



# On-line Marketing:

Why online Marketers need elertz  
widgets?

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## Overview

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### What are desktop widgets?

2007 was the year for Web 2.0. The next big thing for 2008 will be desktop widgets. Desktop widgets allow your users to be one click away from your website from the users desktop and effectively have your website available directly from the users desktop. Adobe, Microsoft and Google are all fighting for their technology to dominate this new market place. Elertz have gone for Adobe AIR technology which was only just released in March 2008 but already ahead of it's two main rivals. Adobe believes that by the end of 2008 over 80% of all internet users will have Adobe AIR desktop widgets installed on their desktop. It is not difficult to see why they are so bullish. E-bay is launching their desktop widget (see <http://labs.adobe.com/showcase/air/ebay.html>) with the BBC, and Facebook also developing widgets.

## The Elertz Widget

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### What is so special about the Elertz widget?

Elertz technology gives you your own branded Adobe AIR widget that works out of the box. You don't need to program anything. It allows you to communicate with your users directly without using email and so avoid the SPAM filters, get pretty much 100% delivery and open rates and it is very easy to integrate into your website and your website applications. You can communicate on an individual or a group basis and allow the user to completely manage the communication channel so your users are always in control. The subscription process to request information is completely HTML based as is the notification process. Typically integration on to your website takes less than a day. With elertz the only thing you can send to your users are URL's so you get a much better ROI than email

## What do widgets look like?

It's up to you. Elertz uses an email like visual paradigm. You brand your widget; it takes about ten minutes to set one up.



## How do they work

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### How do elertz widgets work?

You define as many subscriptions as you need. These can be simple newsletters, notifications when an item is in stock or information when a property becomes available in a certain area at below a preferred price. Using the elertz administration system you can then generate HTML/java script links to be included on one or more of your web pages. When a user clicks on a link or a button it will install the widget if necessary and then the subscription request will be added to your widget. The user can have as many subscriptions as they want. Notifications are made by you posting data to our servers. This can be integrated into your content management system or you can even use email.

### What sort of sites can benefit from using elertz widgets?

Any site that uses email and any site that uses RSS can benefit. Elertz can be integrated into community sites, blogs, wiki's and online forums. It can be used in ecommerce

sites and want keep their users informed of order process events such as payment and dispatch events or new items in stock events. There is a much higher ROI using elertz than broadcast email as the cost is the same as using an email service provider but the delivery rates are much higher. You don't need to get rid of email just use elertz as a higher performing supplement to your email systems. And it is a supplement that will become more popular as widgets become more prevalent. A music site wanting to inform users of new downloads being available or tickets going on sale. The list is endless.

## Will a user need lots of elertz widgets?

No they just need one. The first elertz widget on the desktop gets the branding, any other sites that have elertz enabled these subscriptions will just be added to the widget that is already on the desktop. There will only ever be one elertz widget on users desktop but there may be many subscriptions from lots of different websites.

## How much does it cost?

The commercial model for elertz is the same as for your email service provider. You pay a small annual license fee and then fixed amount per month depending on your volume of messages. This starts at \$75 per month. Elertz performs much better than email on conversion rates as the delivery rates, the open rates and the returns to your website are orders of magnitude better than email. There are no SPAM filters to negotiate, no outlook junk mail to worry about and the user does not have to 'download images' before being navigated to your target web page so it makes money for you.

## How will I convince my customers to use it?

End users love elertz. Why? It's because they are in control of the communication channel. It is anonymous for the end user. There is no email address involved. If the user removes a subscription, the publisher has no way of contacting them again. This makes it SPAM proof from the user's point of view; they are in control of the communication channel. In addition, messages are guaranteed to get delivered in 30 seconds. They know they will get to buy those important tickets as soon they go on sale. They know they can buy the latest gadget as soon as it is available. It is also safe. Elertz does not access the users file system, it is little more than a

web page that is always on your desktop, and it cannot deliver spyware, adware or malware. That is the whole point of desktop widgets.

## Summary

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Elertz is a messaging system which was designed from the ground up to address some of the problems associated with existing messaging systems. Used in conjunction with e-mail, marketers will find the elertz system an invaluable tool. Elertz is still very easy to deploy as it uses standard internet protocols and nothing of a proprietary nature.

