



1990 Worldwide Developers Conference

New Media Information
Products



**New Media
Information Marketing**

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New Media Information Products: Marketing and Distribution Issues

Apple's Marketing Role

Brief Definition of New Media Information Products

- The big picture
- What exists today
 - Applications environments
 - Enhanced databases
 - EduTainment

Marketing and Distribution 101: The Four P's

- Product
- Price
- Place
- Promotion

Products

- Tools
- Apple CD SC
- Other CD ROM drives
- Titles

Price

- Current hardware pricing
- Current titles pricing
- Projected pricing

Place

- Distribution's role
- Current distribution
- Projected distribution

Promotion

- Apple's role
- Current programs - News you can use
- Possible programs

News You Can Use

- Direct mailings – Link: Direct.Mail
- Apple USA Marketing Information - Link: BIZSOFTWARE
- Third Party Developer Cooperative Marketing Program - Link: KLEM

Third Party Developer Co-Marketing

- Market development fund
- Unified message
- Critical mass



The power to be your best