

Peter Chang

Online Marketing Intern



August 21, 2000
Summer Internship 2000

Education

- M.B.A., Class of 2001
Simon Graduate School (U. of Rochester)
 - Marketing & E-Commerce

- B.S., Class of 1996
Marshall School of Business (U.S.C.)
 - The Entrepreneurship Program



Professional Experience

- AIDS Project Los Angeles
 - Contracts/Grants Coordinator

AIDS Project Los Angeles



Why an Interest in the Internet...

- Dynamic Environment: Early Stages of Life Cycle
- Challenging: Ability to Create Opportunities and Efficiencies
- Incredible Growth Rates:
 - Online Spending
 - Online Traffic



Why an Interest in the Internet...

➤ Online Spending

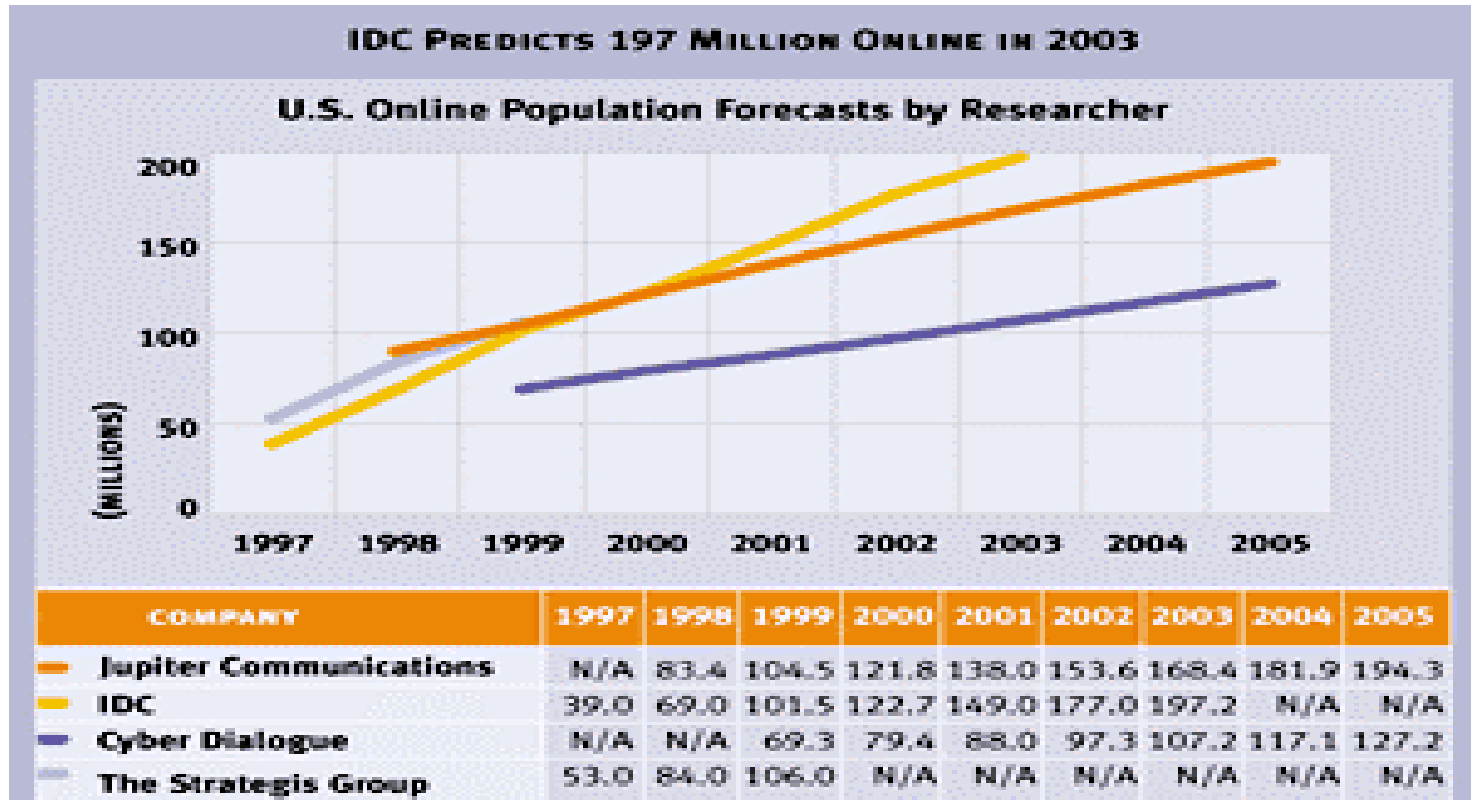


Source: U. of Texas, Keenan Report and Morgan Stanley Dean Witter Research



Why an Interest in the Internet...

➤ Online Traffic



Source: Companies Listed



Major Projects

- Competitive Web Site Analysis
- Search Engine Optimization Strategy
- Online Advertising



Competitive Web Site Analysis

➤ Main Objective:

➤ Where are we now, where were we, and what direction do we need to go

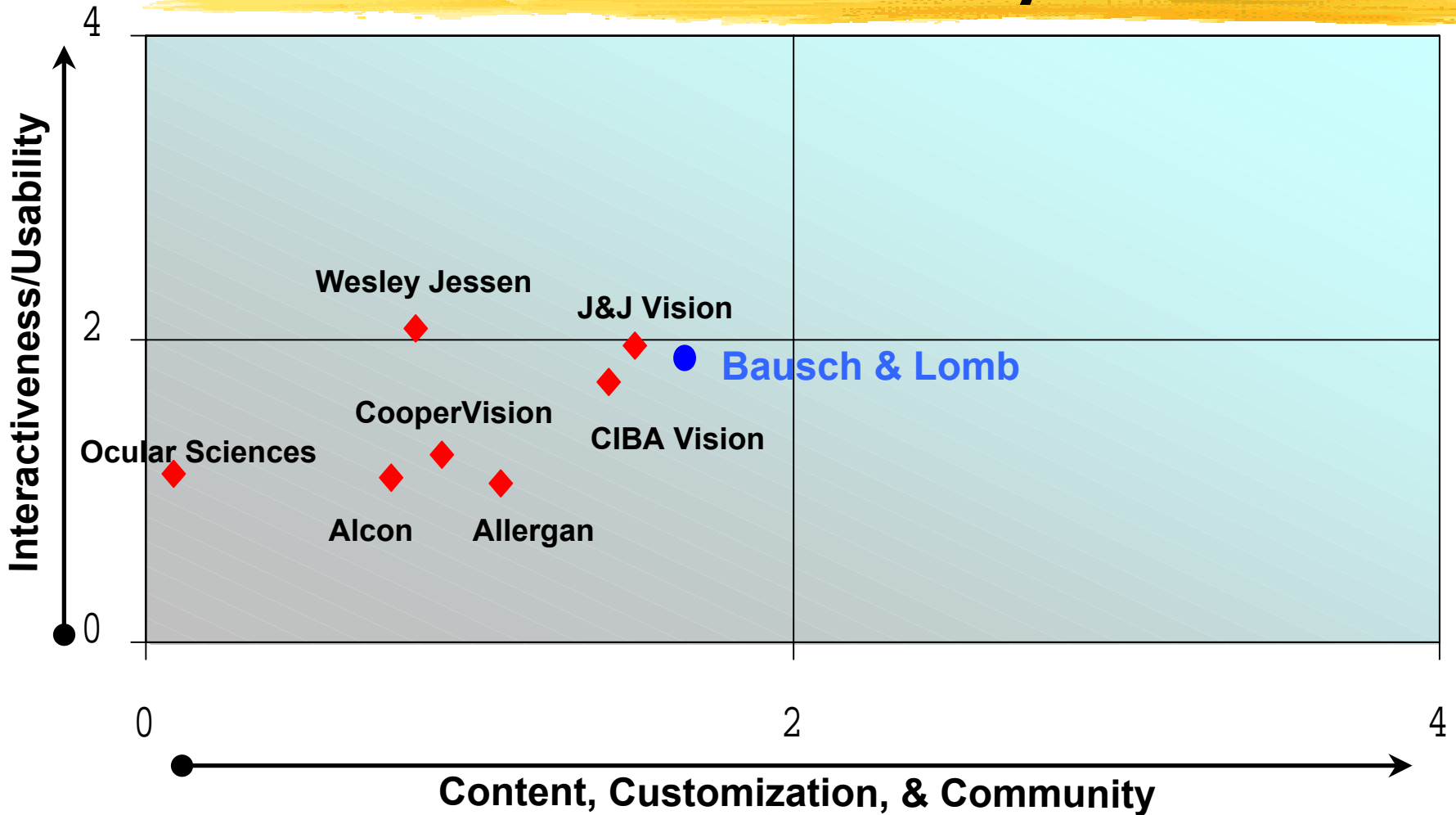
➤ Process:

➤ Analysis of 8 web sites

➤ Quantify where each site is based on Interactiveness of Site and Robustness of the Marketplace



Competitive Web Site Analysis



Competitive Web Site Analysis

- Benefits to Bausch & Lomb:
 - Ability to Monitor Success of the web initiatives
 - Refine on-going strategic goals
 - Internal projects vs. Contracted projects
 - Monitor current web activity of competitors
 - ex/ Johnson & Johnson



Search Engine Optimization Strategy

➤ Main Objectives:

- Determine the need for a plan
- Determine how much resources we should allocate
- Evaluate current Search Engine standings

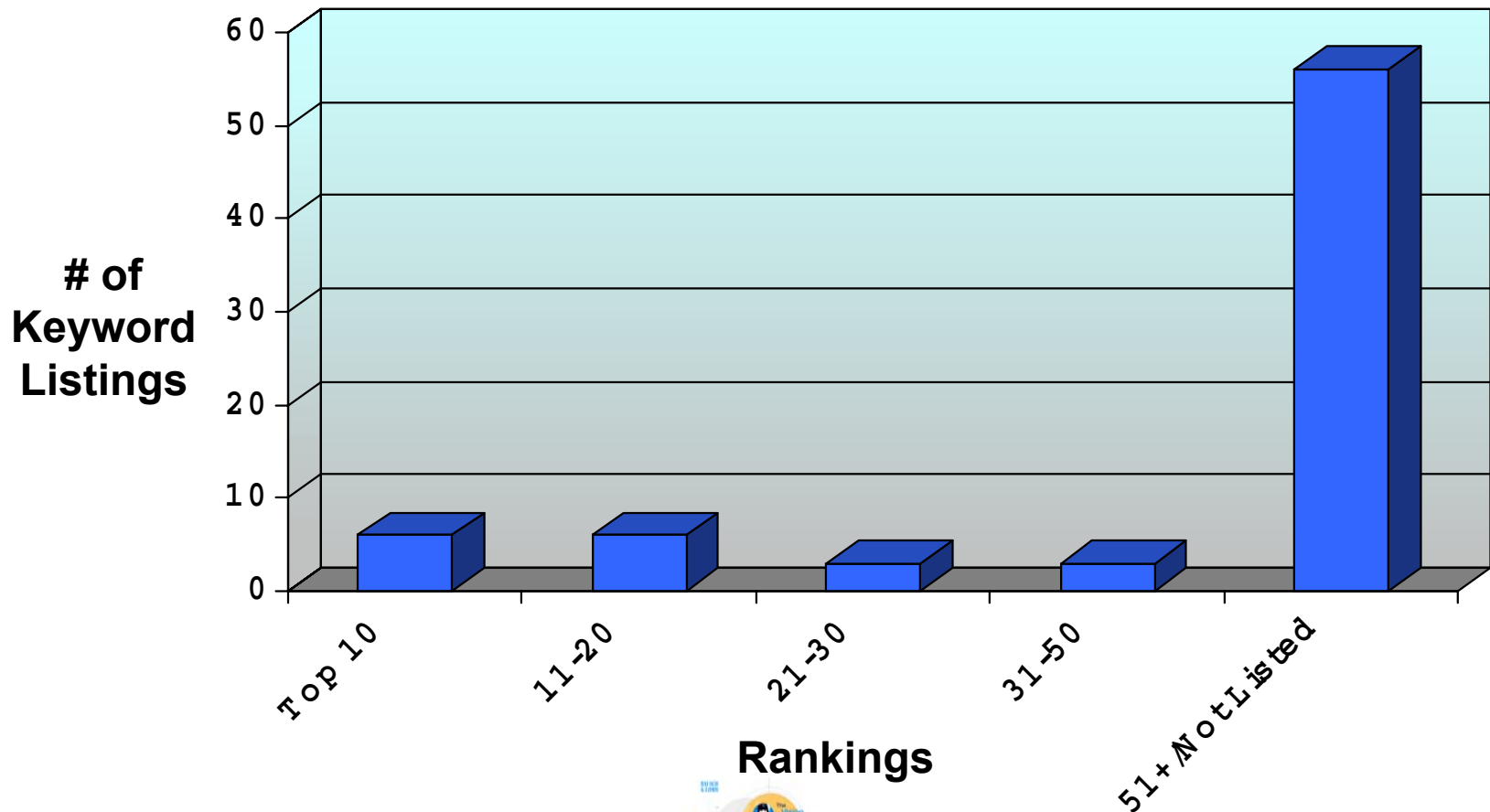
➤ Process:

- Identified Importance of Search Engine Listings
- Identified where B&L and competitors stand



Search Engine Optimization Strategy

Bausch.com Engine Rankings Summary Chart



Search Engine Optimization Strategy

- Benefits to Bausch & Lomb:
 - Benchmark
 - Understanding of Significance
 - Implement Strategy Going Forward



Online Advertising

➤ Main Objectives:

- Develop metric system in quantifying an ROI for online banner advertising

➤ Process:

- Analysis of CPM vs. Cost Per Sale
- Evaluated All About Vision online promotional program



Online Advertising

- Benefits to Bausch & Lomb:
 - Evaluation method for future online programs
 - Determine higher-quality traffic sources



Benefits to me...

- Opportunity for a career change
- Utilize classroom knowledge in real-life business situations
- Understand dynamic environment of the online world
- Challenge in developing strategies



Thank You

