

Capturing customers with right message

Business



All age groups who frequent restaurants can be target market for electronic discount coupons. Though this marketing approach has its pros and cons, it can be noted that we are now living in a digital era that is characterised by digital networks that link people directly to the marketers (Kotler & Armstrong, 2010). The four Ps that can apply in marketing this service are price and promotion. The price is lowered so as to attract more customers to the products offered. The service itself is specifically meant for promoting the products offered.

The main advantage of this approach to the business owner is that he can attract a lot of customers. However, the likely disadvantage is that the business may not be able to cope with the demand of customers intending to redeem their coupons if the number is too high.

On the other hand, the advantage of the service to the customer is that it is convenient since everything is done electronically. The main disadvantage is that in the event that the phone is lost, all data including the coupons are lost. This may result in losses.

I strongly support the approach of using electronic coupons since it is a convenient way of networking. The customers need to network with different businesses and other consumers such that they can exchange information about products offered on the market (Kotler & Armstrong, 2010). I have experienced this when I learnt about different products on the market through networking with friends using cell phones.

This can be improved if the company stores all the contact details in its database. When it is promoting a certain item, then it can automatically send the message to all the customers in the database. The response is likely to be overwhelming.

<https://assignbuster.com/capturing-customers-with-right-message/>

References

Kotler, P. & Armstrong, G. (2010). Principles of Marketing. CT: Person.