's more, you can guarantee some time on this year's FTEP stand by taking the opportunity to pre-book appointments on the stand now. Simply arrange a convenient time with your Account Manager, or call 0800 00 7777 and book the person you want to see. In that way you can make the most of your trip, and be assured of a sit-down as well!

In addition, FT Electronic Publishing will be helping to kick off the Online conference at 9.30am on the first day when Donal Smith, Managing Director, delivers his views on The New Consumers and the future of the information industry.

If you haven't got your complimentary ticket from us yet, contact us now. And remember, if you would like to pre-book a stand appointment, please contact your Account Manager, call 0800 00 7777 or email enquiries@ft.com.

*We look forward to seeing you.* **Stand 160**

## userslove.email@ft.com the latest research

A recent survey from FT.com has revealed that users of the web site have wholeheartedly embraced email as a means of communication. When asked if they felt that they had become 'a slave to email', users said that they felt in complete control of the medium and viewed it as a real benefit to the business environment.

Referred to by one respondent as 'the single most important tool outside the telephone', the research further revealed that people view email not only as a medium through which to courier messages between individuals but also as a way to filter targeted information to relevant recipients. Over

three quarters of respondents said that they would be interested in receiving industry information via email such as news or briefings. Respondents said that they would particularly like to receive information in this way if the content of the email could be pre-requested.

We would be very pleased to hear your views too. If you would be interested in receiving news and product updates from FTEP via email, or have some suggestions on content, please send your comments to Samantha Bowles, Marketing Manager, at samantha.bowles@ft.com.

# Marketing your Information Services via an Intranet

Some tips from David Green, Head of Publishing Services at Informed Business Services



## Why you should market?

Do you really know how your information services are viewed within the organisation? Are they a support service or strategic resource? To make sure you're the latter (and stay that way) it's necessary to apply marketing skills to your portfolio of responsibilities. Marketing isn't selling - it's about communicating a perceived value and is focused on your clients' needs.

**Thrive to survive** - alternative sources of information such as the Internet are on the increase whilst IT professionals (with much larger budgets) consider information management as another aspect of their job - particularly in implementing and managing intranets. The application of marketing techniques can help turn these threats to opportunities - to remind users of the value you provide in helping users choose the right information source and to strategically align yourself with IT and other influential departments and individuals.

**Marketing isn't selling - it's about communicating a perceived value and is focused on your clients' needs**

## Who you should market at?

**Don't spray and pray** - target users (aka market segmentation). These should be:

- budget holders who have a say in your future existence and role
- early adopters/enthusiasts of the intranet
- champions of the information service that can represent you several levels up in the organisation
- don't forget existing users! - you need to market to maintain repeat usage of your services

## Marketing tips

**Keeping them informed** - send email updates in HTML format, or if this is not possible, convert the information to webpages on your intranet (there are a wide variety of web authoring packages - e.g. MS Frontpage 98 - that automate most of the basic HTML codes, making life easier) and then only include a brief synopsis in the email - with hyper links back to the webpages you created.

**Branding** - adopt a consistent style to your communication - e.g. the webpages you create for current awareness should always have the same look and feel and be clearly identifiable as having originated within the information department.

## Communication

- adapt your communication style and vocabulary to suit your audience
- facilitate and encourage communication - all emails and webpages should contain contact details for the information centre - phone, email and contact name(s)
- be persistent - don't be content with communicating the benefits and sitting back - proactively follow up
- remind users of the wide range of resources at your disposal

This type of strategic thinking will help to enhance the profile of information services, ensuring that they become essential to the role of profit centres within the organisation.

Informed Business Services provide a range of Internet training courses for information professionals including Intranets, Creating Webpages and Business Information on the Internet. For further details please call + 44 171 282 1945 or visit [www.informed-ibs.com](http://www.informed-ibs.com).

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