Free online strategy essay example

Business, Customers

\n[toc title="Table of Contents"]\n

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Business

Introduction

Doing a business through the internet has been the practice of many business owners and managers for many years now. This strategy made businesses to be more profitable as it provides fast and easy access in a convenient way of attracting customers. There are many strategies that can be suggested to attract online customers including pop-ups. However, pop-ups may or may not be helpful to some of the online customers depending on their needs as consumers of the business. In this writing, we recommend some of the strategies to attract online customers and as to whether or not pop-ups are recommended as inclusions of online strategies.

Strategy to Attract Online Customers

Online customers often use the internet to make online transactions such as searching products they are interested in buying and the ones who put their trust to internet's capability when it comes to making an online payment. These groups of people are also social media account holders. Therefore, promoting and attracting online customers with the help of social media such

as Facebook and Twitter. Social media's popularity will help the promotion of the online business. Based on the study conducted in 2010, Facebook was the most promising way for retailers to reach their consumers because it provides various ways of attracting online shoppers (brightpearl. com). Facebook has been very useful to most of the businesses that use this channel in promoting their products and their company as a whole. Offers and updates regarding the business promotion will automatically be in the person's Facebook newsfeed, which enables them to see new interesting products of the business.

Facebook is a free service in which can be an extension of the online business. This strategy can also be done using Twitter. It provides real time information and a two-way feed from and to the customers as well as the inline business (brightpearl. com). With Twitter, online customers may send message directly to the business that will enable other customers to see it, which makes the business more transparent with their customers. In addition, placing the Facebook or twitter icon on the business website will enable customers to follow the company's promotional updates. This link between the company's website and the social media can increase the customer views that will also increase the attraction (Page, N. D.).

When it comes to the business' online shop, the strategy would include pop-ups. Derek Gehl (N. D.) says that pop-ups, whether or not online customers love or hate them has been very helpful and useful as an online marketing tool for many years now (Gehl, N. D.). However, many people dislike them, so some developers created software that blocks these pop-ups. On the other hand, internet users have the option of whether or not they want to

view them. Pop-ups are useful and can be put on the online store so that customers will not miss out the valuable information that could give customers some benefits. Additionally, there is a new technology that behaves like pop-ups, but does not block the customer's screen and these are called hover ads (Gehl, N. D.). Pop-ups are for additional benefits that customers may take advantage of.

Conclusion

Using social media as a recommendation for attracting online shoppers may not be new as it provides more exposure of the business in the world of one of the emerging ways in communicating with people. Social media will bring more attraction to online customer in a way that information can reach them as they browse their social media account. On the other hand, using pop-ups would also be an inclusion as it will provide more information that online shoppers may have not known. These are the benefits that may increase the quality of the products being sold online and a potential help in increasing the business' profit.

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