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A Strategic Marketing Plan for WellTech International

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A Strategic Marketing Plan for WellTech International

by Renee Denlow



Thesis
December 1, 1997
Advisor: Betty LeMasters

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A Strategic Marketing Plan for WellTech International

Chapter 1

Problem area of Investigation: Establish a leadership role in the health promotion industry through technology. WellTech International has been developed to guide the health promotion and fitness industry to a higher standard of communication through electronic technology. Future profits obtained from this company will be directly related to the strategic marketing plan.

Introduction

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Introduction

It's here, and whether you know it or not, you are getting swept away by a strong underlying current of the "digital revolution." For many, life has become an inoperative treadmill on the loose, for the pace gets quicker and more challenging. How often do you find yourself or the people surrounding you saying, "Fax me the draft, so I can review it prior to tomorrow's meeting.," "Leave me a message on my car phone," and/or "e-mail me the latest statistics before noon?" Electronic mail (E-mail) is just one of many of the technologies that is changing the landscape on how we communicate and conduct business. A new frontier of electronic communication commonly known as the Internet is allowing endless possibilities of communication to take place and information to be shared.

Sharing resources has been at the heart of the Internet, which is commonly referred to as a "virtual community." For many years, scientists have used the Internet to share data, collaborate on research, and exchange messages. Now, the attraction of the Internet has gone way beyond the science community because of the many established Internet Service Providers (i.e., AOL) and its graphical interface appeal. The end result is that many computer users have joined an on-line service to access information, communicate via e-mail, and/or surf and develop web sites.

Participants from the business world are relatively new to the on-line world. Business decision makers have been slow to understand and make use of the unique community-building capabilities of this communication medium. The majority of the businesses on the Internet today advertise their wares on the World Wide Web in the hope that somebody will buy something. The Internet can be used in a much more sophisticated manner than this, because the potential of this medium is endless.

I. What Is the Internet?

The Internet is not a network in and of itself. It is a network of dissimilar networks. The Internet represents networks that are linked together so that all kinds of computers can work together and exchange data, even if they are dissimilar from an electronic standpoint. This capability would be defined as interoperability.

Interoperability can be defined as the ability to operate a computer that may be thousands of miles away, and the operable computer may be made by a completely different manufacturer than the computer you are using (Pfaffenberger 24). For instance, when retrieving data from one computer and transferring it to another computer via disk, you will not have to physically get the disk to the location where the information is stored, and better yet, you no longer have to worry if the computer will be able to read the data from the other computer. Communication engineers overcame that problem when they created the Internet's protocols. These protocols are communication standards for exchanging data, which allows different networks to work together. If data is prepared according to the Internet protocols, it can be sent out over networks of worldwide scope. This means that the computer on the receiving end, whatever make or model, can receive it, display it, and print it (25). But the Internet protocols let you do something even more amazing. The end-user can actually control a distant computer and retrieve specific data desired, e.g., you can tell a computer 5,000 miles away to review the most current medical reviews on pharmaceuticals for the treatment of juvenile diabetes. This technological capability and sophistication will create endless opportunities for all business industries.

To encourage data accessibility on distant computers, Internet software tools called clients have been developed. These tools are programs that enable ordinary people to access distant computers and obtain files and other resources. The client is a program that runs on your computer, and also knows how to contact other programs on other available computers. Because of the sophistication of the client, the end-user can access resources such as text files, programs, and/or information on a data base. The programs on the other computers are called servers, so it is commonly referred to as a client-server (model) relationship.

The client-server model has many advantages for computer networks. The most beneficial advantage is that the client runs on your program, which means accessing information takes place on a different computer. The client always works on your behalf, so if you instruct it to find you information on a particular topic, the client will go hunting for the information by contacting different servers. Once the client finds the information, it is retrieved for you (26). Because the processing takes place elsewhere (site of the server), it reduces the drain on the network resources which does most of the processing.

Not only do end-users have a vast amount of information at their fingertips, but

now graphics have been added to enhance the client's display. Ten years ago, almost everyone was using clients that ran on clunky old UNIX minicomputers with ASCII text displays (27). With the development of new and more sophisticated UNIX workstations, beautiful color graphics became mainstream. It did not take long for the computer engineers to take full advantage of everything the computer now can offer: detailed color graphics, sound, video, and font selection. Thus, the graphical user interface (GUI) was born, which is a method of relating to the computer using a mouse, pull-down menu, windows, and graphical images called icons (27).

GUI became the ideal clients for the Internet because it allowed dissimilar computers to communicate. GUI were designed to conform to established Internet standards (protocols) and the client can choose how he/she displays the data. The GUI is the rich resource that allows client programs to scour a worldwide network in search of information. The downside of GUI clients is that all the fonts, graphics, and colors in the world do not mean much if you still have not created a user-friendly environment in which to use the Internet.

II. The Role of Hypermedia

Hypermedia was the necessary step to upgrade hypertext so it could be interactive graphically. Hypermedia is a multimedia version of hypertext, a non-linear method of viewing textual information. Multimedia refers to the use of more than one communication medium to convey a message. Multimedia refers to the use of graphics, sound, and video to supplement a text meaning. Hypermedia systems typically incorporate the following multimedia resources; still graphics, full-motion video, animations and sound.

Almost all Web documents include still graphics, which most Web browsers can display without the aid of an assisting program. Most of the documents seen incorporate in-line graphics, in which the pictures are small and the browser can display them rapidly (36).

After still graphics, full-motion video sequences are the most commonly-used form of multimedia on the Web. Graphic animation is used much more extensively than full-motion video e.g., ad banners, attention getters, and shockwave). Full-motion video is filmed or videotaped sequences that produces the illusion of smooth motions.

Sound is becoming more and more common at Web-site locations. Those Web

documents contain links that, when clicked, will download data containing a recorded sound.

An expensive multimedia resource is animation which is a sequence of still graphic images, produced by an artist, that produces an illusion of motion. Small GIF animation for the items listed above are inexpensive and widely used. Very few Web documents exploit animation for it is expensive and tedious to produce (36). Ideally, multimedia enhances the Web document in ways that text just can not.

Hypermedia's non-linear method of reviewing documents means that one can read the text in any order he/she wants. This type of display interface creates ease and efficiency for the user. Using a mouse to click on an icon, bold-faced text, underlined text, and/or pop-up windows can jump (link) you from place to place. When you click the mouse button on a link a new page appears, containing information about the topic you just clicked. You can then go back to the place where you started, or you can continue exploring other links. Hypermedia's advantage was also its disadvantage, for creating really rich hypermedia documents is a huge job. An enormous amount of files, graphics, links, sound and video clips are needed, which is too much for one computer to maintain. Various ill-fated attempts to create rich hypermedia systems housed in a single computer have fizzled out due to the high cost and amount of work involved (27). It is the dawning of the World Wide Web that brings together the Internet and the technology of hypermedia.

III. The World Wide Web

It is important that the World Wide Web (WWW) is not mistakenly confused with the Internet. The WWW provides a means to access the Internet. The WWW is a geographically distributed pool of information designed to allow anyone access to the information available on the Internet (1).

Accessing the Internet via the WWW is as easy as pointing the mouse at an underlined phrase and clicking the mouse button. The underlined phrases, called hyperlinks, contain information that tells your browser exactly how to go to the computer that contains the information you had requested. Again you may be hooking up to a computer in the next building, a different city, or a far-away country.

The WWW brings together two formerly separate ideas--using hypermedia documents for consequential access to multimedia information, and using GUI-based

client programs capable of scouring a worldwide network in search of information. Because the Web can link dissimilar computers worldwide into a hypermedia network, it permits any Internet user to originate hypertext-based information and make it available to the world Web community (33). The significance of the WWW can be summarized best through the words of the President of the Massachusetts Institute of Technology, Charles M. Vest:

“The World Wide Web creates world-circling information bridges connecting Europe, America, and the rest of the world. It will mean that whatever brand of computer you use, wherever you live, you can have easy access to information services from all over the world” (33).

One of the most astonishing things about the WWW is its ability to deliver hypermedia across a bewildering variety of computer networks and computer hardware platforms. Whether you are using Microsoft Windows, Macintosh, or a UNIX system, and if the computer you are using is connected via the telephone system or hard-wired to a computer network, the Web lets you view multimedia resources along with text.

Multimedia resources are stored in files, which must be downloaded to be viewed, played or heard. Graphics, videos, animations, and sounds that you are likely to encounter while surfing the Web take up large amounts of the file space, which slows transferring of data. The lengthy time required to download certain multimedia files can be irritating for those who are impatient, but then the WWW would not be as engrossing without these attractive multimedia resources.

The WWW portion of the Internet has experienced explosive growth. The WWW, known for its graphical interface capabilities, has been the main attraction for all newcomers to the Internet. Because Web sites (also, commonly referred to as a home page -- a sponsor's opening page on the WWW, which usually is linked to more sponsor pages or sponsor sites) offer information ranging from simple press releases to on-line databases, product and service-oriented business have found the Web to be a successful medium for distributing product information, attracting new prospects or supporting existing customers (Prevention Report-Winter 2).

A. What it takes to have Web-site presence?: Many factors come into play

when it comes to constructing and maintaining a web-site, but the most critical factor is selecting your Internet Service Provider (ISP). Few companies may choose to purchase a Web server, but most smaller companies as well as many large companies choose to rent space from an ISP. These providers are already connected to the Internet, and have Web servers already up and running. To start a web-site, the company or individual needs to register a domain name (Internet address of the company, i.e., <http://www.welltech.com>) and transfer their Web pages to the ISP's computer. In many cases, maintaining a Web-site in this manner can cost as little as \$20 per month (Lee 19a).

When selecting an ISP, cost should not be the only variable to consider. All providers can rent you space, but not all of them will have the same features regarding provider networking, site features and service. The chosen ISP will have a huge impact on what kind of site you are able to develop and how accessible it will be to others.

The first area to investigate prior to selecting an ISP is how the Internet service provider connects to the rest of the Internet. Most Internet traffic is carried on large national networks that traverse the country. Individual ISP's connect to this backbone via data pipelines of varying sizes. If the provider uses too small a pipe, visitors to your site may face long waiting periods to gain access (19a). To avoid this problem, you merely need to increase the size of the data pipes used by the ISP. Some of the smaller ISP's may use a single T1 line, a data line capable of handling up to 1544,000 bits of information per second (19a). While this may sound like a lot, dozens of simultaneous visitors can easily overwhelm this link. Most business sites would be better off looking for a provider that uses a number of T1 lines, or even larger T3 lines (19a). Another area to investigate prior to selecting an ISP is the concern of redundancy. Ideally, the provider you choose will have more than one connection to the Internet backbone, so visitors can reach your site even if one of the data links is down. And as your last step in selecting an ISP, check the number of connections, or hops between your web-site and the Internet backbone. Many providers connect to the backbone through another provider (19a). Using an Internet provider that is more than two steps removed from the Internet can slow the speed at which your site can be accessed.

B. Utilizing the World Wide Web for Business: Large and small companies are

setting up shop on the Internet. The Internet has become another vehicle for a company or companies to market their wares. Most companies embrace the new technology with the attitude, "let's be perceived as a cutting-edge company as well as let's do it before our competitors do it." The Internet should be considered to be more than "one up on the competitor." Once one becomes oriented to the Internet and discovers the potential it holds, most marketing decision-makers and other significant personnel (i.e., president, financial officer, information specialist, etc.) find it a treasure for today's business environment and a gold mine for the many tomorrows to come. Many company decision-makers believe the Internet will radically alter the environment in which organizations operate in just a few short years (Armstrong and Hagel 135). Marketing and communication specialists who represent large and small companies find it important to develop vision that will best integrate and harness the power of the Internet as a vast resource and communication tool.

C. On-line Communication and its Benefits: Some of the most practical outcomes of using the Internet relate to increased access of information. The data available on the Internet can allow one to gain access to purchasing decision makers, gain up to the minute financial quotes, instantly access vital business statistics and monitor important emerging industry activity, access public and private databases, subscribe to an electronic clipping service that monitors business journals and key newspapers, and keep you on top of the latest federal, state and local regulations that impact business operations.

If a business values communication, the Internet will allow one to instantly communicate with the organization's customers and clients, host essential business meetings with participants around the globe, which can be accomplished within a moments notice, and discuss industry issues and challenges with experts and senior-level colleagues around the world.

For the businesses that want to reach beyond their current geographical area, the Internet will broaden the reach, for it will allow a company to reach potential clients through on-line newsletters, reports and low-cost interactive on-line publicity programs. The Internet will allow you to conduct market research and informational surveys quickly and cheaply, as well as allow potential customers to personally access information about a company without tying up valuable personnel resources.

Financially the Internet can provide a company savings for it will reduce a

company's long distance telephone charges, assist in reducing postage costs, and improve customer responsiveness by using e-mail. It may also allow a company to expand the effectiveness of a limited budget, because the Internet provides shareware, freeware, commercial software and graphics at no cost.

D. Electronic communities: Commercial enterprises, which are relative newcomers to the on-line world have been slow to understand and make use of the unique capabilities of the medium of the Internet. Many companies (i.e., flower distributors, booksellers, liquor companies, durable-goods manufacturers, etc.) have sites on the WWW where visitors can obtain information about their company and its products. Potential clients can inquire about products and services via e-mail and/or response cards formatted on the actual web-site location. The web-site has become a common arena for client interaction but often remains limited, so electronic communities have evolved to encourage businesses to build new and deeper relationships with customers. Many industry forecasters believe that commercial success in the on-line arena will belong to those businesses that organize electronic communities to meet multiple social and commercial needs (Armstrong 135). By creating strong on-line communities, a business will be able to build customer loyalty to a degree that today's marketers can only dream of, and in turn generate strong economic returns. For instance, Virtual Vineyards, a Web-based service that sells wines, is a community of transaction. The Virtual Vineyards site offers visitors information on wines and lists special deals on attractively priced offerings. Visitors can purchase the wines directly from Virtual Vineyards, using an on-line form, or they can call the on-line services. Contact can also be made via e-mail (wine connoisseurs can post questions to the expert Cork Dork), but Virtual Vineyards has not created an environment for easy access to trading information instantly. Adding that capability may add value to the visitors to this web-site, which would make it a true community (135).

A web-site community that encourages a higher degree of interpersonal communication is the GardenWeb. Visitors to this site can share ideas with other gardeners through GardenWeb forums, post requests for seeds and other items on the Garden Exchange, and post queries on electronic bulletin boards. GardenWeb also provides direct electronic links to other Internet gardening resources, including directories of sites relating to gardening. Participants communicate and carry out

transactions with one another, but their transactions are limited to gardening (135).

An electronic community that is frequented and used readily is the Cancer Forum on CompuServe. It provides support for cancer patients and their families. Participants talk about how they feel about the disease and exchange information on medical research, pain medication, test results, and protocols. The forum's library features literature on cancer which participants can download. However the primary value of this sort of community is that it gives people the chance to come together and share personal experiences (135).

It is these communities that make the Internet a little more interactive and attractive to Internet users and newcomers. The communities create information interaction which indirectly encourages future visits and transactions. Web-sites that only promote a transaction-environment are at a disadvantage for obtaining new consumer traffic.

Companies that create web-sites with value-added features will become the most popular electronic communities. Most companies investing in an Internet presence today are doing so cautiously because they are uncertain about the payoff. Pundits point out that the only businesses currently making money on the Internet are those selling products and services to enable companies to develop their own sites. This means that even in the best of circumstances, electronic communities may take a decade to grow to sufficient scale to be significant contributors to the overall profitability of a large, or even a small company (138). In the short run however, businesses that create communities that satisfy both relational and transactional needs will reap the benefits of greater customer loyalty, and may gain important insights into the nature and needs of their customer base.

The financial value in electronic communities can be realized in numerous ways. One particular arrangement is to charge usage fees; this is how on-line services such as American Online and Internet access providers such as Netcom make most of their revenues. Typically customers pay a fixed price to access the service for a certain number of hours per month, and when customers use the service for additional hours they are charged additional fees. These types of time-based programs make sense in the short-run, especially if other income sources are not available. But in the long-run the web-site community will not reap the same financial rewards as those who set themselves to itemize most services. For instance, for electronic communities to be successful they need to maximize the number of

members and encourage them to spend increasingly more time on-line and chatting. Interaction is what attracts more on-line consumers. For this reason the author believes that most electronic communities will eventually turn away from usage fees.

Another financial arrangement is to charge users content fees for downloading an article or a picture from the service's library or for obtaining access to material. Encyclopaedia Britannica offers on-line access to its content and varies its fees depending on how much information the user wants. Bill Gates of Microsoft has been assembling the electronic rights to a vast library of photographic and artistic images over the last several years, and one way for him to derive value from those assets is through content fees (138).

Lastly, using the electronic community as an arena for advertising is proving to be successful. Advertising is already a significant source of revenue for many popular Internet sites. In 1995 on-line revenue from placement of advertising amounted to roughly \$50 million to \$60 million, according to best estimates (138). Yet this amount still pales in comparison with the \$140 billion spent annually in the United States on advertising overall to reach consumers in the homes.

For the web-site organizers and owners that encourage business-to-business transactions, Jupiter Communication (a research company) has suggested that the value of all shopping transactions that took place over the Internet or through on-line services in 1994 amounted to roughly \$500 million (138).

Setting up shop on the Internet via the WWW (hosting a web-site that creates an electronic community environment) will become another means of advertising one's products and/or services. The web-sites that are interactive will be the ones that Internet users will frequent; financial transactions can only occur if customers are coming by the virtual store.

IV. Internet: Financial Success?

On-line businesses and the businesses that have established themselves on-line have asked this question many times: "How large is the economic potential of the web-site community and how intense is the competition likely to be?" The elements that make a well-designed web-site or electronic community economically attractive include the potential for a large number of participants, the likelihood of frequent use and intense interaction among participants, and the attractiveness the participants hold for advertisers. Additionally, they might explore whether the web-sites they have

developed will draw in provocative gurus or personalities who could attract a broader range of participants and spur discussions on bulletin boards or chat lines (139). All of these elements, if strategically pursued, could provide strong revenue sources. Bankers, entrepreneurs, investors, and corporate executives are asking, "Can you make money on the Net?" Yes, says analyst, Betty Lyter of Montgomery Securities. "Companies that are offering a unique business proposition on the Web can and will be successful" (Rebello 105). Just ask Jason Olim of CDnow Inc. (cdnow.com). A company that only exists in cyberspace and is often referred to as a success is CDnow. CDnow, a generation X launched start-up business that sells music CD's, cassettes, and a few additional products is grabbing market share in the brave new world of Internet commerce. CDnow was conceived from day one as a low overhead, virtual business, and it is making money. This nontraditional retail music store, without walls, aisles, or fixtures has become a rapidly growing basement operation. According to a report from International Data Corp, CDnow will grow to \$150 billion to \$200 billion by the year 2000 (*Inc.* 63). Piloting CDnow into the turbulent, uncharted future are founders Jason and Matthew Olim. In 1995, the company's first full year of operation, sales reached \$2 million, more than doubling their projections. In February of 1996 CDnow was attracting well over 300,000 shoppers a month and ringing up 300 orders a day. The average order: \$40 (63).

During CDnow's first year of business, Web users jumped eightfold, from one million to 8 million according to International Data. This low overhead Internet presence-oriented business, CDnow provides an attractive web site that is very interactive and appealing to music connoisseurs. CDnow has created a specific niche in the Internet commerce environment (68).

Besides product sales, CDnow is making some revenue inroads via advertising. Jason Olim estimates that their ad and promotional revenues should reach \$1 million in 1996 and \$3 million in 1997 (68).

Peter Ellis of Auto-By-Tel has carved out a profitable niche for himself via the Internet by selling sales leads to auto dealers across the country. For a monthly subscription fee of \$250 to \$1,500, dealers get the names of Web surfers who have checked in at autobytel.com and decided to buy at the listed "no-haggle" price. Some 1,400 dealers use the system and at the current growth rate, Ellis says he will turn a profit on \$6.5 million in revenues this year. "This thing is on fire," Ellis says. (Rebello 105).

Entrepreneur Jerry Kaplan of ONSALE, a company specializing in on-line computer auctions believes he will strike it big. He is tapping the growing audience of computer-savvy consumers, bidding in the twice-weekly sale. In August of 1996 each auction was bringing in \$445,000, putting the company on an annual run rate of \$45 million. ONSALE (onsale.com) has 10 percent to 20 percent gross profit margins, says Kaplan (105).

CDnow, Auto-By-Tel and ONSALE are not the only businesses making a profit on the Internet, for there are many more representing all industries. In a June survey of 1,100 Web-based businesses conducted by market researcher ActivMedia, 31percent claimed to be profitable, with 28 percent more saying that they will be in the next 12 to 24 months. Those surveyed accounted for \$130 million in Web revenues in June alone. "This reflects the average company on the Net rather than the large companies you read about," says ActivMedia senior research analyst Harry Wolhandler (105).

The ranks of profitable companies could soon swell dramatically as Web pioneers gain more experience. It has only been about two years since entrepreneurs, bankers, and investors could take advantage of the Internet frontier, and the vast majority of the estimated 250,000 commercial Web sites now operating have less than a year's experience. "Step back" says Lyter of Montgomery Securities, "most companies don't reach profitability in the first six months or even the first year" (106).

The profile of the success business on the Internet can be characterized in this manner. Most websites are operating on tiny budgets, which forces the business developer to focus on how to reach and serve its customers, rather than pumping money into fancy graphics that look good in management meetings but wind up slowing down Web sites and turning off consumers. Even more importantly, the successful Web players are not simply replicating existing businesses in the new on-line medium, but are taking full advantage of the unique, interactive nature of the Net. For example, the hottest stores on the Web do not just provide convenience and low prices, although those are essential ingredients; they are creating virtual "communities." At these sites, like-minded cybernauts congregate, swap information, buy something and come back week after week. A flair for such community building helped make bookseller Amazon.com Inc. a standout on the Web. The founder of Amazon.com Inc., Jeff Bezos, says "This is the secret weapon of an electronic merchant" (106). Another characteristic overlooked is that successful trailblazers

share the ability to adapt and/or scrap what is not working and improvise a new business plan on the fly. It is increasingly common, in fact, for Web businesses to wind up with hybrid strategies. On-line stores end up taking ads, publishers go into retail stores and are looking for ways to get subscription revenue. InfoSeek, which is now the number one advertising venue on the Web, for example, set out to sell hard-to-find information across the net (106).

Another example of hybrid strategies is GolfWeb. This site was started in 1994 by Ed Pattermann, the former manager of Internet commerce at Sun Microsystems Inc. In developing GolfWeb, Pattermann went after advertising first because, he says, "it was the easiest model to get to" (106). It began posting everything anyone ever wanted to know about golf: 35,000 web pages, including reports on 19,000 courses at golfweb.com. Golfweb has attracted advertisers such as Bank of America, Lexus, AT&T, Buick, and Callaway Golf. They pay \$30 to \$40 per 1,000 "impressions," counted each time an ad is viewed. Pattermann is counting on ads to deliver about \$400,000 in revenue this year. To complement his advertising efforts he is pushing hard on retailing. Pattermann has created a virtual Pro Shop which opened in August of 1996. It has already contributed 20 percent of revenues and is projected to bring in \$100,000 a year. The services offered and subscription fees will generate 40 percent of the \$4 million he's anticipating in 1997 (107).

V. Industry Control and Regulation

Net merchants this year (1996) will hawk some \$518 million worth of goods, ranging from CD's to computers. Total cyber sales could swell to \$6.6 billion by 2000, calculates Forrester Research (105). Businesses that peddle subscription services on the Web will hit \$120 million this year, says Jupiter Communications. By 2000, the number is expected to be \$966 million. And as the Net becomes more and more of a common medium for marketing and this advertising, advertisers are projected to spend \$312 million this year on the Web and may grow to \$5 billion by 2000, Jupiter estimates (105).

The interaction on the Internet is growing rapidly and it is because of the easy access that many have to it and the technical ease of development that has brought the Internet to such a sophisticated position in the world of communication at such a rapid pace. The Internet was built on the foundation of sharing information among

government agencies and universities. The technology that the Internet brings does that plus provides a platform for more. Currently, the "free market" is displaying itself at its best, and very few regulations are in place to stifle the vast growth on the Internet. The technology that can be used on the Internet provides a unique channel of marketing, advertising, exchange of commerce, and distribution.

VI. Summary and Statement of Purpose:

Information is priceless, and when it comes to the Internet and its endless potential, I want to play a role in it! In the summer of 1995, my husband and I formed a company called, WellTech International, an Internet Presence and Resource Provider for the Health Promotion and Fitness Industry. The following represents a marketing plan for WellTech International.

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I. The History of WellTech International

WellTech International is an Internet Presence and Resource Provider for the health promotion industry. WellTech International was formed in June of 1995 by Harold Denlow, President, Geoff Allen, Chief Information Specialist, and Renee Becker, Director of Marketing.

The formation of WellTech International was initially based on providing Web page development for business professionals in the health promotion/fitness industry. Concurrently WellTech International developed its own website (www.Welltech.com) to provide health/fitness resources for the on-line health promotion professional.

Within the past two years a "shoot-from-the-hip" marketing approach has taken place. WellTech International stems from its parenting company, Corporate Fitness Midwest, Inc. The funds have come from the limited financial resources of Corporate Fitness Midwest. Because of limited funds WellTech International has evolved slowly, and has worn many hats in the past two years to cope with the challenges of the Internet market place. Because of limited capital, the amount of personnel dedicated to WellTech International has been restricted.

However, even with limited funds WellTech International has accomplished the following in the past two years: developed five full service websites for commercial businesses, develop a new service: Internet Data Acquisition; redesigned the WellTech International website to encourage more traffic and create more "fee-for-service" directories, provided three conference WebCasts and performed two Internet Training Workshops. The current accomplishments are due to the opportunities that presented themselves; a means to make a financial gain and/or provide an opportunity to market WellTech International and the services it provides (i.e., WebCasts).

Currently Geoff Allen, Chief Information Specialist designates 30 hours of his work week to the development of WellTech International's website and client service. He is complemented by two part-time web page resource assistants, Heidi Johnson and Tracy Bohne. The President, Harold Denlow designates 10 hours a week to create sales and prepare for industry conference exhibits. The Director of Marketing, Renee Becker spends two hours a week developing marketing tools and press releases. Concurrently, a business plan is being developed to create the needed capital to help WellTech International reach its full potential.

II. Technology is Moving at the Speed of Light

The Internet landscape is consistently changing. Most importantly, the long-distance phone companies are restructuring themselves to capitalize on the financial gains of the Internet. AT&T Wireless has done little to exploit the possibilities of cross-marketing its wireless and long distance service. Until a year ago, AT&T had been barred from doing so. Its roster of subscribers jumped by 30 percent to 6.25 million in the second quarter (Arnst 127). But for long-term growth, the company must roll out all-new services and capabilities. Strategy Chief, John C. Petrillo's goal is to make sure AT&T is in the vanguard of digital convergence, where computer, voice, and video traffic blend on high speed "broadband" networks (127). The company, AT&T Labs, is working on the renaissance network—a hightech digital system that can support all sorts of futuristic services such as getting your message to anyone, anywhere, using any form of communication (127).

The phone carriers, software and hardware companies, government and commercial agencies are setting the stage for those wanting to take advantage of what the Internet has to offer. The lifecycle of this communication vehicle has just begun. Unfortunately, the "free stuff" will not continue to be "free" for too much longer because we are entering the era of the micro-cash transaction. The consumer will be charged a few pennies to a few dollars for data they download. Currently a few online transaction companies are experimenting with "e-mail," "virtual accounts," and "Internet wallets," which are electric commerce technology that allows merchants on the Web to collect anything from small change to hundreds of dollars for items purchased by you and me (107). Using digital monies consumers can go online and conduct micro cash transactions for newspaper articles, business research reports, clip art, software subscriptions to online magazines, and more (107).

By the end of 1997 vendors, credit card companies, cyber-account managers, Microsoft, and Netscape will hopefully come to an agreement to support the Secure Electronic Transactions nonproprietary protocol. This should clear up many issues of security and privacy and make it easier to offer on-line goods (107).

The long-distance phone carriers will continue to act aggressively to get involved with the communication services related to the Internet, but often nimble software companies may interfere with the financial gains to be made. Netscape, which has developed Navigator, the most widely used browser continues to reinvent itself to meet the needs of the ever-changing landscape of the Internet. Netscape

holds the attention of many, especially stockholders. Netscape is consistently releasing software that is trailblazing in the computer/Internet industry.

Netscape is setting the tone with its latest Browser upgrades: MESSENGER, the e-mail program, COLLABRA, a workgroup collaboration and discussion tool, COMPOSER, an HTML editor for creating e-mail and Web pages, and CONFERENCE, with a Net Phone, whiteboard, text, chat utility, and more (Li-Ron, 124). Netscape looked at the components separately and combined, and examined the glue that holds them together, which leads them to a common interface and the ability to access each component from within the others (124).

For those servicing the Internet consumer directly, competition will continue to drive the market in producing better products and services, but many commercial businesses and non-profit agencies are sharing their wares free-of-charge. Software utilities and technical support, career advice and travel tips, business news and stock quotes all can be had at no cost, or at a minimal fee. Another new advantage has been the use of the Internet to make phone calls, hold meetings, and check your schedule planner (Tweney 107).

When it comes to free, Shareware.com (www.shareware.com) is a "virtual" library, for it serves as a catalog to dozens of huge file archives containing shareware programs, utilities, graphics, fonts, and more. Shareware.com provides sophisticated search tools, and lists estimated download times and descriptions of the files (108).

The number of websites that offer free computer-related products, service, and/or information is endless. Also, business-related product, service and information is also available in great quantity; (stock quotes, market data, newspaper and wire services, indexed government files, travel plans, career guidance, and others are available on the Internet.).

III. WellTech International's Target Market

The customer base is varied because WellTech International's website (www.welltech.com) is primarily set up to provide the health promotion practitioners reliable and resourceful information for their professional needs (i.e., health promotion-oriented research, service and product resources, periodical reviews provided by industry opinion leaders, program profiles, employment opportunities, etc.) WellTech International recognizes the importance of maintaining a website that is valued by the industry professional. The website needs to remain highly visible (via

search engines and traditional public relation vehicles) among practioners and opinion leaders to pull in our target audience when it comes to fee-for-service opportunities.

WellTech International's target audience is the small to mid-size business owner in the health promotion industry who wants web page development and strategic positioning within the market, pharmaceutical companies that want indexed information (data management acquisition) about their competitors and/or market opportunities, publishers in the health promotion industry who want to work in tandem with a resource technology-based company, trade associations that want to offer continuing education tracks via the Internet, health promotion companies looking for advertising opportunities on WellTech International's website, etc. The audience is varied, but in some ways very similar, for most of them are looking at obtaining resources through technology. From a cost-benefit ratio standpoint, WellTech International will concentrate on the market segment of small to mid-size companies wanting to positions themselves on the Internet (web page development). The service is widely recognized within all trade industries and is also perceived as tangible upon completion, which makes it initially easier to sell than our other services.

WellTech International predicts that small to mid-size businesses will find it necessary to be positioned on the Internet because by the year 2000, this type of communication medium will be the norm for most business owners and their potential customers.

IV. What does WellTech International have to offer the Health Promotion Industry?

WellTech International developed a website, www.welltech.com for the purpose of providing health promotion professionals with up-to-date information and resources. The website was also created to encourage communication among professionals in the health promotion industry.

The resources provided on WellTech International's website are broken down into the following directories: [Health/Fitness Resource Directory](#), [Net Connections](#), [Workplace Program Directory](#), and [Employment/Internship Directory](#). The information provided in each directory is "free" to the online user, specifically the health promotion professional and student population wanting to do online research, seek career opportunities, follow the industry trends, search worksite programs, and/or find

products and services. The following provides a brief description of each Directory:

A. Health/Fitness Resource Directory. This directory provides an in-depth listing (similar to the yellow pages) of most National recognized health promotion and fitness product and service companies. The company name, address, phone number, fax number, e-mail address is posted on our site free of charge (Appendix A). Upon request, WellTech International will also set a link to their company website free of charge. Currently, the directories are set up in alphabetical order referencing the company name.

B. Net Connections Directory. Net Connections is an indexed, on-line health promotion resource library. Informational websites sponsored by other commercial businesses, the Government, Universities and Associations are reviewed and organized by source and/or topic (i.e., stress management, ergonomics, prenatal care, back care, aerobic fitness, etc.). A source/topic matrix can be viewed online and with a click of the mouse, the source and/or topic will reveal an abundance of related resources (Appendix B). An internal search engine has also been developed to seek information within this directory. The intention of this directory is similar to those of Yahoo!, Excite!, and/or Infoseek (all Internet search engines) which is to index quality resources (i.e., websites) and create easy access.

C. Workplace Program Directory. Detailed descriptions of workplace wellness programs from around the country and abroad can be found in the Workplace Program Directory. This is an excellent source of information for the professional wishing to compare their programs with others or those wanting to use this information to start and implement an on-site health promotion program. The directory indexes each workplace wellness program by its company's name. The profile provided on each workplace program includes the following: program description, funding, program impact, contact name, and program highlights. New programs are regularly added at no cost. WellTech International offers a pop-up window feature that allows professionals to submit their program on-line (Appendix C).

D. Employment/Internship Directory. A very popular directory within WellTech

International's website is the Employment/Internship Directory. Employers within the health promotion industry use it to post job and internship openings, while job seekers post their resumes (Appendix D). The employer's postings are linked to a map or a company listing for ease of search, while job seekers are categorized by desired job setting and level of expertise. This directory has become a hot resource because it is the only employment listing website designated toward health promotion positions. Most websites that concentrate on employment resources (America's Job Bank, CareerMosaic, Online Career Center, Yahoo! Classified and others) do not provide a vast number of leads related to the health promotion industry.

Through the course of the last two years, WellTech International has obtained strong relationships with the three prominent associations in the health promotion industry; Association for Worksite Health Promotion, American Journal of Health Promotion and the National Wellness Association. Each association has endorsed WellTech International as the premier Internet Resource and Service Provider. WellTech International has been active in servicing each association by providing WebCasts and seminars at annual conferences, and writing articles for association journals and/or newsletters. These relationships have provided WellTech International the credibility many business owners and leaders seek prior to forging a service and/or product relationship.

V. Bread and Butter Services of WellTech International

WellTech International currently offers a variety of Internet services: Website Development, Internet Consulting, Data Acquisition and Information Management, Internet Workshops, and Internet Conference WebCasting.

Numerous high-tech companies offer the service of Website development. WellTech International has positioned itself within the health promotion industry as a company that can provide this service with customization that lends itself to the health promotion industry. WellTech International cherishes the fact that it understands the landscape (industry trends, the professional's needs, resources, associations, the key leaders within the industry, the avenues to market product and services plus more of the health promotion industry. WellTech International provides a variety of Website Development option packages. The most basic package starts at \$500 and the most

elaborate page development package option is priced at \$3000 to \$5000 (Appendix E).

WellTech International is currently providing Internet Consulting and is looking at ways to increase its client base regarding this service. Typically, this service has been part of the Website development service, but as WellTech gets more exposure through hosting Internet Training workshops and Conference WebCasts, more opportunities have arisen to assist a variety of clients (i.e., manage care businesses, pharmaceutical labs, health promotion businesses, University health promotion departments, and industry associations). The service market of Internet Consulting remains wide open, for clients typically approach us with their solution-driven needs and we react to those needs. WellTech International has not carved out a specific consulting forte for its clients or future clients to recognize.

The typical consulting projects WellTech International has performed are market positioning on the Web, Web page assessment, market research, product research, information acquisition, and reviewing hardware and software needs. Each consulting project allows WellTech International to discover what the client finds most helpful. Upon discovery, we tend to use the information to market to the next interested customer. This "learn as we go" approach has been very effective.

Data Acquisition and Information Management has also been a service that has surfaced on its own. Data Acquisition and Information Management is defined as developing and/or maintaining an information database related to the client's Website. WellTech International develops customized databases to either harness the collection of data needed, or easily organize and process the info displayed on the client's Website. Thus far, the clients who have requested this type of assistance represent the Managed Care and Pharmaceutical industries. WellTech International has not aggressively approached these markets, so we know there is great potential in these untapped markets.

In the Spring of 1997, WellTech International aggressively got involved in facilitating Internet workshops. Partnering with the Association of Worksite Health Promotion (AWHP), WellTech International serviced three of AWHP's regional chapter conferences with Internet workshops. An Internet workshop is an educational seminar that incorporates the personal computer to access the Internet. The following is covered in the workshop: applicable search engines, hot health promotion websites, and methods for doing subject research. The workshops were well attended, but typically the profile of the attendees was new professionals in the field of

health promotion and/or undergraduate students.

WellTech International provided high quality Internet workshops which further entrenched WellTech International is image with AWHP, as the leader in technology and health promotion. Future workshops will take place with AWHP and other associations upon request, but WellTech International will not concentrate on this service as strongly.

Internet WebCasting has taken WellTech International to new heights as a company. WellTech International sponsored its first WebCast at the 22nd National Wellness Conference in Stevens Point, Wisconsin in July, 1996. The WebCast is defined as an online audio and video news cast. WellTech International publishes the online WebCast on its website, www.welltech.com. The WebCast serves as a communication vehicle for the health promotion professionals who could not attend the conference. Information provided on the WebCast is as follows: Audio and Video interviews of the keynote speakers, seminar breakout session reviews, exhibit hall vendors and their presentations, conference highlights in action and conference attendees in action.

The WebCast is comprehensive and is displayed and categorized for easy on-line access. WellTech International has provided a conference WebCast to the following associations; National Wellness Association, American Journal of Health Promotion, and Association for Worksite Health Promotion. WellTech International is currently proposing this servicing concept to other associations and organizations (Appendix F).

VI. Positioning & Pricing

WellTech International has been examining the Internet servicing pricing landscape. Initially, when WellTech International got off to its start, determining price on services was very difficult for there were not a lot of Internet service providers and web page development companies to set an example (i.e., fee for service, service packages, maintenance pricing agreements, etc.). WellTech International informally discussed pricing with technology leaders at Washington University and St. Louis University. WellTech International also reviewed other website service pricing menus. The pricing structure related to web page development is based on hours of labor, degree of service difficulty and the sophistication of technology needed to develop the website. WellTech International sets out to obtain a 30 percent to 40 percent net gain

on each website developed. Of course the expenses of the Internet Service Provider, the new technology purchased, and the labor is factored into the cost formula.

Internet consulting and data acquisition/information management has been set at \$50 an hour or based on a per-project proposed quote, which typically is based on a \$50 per hour rate (i.e., pharmaceutical research on blood pressure medication in the country of Germany). WellTech International would factor in labor for searching and acquiring data (i.e., estimated time, 2 hours, \$100 proposal quote) and would price out the project.

Internet workshops and Internet WebCasts are currently set up to service the association free of charge. For the WebCast, a barter system has been set up. The associations (i.e., Association for Worksite Health Promotion, American Journal of Health Promotion, and the National Wellness Association) provide exhibit space, pick up the conference registration, WebCast marketing, and high speed phone line free of charge to WellTech International. In return, WellTech International provides a comprehensive conference WebCast. WellTech International can also solicit sponsors for advertising on the WebCast Website, www.welltech.com/NWC97. Conference ad banners are \$495 for three weeks online. Ad banner coverage is one week prior to the conference, the week of the conference, and the week following the conference. Obtaining on-line conference advertisers offsets the ancillary conference expenses.

The WebCast has not created a monetary windfall but it has positioned WellTech International as the technology experts in the health-promotion industry. Strong client leads have been the outcome.

VII. Sales Figures and Profits for WellTech International's Service Lines

WellTech International has implemented and will continue to implement a cost-based pricing strategy. Emphasis is put on the fixed and variable costs of each service (i.e., web page development, Internet consulting, data acquisition, etc.), demand for WellTech International's services, and the current and future competition that WellTech International faces. With the majority of our service lines, fixed costs would be full-time and part-time salaries, equipment depreciation, and support materials. To this date, WellTech International has supported one full-time and two part-time positions through the assistance of funds coming from its parenting company, Corporate Fitness Midwest, Inc. Reviewing the expenditures of WellTech

International, it is easy to conclude that WellTech International is in the "red" by \$30,000 (an accumulation of two years of expenses outpacing income).

In 1997, WellTech International has generated \$12,000 plus in income, which has been its most profitable year (second year). WellTech International believes that stepping up its marketing (almost non-existent prior to 1997) will increase sales.

With the implementation of 1998's marketing plan, WellTech International is forecasting the following sales figures:

	<u>Subscriptions/clients</u>	1998 Forecast <u>Service Revenues</u>
• Resource Directory Listings (\$50-\$110)	80/30	7300
• Internship/Employment Listings (\$50)	100	5000
• Website Development (\$500-\$1500-\$3000)	24/36/18	120000
• Internet Consulting (\$200 min. package)	24	4800
• Data Acquisition and Management (\$300-\$12000)	20(\$600 ave.)	<u>12000</u>
	Total Sales	\$149,100

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I. Overview of WellTech International's Marketing Objectives

WellTech International recognizes the benefits of extensive promotion and a strategic marketing plan. WellTech International is committed to do this aggressively on a broad basis. The following are WellTech International's initial objectives.

A. Brand Name Recognition and Increased Service Sales. WellTech International has these objectives to increase brand name recognition and service sales:

- position WellTech International as the leading Internet technology company in the health promotion industry.
- increase company awareness and brand name recognition among industry leaders, associations, business owners and customers.
- generate qualified sales leads and acquire new professional alliances.
- create service advertising programs supporting the needs of WellTech International's services.
- coordinate sales literature, demonstration materials, telemarketing programs, direct response via e-mail and WebCasting to spark service interest and media awareness.

B. Media Awareness. WellTech International has, and will continue, to target the various media audiences. Press releases via print and electronic mail continue to provide awareness for WellTech International among industry leaders and media markets. WellTech International is also interested in establishing an image that is professional, completely reliable, and highly positioned in the health promotion market. WellTech International's media strategy includes the following:

- select trade publications with high specific market penetration.
- schedule adequate frequency of direct mail to impact market with corporate image and service messages.
- when possible, write articles for specific trade publications.
- utilize trade publication directories and free product/service advertisements.
- take advantage of special high-interest issues of major publications when

possible.

- to get the most out of our promotional budget, WellTech International's media coverage will be focused on a specific audience (i.e., web page development, with health promotion businesses).

II. WellTech International's Market Analysis

Currently, WellTech International's market analysis is based on intuition. Assessing the market by reading into trends, talking to industry leaders, asking current clients and potential clients what they want and assessing the "pulse" at the association conferences.

To establish a better understanding of our customers and measure market potential, WellTech International will complement its current "intuitive" approach with the following:

- design a more detailed data base to track our customer needs, wants and objectives.
- establish market analysis objectives and review them every three months.
- design a telemarketing interview protocol that will produce information that will help WellTech International personnel make decisions.
- Information collected should focus on a specific problem.

As WellTech International grows, the decision makers of WellTech International will need to assess the future needs of market analysis, and the benefits of using a marketing research servicing agent.

III. WellTech International's Operational Plan

WellTech International has not established a strategic marketing plan, and/or objectives that flow from the plan. Within WellTech International's two year history, a variety of direct mail pieces have been designed and mailed to WellTech International's potential customers (Appendix G). Each direct mail piece had a specific focus and a specific customer in mind (i.e., web page development for the business owner versus the health promotion practitioner), but no long and/or short-term objectives were exercised to encourage product recognition with a full marketing

mix.

WellTech International believes that a variety of marketing and public relation vehicles need to be used to create product recognition, build customer base, increase sales and build media awareness. Direct mail used in a concept approach provides sale leads.

A. Direct Mail. With the refinement of WellTech International's data base, WellTech International will use direct mail as one of its vehicles to market services. To this date, sending out postcards to targeted populations creates the best response. Initially, a cover letter and company service brochure went out to a targeted audience, but response was weak and it became very costly. The marketing operations plan details the amount of direct mail going out, the targeted audiences and the projected outcome.

An offshoot of the postcard is utilizing the industry advertising postcard packs (i.e., Fitness Management and Business & Health). Specific trade publications provide a combination product/service pack to all their subscribers. It is an excellent means to advertise your product and/or service. Typically, the costs range from \$500 to \$1200 per advertising pack, and the audience ranges from 5000 to 20,000 industry subscribers. See Appendix G for a more detailed operational marketing plan.

B. Press Releases. Currently, WellTech International is sending out press releases via the mail and/or fax prior to and after an Industry conference. Each press release focuses on the highlights of the conference, the online newscast (WebCast) and the WebCast sponsors. The targeted media audiences consist of publication, radio and T.V. networks in St. Louis, various national trade publications (e.g., Association of Worksite Health Promotion, Fitness Management, Personnel, Business & Health) and industry leaders (e.g., conference presenters and conference exhibitors).

For WellTech International to reach its objective related to company service recognition and media awareness, WellTech International needs to follow a strategic press release schedule and invite coverage on various issues: clients served, hot features on WellTech International's website, new services, new products and new resources. Appendix H is an example.

C. Advertisement. Currently, WellTech International does no advertising in

print, radio, T.V. and/or on the Internet. During WellTech International's first year of business, WellTech International advertised twice in the journal, Association for Worksite Health Promotion. WellTech International capitalized on the back cover of two issues to create company recognition and Internet awareness prior to exhibiting at two trade industry conferences. WellTech International felt this was worthwhile, for it created a lot of interest and credibility. WellTech International will continue to concentrate on trade association magazines for print advertisement.

D. Global E-mail. WellTech International's data base has limited e-mail addresses for its targeted markets. Most target market contacts do not have e-mail yet and for those that do, WellTech International has not been aggressive in getting them into the data base. WellTech International believes that this form of communication will continue to increase and that sending e-mail notices to our targeted markets will be another effective avenue to increase awareness about WellTech International's website and related services. This will prove to be a very cost-effective means of getting the word out about WellTech International. It also can be a vehicle that allows customization to take place in a timely manner.

E. WellTech International's Website. WellTech International's website (www.welltech.com) provides health promotion practitioners and other allied-health professionals outstanding resources related to health promotion and fitness (e.g., research, service and product resources, periodical reviews provided by industry opinion leaders, worksite program profiles and, employment opportunities). Because WellTech International's website contains reliable and up-to-date resources, we attract many consumers in the health promotion profession and industry: The website acts as a mechanism for those to contribute information to the site and/or reap the benefits from the rich information provided. On the other hand, WellTech International uses the website to promote its services and opportunities to the on-line health promotion consumers. For instance, WellTech International's home page (www.welltech.com) has a sponsorship banner running across the page saying, "Win with WellTech – Advertise with us!" complemented with current and/or past company sponsor logos (Appendix D). WellTech International's home page is set up with easy-to-use navigational pop-up buttons that include the WellTech International's resources available (Health/Fitness Directory, Net Connections, Workplace Program Directory and Employment/Internship Directory) and the services WellTech

International can provide (Website Development, Internet Consulting, Data Acquisition and Management Internet Workshops and Internet WebCast). Staging the navigational pop-up buttons for easy access and integrating the services navigational buttons along with the resource navigational buttons, WellTech International can capture many of our website consumers. It is a natural soft sell. Within each pop-up screen, more information is provided to display service capability and customization. For example, Website Development provides the consumer an electronic interest response card, examples of website options and examples of websites developed by WellTech International. Each service navigational pop-up takes you to the service description, and encourages interaction to learn more about WellTech International.

Within the past year, WellTech International has modified a few of their on-line resource options. For example, to post your resume on WellTech International's Employment/Internship Directory, a small service fee is charged. WellTech International's Employment/Internship Directory is free to the on-line viewer, but for the consumers who wants their resume posted, they pay \$50 for six months of service. This option plan is positioned at the header of this directory. WellTech International has also provided an upgraded listing approach for the Health/Fitness Resource Directory. The concept is similar to the options provided by the Yellow Pages if you were to use them as a vehicle to advertise. Companies, consultants, and manufacturers associated with the health promotion industry are listed free-of-charge on the WellTech International Health/Fitness Resource Directory, but if a company wants to increase its visibility, it can have its company name placed in "bold," obtain more space for service/product description, and have the company logo placed next to the company name. WellTech International's website is a natural for sharing WellTech International's various service options. WellTech International's website is designed to attract traffic with its rich information, yet expose the on-line user to its many service options. The opportunity to create more sales via WellTech International's website is enormous. To this date, we have not capitalized on all its built-in features to sell to targeted audience.

F. Customer Follow-up. Within the past two years a vast amount of data has been collected about our potential customers, and the consumers who have utilized the WellTech International website for information. A rich data base has been obtained, but the data fields that have been formed are set-up in a non-tailored format. WellTech International believes that when information is reliable and usable in many

formats, creating sales and following up with the customer and potential customer will be the key to increase sales.

Customer follow-up has not been a focus of WellTech International because of an non-tailored data base, but it will soon be one of the strongest factors in our operations plan. With a strong data base, WellTech International will utilize the mechanisms of the global e-mail, faxes, and post-card mailings. The phone will be the key mechanism to follow-up with "hot" leads. The data base and the accommodating printouts that are available allow us to utilize up-to-date information for selling over the phone. An outlined format has been developed.

G. Company Brochure. Currently WellTech International has a four color, four sided, 8" x 11" brochure to send to interested consumers. Because we believe that WellTech International has such a specific niche (health promotion and technology) in the health promotion industry, WellTech International has been very prudent about sending out its brochure because it prices out at \$1 per copy. Because of the cost, we send it only to potential customers that WellTech International would label "hot leads." The company brochure was designed with the intention of having a high-end, high-tech look. WellTech International wants its customers to know the company is hi-tech, credible and the "one and only" company to work with when it comes to technology services on the Internet. WellTech International believes that its brochure provides that feeling (Appendix I).

Currently, WellTech International is working with a graphic artist to design an updated version – a brochure that would include the most recently added services and resources. The new brochure will go to "print" October 30, 1997.

H. Conference WebCast. WellTech International has created its biggest splash through Conference WebCast. The WebCast, an on-line audio and video new cast has been a great catalyst for conference attendees to find out about WellTech International and the resources and services it provides. WellTech International has gotten the majority of its leads through this "soft-sell" approach. The presenters (often the opinion leaders) are introduced to us because we have something to offer them, that is online interviews, which provides them the opportunity to share their point-of-view about industry events and trends. Often, WellTech International can set up in a high traffic area, so conference attendees can see the WellTech International staff in action and the production of the on-line publication of the WebCast. This approach

invites a lot of curiosity from the conference attendees and creates an opportunity for interested parties to ask questions beyond the WebCast service itself (e.g., WellTech International web page development and consulting services). When it comes to creating brand-name recognition and increased sales, sponsoring the conference WebCast accomplishes those objectives. WellTech International has three conference WebCasts to host for the remainder of 1997.

IV. Marketing Implementation Plan

WellTech International's marketing mix of direct mail, global e-mails, facsimiles, press releases, telemarketing, conference WebCast, company website, complemented with sales follow-ups is outlined for January 1, 1998 (Appendix G). This will be the first attempt in strategically setting up and implementing a WellTech International marketing plan.

V. Sales Strategy

WellTech International is sales strategy will initially center on the service of web page development. WellTech International understands how to reach its potential customer, understands the customer's needs and objectives and can provide this service while profiting from a high return on investment. Webpage service development packages range from \$500 to \$5000. Specific strategy will be customized for each service WellTech International offers. Steps to accomplish increased sales volume will differ for each WellTech International service (e.g., website development versus employment listings on the WellTech International website).

A. Website Development: The majority of the expenses associated with developing a website can be attributed to time: allocating personnel to the project. The hardware and software needed for most web page development projects does not change, so added expenses would not be incurred. Add-on costs for web page development would be the fee for obtaining a website domain name and access to the Internet via an ISP (Internet Service Provider). These fixed costs are calculated into the pricing strategy. WellTech International bases much of its pricing on what other web page development companies are charging, as well as monitoring the time it has

taken WellTech International to develop past websites. For example, if WellTech International estimated that a webpage development project would take 40 hours of personnel time, and WellTech International costs related to the time incurred is priced out at \$50 an hour (i.e., 40 hours @ \$50 an hour = \$2000), we can obtain the specific fixed cost. WellTech International profits from the 70 percent to 120 percent mark-up (percentage depends on the project difficulty) on a flat-fee quote. Please note that if the total fixed costs add up to \$3200, WellTech International sets a selling price at \$5540 to reflect a 70 percent mark up, which means WellTech International nets \$2240. This type of technology service provides large profit margins, but also can be labor intensive and grossly miscalculated when it comes to forecasting the amount of time it will take to make a finished product.

WellTech International introduction packages are cited on WellTech International's website (Appendix J). These packages provide a specific format, and allow a certain amount of flexibility for customization purposes. WellTech International will also quote a sales figure for those who do not want the introduction packages, but want something more customized and/or high-tech.

Because webpage development provides such a high profit, WellTech International will highlight and put most of its emphasis on this service. Please note the marketing implementation plan.

B. Internet Consulting: To this date, WellTech International has not clearly defined what the Internet Consulting services provide, so this service has not been introduced in WellTech International's target market. Typically, it is not the focus of services rendered, but accentuates another service such as web-page development, and/or data acquisition. Internet consulting will continue to play a back-seat role and step in as a complement to other services. Technology-oriented projects are intimidating to most company decision-makers, so it is logical to complement webpage development with the Internet consulting.

Internet Consulting service packages range from \$300 to \$1000. Consulting services fall in the form of researching information via the Internet and/or on the phone, answering the client's questions via e-mail and/or phone and meeting one-on-one with the client to review technology, website resources, projections, etc. Each consulting package proposed is based on the number of hours projected and the degree of difficulty necessary to accomplish the proposed project.

C. Data Acquisition and Management: WellTech International initially overlooked the data acquisition service opportunity, but it became very apparent to WellTech International during the first stages of follow-up phone calling. Certain groups would inquire about WellTech International's service and how it would meet their needs in acquiring information. Specifically a consulting group called, ATMAN, Inc., working on behalf of a pharmaceutical group, initiated WellTech International's thrust into data acquisition. It became a learning process for WellTech International, and it confirmed that this was a service that needed to be among WellTech International's other services. To this date, WellTech International has not marketed this service strongly. A concentrated effort to aggressively market and share the value of this WellTech International service has not occurred. WellTech International has projected that within the first quarter of 1998, it will emphasize this service through its marketing operational plan (Appendix G). Using the vehicles of direct mail, global e-mail, and the WellTech International website will be WellTech International's first steps in creating awareness and recognition of the data acquisition service.

D. Internet WebCast: The WebCast has positioned WellTech International among health promotion industry leaders in regards to technology. The outcome has been service recognition and the development of a stage to sell WellTech International's ideas and services. This catalyst, the WebCast (on-line audio and video news cast) has allowed WellTech International to create sales, but has been very labor intensive and costly.

Because of the hidden costs found in travel, including hotel rooms and conference fees, WellTech International is looking to modify its sponsorship role for the targeted national conferences it wants to attend. WebCast will still stay on WellTech International's service menu, but a service fee will be attached and the out-of-pocket expenses will not be incurred by WellTech International. Setting the WebCast service up in this nature will limit the amount of interest in this service. To counter the modification of this service, WellTech International is proposing the idea of hosting a "technology playground." A "technology playground" will allow WellTech International to demonstrate technology. The "technology playground" would actually take on a playground feel. Attendees could experiment and expose themselves to the resources available on the Internet. WellTech International would coordinate the efforts of getting computer hardware, on-line access, product/program demonstrations and one-on-one education sessions. The "technology playground" would take the

place of the WebCast service as it relates to WellTech International's presence at the selected health promotion conferences. This approach (implementation of a technology playground) would create the service recognition and expertise that WellTech International is after without incurring as much labor and cost. Two staff members would be needed to facilitate this service, versus four to five, and the amount of labor before and after the conference would be negligible in comparison to providing a conference WebCast.

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I. Overview of WellTech International's Marketing Operational Plan

The proposed marketing plan for WellTech International reflects the reality of a modest marketing budget. WellTech International has become very skilled and resourceful at creating recognition within its targeted market with very little capital. WellTech International is simultaneously working on its business plan for the purpose of obtaining capital from a venture capitalist. WellTech International realizes that extra capital (\$100,000 to \$150,000) would provide the business the cash flow it needs to purchase the necessary equipment for service implementation, hire the appropriate skilled personnel, and support a more aggressive marketing plan for the next two years.

II. The Outcome of a Shoe-string Marketing Approach

WellTech International's current marketing plan has been the outgrowth of limited money drawn from its parent company, Corporate Fitness Midwest. The last two years allowed WellTech International to plant seeds for to increase market presence and provide WellTech International the time to discover what its customers were looking for with regard to technology. Historically, WellTech International has been forced to work with a modest marketing budget, which has pushed WellTech International to be creative in reaching its customers. For instance, lack of funds forced WellTech International to evaluate its conference exhibiting expenses. WellTech International decided that bartering one of its services (WebCast) was in its best interest over investing \$3000 to \$5000 to be present at the selected national health promotion conferences. Looking at ways to save money on marketing efforts pushed WellTech International to develop a service (WebCast) that conference administrators would find valuable to implement during their conference.

This WebCast service remains unique, at least when it comes to providing such a service within the health promotion industry. Bartering will be the course of action when it comes to getting technology (WellTech International) to be present at the mainstream conferences. Conference administrators never want to take on unnecessary expenses, but as technology plays a more significant role in the industry, this conference benefit will be valued and sought out. This provides WellTech International a bright future when it comes to trading up the WebCast service for real estate and presence at the national conferences.

The WebCast is the exception in the future marketing mix. The other variables in the marketing mix: direct mail, advertising, and an aggressive sales plan, needs stronger resources to create the financial turn-around WellTech International needs.

III. With A Cash Infusion—An Enhanced Marketing Plan

An infusion of capital applied to WellTech International's operational plan would have great impact on how WellTech International would design and implement its marketing plan. The following cites forecast changes that would be applied to its marketing mix.:

A. Direct Mail. Currently WellTech International works off its data base to create leads, and the data base grows by adding names from industry association memberships, roster lists of conference attendees, and/or phone inquiries. This approach has allowed WellTech International to zero in on a very specific target audience, but it has also been restrictive in reaching a more comprehensive target market. The next step for WellTech International is to create a more elaborate and quality-oriented data base through the purchase professional lists targeting the following untapped markets (e.g., commercial fitness clubs, HMO's and Pharmaceuticals).

With the assistance of more financial resources, WellTech International would aggressively seek to work with partners to form alliances and sale leads. The profile of this type of partnership is still not clear to WellTech International, but WellTech International does realize that its services and future products need to be shared with its potential customers through a variety of avenues. To develop a variety of alliances, WellTech International realizes that the task will be laborious and detail-oriented, for partnering successfully requires structure, forecasting and nurturing.

B. Advertising. Initially, WellTech International advertised in a key industry magazine (back cover of the journal, Association of Worksite Health Promotion) on two separate occasions (Appendix K). An enhanced marketing budget would allow WellTech International to advertise in three to five key industry magazines on a regular basis.

Currently, WellTech International does not advertise on the Internet outside of its own website. WellTech International wants to target high traffic websites to use as

a source for advertising (www.fitnessworld.com, www.business&health.com, www.idea.com, etc.). Taking this step is very important for it will create more chances for brand recognition, and it will also send a message to business leaders in the health promotion industry that having presence on the Internet is important to your business.

WellTech International will also look at using the postcard packs (Appendix L) that accompany subscription trade magazines. WellTech International initiated the use of this advertising vehicle for the first time in September of 1997. The postcard pack has created some new leads, and more importantly, leads outside the designated target markets WellTech International has been marketing to over the past two years. WellTech International will advertise in postcard packs that relate to the following industries; commercial fitness, manage care, pharmaceuticals, health publications and allied health professionals. WellTech International believes there is great potential to servicing these markets, and better yet, it creates interest and inquiries on how WellTech International can service their unique on-line needs, which often entertains conversation on development of products and services.

C. WellTech International's Website. Extra funds would also be used to elevate WellTech International's website. WellTech International has an exceptional website, but applying more personnel (one full-time person who is designated to on-going website face-lifts, website resource updating, and the evaluation of what is attracting on-line users and what is no longer effective) would create more opportunities for WellTech International to net more profits and remind our on-line customers that WellTech International is the "only" technology company for health promotion. It would take very little investment to achieve this next step.

D. Sales Force and Customer Follow-up. WellTech International feels that a sales force and follow-up team would make a significant difference in creating leads and turning leads into sales. WellTech International has taken advantage of its few resources and expanded its resourcefulness through the shortcuts of technology. In order for WellTech International to make a financial splash, it needs to incorporate a strategic sales plan and support it with a skilled sales staff. Ultimately, this is where extra funds will make the most difference in taking WellTech International out of the "red" and into the "black" financially.

WellTech International believes that emphasis placed upon marketing

variables such as direct mail, advertising, the WellTech International website, and establishing a sales force and customer service follow-up team will catapult WellTech International into an enviable position in the health promotion industry, and better yet, position it to be financially successful.

IV. The Value of Outside Consult

To this date, WellTech International has directed itself as it pursues establishing itself on-line and facilitating all its services through on-line technology. The limited expertise, experience, and the lack of "deep pockets" may not allow WellTech International to survive in the highly volatile high-tech environment. WellTech International often asks, "should we be investing in the expertise of a business professional who has assisted other technology companies to financial success?" That question is always answered, "it is too early." Is it too early, or are the founders of WellTech International worried about compromising the approach they think WellTech International should take?"

WellTech International needs to evaluate the benefits of using outside assistance, for it could be the tool to lead a highly skilled team (WellTech International) in the right direction. It also would allow the team to develop the business at a faster pace without the worries of managing cash flow and searching for the necessary funds to grow the business.

Steps that can be taken in the interim could be contracting out a financial business planner, research and development specialist, public relations specialist, and/or contracting out with a telemarketing group. This evaluation needs to take place soon, for WellTech International is at a critical position in order to grow successful financially.

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I. WellTech International's Next Step: Developing Products

WellTech International will continue on the track of providing quality resources for the health promotion industry, but some of them will evolve into products. WellTech International intends to expand its subject material to reach other allied professionals in markets that have a tendency to cross over (e.g., Human Resources, Employee Assistant Programs, Occupational Safety, Health Maintenance Organizations, Pharmacology, etc.) As of today, WellTech International does provide easy to view resources, but WellTech International wants to take the current resources on the website and make them more interactive to create more on-line traffic and sales opportunities. Having a sharp, up-to-date website is WellTech International's best "hands-on" demonstration of how we can service our interested customer. WellTech International needs to be more aggressive about "telling its story:" a cutting-edge technology company that understands how its customers need to market themselves on the Internet.

For WellTech International to evolve into the dynamic high-tech company that the owners envision it can become, it will need to take its service-based structure and complement it with online products. The following three products will be completed and/or near completion by March of 1998:

A. CD-ROM (MACH I). WellTech International is currently developing a CD-ROM (company code name, MACH I) that would complement an established professional trade journal (e.g., American Journal of Health Promotion). The CD-ROM would be considered a journal/magazine hybrid that would provide tutorials as they apply to technology and health promotion. For example, if you were currently a subscriber to the American Journal of Health Promotion, you would receive their research journal every other month. WellTech International would like to enhance the subscription offer by complementing each journal with a CD-ROM that is applicable to each issue. The MACH I will come suited up with tutorials on technology as it relates to new trends in the health promotion industry, a continuing education track (CEU's) for professionals seeking or maintaining professional certification, product reviews related to the health promotion industry (e.g., Mayo's Intranet HRA) and audio/video interviews with the opinion leaders of the industry.

The consumer would most likely not request or pay for a subscription enhancement, but this product (MACH I) provides a wonderful avenue for businesses

to share and advertise their products and services. Once WellTech International gets this product to market, the advertisers will play a pivotal role in how this product will shake out as a financial success.

B. Newsletter (WellTech NewsNet). WellTech International will also develop a subscription-fee-based newsletter, "WellTech NewsNet." WellTech International will initiate this product for the purpose of providing our customers with up-to-date information on technology (e.g., "hot" websites, new arrivals in software, networks, hardware and laptops). The newsletter would be complemented with an easy-to-follow floppy disc that would guide them through an enjoyable, innovative journey that would assist individuals in technology decision making.

The subscription fee would be minimal, so that it would be very attractive for professionals in the health promotion industry to become members of the "WellTech NewsNet." WellTech International believes the newsletter will be a great service to its on-line customers, as well as create an excellent avenue for marketing their products and services.

C. Integrated On-line Wellness Programs. This product could be accessed online and/or customized for an Internet application. Integrated Online Wellness Programs could include the following; Assessments, Health Risk Appraisals, Behavioral Modification Health Incentive Programs, and content such as publications provided by Rodale Press and/or Mayo Clinic.

In the past few years, interactive programs have been provided through CD-ROMS. CD-ROM program products that are in demand are being converted to the on-line market. WellTech International will be involved with this technology shift, and will capitalize on it by developing various integrated on-line programs.

WellTech International feels confident, of its ability to develop wellness incentive programs. WellTech International will draw upon HealthStyle (health promotion incentive program mail order business), a sister company to WellTech International that designs and develops incentive programs that are promoted and sold throughout the health promotion industry. Spring Into Motion,TM North Pole Expedition,TM and Connecting Healthy LifestylesTM are three programs that have been developed by HealthStyle and have been successfully implemented by professionals in worksites, hospitals, commercial fitness clubs, and government fitness centers. The content of these programs is already established, so WellTech International only

needs to develop the on-line versions. Once this is accomplished, WellTech International can solicit other companies wanting their content (e.g., publications, literature, assessments, incentive programs) developed in an on-line product.

II. Conclusion

WellTech International is excited about the new frontiers of product development. WellTech International believes that designing and developing products will be pivotal to WellTech International's financial longevity and future success. WellTech International realizes its current position (known as an on-line resource and Internet presence provider) as an on-line service provider, and is very eager to balance out the equation with successful product lines.

Appendix A: Health/Fitness Resource Directory

PLEASE CLICK TO VISIT OUR SPONSOR:

Direct to Your Desktop



Resource Directory

Submit a Listing

Check out the listings for the best products and services in the Health and Fitness Industry. We are offering a **FREE** basic listing to those who provide their company information using our fun form.

All About WellTech

WellTech Calendar

Internship/Employment Center

Form Fest

HPRI Job Service

Net Connections

Product and Resource Directory Categories

Educational Materials	Exercise / Fitness Equipment	Health / Fitness Screening
Management Groups / Consultants	Journals, Newsletters & Periodicals	Nutrition / Wellness Management
Occupational Health / Safety / Ergonomics	Promotional Items / Incentive Programs	Seminars / Special Presentations
Associations / Organizations / Institutes	Health / Fitness Software	CEU / Training Certification

Appendix A: Continued

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HPRI Inc.



Associations, Organizations & Institutes

Product and Resource Directory Categories	<p>Aerobics & Fitness Association Of America 15250 Ventura Blvd., Ste. 200 Sherman Oaks, CA 91403 USA Contact: Linda Pfeffer, R.N., Pres., President Phone: (800) 445-5950 Fax: (800) 446-2322</p>
Educational Materials	<p>AFAA is a multi-national organization for certification and education of aerobic exercise professional and also published "American Fitness" magazine, textbooks and study guidelines</p>
Exercise & Fitness Equipment	<p>American Academy Of Pediatrics 141 N. West Point Blvd, Box 927 Elk Grove Village, IL 60009-0927 USA Contact: Jill Mallin, M.A., Project Manager Phone: (708) 228-5005</p>
Health & Fitness Screening	
Management Groups & Consultants	<p>American Alliance For Health, Physical Education, Recreation & Dance 1900 Association Dr. Reston, VA 20191 USA Contact: Donna Kates, Acting Exec, V.P. Phone: (703) 476-3400</p>
Journals/Newsletters & Periodicals	
Nutrition/Weight Management	<p>a non-profit membership organization of over 35,000 professional educators in physical education, health sports and athletics, recreation, dance and related disciplines.</p>
Occupational Health, Safety/Ergonomics	<p>American Association Of Cardiovascular And Pulmonary Rehabilitation 7611 Elmwood Avenue, Suite 201 Middleton, WI 53562 USA Contact: Sheila Kirschbaum Phone: (608) 831-6989</p>
Promotional Items/ Incentive Programs	
Seminars /Speakers & Presenters	<p>American Cancer Society 1599 Clifton Road, N.E. Atlanta, GA 30329-4251 USA Phone: (404) 320-3333</p>
Health and Fitness Software	
Association/ Organizations/ Institutes	<p>American College Of Occupational & Environmental Medicine 55 W. Seegers Rd. Arlington Heights, IL 60005-3919 USA Contact: D.L. Hoops, Ph.D. Phone: (847) 228-6850</p>
CEU/Training/ Certifications	
Exercise Music/ Video	<p>ACOEM, the world's largest medical society of occupational medicine physicians, promotes worker and health through preventive medicine, clinical practice, research and education.</p> <p>American College Of Sports Medicine P.O. Box 1440 Indianapolis, IN 46206-1440 USA Contact: Susan Nelson, Dir. Public Information Phone: (314) 637-9200 Fax: (317) 634-7817</p> <p>The largest and oldest sports medicine and exercise science association in the world, with more than 16, involved with medicine, science, education and allied health.</p> <p>American Fitness Institute P.O. Box 258 Diamond Springs, CA 95619 USA Contact: Dr. Thomas Pipes, President Phone: (916) 622-6037</p>

PLEASE VISIT OUR SPONSOR



Management Groups & Consultants

Product and Resource Directory Categories	Affiliated Acceptance Corp 3101 Mercier, Suite 407 P.O. Box 419331 Kansas City, MO 64141-6331 USA Contact: Sid Nelson, Business Dev. Phone: (800) 233-8483 or (816) 753-3011 (816) 753-3011 Fax: (816) 753-1429
Educational Materials	Affiliated Acceptance Corp. provides financial management programs for all types of health fitness fac
Exercise & Fitness Equipment	American Corporate Health Programs, Inc. 559 W. Uwchlan Avenue, Suite 220 Exton, PA 19341 USA Contact: Sunny Davis, Senior Vice President Phone: (610) 594-2110 Fax: (610) 594-9079
Health & Fitness Screening	American Corporate Health Programs, Inc. (ACHP) is the nation's oldest and most experienced provider facility and health promotion program management.
Management Groups & Consultants	American Health Consultants P.O. Box 740060 Atlanta, GA 30374 USA Phone: Not Available
Journals/Newsletters & Periodicals	American Health Consultants is a medical economics company who publishes a monthly newsletter cal Health & Fitness.
Nutrition/Weight Management	American Heart Association National Center 7272 Greenville Ave.
Occupational Health, Safety/Ergonomics	Dallas, TX 75231-4596 USA Contact: Margaret Hawkins Email: mhawkins@amhrt.org Phone: (214) 706-1521 Fax: (214) 706-1931
Promotional Items/ Incentive Programs	Heart At Work is AHA's flexible, effective, affordable health promotion program that supports worksite with materials and services that inspire employees to make health lifestyle choices.
Seminars /Speakers & Presenters	Association On Exercise Sciences 1411 West Avenue Suite 100 Austin, TX 78701 USA Email: fitnesssp@aol.com Phone: (512) 320-0350 Fax: (512) 320-0351
Health and Fitness Software	Accredits skills of exercise professionals. Lectures/speeches on exercise nationwide, help companies sta programs, accredit corporate wellness facilities nationwide.
Association/ Organizations/ Institutes	C3 = Continuum Of Cardiac Care 20 North Crest Road Chattanooga, TN 37404 USA Contact: Richard C. Adler, M.D. Phone: (423) 622-8123 Fax: (423) 622-8423
CEU/Training/ Certifications	C3 Provides all elements in the CONTINUUM OF CARDIAC CARE to reduce OVERALL HEALTH for large self-insured corporations.
Exercise Music/ Video	Center For Financial Well-Being 11225 Russian River Court Rancho Cordova, CA 95670 USA Contact: Grady Cash, Director Email: cash@ns.net Phone: (916) 631-7359 Fax: (916) 631-0295
	Grady Cash pioneered the concept of wellness workshops on personal finance. The Center conducts key workshops, and research on how attitudes towards money affect wellness, health and productivity. More available at our web site.

Appendix A: Continued



Product & Service Resource Directory

Directory listings are a great place to let people know what you do. Within this section of the website, people looking for health promotion products and services can find valuable information about your company—including your web pages!

Basic Listing

- 25 word description
- Company contact information
- Hyperlinks to Web Site & e-mail
- 2 Line item updates per year

Internet Explorer: Educational Materials

Address: <http://www.welltech.com/resource/edu/edu.htm>

Harry Wenz & Co
PO Box 20207
Atlanta, Georgia 30322
Voice: (800) 341-4101 Fax: (404) 761-8324

The Finest Best Service offers a variety of options to provide the highest quality services with the best amount of cost to our agencies.

The National Center for Health Promotion
20023 W. 11 Mile Road, Suite A
Bloomfield, MI 48304-2292
Email: info@nchp.com
Voice: (800) 943-6247 Fax: (910) 334-3962

Since 1979, The National Center has been partnering with individuals and companies to improve personal lifestyle. Beginning with Smoke Stopper, and our work with Dr. Joseph Mercola, we have been able to help people throughout the United States, Canada, and Japan.

National Center for Safety & Environmental Training
P.O. Box 39006
Eagan, MN 55120-3906
Voice: (800) 248-6154 / (612) 231-8544

We offer safety services, safety assessment services and other services in compliance with keeping their companies in compliance with OSHA regulations, OSHA 30-hour training and other safety services.

Advanced Listing

- 50 word description
- 1 Graphic or image
- Company name in bold
- Company contact information
- Hyperlinks to Web Site & e-mail
- 3 Line item updates per year

Sample

Your Company Name				
Street Address				
City	State	Country	Zip	
Contact Name		E-Mail		
Phone		Fax		

25 word description: Tell the world about your products and services. Free update and links to your home page.

Sample

Your Logo or Product Graphic would be placed here!

Your Company Name				
Street Address				
City	State	Country	Zip	
Contact Name		E-Mail		
Phone		Fax		

50 word description: Your extended description lets you provide important information about your company, products or services. Unlike printed listings, you do not have to wait until the next edition to make a modification. It is all electronic and can be updated quickly!

Appendix A: Continued

To: Mr. John Therrien, Medical Screening Services, Inc.
 Fax #: (847) 647-1885

From: WellTech International
 Fax: (314) 994-1545

You're on the Web with us!
 It's time for your company's
 listing to be updated.

B
 SAVE

www.welltech.com

WellTech International, the leading WebSite for health promotion, has your company in its Resource Directory — and it's FREE. Here is your chance to update the listing and description of your company at no cost.

A. LISTING
 AS LISTED ON THE WEB

CATEGORY: **Health and Fitness Screenings**

Medical Screening Services, Inc.
 5727 West Howard Street
 Niles, IL 60714 USA
 Contact: Mr. John Therrien, Title: ?
 Voice: (800) 575-0446; (842) 647-7911 Fax: (847) 647-1885

YOUR LISTING

Medical Screening Services Inc. provides fully automated blood pressure monitors designed for the worksite, hospital and clinical setting. AAMI approved. Meters track usage.

B. LISTING UPDATES

- No changes, leave listing as is
 Make the following free changes:

CATEGORY:

(to be listed in more than one category, see section C.)

- Educational Materials
 CEU/Trainings/Certifications
 Association/Institute/Organization
 Exercise Video & Music
 Exercise/Fitness Equipment
 Health/Fitness Screening
 Management/Consultant
 Journals, Newsletters & Periodicals
 Nutrition/Weight Management
 Occupational Safety/Ergonomics
 Promotional Items/Programs
 Seminars, Speakers & Presenters
 Description (25 words or less)

Company Name: _____
 Address _____
 City _____
 State _____
 Zip _____ Country _____
 Contact/First _____ M. _____ L. _____
 Title _____
 Email _____
 Phone _____
 Fax _____
 URL _____

C. SUMMER SPECIALS
 (valid until 8/31/97)

- I want more exposure in the WellTech Resource Directory. Please upgrade my listing in the following ways:

- Advanced Listing --(larger description, company name bold, 1 graphic & more) -- Only \$110 / 12 months!
 Additional category listing --- (per category) --- \$50

Categories: _____

- Send me additional information on your other Internet Services.
 web site development employment/internship listings sponsorship

Payment Method Option:

Send check to: WellTech International • PO Box 411183-251 • St. Louis • MO • 63141

VISA MASTER CARD Card #: _____ Expiration Date ____/____/____

Name on card: _____ Total Amount: _____

Signature: _____



The Future of Health Promotion

PO BOX 411183-251, ST. LOUIS, MO 63141 • PHONE (314) 995-9838 • FAX (314) 994-1545 • E-MAIL info@welltech.com • URL www.welltech.com

Appendix A: Continued



Advertise your company on the Internet!

WellTech International, the leading WebSite for health promotion, invites you to list your company in the Resource Directory for FREE. Just fill in the information below and we'll post it on the WebSite.

FREE LISTING

- ✓ Free link to your home page
- ✓ Free description of your company product and/or service (limit 25 words)
- ✓ One Free information update per year



Company Name: _____

Home Page URL: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Category Listing (see resource directory categories below): _____

Contact/ First: _____ Middle: _____ Last: _____ Title: _____

Company Description (Limit 25 words): _____

Send me additional information on your other Internet Services.

- web site development employment/internship listings sponsorship _____

ENHANCED RESOURCE DIRECTORY EXPOSURE

Receive more exposure in the WellTech Resource Directory with the following listing upgrades

- Additional Basic Listings (1yr)**only \$50 per category listed **QTY:** _____
- Advanced Listings (1yr)**only \$110 per category listed **QTY:** _____



- 50 word description
- 1 graphic or image
- Company name in bold
- Company contact information
- Hyperlinks to Website and email
- 3 line item updates per year

Resource Directory Categories:

- | | |
|--|---|
| <input type="checkbox"/> Educational Materials | <input type="checkbox"/> Exercise/Fitness Equipment |
| <input type="checkbox"/> Health/Fitness Screening | <input type="checkbox"/> Management/Consultant |
| <input type="checkbox"/> Journals, Newsletters & Periodicals | <input type="checkbox"/> Nutrition/Weight Management |
| <input type="checkbox"/> Occupational Safety/Ergonomics | <input type="checkbox"/> Promotional Items/Programs |
| <input type="checkbox"/> Seminars, Speakers & Presenters | <input type="checkbox"/> Health & Fitness Software |
| <input type="checkbox"/> Exercise Video & Music | <input type="checkbox"/> CEU/Training/Certificates |
| | <input type="checkbox"/> Association/Institute/Organization |

PAYMENT METHOD FOR ENHANCED RESOURCE DIRECTORY EXPOSURE

Send check to: WellTech International • PO Box 411183-251 • St. Louis • MO • 63141

Visa MasterCard #: _____ Expiration Date: ____/____/____

Name on card: _____

Signature: _____ Total Amount: _____

The Future of Health Promotion

PO BOX 411183-251, ST. LOUIS, MO 63141 • PHONE (314) 995-9838 • FAX (314) 994-1545 • E-MAIL info@welltech.com • URL www.welltech.com

Appendix B: Net Connections Directory

PLEASE VISIT OUR SPONSOR:



Net Connections

Submit a Listing

Our goal of providing efficient access to up-to-date health promotion begins here. We are not trying to catalog every health promotion resource, but to provide the best resources for health promotion professionals and students.

All About WellTech

WellTech Calendar

Internship/ Employment Center

Form Fest

HPRI Job Service

Net Connections

Resume Center

Resource Directory

Professional Voice

WellTech WebCasts

Workplace Programs



Sources of Health Promotion Info

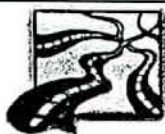
Government Sources	College/University Sources	Institutes and Associations	Online Journals and New
--------------------	----------------------------	-----------------------------	-------------------------

Subjects of Health Promotion

Alternative & Holistic	Back Health	Exercise/Fitness	Ergonomic Links	Family Health
Safety	Self-Care & Preventive Medicine	Smoking Cessation	Stress Management	Weight Management

Appendix B: Continued

PLEASE VISIT A WELLTECH SPONSOR.



Smoking Cessation

Sources of Health Promotion Information

- Government
- College/ University
- Institutes and Associations
- Online Journals and Newsletters

■ Action on Smoking and Health (ASH)

This is the site of the ASH legal action and educational organization. Through this site you can access legal documents, facts and figures, related web sites, and more. ASH has effectively assembled and organized a large amount of material related to smoking. The site includes articles and documents related to Kids and Smoking.

■ General Information About Smoking

This site includes Centers for Disease Control statistics, such as the number of cigarettes smoked per day, smoking trends and cigarette consumption.

■ NicNet: The Arizona Nicotine and Tobacco Network

The goal of the site is to promote communication among professionals in the nicotine, tobacco, and smoking research fields. The site is supported by the University of Arizona Medical School. The site includes an organized list of resources and information regarding Arizona based smoking cessation programs.

■ QuitNet

The QuitNet provides tools and resources for people quitting smoking, as well as professionals in the tobacco control and smoking cessation fields. QuitNet is

Appendix B: Continued

PLEASE VISIT A WELLSITE SPONSOR:

Direct to Your Desktop



HPRI Inc.



Educational Institutions

Sources of Health Promotion Information

- Government
- College/ University
- Institutes and Associations
- Online Journals and Newsletters

■ **American University: The National Center for Health Fitness**
The National Center for Health Fitness offers bachelors and masters level education programs. Learn more about these programs by visiting the site. Also learn about the International Institute for Health Promotion. One purpose of the Institute is to facilitate networking and communication among health promotion professionals.

■ **Ball State University Adult Physical Fitness Program**
The Adult Physical Fitness Program operates as a working hands-on laboratory for graduate students pursuing a master's degree in Adult Fitness/Cardiac Rehabilitation. More than 3000 adults have completed physical fitness evaluations and the majority of these persons have participated in supervised exercise sessions. Visit the site to learn more about the program.

■ **Ball State University: Campus Wellness Program & Wellness Management Degree**
The Wellness Management Degree Program is described. The Campus Wellness Program is also described. It is organized and run by graduate students. Visit the site to learn more.

Subjects of Health Promotion

- Alternative & Holistic
- Back Health
- Exercise/ Fitness
- Ergonomic Links
- Family Health
- Nutrition
- Safety
- Self-Care & Preventive Medicine
- Smoking Cessation
- Stress Management
- Weight Management

■ **Cal Poly Pomona (Student Health Center)**
The site provides information regarding a comprehensive health promotion program supported by the University Student Health Center. The program could be used as a model for other student health centers interested in offering health prevention services.

■ **California College for Health Sciences**
The site describes accredited, distance learning programs including a Master of Science Degree in Wellness Promotion and Community Health Administration.

■ **Centre for Health Promotion Research-Halmstad University**
The Centre specializes in health promotion and disease prevention research. The Centre is staffed by a broad spectrum of health care professionals, thus the research is multidisciplinary in nature.

■ **College Health 2000 and Beyond**
The goal of this project is to develop a collaborative work environment that will empower College Health Centers to develop innovative solutions in delivering quality health programs for college students.

■ **College Health Discussion Forums**
Discussion forums targeted for college health professionals.

■ **Healthwise: Columbia University**
Healthwise is the health education and wellness program of the Columbia University Health Service. The site offers a comprehensive question and answer service or Go Ask Alice. The site is worth visiting for the Q & A section alone.

■ **Johns Hopkins Bayview Medical Center**
Through this site you can learn about the medical center and its services. For example the Centers Cardiology services include the Cardiac Rehabilitation and

Appendix C: Workplace Program Directory

PLEASE VISIT OUR SPONSOR:



Workplace Programs

The worksite health promotion program directory is provided to increase awareness of workplace programs and their impact on employees. If you want to submit a profile, check out our online submission form and additional information about placing your program on the Internet for FREE!!

All About WellTech

WellTech Calendar

Internship/Employment Center

Form Fest'

HPRI Job Service

Net Connections

Resume Center

Resource Directory

Professional Voice

WellTech WebCasts

Workplace Programs



Program Listings:

- Alliance Blue Cross Blue Shield
- American Heart Association
- Chattanooga State Technical College
- Coors Brewing Company
- Health Enhancement Ministries
- Hershey Foods Corporation
- Hoechst Marion Roussel, Inc.
- Mass Mutual.
- 3M
- Pacific Bell
- The Progressive Corporation
- Sandia National Laboratories
- Schnuck Markets, Inc.
- St. John's Mercy Medical Center
- University of Michigan: M-Fit
- University of South Carolina: WellnessWorks
- UNUM Life Insurance Company of America
- Valparaiso Community Schools Employee Wellness Program
- Wheeling Hospital
- Warner-Lambert/Parke-Davis

Appendix C: Continued

<p>Submit A Program Description</p> <p>Program Listings:</p> <p>American Heart Association</p> <p>Alliance Blue Cross Blue Shield</p> <p>Chattanooga State Technical College</p> <p>Coors Brewing Company</p> <p>Health Enhancement Ministries</p> <p>Hershey</p>	<p>PLEASE VISIT OUR SPONSOR:</p> <p>nopepublications.com</p> <p><i>Your best site for worksite health promotion</i></p>
	<p>Coors Brewing Company Wellness Program</p>
<p>Employer: Coors Brewing Company</p> <p>Business Type: Beverage manufacturing</p> <p>Headquarter Location: Golden, CO</p>	<p>Program Description: Coors Wellness Program is an integral part of a corporate culture that seeks to promote health while containing costs. The program involves employees and their families in primary and secondary prevention activities supervised by professional staff at a company-owned wellness center near the headquarters.</p>
<p>Purpose/Mission: To improve the health -risk profiles of employees and their families while controlling health costs</p>	<p>Activities: Education modules Phase I & II Cardiac Rehabilitation program Individually tailored exercise and nutrition programs Ergonomics program Recreation activities (golf, cycling, fun runs, etc...)</p>
<p>Insurance Information: Self Insured providing PPO and HMO</p>	
<p>Emphasis Areas: General exercise, weight loss, diet and</p>	

<p>Submit A Program Description</p> <p>Program Listings:</p> <p>American Heart Association</p> <p>Alliance Blue Cross Blue Shield</p> <p>Chattanooga State Technical College</p> <p>Coors Brewing Company</p> <p>Health Enhancement Ministries</p> <p>Hershey</p>	<p>PLEASE VISIT OUR SPONSOR:</p> <p>nopepublications.com</p> <p><i>Your best site for worksite health promotion</i></p>
	<p>Hershey Foods Corporation Employee Wellness Program</p>
<p>Employer: Hershey Foods Corporation</p> <p>Headquarter Location: Hershey, PA</p>	<p>Program Description: Hershey Foods Corporation provides a wellness environment for employees, retirees, and spouses that includes exercise classes, flexible hours of operation to accommodate shift changes, and extensive health education programming. The program is designed to provide an environment for participants to maintain or improve their quality of life.</p>
<p>Purpose/Mission: Our commitment to the Hershey family is to be an efficient, caring team encouraging healthy lifestyles, improving quality of life and promoting optimal health and productivity.</p>	<p>Activities: Several incentive-based health promotion programs throughout the year Weight Management Program Smoking Cessation classes Stress Management classes</p>
<p>Insurance Information:</p>	

Appendix C: Continued

Worksite Health Promotion Publication Form

WellTech International wants to provide information to other professionals and students on the leading health promotion programs around the world. Please fill in the necessary information and press the submit button. We will contact to confirm submitted information. Check out the organizations that have submitted their programs to see the type of information they are providing. If you have questions, comments or wish to send a photo with your submission, please e-mail info@welltech.com.

Name of Employee	<input type="text"/>
Number of Employees	<input type="text"/>
WAWV URL of employee	<input type="text"/>
Program Location	<input type="text"/>
Program Name	<input type="text"/>
Is Your Company Self Insured	Yes No
What type of insurance benefits are provided	Idemnity Plan PPO POS HMO

Purpose/Mission	Program Description	Program Setting
<input type="text"/>	<input type="text"/>	<input type="text"/>

Appendix C: Continued

Your Options

Print and fill out the following form. Mail to	WellTech International PO Box 41183-251 St. Louis, MO 63141
--	---

Or, Fax To:	WellTech International (314) 994-1545
-------------	--

Or fill out the following form.	
---------------------------------	--

Online Workplace Program Form

Appendix D: Employment/Internship Directory

PLEASE VISIT OUR SPONSOR



Employment & Internship Center

WellTech Resume Center

Submit a Listing

The Employment and Internship Center provides organizations with health promotion to post listings.

For a full list of Employment and Internship Opportunities Click on the region



For selected areas and opportunities please click on a link below.

Employment Listings

Internship Listings

Canada	Canada
NorthWest USA	NorthWest USA
SouthWest USA	SouthWest USA
Central	Central
NorthEast USA	NorthEast USA
SouthEastUSA	SouthEastUSA
Europe	Europe
Far East	Far East
Mexico, Central & South America	Mexico, Central & South America

Other Health Promotion Employment & Internship Resources on The I

All About WellTech

WellTech Calendar

Internship/Employment Center

Form Fest

HPRI Job Service

Net Connections

Resume Center

Resource Directory

Professional Voice

WellTech WebCasts


Workplace Programs



Appendix D: Continued

Resume Posting Submission Form

Step into the Information Age. By placing your resume in the WellTech Resume Center you allow allied health professionals from around the world check out your skills and experiences.

					
OPTIONS	PRICE				
Link set to your resume	No Charge				
We develop or host (1 time fee for 6 month posting) <table border="1" style="width: 100%; margin-top: 10px;"> <tr> <td style="background-color: #333; color: white; padding: 5px;"> Send an updated resume and optional photo to: </td> <td style="padding: 5px;"> <i>WellTech International PO Box 411183-251 St. Louis, MO 63141</i> </td> </tr> <tr> <td style="background-color: #333; color: white; padding: 5px;"> Box To </td> <td style="padding: 5px;"> <i>WellTech International (314) 994-1545</i> </td> </tr> </table>	Send an updated resume and optional photo to:	<i>WellTech International PO Box 411183-251 St. Louis, MO 63141</i>	Box To	<i>WellTech International (314) 994-1545</i>	ONLY \$50
Send an updated resume and optional photo to:	<i>WellTech International PO Box 411183-251 St. Louis, MO 63141</i>				
Box To	<i>WellTech International (314) 994-1545</i>				

Submit through the Web	If you already have your resume on the web, submit the URL (Web Address), and we will create a link to it.
URL:	<input type="text"/>
E-Mail:	<input type="text"/>
Your Major:	Health Promotion Wellness Recreation Exercise Science Physical Education Kinesiology Nutrition/Dietetics Other: <input type="text"/>

Appendix D: Continued

Internship Listing Form Submission Form

The following form is for those organizations that have current employment opportunities in Health Promotion, Exercise Science, Recreation and related disciplines. WellTech provides one (1) complimentary Internship or Employment Listing within the Employment & Internship Center. For additional listings, please review the WellTech Pricing Information.

Organization Name:	
Title of Position:	
Contact:	
Contact Title:	
Address:	
City:	
State/Province:	
Zip/Postal code:	
Country:	

Appendix D: Continued

Phone number (required)	<input type="text"/>
Fax number	<input type="text"/>
E-mail (required)	<input type="text"/>
URL	<input type="text"/>
Application/Deadline	<input type="text"/>

Availability

- Spring
- Summer
- Fall
- Winter
- Year Round

Specify Dates:

Educational Background

- Undergraduate
- Graduate
- Post Graduate

Professional Certifications

- ACSM
- NSCA
- ACE

Other:

Preferred Areas of Study

- Health Promotion/Wellness
- Exercise Science/ Physiology
- Recreation

Other:

Program Description

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Program Benefits

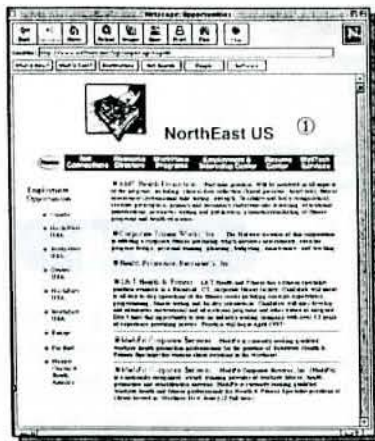
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Appendix D: Continued



Employment & Internship Listings

If you have positions to fill, we have the location to advertise it on. The WellTech site is directed at your target audience of health promotion candidates. Beware, responses will come from all over the country and possibly the world!



Listing

- ① Categorized by regions - (state, country or province the position is located in)
- ② Linked from a brief description to a detailed description of the position available
- ③ Linked to your company's e-mail and URL
- ④ Unlimited modifications - (extending the deadline, description changes, logo, etc.)

Pricing

Quantity	Price	Savings	
1st Listing	No Charge	\$79	
Single Listing	\$79	N/A	
Package Deals	6 Listings*	\$400	\$74
	12 Listings*	\$700	\$248
	18 Listings*	\$900	\$522

* Listings need to be submitted within a 12 month period



Appendix D: Continued

Publish Your Resume on the Web

WellTech International is introducing our newest service:

RESUME PUBLISHING



WHY?

- **30 Days free listing**
(Starting date on URL sticker)
- **World Wide** visibility.
- Resume placed on leading health promotion web site.
- Print your resume URL on your business cards. (see reverse side for URL details)

**30
Days
FREE
Listing**

How Much?

30 Days Listing	FREE
6 month Listing	\$29.95*
12 month Listing	\$49.95*

Price Includes:

- Updates to resume
- Personal Photo
- Background Changes (images, texture)

*Additional Features:***

- Audio, Video or Animations

Methods of payments:

- Visa, Mastercard, Check or Money Order

Any questions call:

- (314) 995-9838

* Prices subject to change without notice
** (price varies upon job)



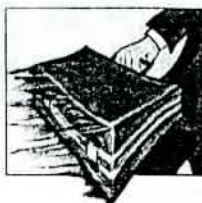
"Web's--Wise--Er"

Just fax or mail us your resume and we'll promptly notify you of your URL address.

WellTech International
PO Box 411183-251
St. Louis, MO 63141

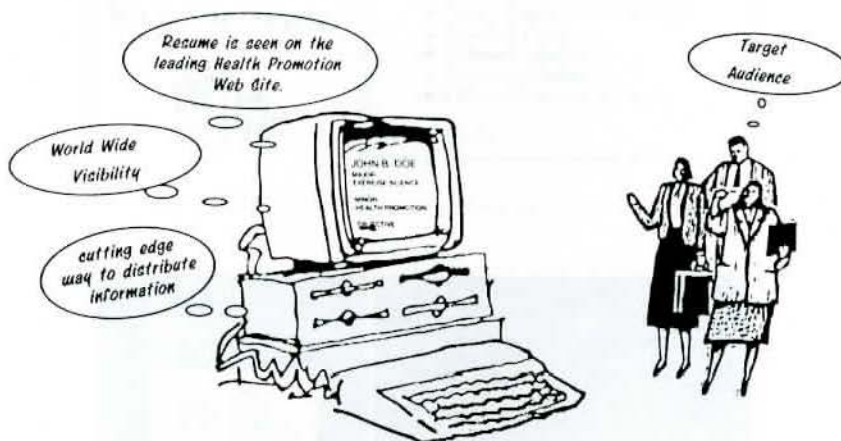
Fax an original copy to
(314) 994-1545

Appendix D: Continued



Resume Posting

Expose yourself to an audience of health and fitness businesses and professionals. Simply send, fax or e-mail your resume to us and we will give you world wide exposure.



ONLINE RESUME POSTING

Receive online exposure in the WellTech Resume area with the following packages:

- Basic Resume Posting (6 mo.) Only \$50
- Advanced Resume Posting (6 mo.) varies per job**

- Basic Posting**
- Publication of resume
 - Two free updates
 - Personal Photo (optional)
 - Background Choices



- Advanced Posting****
- Basic posting plus
 - Audio
 - Video
 - Animations

PAYMENT METHOD FOR RESUME EXPOSURE

Send check to: WellTech International • PO Box 411183-251 • St. Louis • MO • 63141

Visa MasterCard # _____ Expiration Date: ____/____/____

Name on card: _____

Signature: _____ Total Amount: _____

The Future of Health Promotion


PO BOX 411183-251, ST. LOUIS, MO 63141 • PHONE (314) 995-9838 • FAX (314) 994-1545 • E-MAIL info@welltech.com • URL www.welltech.com

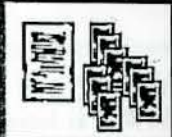
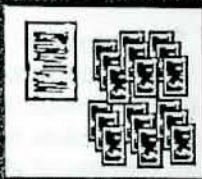
Appendix E: Website Development Price Sheet



Web Page Development

Select a Package and Save !

<p>Web Site Starter</p> 	<ul style="list-style-type: none"> ● Your Company's Home Page ● 3 Linked Pages ● Quarterly Updates ● Advanced Listing ● Online Marketing Services <p><i>Cost: \$500.00</i></p>
--	---



<p>Web Site Pro</p> 	<ul style="list-style-type: none"> ○ Your Company's Home Page ○ 5 Linked Pages ○ Interactive Form ○ Bi-monthly updates ○ 2 Advanced Listings ○ Online Marketing Services <p><i>Cost: \$1500.00</i></p>
<p>Web Site Deluxe</p> 	<ul style="list-style-type: none"> ○ Your Company's Home Page ○ 8 linked pages ○ Interactive Form ○ Monthly updates ○ 2 GIF Animations ○ Ad banner (1000 impressions) ○ 3 Advanced Listings ○ Online Marketing Services <p><i>Cost: \$3000.00</i></p>

Appendix F: WellTech International's WebCast



WellTech WebCasts

WebCast Sponsorship Opportunities

Past WebCast	Upcoming Webcast
<p>The 22nd Annual National Wellness Conference</p> <p>July 12-18, 1997</p> <p>University of Wisconsin-Stevens Point Stevens Point, Wisconsin</p>	<p>Association for Worksite Health Promotion</p> <p>1997 Annual International Conference</p> <p>September 17-20, 1997 Palmer House Hilton Chicago, Illinois</p>
	

- **What is a WebCast?**

A webcast is a Web based Broadcast. With updated images, audio interviews, information on the most current trends, straight from the conference.

- **Why a WebCast?**

New and innovative technology allows Health Promotion Professionals to be part of the conferences and events important to our industry. As the technology continues to advance, the ability to interact and 'virtually' attend the events will continue to improve and WellTech will be the company to bring it to you.

- **Get Your Browser Bulked!**

To fully enjoy the sights and sounds of the Webcast, Bulk your Browser up with Macromedia's Shockwave and Apple's QuickTime Plugins. Stop by our Browser Bulk-up area to make sure everything works.


[Net
Connections](#)
[Resource
Directory](#)
[WorkPlace
Programs](#)
[Employment &
Internship Center](#)
[Resume
Center](#)
[WellTech
Services](#)

Appendix F: Continued

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Activities
Browser Bulkup
Comments
Exhibitors
Interviews
Keynotes
Presenters
Sponsors
WellTechies
WebCast Home Page
WellTech Home
National Wellness Institute



NATIONAL WELLNESS Conference

Welcome to the home of the 1997 National Wellness Conference Web. During the week of July 14-18, WellTech WellTechies invaded the cam UWSP to capture candid pictures, in-depth interviews, presenters and

The Spirit Lives On



The National Wellness Conference is over and it is time to re-enter the REAL WORLD! Thanks to the incredible staff at NWI and UWSP for another sensational experience. The Webcast resources will be available through August, so be sure to check them out.

WebCast Sponsors

Here are the fine sponsors Webcast. Click on their logo, visit their Website.

Bio | Analogi

"Preventive Medicine Technology"
www.bioanalogics.com

BSDI



Healthwise Incorporate
www.healthwise.org

SCOPE



HPRI Inc.
www.welltech.com/hpri



Quality Medical Publishing, Inc.
www.qmp.com



Shocked Audio Interview with

Michael O'Donnell, Ph.D., M.B.A., M.P.H.

Editor in Chief, American Journal of Health Promotion, speaks about his personal motivation and the future of wellness.

Make sure your Browser is ready for the show. Check out our Browser Bulk-Up area to enjoy wonderful sights and sounds of the Webcast.



T-SHIRT ANYONE

One of the main highlights of the conference is the T-Shirt exchange. Everyone

grabs a shirt from home then as the music plays you pass it around. When the music stops you've collected another momento of the conference.

World Wide WebCast

It's Prime Time on the Internet!
Stop by Booth 34
to learn, explore and be on the Net.



WellTech WebCast

A worldwide, multimedia broadcast of the conference. Pictures, events and interviews for the world to see and hear.



Guided Internet Tours

Take a ride on the information highway to see the best resources and hottest-technology without leaving Hilton Head.

Art & Science of Health Promotion Conference Session Highlight for the Internet

Attending a presentation and willing to share your thoughts on it to the world? Through the WellTech WebCast, you can have your personal insights posted on this multimedia broadcast over the World Wide Web. After completing this form, just drop it off at booth 34.

Presenter(s)

Session Title

Session Insight (Briefly describe something you gained from the session)

Memorable Quote (From the presenter or session attendee)

Your Name

Occupation

Where are you from

Bring by Booth 34 when your finished to have your testimonial posted on the Internet!

Appendix F: Continued

Internet WebCast

Where: *Booth 12 in the Sponsors Hall*

When: Mon. July 14th-Fri. July 18th

Today's Online Interview: Mon. 14th

10:15a- Sandy Queen 2:00p- Brian Luke Seaward 3:30p- Bill Hettler



Stop by the Leading Health Promotion WebSite
at www.welltech.com

Discover:

- *National Wellness Conference WebCast*
www.welltech.com/nwc97
- *Health Promotion Resource Directory*
- *Net Connections*
- *Employment/Internship Listings*
- *Health Promotion Event Calendar*
- *Professional Voice*

Did You Know The WebCast Is Sponsored By:

BIOANALOGICS
www.bioanalogics.com
(800) 327-7953

BSDI
www.bsdfitness.com
(888) BSDI FIT

HOPE PUBLICATIONS
www.hopepublications.com
(800) 334-4094

QMP
www.qmp.com
(800) 348-7808

HEALTHWISE INCORPORATED
www.healthwise.org
(800) 706-9646

HPRI
www.welltech.com/hpri
(703) 925-0959

The Future of Health Promotion

Appendix G: Operational Marketing Plan

WellTech International's Operational Marketing Plan '98

	Postcard/PowerPak	Global E-mail	Global Fax	Advertise
Jan	#500/.22postage webpage dev	#400+/no cost webpage dev	#800/.22min webpage dev	---
Feb	#20,000/\$1500 data acquisition	#400+/no cost resour dir/data acq	#200/.22min data acquisition	2 mags \$3200
Mar	#500/.22postage webpage dev	#400+/no cost Employ dir/WebCast	#75/.22min WebCast Sponser	---
Apr	#20,000/\$900 webpage dev	#500+/no cost webpage/data acq	#800/.22min webpage dev	---
May	#500/.22postage data acquisition	#500+/no cost whats new/resou	#200/.22min data acquisition	---
June	---	#600+/no cost job posting/webpg	#800/.22min webpage dev	---
July	---	#600+/no cost resour dir/data acq	#75/.22min WebCast Sponser	---
Aug	---	#600+/no cost webpage/data acq	---	---
Sep	#500/.22postage resour dir/employ	#650+/no cost webpage/resour	#75/.22min WebCast Sponser	2 mags \$3200
Oct	#20,000/\$900 data acquisition	#700+/no cost resour dir/data acq	#200/.22min data acquisition	---
Nov	#20,000/\$1500 webpage dev	#750+/no cost job posting/webpg	#800/.22min webpage dev	---
Dec	---	#800+/no cost whats new/resou	---	---

Please note:

• Direct Mail: Use of WellTech International's data base (#500/mo.) and Power Packs (#20,000/issue)-Fitness Management, 2 issues (\$1800)and Business and Health, 2 issues (\$3000).

• Follow-up Phone Calls: For all Inquires (average phone call, 6 minutes)
 • Follow-up Correspondence: (Brochure, \$1, cover letter, .02, Envelops, .16, postage, .55), estimate 300 business leads (\$50 to \$15,000 services) for 1998.

Appendix H: Press Release Example

NEWS RELEASE



Date: July 31, 1997

News Contact:

Geoff Allen or Renee Becker (314) 995-9838

Memorandum to Assignment Editors, News Directors, Health and Fitness Writers, and Technology Reporters.

WEBCAST – ONE OF THE LEADING HEALTH PROMOTION ORGANIZATIONS, THE NATIONAL WELLNESS INSTITUTE, PUT THEIR ANNUAL CONFERENCE ONLINE.

The National Wellness Institute recently concluded their 22nd Annual National Wellness Conference in Stevens Point, Wisconsin (July 14 – July 18, 1997). The conference with over 1500 attendees and keynote presenters like authorists Jennifer James, Ph.D. and Joan Borysenko, Ph.D. was brimming with ideas, energy, and over 300 educational sessions.

Through the cooperative efforts of the National Wellness Institute (NWI) and WellTech International (WI), an overview of the conference is captured on the World Wide Web. Throughout the conference week, the attending WellTech staff gathered and posted conference happenings for attendees to see technology in use and the making of a WebCast. Harold Denlow, president of WellTech International says, "we developed and directed the WebCast as much for the conference attendees as we did for online attendees...we want the health professionals to see how enabling and exciting the Internet is for the health promotion industry."

The National Wellness Conference Webcast is located on the World Wide Web at www.welltech.com/nwc97. A majority of the Webcast consists of the following:

- Keynote speakers
- Presenters
- Exhibitors
- Conference activities
- Session evaluations
- Zany moments
- Digital photographs
- Audio Interviews
- Back stage fun!

In addition to the cooperative efforts of the NWI and WI, the WebCast was sponsored by several leading, health related companies; including Hope Publications, Healthwise Incorporated, Bioanalogics, Brittingham Software Design Inc., and Health Promotion Recruiters International.

The next WellTech WebCast will be at the Association for Worksite Health Promotion 1997 Annual International Conference in Chicago, Illinois from September 17-20.

WellTech International www.welltech.com
The Future of Health Promotion

Appendix I: Current Company Brochure

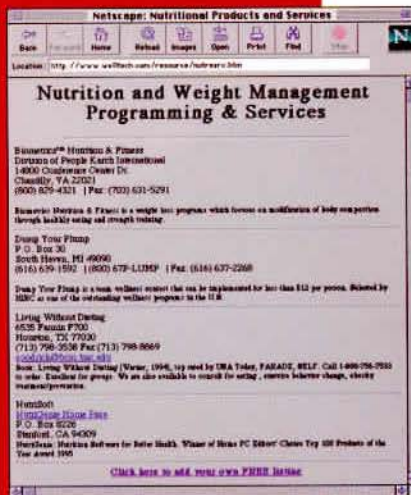
The Future of
Health Protection

<http://www.welltech.com>



The Future of Health Promotion

WellTech International is an Internet presence and resource provider for the health promotion and fitness industry. Our team of health promotion, information management and interactive media specialists provide unparalleled service and quality to your online presence.



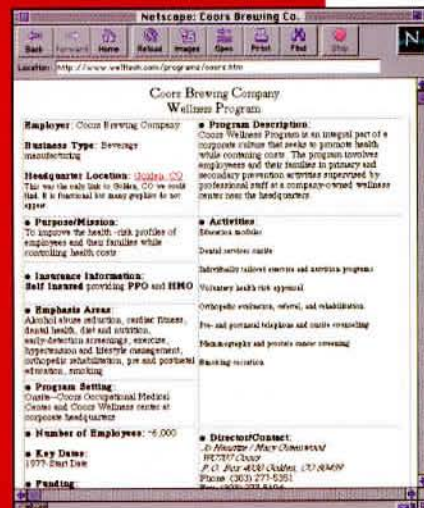
A great place to find products and services for the health promotion and fitness industry. This online resource directory is regularly updated and linked to vendors' Web sites.



The Future of Health

Knowledge

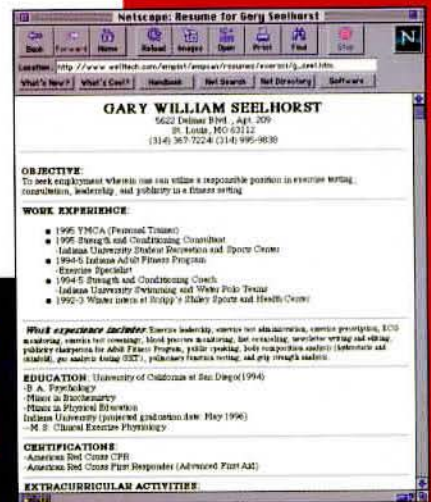
Workplace Program Directory



A unique listing of Workplace programs from around the country. This is an excellent source of information for those wishing to compare their programs with others or those looking to start a new program. Information includes program description, funding, impact, and more. And best of all, the listings are constantly updated and always available.

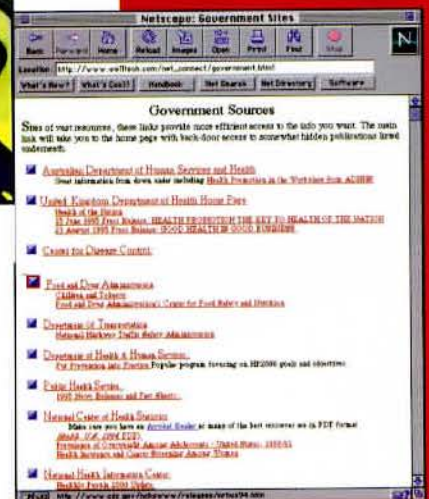
Employment / Internship Resources

Opportunities abound for the student and professional. You can market yourself by posting a resume or locating experiences important to your future in the employment and internship listings.



facts
information
Promotion

Net Connections



The Internet has been described as the "largest non-indexed library in the world." WellTech assists those wanting efficient access to health promotion and fitness resources already on the Internet. All resources are reviewed and organized by Source (Government, University, Association...) and by Subject (Fitness, Weight Management, Ergonomics...). A great time saver!

Page Development

Do you want to be on the Net but do not know how to use HTML, CGI, GIF, or other technical tools to create exciting web pages? WellTech can "paint" you a masterpiece as well as market and manage your online resources.



Internet Consulting

Should you be on the Net? What does it take to be on the Net? The Internet has brought incredible excitement but also a maze of possibilities. WellTech can assist in developing and implementing a plan to gain a competitive advantage in this vast information medium.



Sponsorship Opportunities

Sometimes you need it all and a little more. WellTech pulls out the red carpet and combines prominent advertisements on the WellTech site along with Consulting, Workshops, and Page Development. This is for those wanting the royal treatment!



Workshops/Training

Everyone knows the Internet is exciting and growing, but many don't know how to use it. Therefore, educating your clients, members or even yourself is extremely important. WellTech can provide interactive, non-technical presentations explaining :

- How do you connect?
- What is the Internet?
- What is out there ?
- How to navigate?



WellTech International is a fun group of technology-oriented health promotion professionals with multimedia and graphic professionals focusing on providing pleasant and painfree experience on the Internet.

P.O. Box 411183-251
St. Louis, MO 63141
email: info@welltech.com
Phone: 314-994-1545
Fax: 314-994-1545

**WellTech
International**

Appendix J: Website Development Packages



Page Development

Ready to look you best on the Internet? Let us show you how easy and affordable we can put you on the web. Our team of health and technical specialists will make your information come to life on the web!

Customize

Your Web Presence

The Starting Line

\$350 startup fee

- Home Page Design
- Server Configuration
- Online Marketing Services
- Page Development Consulting

How many Web Pages?

\$135 per page

- Site Schematic
- Layout Design
- HTML Formatting

Graphics & Media Design

- GIF Animation: \$90
- Original Icon: \$100
- Original Graphic: \$350

Do you want Interactive Forms?

\$120 per form (includes CGI programming)

Keep your Site Up-to-date

- Quarterly: \$50
- Bi-Monthly: \$72
- Monthly: \$132
- Bi-weekly: \$260
- Unlimited: \$450

Advertising on the WellTech Site

750 impressions \$100

75 click thrus \$100

Select

a Package and Save!

Web Site Starter

- Your Home Page
- 3 linked pages
- Quarterly Updates
- Advanced Listing
- Online Marketing Services

\$500

Web Site Pro

- Your Home Page
- 9 linked pages
- Interactive Form
- Bi-monthly Updates
- 2 Advanced Listings
- Online Marketing Services

\$1500

Web Site Deluxe

- Your Home Page
- 18 linked pages
- Interactive Form
- Monthly Updates
- 2 GIF Animations
- Ad banner (1000 impressions)
- 3 Advanced Listings
- Online Marketing Services

\$3000

WellTech International™
The Future of Health Promotion

prices effective 06-97

(314) 995-9838
<http://www.welltech.com>

Appendix K: Advertisement Example

*Lost on the Info Highway?
Let WellTech show you the Way!*

<http://www.welltech.com>

Online Resources

Exceptional Services

Workplace Programs

Web Site Development

Product & Service Directory










Internet Instruction

Employment & Internship Center

Marketing & Consulting

Net Connections

Sponsorship Opportunities

Stop by our WebSite for efficient access to high quality, timely information for health promotion professionals. Check out our WebCast of the 22nd Annual AWHP International Conference.



As growth of the Internet continues, establishing a Web Site is a necessity. WellTech provides cost effective services to help you succeed on the Internet. Contact us or stop by our booth at the AWHP International Conference.

<http://www.welltech.com>

The Future of Health Promotion

Ph: 314.995.9838 ☎ Fax: 314.994.1545 ✉ Email: info@welltech.com

Appendix L: Postcard Advertisement

File	Edit	View	Go	Bookmarks	Options	Directory
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To The Future of Health Promotion...

<http://www.welltech.com>



Call Now For Your FREE Resource Directory Listing!
314.995.9838



Net Connections



Employment & Internship Center



Resource Directory



Workplace Program Directory

www.welltech.com

<p>Don't Be Left Behind! Market on the Net Today</p> <p>Incredible exposure *1000's cheaper than print ads All electronic, no more out-of-date information</p> <p>The Web Site for Health Promotion Targeted to health promotion professionals We promote the site, <u>you</u> get the exposure 1000's of visitors a week</p> <p>Web Site Starter</p> <ul style="list-style-type: none"> • Home Page & 3 linked web pages • Advanced resource directory listing • Online marketing services • Quarterly updates <div style="border: 2px dashed black; padding: 5px; display: inline-block; margin-top: 10px;"> <p>Less than \$50 a month!</p> </div>  <p style="text-align: center;">Call 314.995.9838 or E-mail info@welltech.com</p>	<p>WellTech International PO Box 411183-251 St. Louis, MO 63141</p>	<p>FIRST-CLASS MAIL U.S. POSTAGE PAID St. Louis, MO Permit No. 3374</p>
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Appendix L: Continued

Fitness_Mgt_Postcard 9/10/97 10:47 PM Page 1

Let the seasoned pros at WellTech International* work with you to plan, design/redesign, and maintain your WebSite. If you are ready to put your products and services on the World Wide Web, we can bring them to digital life. Advantages of working with WellTech:



- Web specialists with health/fitness backgrounds
- Starter web site, online catalog, multimedia, etc.
- Help you market your web site
- Web design packages beginning as low as \$500!

**Call today and let the
Internet work for you!**



WellTech International
(314) 995-9838
www.welltech.com

* WellTech International ... web leaders in the health and fitness industry

Fitness_Mgt_Postcard 9/10/97 10:47 PM Page 2

Tell Me More About...

- WebSite Design/Redesign
- WebSite Advertising
- Resource Directory Listing
- Employment & Internship Listing
- Resume Posting
- Online Research and Consulting
- WellTech WebCast
- (other) _____

Name: _____

Title: _____

Company: _____

Address: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

FM 9/97



Place Stamp Over Logo

WellTech International

PO Box 411183-251
St. Louis, MO 63141

Contact Us At

www.welltech.com
Call: (314) 995-9838
Fax: (314) 994-1545
E-mail: info@welltech.com

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