

E-MU / ENSONIQ E-COMMERCE

Next Steps

**First Draft
May 23, 2000**

Prepared by Frank Johnson

Summary of New Shopping Section Features

As of today, the revamped shopping section is now live on our external web site. Here is a summary of the features of this new section:

- Every top-line product for which we sell a sound product, accessory, manual, option, etc. now has its own page where the owner of the top-line product can now see everything we sell for his/her particular product at one glance. We now have pages for 85 different products, including 12 current E-MU products, 1 current E-MU / ENSONIQ product (PARIS), 4 current ENSONIQ products, 2 current Creative products, 34 older E-MU products, 30 older ENSONIQ products, and 2 older Creative products. The current shopping section now includes 252 separate pages and 412 graphics.
- I have already sent a request to the manager of Creative's web site team and asked her to include prominent links to the four Creative product pages from appropriate sections within creative.com, blasterkey.com, and soundblaster.com.
- At Frank Revel's suggestion, each product page includes sound products divided into genres to make it easier for shoppers looking for a particular style of music.
- A top-style, tabbed navigation scheme has been added. This is becoming the norm for shopping navigation (often called the "Amazon Model"), and studies have shown a marked increase in revenue for companies which have adopted this model. We have also included a drop-down product menu on every page which will enable shoppers to quickly jump to product-specific pages. Our hope is that these measures will make the navigation scheme more intuitive and eliminate the problem the older section had of shoppers not knowing where to go to find what they wanted (it was possible under the old shopping section, for example, for the shopper to be confronted at the beginning of the shopping process with five different places he/she could go if he/she owned an E4XT Ultra!).
- The shopping section is now largely text-based (with a minimum of graphics) so as to reduce the time necessary to download each page. Bells and whistles (fancy graphics, animations, audio) are nice, but if they slow down the page load time, we potentially lose customers (studies show that the average web surfer will now wait a paltry eight seconds for a page to load before proceeding to leave the site).
- We have added 59 new sku's which were not present within the former shopping section (these are largely manuals, ENSONIQ options and sound products, as well as the Proteus Sound ROMs).
- Bank lists have been created for all sound products.

- We have added specials to the front page of the shopping section to highlight special deals.
- We have changed the “splash page” (the second little window which pops up) for the main emu.com page to emphasize the new shopping section.
- We have **greatly** expanded the help section to answer questions our online shoppers may have (the old shopping section had one page to do this while the new section has 14 pages). We have also added a new page with extensive contact information for those who have further questions (this page can be seen by clicking on the “Questions? Call Us!” graphic at the bottom of any page within the shopping section).
- We have added basic contact information at the bottom of each page within the new shopping section (the most frequent complaint I receive about the external web site is the difficulty of finding out how to contact us).

Next Steps

This new shopping section can now become the foundation of a number of new ecommerce efforts which should result in increased revenue (without the new shopping section as a foundation, these measures would largely have been premature). I have included some initial suggestions as to how we can capitalize on the new shopping section (these are not necessarily listed in order of importance), but I would appreciate any suggestions for other measures which anyone might have.

1. ENSONIQ closeout products should be converted to downloadable form as they are sold out and made available for purchase on the web in that form.
2. If we are successful at selling ENSONIQ closeout products in downloadable form, we should investigate obtaining copies of the ENSONIQ products we currently don't have so they can be converted to downloadable form (Syntaur Productions may be the most logical source).
3. Older E-MU sound libraries (SP1200, for example) should be converted to downloadable form and made available for purchase on the web in that form.
4. Audio demos should be completed for all E-MU and ENSONIQ sound products. Once they are completed in wave form, it will be fairly simple to make them available as Flash movie files on the web so people can “instantly” hear the type of music they can make with a particular sound library.
5. Links to preferred dealer pages should be added to product-specific pages within the new shopping section. We will add “how to buy” buttons to product-specific pages within the current product section of the web site. This will ensure that people who are reviewing product information will be given

instructions on how to buy the product and in following those links, they will also see that we sell a number of sounds and accessories for those products.

6. We should also add a dealer-finder database to the site so that each product-specific page can include a form (or a link to a form) through which shoppers can then find preferred dealers to visit to buy the top-line products.
7. The current product-specific pages for SoundFont-compatible products (as well as the bank listing pages for SoundFont CDs and other products) include a note regarding SoundFont technology (basically, trying to keep people from buying SoundFont CDs thinking they are compatible with their Ultra, for example – we periodically have to refund someone’s money because they didn’t realize this fact). This note lists all EMU and Creative products which are SoundFont-compatible, but does not list any other manufacturers’ products. There is a request for manufacturers who believe their product to be SoundFont-compatible to send an email to Todd Shires asking for evaluation of their product.

Once we determine a product is SoundFont-compatible, we can tell the company that we would be happy to list their product as SoundFont-compatible in exchange for a few services:

- a. They provide us with a written tutorial describing how to use SoundFont technology in conjunction with their product(s). They agree to include information within the tutorial regarding purchasing SoundFont products from us (links to our pages, etc.)
 - b. They agree to allow us to create a “Shop for Cakewalk (for example) Items” page within our shopping section (the page would list all the SoundFont CDs for sale, as well as anything else which might be appropriate)
 - c. They agree to add a link from their web site to that specific page within our shopping section (“To see sounds and accessories from E-MU / ENSONIQ which are compatible with Cakewalk, click here”)
 - d. They agree to include the tutorial in their product boxes
8. Creative product pages (SBLive!, BlasterKey MP3, AWE-32, and AWE-64) should be promoted aggressively as well.
 9. We should continue discussions (which I understand have been happening) regarding the possibility of Internet-only products.
 10. We should continue our investigation into financing programs which can be used in the sale of high-priced items such as the E-MU PC.

11. We should develop extended warranty programs which can be administered from within the web environment. This would require online registration forms and delayed autoresponder technology. The idea is that a user fills out his/her warranty card online and then 351 days later (2 weeks before his/her warranty expires), he/she is automatically sent an email which offers an extension on their warranty for a certain period of time for a charge (along with a link, of course, directly into the shopping cart).
 12. We should begin a formalized program of sending regular opt-in emails, using our email lists from warranty card registrations, online purchases, and free SoundFont bank downloads.
 13. We should add features and benefits to item descriptions to highlight “why” a shopper should buy something rather than just tell them “what” they are buying (product information is not enough – sales copy is required).
 14. We should investigate the concept of a one-off CDs/diskettes program (largely to be able to continue to sell ENSONIQ CDs).
 15. We should ask Creative to send an email to its SBLive! Owners offering them a free tutorial on SoundFont technology. The tutorial, written by us, would include information on how to use SoundFont technology with SBLive! And would include links to our SBLive! Page within the new shopping section.
 16. We should add user-installable parts to the new shopping section.
 17. We should revise SoundFont.com to match the look and feel of the Creative site (since most of its customers are coming from Creative web sites). We should categorize SoundFont products by genre, alphabetically, CD series, etc. We should include the following sections within SoundFont.com:
 - a. Products: SoundFont products (CDs, downloadables, etc.); sound cards, E-MU PC, BlasterKey MP3, other internet-centric products from Creative, and perhaps speakers, modems, and video cards. Etc., etc.
 - b. Information: SoundFont basics, tutorials, technical articles, etc.
 - c. FAQs: SoundFont FAQs, product FAQs
 - d. Free Banks: much like we do on the E-MU / ENSONIQ site
 - e. About E-MU / ENSONIQ: About the Company, Link to Corporate Site
- Etc., etc.

18. We should add appropriate urls to the shopping database so that we can suggest links to other products when the user receives his/her order confirmation after finishing the shopping process.
19. We should use the pop-up window on the front page of the site to highlight shopping specials.
20. We should add older ENSONIQ manuals to the new shopping section.
21. We plan to add b-stock products to the appropriate product-specific pages as soon as possible.
22. In addition to requesting links from Creative, we should include banners which link to our SBLive! Page in the normal rotation which Creative offers to us on a monthly basis.

Conclusion

I would strongly suggest that additional revenues gained from the new shopping section (I would anticipate that we will see such additional revenues) should be reinvested back into ecommerce efforts so that we will have the personnel and technology to be able to implement some or all of the “next steps” listed above.

If you have any questions or comments about this document or about the new shopping section, please feel free to send me an email, call me, or stop by my office at your convenience.