

2008 ERA eRetailer Summit: The Miami Heat

It was not your typical warm front that settled over the city of Miami earlier this month. The "Magic City" was hot with high-level education, new business strategies, future outlooks and productive networking, all during the **ERA eRetailer Summit**, March 2-4. A record-breaking 800 participants from across all areas of the electronic retailing community discovered new methodologies for effective customer relationships, shared best practices, and picked up solutions for tackling business challenges and making money.

With its spirited flavor, Miami proved to be the ideal background for a Summit loaded with creative ideas, innovative technologies and new horizons. Prior to the start of the event, the ERA Strategic Planning Committee (consisting of the Board of Directors, ERA Platinum members, Past Chairs, and Program Committee Chairs) met to develop ERA's new Mission and Vision statements. We are thrilled with the results:

Mission Statement: *Drive, grow, and shape the future of electronic retailing*

Vision Statement: *Be the universally recognized authority, resource, and voice for electronic retailing*

If you missed the ERA eRetailer Summit, you missed a showcase of content-rich education. The eRetailer Summit's educational sessions, including keynote presentations by YouTube and Overstock.com, brought tools and best practices for traditional DRTV and online marketers. Among the most important lessons taught: marketers should not repurpose their TV ads for their online sites, but rather should create specific content that works in the online environment. Speakers also underscored the importance of blogs, which prove to be a significant means to extend brands and create a unique voice. A session on search engine marketing highlighted the importance of understanding consumers' expectations for finding what they are looking for quickly and

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Upcoming ERA Events

March 16, 2008

Networking Reception - Chicago

accurately.

Last but not least, ERA unveiled the results of a significant research initiative. The research, commissioned by ERA and conducted by Forrester Research, is titled *Mapping the Path to Purchase*. It reveals how consumers navigate the multi-channel landscape, and highlights the power of DRTV on all channels of commerce. The final study will be available to all ERA members March 31, 2008. If you were unable to attend the educational sessions, all presentations are available on the ERA members-only site.

The Summit is over, but the heat is still on. If you did attend, I hope that you will take the new ideas you've learned and start implementing them right away. If you've met new colleagues, start re-connecting today. ERA members can take advantage of the session content presented by accessing the [post-Summit](#). And, I look forward to seeing you at the next ERA event.

If you attended the eRetailer Summit and have not filled out [the survey](#), we would appreciate your feedback.

Thank you.

Edwin Garrubbo, Board Chair
CEO, Creative Commerce, LLC

Gearing Up for the Fly-In

Mark your calendar for May 19th & 20th and plan on joining your colleagues and other industry leaders at ERA's Annual Government Affairs Fly-In in Washington D.C. This event is YOUR opportunity to tell the story of your business and the industry to members of Congress on Capitol Hill. Don't worry though we pair attendees up in teams lead by a seasoned industry lobbyist to help you have your voice heard by those making the rules and regulations that affect your business. While this event grew 50% last year, I have been pleasantly surprised by both those who have registered so early for this event as well as the level of excitement expressed by many of those who we discussed this with at ERA's show in Miami. So start early and plan on joining ERA's board and other industry leaders for this exciting event. For more information please contact me at 703.908.1032 or bmcclellan@retailing.org or [click here](#) for a registration form.

ERA Shanghai Mission – Your Portal to Asia

House of Blues
Chicago, IL

March 20, 2008

ERA's Webinar Series - Search Engine

April 17, 2008

ERA's Webinar Series - Legal Considerations of Blogs

April 22-24, 2008

ERA Shanghai Mission – Your Portal to Asia

April 29, 2008

ERA's Legal Series
American Conference Center
New York City, NY
8:00 a.m.-5:15 p.m.

April 29, 2008

ERA Networking Reception
American Conference Center
New York City, NY
5:30 p.m.-6:30 p.m.

April 30, 2008

Electronic Retailer Magazine's
LiveEdit Lab
American Conference Center
New York City, NY

May 19 & 20, 2008

ERA's Government Affairs
Conference
Washington, D.C.

May 22, 2008

ERA's Webinar Series - Customer Service/Optimization

June 12, 2008

ERA's Webinar Series - Online Video and Social Networking

June 22-23, 2008

The Electronic Home Shopping
Conference 2008
Fairmont Hotel
Monte Carlo

July 16, 2008

Networking Reception - Santa Monica
Casa del Mar
Santa Monica, CA

ERA in its effort to bring global business to your fingertips, is planning a trip to Shanghai, China, from April 22-24, 2008. The trip includes visits to 2-3 factories in the Shanghai and Suzhou regions, a meeting with government leaders in the advertising sector, and a meeting with Chinese direct response media representatives. Attendees' cost will be \$830.00* per person plus airfare, hotel (\$350/night), and food and beverage. ERA is working to extend this trip to Korea to meet with home shopping, media companies, and government advertising regulators. ERA will be sharing further information (including costs, agenda, and dates) as this portion of the trip becomes solidified.

September 21, 2008
ERA's 18th Annual Convention
Paris Hotel
Las Vegas, NV

The \$830 fee includes the following:

- Experienced translator, escort, and guide
- Transfers between airport to hotel
- Transportation to and from all appointments
- Meetings and visits meetings with factories, government leaders, and Chinese direct response media representatives

This valuable and enlightening venture which will give you insights into how to:

- Do business in China
- Grasp the Chinese regulatory climate
- Launch a product or service in the Chinese media
- Partner with Chinese companies

To join us, please send your interest to Sigi Friedman, sfriedman@retailing.org, no later than **Thursday, March 21, 2008**.

**this fee is based on 30 participants.*

Attention Candidates for the ERA Board of Directors: It's Your Chance to Serve

The ERA Nominating Committee seeks candidates for the 2008-2011 term on the ERA Board of Directors. Please [click here](#) (PDF) to download the nomination form. If you have successfully completed and submitted the nomination form by **C.O.B. Wednesday, May 14**, you will be eligible to meet the Nominating Committee for an in-person dialogue on Monday, May 19, 2008, in Washington D.C. at the George Hotel, in conjunction with the ERA Government Affairs Fly-In. Please email Sigi Friedman at sfriedman@retailing.org to RSVP and to secure your time for a

dialogue with the Committee.

ERA Networking Reception at the House of Blues March 16, 2008

If you are headed to the "Windy City" for the Housewares show or if you happen to be in Chicago for any reason, ERA would like to invite you to attend a networking cocktail party at the House of Blues on March 16, from 5:30 p.m.-7:00 p.m. This party is free to all ERA members and retailers. Non-member suppliers can purchase tickets for \$99 in advance or \$149 at the door. Please contact Katie White for more information or to RSVP at kwhite@retailing.org or via phone at 703.841.8284.

March Webinar - One Search: Paid and Natural Search Synergy

March 20, 2008

2:30 p.m.-3:00 p.m. Eastern Time

Paid search and natural search optimization (NSO) often function as separate entities in search campaigns. Proper integration and measurement of both approaches will lead to increased sales.

Attend this webinar and learn paid and natural integration strategies used by an actual retailer to create ROI lift, including how to:

- Identify test and control groups of keywords
- Understand the effects of the purchase cycle
- Maintain stable budgets
- Create quantifiable ROI lift

This session will permit you to engage in one-on-one interaction with the speaker to answer your specific questions.

To register now and reserve your voice, contact Katie White at 703.841.8284 or kwhite@retailing.org.

This is a free ERA member benefit. Non-members may participate for \$99. For information about becoming a member of ERA, contact Robin Greenspan at 703.908.1036 or rgreenspan@retailing.org.

Speakers

David Douglass: As Director of Search Marketing at DoubleClick

Performics, Douglass oversees the management of paid search marketing programs for a myriad of top brand clients across retail, financial services, consumer electronics, auto, and other marketing verticals. He has been instrumental in developing the team of search marketing experts that define DoubleClick Performics as one of the most successful and respected SEMs in the U.S.

Eric Papczun: Papczun specializes in increasing visibility and traffic to large retail, publisher, lead generation, and financial Web sites as the Director of Natural Search Optimization for DoubleClick Performics, the performance-based marketing division of DoubleClick, a leading online marketing firm.

Moderator

Ed Garrubbo, CEO Creative Commerce, ERA Board Chair

[Save the date: April 17, 2008 – ERA Webinar – Blogging Guidelines for Retailers: Legal and Business Issues to Consider](#)

ERA Legal Series: Practical Knowledge for the New Technologies Landscape (Approved 9.5 CLE)

ERA is pleased to announce a new, one-day legal program on Tuesday, April 29th, from 8:00 a.m.-5:15 p.m. at the American Conference Center in New York City located at 780 Third Avenue. The seminar will shed light on the most recent FTC developments and offer practical insights and in-depth legal solutions in the area of emerging technologies. A wide range of issues will be covered, including:

- Impact of New Technologies and Behavior Advertising
- Avoiding Third-Party Liability
- Data Security Issues
- Key Issues of Ownership, Trademark, and Copyright of Ideas
- Online Testimonials
- Update on the Big Direct Response Advertising Self-Regulation Cases of the Year
- Complying with FTC Regulations in Electronic Retailing
- FTC Updates on Behavior Marketing Initiatives

Our distinguished faculty includes experts from the FTC, NARC, and representatives from these prominent legal firms: Manatt,

Phelps & Phillips, LLC, Venable LLP, Kelley Drye Collier Shannon, Satterlee Stephens Burke & Burke LLP, Frankfurt Kurnit Klein & Selz, and Baker & Hostetler, LLP.

In addition, attendees will receive 9.5 CLE credits hours. The program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 9.5 credit hours. ERA gratefully acknowledges Manatt Phelps & Phillips, LLC as the New York accredited CLE provider for the event.

The registration fee for the event is \$495 for ERA members, \$600 for non-members, and \$99 for government employees. For more information on the Legal Series, please contact Marilyn Sawyer at 703.908.1035 or msawyer@retailing.org.

To RSVP for the complimentary cocktail reception, contact Katie White, kwhite@retaling.org, or 703.841-8284.

ERA Hosts New York City Networking Reception

Please join ERA Tuesday, April 29th from 5:30 p.m.-6:30 p.m. at the conveniently located American Conference Center in New York City. This event is complimentary for all ERA members and retailer or direct marketer prospective members. [Click here](#) for directions.

The event takes place immediately following the ERA Legal Series: Practical Knowledge for the the New Technologies Landscape. While attendance at the Legal Series is not required, ERA strongly encourages you to take advantage of this high-impact one-day program, featuring cutting-edge topics presented by leading industry experts. This series is approved for 9.5 hours of CLE by the New York Bar.

To RSVP for the complimentary cocktail reception, contact Marilyn Sawyer, msawyer@retaling.org, or 703.908.1035.

If you are a non-member supplier, there is a \$100 admission to the reception.

If you are not an ERA member and would like information on ERA's benefits and services contact Robin Greenspan, rgreenspan@retailing.org, or 703.908.1036.

We look forward to seeing you in New York City on April 29th!

***Electronic Retailer* Magazine Announces Second LiveEdit Lab; eMarketer's Geoff Ramsey and Didit's Kevin Lee will Deliver Keynotes**

Electronic Retailer Magazine has announced it will host its second LiveEdit Lab on April 30, 2008 at New York City's American Conference Center. Entirely unique from other conferences, the LiveEdit Lab delivers the editorial content of *Electronic Retailer* Magazine in a dynamic, live forum. Attendees interact with the editors, columnists and industry leaders who make *Electronic Retailer* the leading publication for multichannel retailers.

Geoff Ramsey, co-founder and CEO of eMarketer, will deliver the opening keynote address. One of online marketing's true visionaries, Ramsey is frequently quoted by *The Wall Street Journal*, *Forbes*, *BusinessWeek*, *Advertising Age* and *CNN*. He is on the cutting edge of all aspects of digital marketing practices and covers industry trends, best practices and the latest research statistics.

The afternoon keynote will be delivered by Kevin Lee. Lee is the co-founder and executive chairman of Didit, a leading search and interactive marketing agency based in Rockville Centre, New York. One of the industry's foremost search engine marketing experts, Lee was a founding board member of the Search Engine Marketing Professional Organization (SEMPO) and served as the agency's first elected chairman. An in-demand speaker, Lee is regularly quoted in *The Wall Street Journal*, *The New York Times* and *BusinessWeek*. Lee also is the author of "The Eyes Have It: How To Market in an Age of Divergent Consumers, Media Chaos and Advertising Anarchy."

The one-day event kicks off with two concurrent sessions: an online marketing training session and an executive media summit co-moderated by Maria Kennedy of Discovery Communications and Dick Wechsler of Lockard & Wechsler Direct. Later in the day, Greg Jarboe of SEO-PR will detail the changing role of public relations in the digital age. Ken Osborn, CEO of Liquid Focus, will discuss online video applications and Suzy Meriwether of Right Now Technologies will address the latest, best-in-class customer service strategies and solutions.

West Corporation, the leading provider of customer-contact solutions and voice-related services, is LiveEdit Lab, New York's presenting sponsor.

The cost of registration is \$595 and includes breakfast, lunch and a networking reception from 4:00 p.m. – 6:00 p.m. To register or for more information, contact Gina Cohen at 949.489.5501 or via e-

mail at gcohen@retailing.org, or visit www.electronicretailermag.com/liveedit.

Are You on Facebook or LinkedIn?

ERA and *Electronic Retailer* magazine recently joined the action on Facebook. If you have an account on Facebook, we encourage you to join the [Electronic Retailing Association Facebook group](#) and also become a fan of [Electronic Retailer magazine](#). Electronic Retailer has also started a [group on the LinkedIn social network](#).

This Week on Electronic Retailer's Blog

Facebook: Business or Pleasure? Why Comcast is shameless. Have you seen Hawthorne's Videoactive Report? What's the relevance of traditional marketing strategies in advertising's new frontier? Join the discussion today at www.electronicretailerblog.com.

March 31 Deadline Approaching to Save on Exhibit Space in Vegas!

All ERA 2008 member exhibitors are entitled to placement consideration in the ERA booth space history points assignment system for the upcoming show in Vegas. The deadline to submit your contract and 50% payment is March 31st. If you were an exhibitor in the 2007 Annual Convention, please contact Marilyn Sawyer, msawyer@retailing.org for the 2008 exhibit space contract.

If you are not an ERA member, and wish to join in order to receive this valuable benefit and save 30% on your exhibit space, please visit the [annual convention](#) and [membership](#) page.

Electronic Retailer Named 2008 Maggie Award Finalist for Best Non-Paid Trade

SAN CLEMENTE, Calif.— *Electronic Retailer* magazine proudly announces that it has been selected by the Western Publications Association (WPA) as a finalist in the "Best Non-Paid/Trade (circulation under 50,000)" category for its September 2007 issue. This honor marks the third consecutive year that *Electronic Retailer* has been named a Maggie finalist. In previous years, the WPA has not only recognized *Electronic Retailer* for its monthly publication, but also for its *Gold Book* resource directory and website. The *ER* staff will be attending the 57th Annual Maggie Banquet on May 2 to

find out if it will walk away with the coveted award.

2007 Economic Census - mid February Update

ERA Members

If your business received a 2007 Economic Census form in December, and you returned it on time, the Electronic Retailing Association thanks you. But if you missed the February 12 deadline, we urge you to seek a 30-day extension and complete the form as soon as possible. Businesses that received forms are required by law (Title 13 of the U.S. Code) to respond.

In today's changing economy, timely and relevant facts and figures are essential for sound business and government decision making. The Economic Census is the primary benchmark for measuring 96 percent of the gross domestic product. Ben Bernanke has said, "The Economic Census is indispensable to understanding America's economy."

Businesses can request a 30-day reporting extension, or get help with their form, via the internet at <http://business.census.gov> or by calling a toll-free number 800.233.6136 from 8 a.m. to 6 p.m. EST, Monday through Friday.

Once you have sent your figures in, take a break and see how your business compares with industry averages from past censuses. At <http://business.census.gov>, click on "Industry Snapshots", then select your industry.

But if your company has not returned the 2007 Economic Census form, do it now.

Industry News

[CHANNELSINTERNATIONALTRENDSBUSINESSINDUSTRYGVERNMENT AFFAIRS](#)

CHANNELS

- [Five Tips for Online DRTV Success](#)

In a speech entitled "How Consumers Navigate the Multichannel Landscape," given this Monday at the eRetailer Summit, Sieglinde Friedman, vice president of strategy for the Electronic Retailing Association,

suggested the future of DRTV hinges on the convergence of TV and online technology.

Target Marketing

- **[Optimizing Video for Search and Social Networking](#)**

Due to the increasing demand for web-based video viewing more and more people are using video search engines and social networking sites like Google Video and YouTube to find video online.

ADV Media Productions

- **[Boosting natural search through user-generated review content](#)**

I'm often asked, "How can I get my pages to rank number one on Google for my keywords?" This is a valid question, but it's a backward way of defining search engine success.

DMNews

- **[Tinkering In The Podcast Lab](#)**

Runners who downloaded the popular PodRunner podcast series of workout techno mixes this week also get a laser-targeted ad from Timex.

MediaPost's Mobile Insider

- **[Hearst And Clearspring Get "Widgy" With It](#)**

Hearst Magazines Digital Media has announced a partnership with Clearspring, a syndicator and tracker of widgets, to build and help distribute innovative widgets.

Adotas

- **[Social networking gives lift to game publishers](#)**

HELSINKI: A boom in social networking and a new delivery platform from Nokia may offer mobile video game publishers a lift after a lackluster year in 2007.

International Herald Tribune

- **[AOL Unveils Open AIM 2.0](#)**

Developers just got a brand new toy, courtesy of AOL. The company today announced the launch of Open AIM 2.0, a product that allows developers to access the AIM instant messaging network faster and integrate AIM into their sites and applications in customizable ways.

Adotas

- **[Portals in an E-Commerce 2.0 World](#)**

"Social shopping sites are definitely already more semantic than general Web 2.0 sites," Wishpot CEO Max Ciccotosto told the E-Commerce Times. "They do a lot of interesting things with the concept of 'product;' they are able to scrape for this info, parse it, etc. They are filtered gateways."

www.ecommercetimes.com

- **[iPhone Ready to Rumble With BlackBerry](#)**

Apple today unveiled enterprise features for its wildly popular iPhone that will be available via a software update scheduled for release in June.

Gigaom

- **[Supersonic: CBS and AOL Radio Merge Channels, Ad Sales Platforms](#)**

CBS Radio and AOL Radio today announced a new partnership today: the two stations will combine forces, giving millions of listeners free access to both stations.

Adotas

- **[Interactive TV: Good Idea That Doesn't Always Work](#)**

In our increasingly Web-dependent economy, I am rarely surprised by the back-to-back innovations, inventions and fads that tap into the ever-increasing trend of online integration.

MediaPost's Search Insider

- **[Google Analytics integrates with Google Audio Ads](#)**

We're excited to announce that Google Audio Ads advertisers can now see how their campaign metrics for impressions, ad plays, markets, and CPM correlate with their website traffic data provided by Google Analytics, such as conversions, revenue, and transactions.

Google Analytics Blog

- **[Cable Firms Join Forces to Attract Focused Ads](#)**

In our increasingly Web-dependent economy, I am rarely surprised by the back-to-back innovations, inventions and fads that tap into the ever-increasing trend of online integration.

The New York Times

- **[Mobile search is not online search \(and why that matters\)](#)**

There's a lot of buzz around the mobile Web and mobile search these days. Early metrics have been impressive: Last year, The New York Times reported a mobile traffic increase of 600%, ESPN reported that its mobile traffic surpassed that of its Web site, and mobile ad company AdMob has posted impression volumes north of 2 billion per month.

DMNews

- **[Technology to make rich media more SEO-friendly](#)**

As rich media files, such as online videos, podcasts and widgets, become more common online, the next challenge is finding the best way to optimize them for search engines.

DMNews

INTERNATIONAL

- **[Likely To Give Google/DoubleClick Merger the Green Light](#)**

Bust out the champagne because the wedding's on! Google Inc. is finally getting the European Union regulators' blessing to take over ad firm DoubleClick Inc., according to widespread reports.

Adotas

- **[India Appears Ripe For Cellphone Ads](#)** *(requires subscription)*

Indian advertisers have a new idea for reaching the tens of millions of folks here who don't read newspapers or watch TV: Phone in the message.

The Wall Street Journal

TRENDS

- **[U.S. Consumers Shopping For Price, Value - Survey](#)**

NEW YORK (Reuters) - Economic uncertainty is forcing U.S. shoppers to consider low prices and bargains above all else for the first time in a decade, according to results of a survey released on Tuesday by AlixPartners.

The New York Times

- **[Consumers Starting To Respond Positively to Mobile Ads](#)**

Mobile ads are getting a foothold in the consumer conscience, according to a recent study released by the Nielsen Company.

Adotas

- **[Retirees, Followed By Boomers, Will Redefine Retirement](#)**

According to a report from The Media Audit, adults who are nearing retirement are now one of the fastest growing demographics in the country.

Center for Media Research

- **[Enthroning the E-Shopper](#)**

Building brand loyalty has become a struggle for retailers; however, personalization has the potential to

help them to enhance customer allegiance and differentiate their products in highly competitive markets. Though in an early stage of evolution at the moment, customized shopping experiences are expected to become more common as the e-commerce market's ongoing maturation continues.

www.ecommercetimes.com

- **[Elusive Consumers Create Marketers' Needs For Branded Entertainment](#)**

According to research released recently by PQ Media, spending on branded entertainment marketing grew 14.7% to an all-time high of \$22.3 billion in 2007, nearly doubling in size over the last five years as brand marketers continue to shift budgets from traditional advertising to alternative marketing strategies which include...

Center for Media Research

- **[New Media An Important Place To Be Seen](#)**

The most recent BIGresearch Simultaneous Media Survey shows that, while traditional media still rank on top in the influence of purchases, many are declining in influence and some are showing double digit losses over the previous year.

Center for Media Research

- **[Executive Suite: Tony Hawk leaps to top of financial empire](#)**

VISTA, Calif. — Skateboarding legend Tony Hawk moves with the power and grace of a jungle cat. As heavy metal rock blasts in an industrial office building here, he swoops down a steep, two-story-high skateboarding ramp that would spook most people.

USA Today

- **[Advertising To The Biggest Media Multitaskers, Kids](#)**

According to a study on social networking by Grunwald Associates LLC, an independent research firm that specializes in new media market intelligence, 64% of kids go online while watching TV, and almost half of U.S. teens(49%) report that they do so frequently – anywhere from three times a week to several times a day.

Adotas

- **[Integrated Marketing The Trend, But Only Halfway There](#)**

According to new research by the Association of National Advertisers, in partnership with Guideline Inc, only 13 percent of senior marketers are very satisfied with their company's marketing structure despite a growing trend to centralize the marketing function and integrate its disciplines.

Center for Media Research

- [**Around the E-Commerce Corner: More 3-D, Avatars**](#)

"With 3-D technology, retailers are able to test different store designs, layouts and merchandising to determine which design is most effective," said John Butler, CEO of Kinset. Previously, retailers would have consultants perform the live testing of different layouts, a process that required a great deal of time, resources and money.

www.ecommercetimes.com

- [**Behavioral Analytics: The Why and How of E-Shopping**](#)

By determining the behavioral preferences of the customers coming to their store, e-marketers can align language and behavior of the Web site to provide those customers with the best shopping experience, one that feels tailored for them. Similarly, outbound marketing and traffic generation activities can be aligned.

www.ecommercetimes.com

- [**Upsales To Drive Retail E-Commerce**](#)

Since 2000, the USC Annenberg School Center for the Digital Future has tracked the percentage of Internet users who have purchased something online.

eMarketer

BUSINESS

- [**Whither Salesforce.com?**](#)

"Salesforce.com is a force to be reckoned with right now," says Yankee Group analyst Sheryl Kingstone. "They are in every single deal." If Oracle does buy Salesforce.com, NetSuite will likely be scooped up too -- perhaps by SAP. "This is a market that everyone wants to get into."

CRM Buyer

- [**Lessons Learned From The Writers' Strike**](#)

No questions for the Email Diva? Very well, then: a lecture.

Media Post's Email Insider

- [**Avon, Witherspoon Launch First Global Fund-Raising Product**](#)

AVON PRODUCTS INC., WHICH HAS long made women's causes a core part of its brand platform, is launching its first global fund-raising product: A little blue bracelet designed to prevent domestic violence.

MediaPost's Marketing Daily

- [**CMO Council: Inadequate Data Access, Metrics Are Impediments**](#)

WHILE COMPANIES ARE ALLOCATING MORE of their marketing budgets to personalized communication efforts/campaigns, full leveraging of this capability is being impeded by insufficient infrastructure, access to customer data and assessment metrics.

MediaPost's Marketing Daily

- **[Verklin Keeps Media Panelists on Their Toes](#)**

On a panel titled "Are Traditional Media Really Adjusting to the New Digital World?" held before a large audience attending the American Association of Advertising Agencies' annual Media Conference and Trade Show, several representatives from a broad swath of media types admitted that the massive changes affecting print, TV and radio have taken their toll.

Advertising Age

- **[Guarding Against the Rogue DBA](#)**

The benefits of database automation span across all function of the database. Whether used to ensure compliance, efficiency or consistency, the final output is always the same -- a reliable, automated source of truth at the database level. Without it, businesses are betting their futures on the competence and integrity of every DBA they employ, which is at best overly optimistic and at worst negligent.

www.ecommercetimes.com

- **[Seven Steps to a Successful Marketing Blog](#)**

How do you start from scratch yet create a top-ranked marketing blog in less than a year?

MarketingProfs

-
- **[A D.I.Y. Approach to Making a Web Commercial](#)**

THE masses have flooded the Web with schlocky home movies. Big companies have added streams of more polished videos.

The New York Times

- **[One to Grow On](#)**

Although experts say the scorecard is far from perfect, all agree that the long-term results of this corporate commitment could be beneficial to the environment. Aveda and Wal-Mart. A few years ago, it would have seemed that these two companies had little in common.

AdWeek

- **[Ring Up E-Commerce Gains With a True Multichannel Strategy](#)**

Even the most forward-thinking CMOs don't know what they don't know when it comes to e-commerce integration, as they struggle to overcome a forced divide between virtual and real-world retail.

Advertising Age

- **[Eight Search Sites To Watch](#)**

When the research analysts at Hitwise, Nielsen, and Compete release their monthly search engine rankings, you can sometimes feel their pain in covering the same story over and over again.

MediaPost's Search Insider

- **[Online Behavior Tracking: No Such Thing as Enough](#)**

Being tracked online is not, in itself, a bad thing, because it actually reduces the number of ads you are bombarded with online. "A lot of people in different empirical studies have emphatically said they prefer relevant advertising," said Greg Sterling, founding principal of Sterling Market Intelligence.

www.ecommercetimes.com

- **[Using audio to gain and retain customers.](#)**

In an article on SiteProNews recently, they discussed 8 reasons why you need audio on your website.

Retail Blog Marketing

- **[GoDaddy Silences Police-Watchdog Site RateMyCop.com -- Update](#)**

A new web service that lets users rate and comment on the uniformed police officers in their community is scrambling to restore service Tuesday, after hosting company GoDaddy unceremoniously pulled-the-plug on the site in the wake of outrage from criticism-leery cops.

Wired Blog Network

INDUSTRY

- **[Yahoo Moves To Reposition Itself As Dominant Player With OnePlace](#)**

In yet another attempt to emerge unscathed from Microsoft's unwanted advances, Yahoo, Inc., has unveiled a new bookmarking tool today.

Adotas

- **[Spot Runner Buys Weblistic to Boost Presence in Online Ad World](#)**

Online ad company Spot Runner announced today the acquisition of Weblistic, an online marketing solutions agency that serves local businesses. The deal was an all stock transaction – financial details were not disclosed.

Adotas

- **[Nine Inch Nails Creeps Out Music Labels With Free 'Ghosts'](#)**

Music labels may benefit from the experiments of various musical acts, said Yankee Group analyst Mike

Goodman. "If an act finds something that works, that consumers respond to, labels can learn from that. All this experimentation is very healthy. Labels have a role to play, but it's not the one they've played in the past."

www.ecommercetimes.com

- **[Online Pioneer Marks Silver Anniversary of E-Commerce](#)**

"Clearly, e-commerce has gone from kind of a glimmer in someone's eye to arguably one of the most important and powerful developments, I'd say, in modern-day commerce," remarked Standard & Poor's analyst Scott Kessler. "It has become not just popular or pervasive, but also critical for both companies and consumers as they look for goods online and, in many cases, are often selling goods online."

www.ecommercetimes.com

- **[Facebook hires Sandberg away from Google](#)**

SAN FRANCISCO: Mark Zuckerberg, the 23-year-old chief executive of Facebook, has found help running the social networking company by hiring Sheryl Sandberg, a well-regarded top executive at Google.

International Herald Tribune

- **[Delta offers cheapest-ticket guarantee on its site](#)**

In an apparent bid to pull traffic to its own Web site, Delta Air Lines announced a guarantee that its lowest fares will be on its own Web site.

www.ajc.com

- **[Amazon to enter US wine market](#)**

Amazon, the world's largest online retailer, is to start selling wine in the US, entering a business fraught with regulatory complexities and littered with the wreckage of previous failures.

www.ft.com

- **[Blockbuster, IFC pact on titles](#)**

Blockbuster and IFC Films have set a two-year deal that will see the vidtailer serve as the exclusive renter of IFC titles.

Variety

- **[New president wants Bluefly in the black](#)**

As a Bluefly Inc. board member, Barry Erdos has watched the Internet fashion retailer hemorrhage money for three years. Now he is ready to stop the bleeding.

www.craigslist.com

- **[Marketers Tread Slowly into Emerging Media](#)**

Nearly one in two marketers has not yet allocated dollars to emerging media, such as social networks, blogs, or word-of-mouth initiatives, a study reveals.

ClickZ

- **[UPDATE: FedEx Kinko's CEO Resigns; COO Philips Acting CEO](#)**

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CNN Money.com

- **[Creating Virtually Unique Fashions Online](#)**

"Buying made-to-measure clothing online is quite popular worldwide today. In the near future, we will also be able to give women the option of tailoring items to ensure a perfect fit according to their specific body measurements, rather than just ordering according to one uniform size," said Iris Ben-David, CEO and founder of StyleShake.

www.ecommercetimes.com

- **[Blue Nile CFO resigns, shares drop further](#)**

Blue Nile, the Seattle-based online jewelry seller, again is looking for a chief financial officer after Monday's announced resignation of Robin Easton.

seattlepi.com

- **[Yahoo loses a possible partner](#)**

One of Yahoo's potential white knights in its struggle to avoid being taken over by Microsoft just put his charger back in the stable.

www.siliconvalley.com

- **[Infomercial stars charged with fraud](#)**

Two self-proclaimed experts at trading stocks who used infomercials and hotel seminars to tout their abilities have been indicted on federal fraud charges.

BusinessWeek

GOVERNMENT AFFAIRS

- **[Senate Approves Consumer Safety Overhaul That Bush Opposes](#)**

The U.S. Senate, responding to a spate of recalls of Chinese-made goods, voted to require more

product testing and raise fines tenfold on the makers of unsafe goods as part of an overhaul of consumer safety laws.

www.bloomberg.com

Member Press Releases

- [Renowned International Weight Loss Guru JORGE HANÉ becomes Spokesperson and Distributor](#) (PDF)

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Submissions

Are you an ERA member? As a membership benefit, you can submit press releases, company/personnel announcements and calendar items to be published in the E-News Weekly. Please contact Peter Howson, phowson@retailing.org.

Advertising Opportunities

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