

RSS: Beyond E-mail

RSS|virtual publisher
White Paper

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RSS: Beyond E-mail

What is RSS?

Often referred to as **Really Simple Syndication (RSS)** distributes and aggregates content such as news announcements, press releases, product announcements, and headlines through the use of a standard XML format.

This process provides on-demand information updates directly to end-users as changes occur to specific web content, without the user having to search for it.

RSS allows content providers the ability to automatically send updated web content to end-users who are using RSS readers to consume content with greater efficiency.

RSS is rapidly gaining traction as both a complimentary and alternative delivery vehicle for all forms of digital information. For marketers and information consumers it alleviates the burden of SPAM issues, filters and "e-mail overload". It has been tagged as the #2 'Technology Trend' for 2005 and is the cornerstone of large marketing efforts taken on behalf of Google, MSN and Yahoo.

"Rather than visiting a series of websites every day, technologists are installing RSS-aware news aggregators on their desktops and configuring it to pull RSS feeds from their favorite web sites. Instead of going to the news, why not have the news come to you!"

<http://www.oracle.com/technology/syndication/index.html>

While it does not replace a strong e-mail/web campaign, it truly supports marketers in a way that has not been available until now.

"RSS and Atom feeds are great alternatives to email newsletters. They work like newsletters by delivering the latest news to your desktop, but since you only get what you ask for, RSS feeds are a spam free way to follow blogs and newsy sites."

<http://email.about.com/od/betternewslettersrss/>

Savvy e-mail marketers have an increasing focus on permission based marketing and would like to have a solution to the SPAM problem, but it simply does not exist, and doesn't appear to be solvable in the very near future.

RSS as part of the overall Plan.

One-way to compliment e-mail marketing is through the use of RSS and make it part of an overall e-mail marketing strategy. People change e-mail addresses often and at random. Even if your content is truly relevant, you will likely get omitted in the latest e-mail address change.

For this reason it is important to provide alternatives that allow information consumption to occur based on the end-user preferences. One of those methods is to leverage content that already exists, re-purpose it, and make it available via an RSS feed channel.

Getting Started

Why RSS?

Since end-users who consume information value their time, RSS feeds are becoming the **method of choice** for receiving informational updates.

Any organization that has content, can utilize RSS to disseminate feeds of data in an uncluttered non-invasive manner. RSS delivers continual headlines and information snippets with links back to more information and details.

RSS feeds have also become the standard for sharing content between sites. RSS also makes it easier for content creators to gather and distribute news and thus increase their audience size.

Before you begin to address and satisfy an ever-growing RSS enabled audience, you have a couple of strategic decisions.

1. Do it all in-house and attempt to integrate it with your overall web site and e-mail marketing strategy.
2. Utilize a publishing and marketing company to assist with all or part of your e-mail and RSS communications blueprint.

To pick the most effective approach, here are some considerations when making RSS a part of your plan.

Consider:

- The size of your company.
- The audience you are trying to reach.
- The skill sets and resources you have available.

The RSS publishing process is fairly straightforward from a technical perspective: Have someone on your web development team create some XML code in the correct format and post one of those orange RSS buttons on your web site.

Well, that certainly is the message that some would have you believe. If you have been involved with any web development project, e-mail marketing campaign, or creating informational newsletters, you know it involves a variety of interconnected resources, and workflow processes. Only the combination of all pieces will help to ensure that your information is created and disseminated in the manner envisioned.



"RSS has only recently begun to take off. It has become so popular that in some cases half the visitors to a blog or web site come via RSS feeds."

Wired News, Dec 09, 2004
<http://www.wired.com/news/culture/0,1284,65971,00.html>

RSS in Your Company

You now know what RSS is, and know that it is only a matter of time before you begin. Here are few additional questions that should be answered if you're serious about RSS.

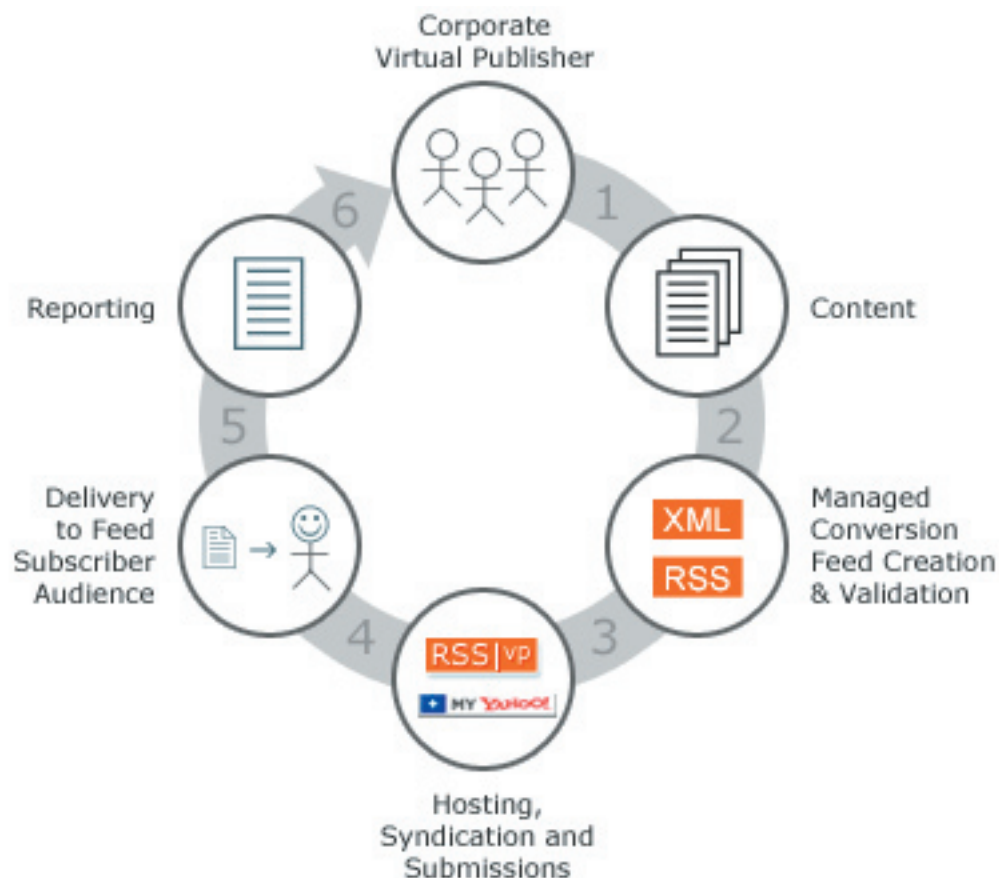
1. Does your company have more than a couple of individuals who put together product announcements, news releases, articles, white papers, etc?
2. Do you cater to a broad group of different audiences; such as corporate affiliates, business partners, and consumers?
3. Do any of your information consumers belong to more than one group if you were to categorize your information?
4. Do you conduct e-mail campaigns that utilize third party services?
5. Do you have different departments involved with different e-mail campaigns?
6. Would diverse departments benefit from easy ad hoc publishing of content for specific RSS initiatives?
7. Would your web team benefit from some fast track services to help them meet the other deadlines on their agenda?
8. Is it important to begin your RSS initiative sooner than later?
9. Would you benefit from a team of specialists who could keep you up to date on the latest in RSS feed formats, and RSS marketing strategies.
10. Would leveraging your RSS content feeds to mobile devices, such as cell phones, be advantageous to your information consumers?
11. Would you benefit from access to technical resources that are able to react to your custom programming requests?
12. Do you currently have, or do you anticipate having rich media content such as movies, video or audio that you would like to syndicate via an RSS feed?

If you answered yes to 2 or more of the above questions, you likely want to consider a marketing agency that specializes in RSS and has a proven track record in e-mail marketing.

*Some conditions may apply.

VP Benefits

- Cost effective and secure commercial web service.
- Streamlines the publishing of new information to end-users.
- Easy syndication, as information is spread through the web creating new audiences.
- Detailed statistics on your RSS channel traffic provides for easy performance audits.
- Automatic feed submissions to major portals (such as MY Yahoo!, MyMSN and others).
- Simple integration into your existing web site.
- Feed validation is provided to ensure your feed is correct.
- Hosted service allows you to expand your business offerings without expanding overhead.
- Allows for ad hoc RSS publishing as easy as e-mail.
- Combined with our e-mail campaign management service, RSS|vp provides the most complete service offering available.
- Departments don't even require a web site to get their news out as VP provides complete news and newsletter hosting services.



Virtual Publisher Highlights

1. Feed Overview
2. Feed Editing
3. Multiple Feeds Summary

The screenshot displays the RSS|Virtual Publisher web application interface. The top navigation bar includes links for Home, Users, Feeds, Articles, Categories, Content, Statistics, and Help. The user is logged in as Peter Daneyko (ADG) and the version is 0.98.04b.

1. Feed Overview: This section provides an overview of the feeds. It states: "In this section newsfeeds are created and maintained. Each feed acts as an information channel for RSS clients and will reference a list of published articles. The newsfeed is published by RSSvp as link in a variety of formats such as RSS 1.0, RSS 2.0 and HTML." It also indicates "You have 6 feed(s) defined."

2. Basic Information: This is the edit form for a specific feed (Feed ID 29). The fields are: Title "RSS|vp insight", Link "http://service.rssvp.com/mason/site/index.html", and Description "This RSS feed is updated weekly providing RSS insight and news from around the web."

3. Multiple Feeds Summary: This section shows a list of feeds. The selected feed (ID 29) is highlighted, showing its details: Title "RSS|vp insight", Description "This RSS feed is updated weekly providing RSS insight and news from around the web.", Language "en-us", Copyright "© 2004 RSS|vp", and Subject "RSS|vp". It also displays various syndication options like RSS 2.0, RSS 1.0, RSS 0.91, ATOM, SYND, HTML, and Page.

- 4. Hosted Content Overview
- 5. WYSIWYG Content Editor

The screenshot displays the RSS|Virtual Publisher web application. The top navigation bar includes links for Home, Users, Feeds, Articles, Categories, Content, Statistics, and Help. A secondary bar contains List, Create, Upload, and Edit. The 'Content' link is highlighted with a green box labeled '4'. Below the navigation, the 'Content Overview' section provides instructions on uploading and creating media content, including image, HTML, and other content types. It also shows that there are 20 media items available and a disk usage of 347417 bytes. A green line connects this section to the 'File Data' section below. The 'File Data' section, labeled with a green box '5', shows a WYSIWYG editor for a template named 'Sample03'. The editor displays a preview of a newsletter layout with a header 'CompanyX', a navigation bar with links to Company, Services, Support, and Contact, and a main content area with a large 'X' and the text 'CompanyX eNewsletter'. The 'File Data' section also includes fields for Template, Editor, HTML/Text, Filetype (HTML), RSSvp Storage ID (71), Description (Sample03), and checkboxes for 'as template for "Create Content"' and 'as article for "Add Article"'. A 'Save' button is at the bottom left, and a 'Cancel' button is at the bottom right.

RSS|vp RSS | Virtual Publisher

Home | Users | Feeds | Articles | Categories | **Content** | Statistics | Help

List | Create | Upload | Edit

Welcome
Logged in

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Content Overview

Upload or create media content such as images, html pages or other web formats.

Image content can be used in the user interface (skin), as user and feed logo or in RSSvp hosted articles. This content can only be uploaded and deleted but not edited.

HTML content can be used for RSSvp hosted articles. This content can be created and edited online.

Other content can be hosted on RSSvp. Media files recognized by the system include: Flash .swf, Acrobat .pdf, Word .doc files.

You currently have **20** media item(s) available. RSSvp disk usage is **347417** bytes.

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File Data

Template: [Dropdown] Load

Editor: Switch to Text Editor

HTML/Text: [Rich Text Editor]

Filetype: HTML

RSSvp Storage

ID: **71**

Description: Sample03

Use:
☒ as template for "Create Content"
☐ as article for "Add Article"

Save Cancel

6. Feed Syndication

Code templates ensure that corporate feeds are always as up to date for the most popular readers in the marketplace.

7. Multi-syndication Button

RSS|vp

RSS | Virtual Publisher

Ver. 0.98.04b

Home | Users | Feeds | Articles | Categories | Content | Statistics | Help

Welcome: Peter Daneyko. Logged into: ADG. [Logout](#)

List | Add | Edit | **Syndicate**

Syndicate Newsfeed

You are syndicating the newsfeed #29 titled 'RSS|vp Insight'.

Feed Icons

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Syndicate your feed by placing a standard RSS or XML icon on your website.

RSS 2.0 Button

RSS

2.0

```
<a href="http://service.rssvp.com/mason/rssvp/feed.xml?id=29&version=2.0">
</a>
```

Other Button Designs

RSS XML RSS XML XML RSS 1.0 XML RSS 2.0 RSS SUBSCRIBE RSS

MyYahoo! Button

add to MyYahoo!

+ MY Yahoo!

```
<a href="http://add.my.yahoo.com/content?url=http%3A%2F%2Fservice.rssvp.com%2Fmason%2F

```

Multi-Target Syndicate Button

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Syndicate 'RSS|vp Insight' with RSS

Amph Desk

Awasi

Bloglr

Bot A Blog

BottomFeeder

Fyuze

Headline Viewer

mobilerss

My Yahoo!

NetNewsWire

NewsGator Online Services

NewsMonster

NewsCrawler

nntp/rss

Python Desktop Server

Radio UserLand

RSS Bandit

SharpReader

Shrook

Syndirella

Vox Lite

Wildgrape

WINKsite

WinRSS

Place the following into the <head> of the page:

```
<script language="Javascript"
src="http://service.rssvp.com/mason/rssvpquicksup/quicksup.js"></script>
```

and add the following into the <body> of the page:

```
<div id="quickSub" style="position:absolute; visibility:hidden; z-index:100
onmouseout="return timeqs();" onmousemove="return delays();"></div>
```

Rendered Feeds

Link to a rendered view of the feed from your website, place a rendered view directly in your <iframe> or make the feed accessible to mobile users.

HTML Button

HTML

```
<a href="http://service.rssvp.com/mason/rssvp/feed.html?id=29&as_page=1">
</a>
```

8. Statistics

To accelerate the process we walk you through steps to creating your own RSS feed channel and tracking system, so you can focus on the business at hand.

RSS|vp

RSS | Virtual Publisher


Home | Users | Feeds | Articles | Categories | Content | **Statistics** | Help


Welcome: Peter D
Logged In: ADG

Summary

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Statistics Overview





 View statistics on your newsfeeds and article click-through rates.

 You currently have **6** feed(s) defined. Of those feeds, **6** track article clicks via redirection and **6** collect detailed statistics.

ADG News

RSS 2.0 RSS 1.0 RSS 0.92 ATOM

SYND X HTML HTML Page WFL

	Feed ID		Feed Total	Feed Detailed
	26		2990	-3m -2m -1m -4w -3w -2w -1w -7d -6d -5d -4d -3d -2d -1d 831 2159 512 435 605 607 87 114 93 102 63 67 81
#	ID	Article	Total	Detailed
1	216	 Kanooodle Expands RSS Ads to Smaller Publishers RSS feeds, blogs, and social networks are becoming a really viable channel...	13	-3m -2m -1m -4w -3w -2w -1w -7d -6d -5d -4d -3d -2d -1d 13 7 6 1 3 1 1
2	157	 ADG Face Lift Appware Development Group (ADG) gives a face lift to our website as we introduce a variety of new services and strategi...	60	-3m -2m -1m -4w -3w -2w -1w -7d -6d -5d -4d -3d -2d -1d 8 52 17 9 10 16 2 7 6 1
3	117	 Desktop Notifier Launched Privately held U.S. grocery and drug chain utilizes ADG's service and technology for the rollout of a custom desktop not...	79	-3m -2m -1m -4w -3w -2w -1w -7d -6d -5d -4d -3d -2d -1d 35 44 18 11 9 6 1 3 1 1
4	116	 CME-Lect Site Launched Physicians are now utilizing ADG's innovative technology and services to easily earn CME (continuing medical education) ...	65	-3m -2m -1m -4w -3w -2w -1w -7d -6d -5d -4d -3d -2d -1d 29 36 14 11 5 6 1 3 1 1
		Total clicks for this feed:	217	

Client Spotlight

Avaya: The Will and the Way

RSS Applications

- Newsletters
- Product Announcements
- Press Releases
- Product Launches
- Pricing Specials
- Technical Updates

New applications are emerging daily.

The Company

Avaya is a global leader in communication systems, applications and services. They design, build and manage networks for enterprises. Customers range from small businesses and nonprofit agencies, up to 90% of the companies in the Fortune 500, and the U.S. government.

The Content

Through the web and e-mail Avaya publishes a variety of news and information communiqués, ranging from business partner news flashes, weekly knowledge transfers, to campaign announcements and promotional incentives. The content formats cover a wide range: text, HTML, PDF, audio and video.

The Challenge

- There are multiple marketing and business development units who collectively and independently wish to address the growing demand for RSS communications.
- Content production is often met with last minute approvals, changes and updates. So throwing RSS into the mix would take some careful consideration and involve scheduling numerous meetings with IT and various departments in order to address the variety of potential requirements. The co-ordination alone would mean significant delays with addressing the individual needs of multiple departments simultaneously.

The Solution

Provide the enterprise a web-based service that allows multiple users the ability to repurpose existing content and publish new content on the fly; complete with management performance tools that allow for continuous improvement.

The Results

Avaya has been able to publish over 150 business related articles and announcements via RSS feeds in the first 30 days of utilizing the RSS|vp Professional Services and Virtual Publisher.

Their Virtual Publisher was up and running the same day it was purchased - with no IT involvement. The cost of all of this was comparable to one e-mail marketing campaign. Part of the RSS|vp services included customized RSS educational overviews. They assist Avaya with educating their audiences on the benefits of RSS, and how to easily subscribe to Avaya's RSS feeds.

Client End-User Experience

Depending upon their personal preferences, Avaya feed subscribers may utilize any one of the over 50+ feed readers/aggregators available in the market place. The views below show live Avaya feeds being subscribed to through the MY Yahoo! web-based aggregator service.

1. User receives e-mail newsletter



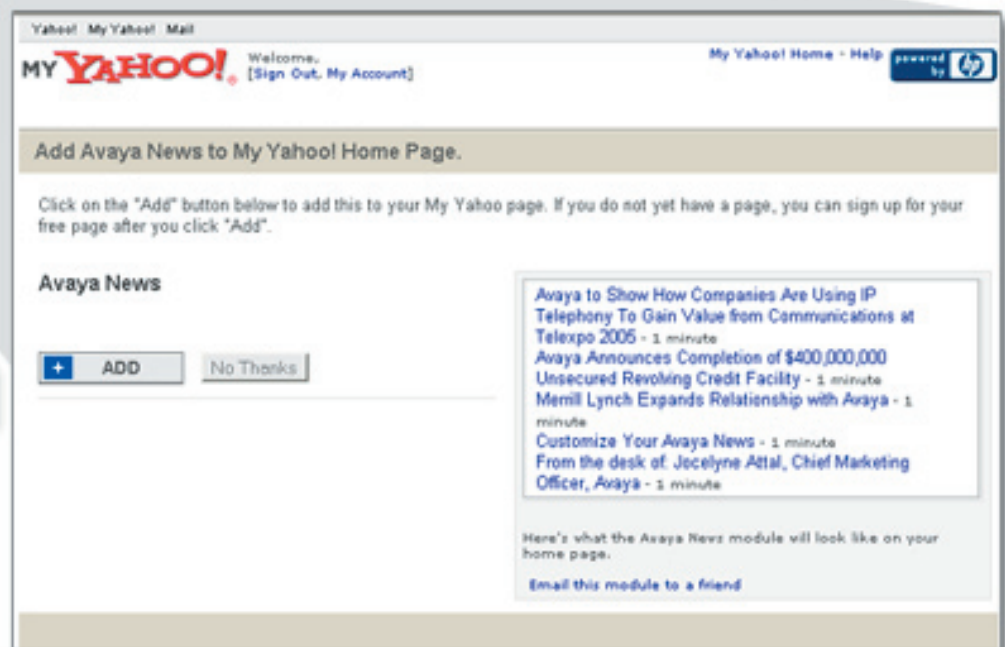
2. User clicks on MY Yahoo! button

Once a RSS feed has been created, the updated new information is delivered to the subscriber the moment it happens. "Information consumers" may choose from a number of feed reader options to automatically receive their news.

As part of the RSS Virtual Publisher service, the publishing of new content, XML coding, scripting and button templates make the entire process seamless and easy to use.

3. User adds feed

In this example the user clicked on an Add to MY Yahoo! button to have their information feed delivered to their MY Yahoo! personalized page.



My Yahoo!

[Add Content](#)
[Change Layout](#)
[Change Colors](#)

Avaya News [edit](#)

- [Avaya to Show How Companies Are Using IP Telephony To Gain Value from Communications at Telesgo 2005](#) - 6 minutes ago
- [Avaya Announces Completion of \\$400,000,000 Unsecured Revolving Credit Facility](#) - 6 minutes ago
- [Merrill Lynch Expands Relationship with Avaya](#)** - 6 minutes ago
 Merrill Lynch Expands Relationship with Avaya: Avaya IP Telephony Solutions Set For Corporate Campuses Across Three Continents, Including Merrill Lynch's World Headquarters
- [From the desk of Jocelyne Attal, Chief Marketing Officer, Avaya](#) - 6 minutes ago
 Avaya is at the heart of successful businesses worldwide, embedded in the fabric of the enterprise. The Avaya 2005 advertising campaign places our innovative technology solutions and the competitive advantages they deliver front and center. It's...
- [Avaya at VoiceCon 2005, February 7 - 10 in Orlando](#) - 6 minutes ago
 The VoiceCon 2005 conference is a unique opportunity to join with forward-thinking telecom and network managers who are looking for information on how and when to migrate their voice networking systems and services to the IP future. Learn what Avaya...
- [Managed Services Beyond Real-Time Event](#) - 6 minutes ago
 Ready to get truly remarkable performance from your converged network? See the live demo that will show you how. Attend an Avaya on Tour: Managed Services Beyond Real-Time event.
- [Avaya Contact Center Express - Customer InterAction Solutions \(R\) Magazine 2004 Product of the year](#) - 6 minutes ago
 Introducing Avaya Contact Center Express for medium-sized businesses. Don't do business better, do business best. Check out the online demo, white paper and press release.

4. Headlines in MY Yahoo!

You can see how all of the current information feeds are now listed in the MY Yahoo! page.

The user now has an organized private information delivery channel, that automatically updates itself as Avaya posts new information.

5. User reads article

While the summary can be already read in the headlines overview, further details, documents or videos are simply a click away.

AVAYA [United States](#) | [Worldwide](#) [Contacts](#) | [Support](#) [Advanced Search](#)

[IP Telephony](#)
[Contact Centers](#)
[Mobility](#)
[Services](#)

Press Releases
[Back to Press Room](#)

Do your Research

Media Resources

- Products A-Z
- Product Photos
- Case Studies
- Demos

Corporate Information

- Investors
- Avaya Labs

Merrill Lynch Expands Relationship with Avaya

Avaya IP Telephony Solutions Set For Corporate Campuses Across Three Continents, Including Merrill Lynch's World Headquarters

For Immediate Release: 09-Feb-2005
 BASKING RIDGE, N.J., US

Avaya Inc., (NYSE:AV) a leading global provider of business communications software, systems and services, today said Merrill Lynch, one of the world's leading financial management companies, selected Avaya solutions for new corporate campus offices spanning three continents.

Avaya will implement new Avaya Communication Manager IP telephony S8700 solutions for over 10,000 employees at Merrill Lynch facilities in Sydney, Australia; Sao Paulo, Brazil; and several locations in the United States including their world headquarters in New York City.

All the facilities will have Avaya IP Softphone, a mobility feature. With this capability, employees will have access to the robust and secure

Connect with Avaya
 For More Information:

Lynn Newman, Media Engage
 Avaya
 908-953-0492
lynne.newman@avaya.com

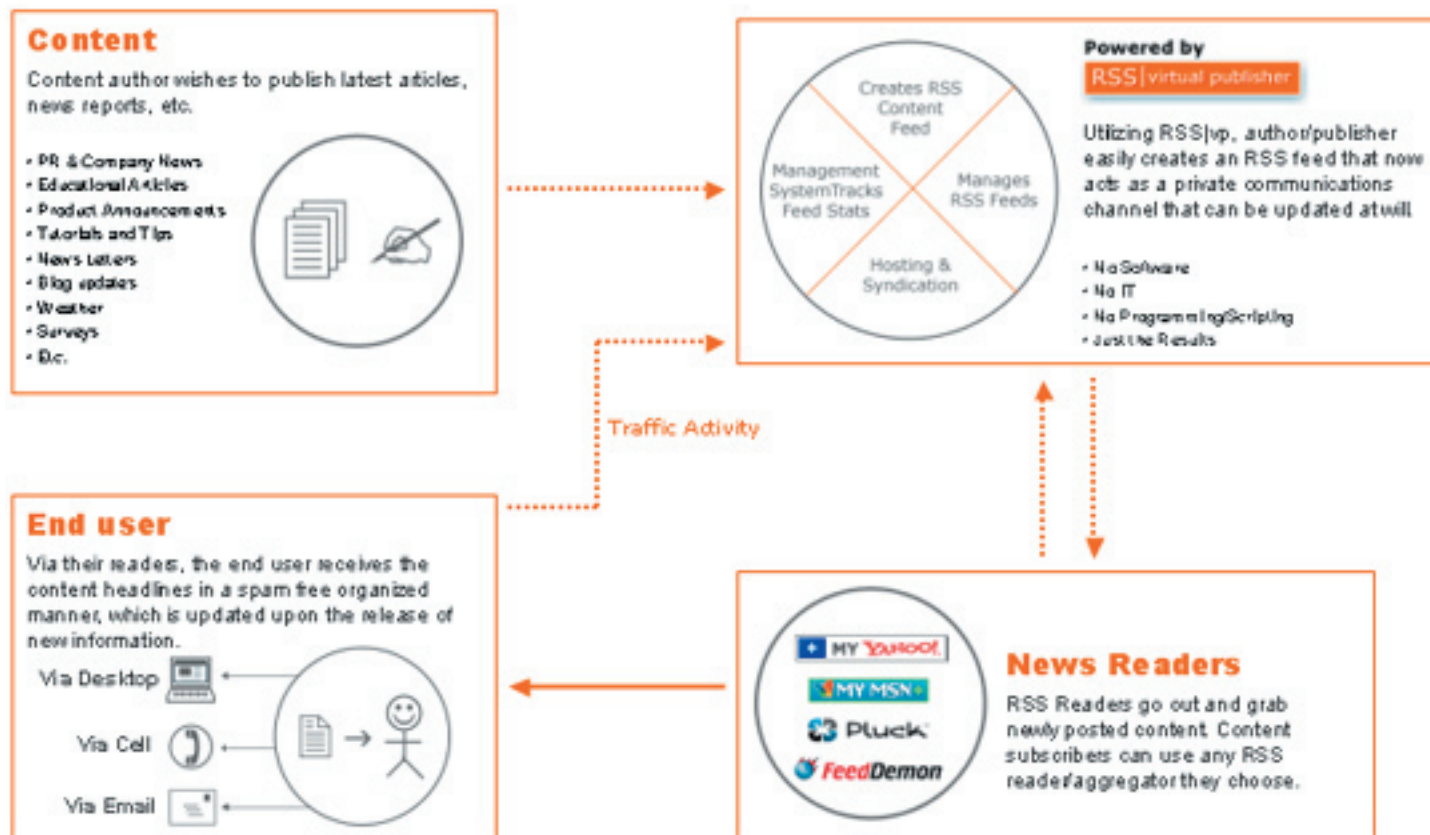
Matt Booker, Investor Relations
 Avaya
 908-953-7500
mbooker@avaya.com

[Media Contacts](#)
[Industry Analysts](#)
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RSS|vp Summary

RSS|vp is a managed services provider for RSS publishing and e-mail marketing. We provide an enterprise on-demand service that requires no IT involvement.



Create, publish, syndicate and track with your Virtual Publisher.

For More Information
For more information about RSS|vp,
visit www.rssvp.com.

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