

Reform in road freight

[Business](#), [Marketing](#)



The creation of the marketing mix is intended for the purpose of ensuring the achievement of various corporate goals such as profit, volume, image, reputation, and return on investment through the satisfaction of the consumers' wants and needs. It results in the total bundle of utilities actually purchased by consumers in selecting products and services, and it is concerned with such factors as price, design, advertising, packaging, and distribution channels. A combination of email and website work can give high impact, high relevance, and high reach must form a key part of any communication strategy (Boylaud, 2000).

The most influential marketing communication elements are the advertising tools which include television, Internet, print, and radio along with the traditional marketing efforts to support the contemporary means of advertising will allow the company to get the best of online and offline advertising. As such, direct marketing has never been as precise, powerful, and popular as it is today (Palmer, 2004). With its new applications to database marketing, global commerce, and the internet, it is no longer an option for company officers and marketing executives; it is a necessity. Direct marketing has grown beyond its roots in traditional mail order to embrace a host of new technologies, customer relationship building techniques, and performance measures set the bar for the future of marketing communications. Though, it has become a powerful tool that every business should consider as part of an overall integrated marketing strategy (Boylaud, 2000).

Conclusion

The Internet, as one of the most popular forms of new mass communication

technology, has long been of full use and advantage to all sorts of businesses especially those who are in need of efficient and wide market reach on which to channel their promotional messages (Palmer, 2004). Business, information, and entertainment have been communicated with ease through such technological revolutions. The Internet is changing the way we do business, whether it's finding new streams of revenue, acquiring new customers, or managing a business supply chain. E-commerce removes the geographical separation between regions and made dealing with foreign trade a snap. As such, the arrival of broadband internet means that more and more people will shop online - suggesting there is plenty of room in the market for the convenience store and its competitors. Service differences are likely to smooth out, making it more likely that people will choose on the basis of price and brand loyalty. Moreover, e-marketing is a powerful tool that could be exhausted by the Group in achieving marketing its objectives through the use of available and up-to-date electronic communications technologies (Baker, 1999).