

# Marketing discussion

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



## Marketing Discussion Dell's Website

Context: - This is the layout and design of a website, and it should be appealing to the potential customers (Kotler and Lane, 2011). Looking at the Dell's website, its visual design is easy to read and the color scheme, which is bluish and the white is appropriate for its marketing design.

Commerce: - Dell's website is intended for commercial transactions hence its safety has been ensured. This has been communicated to the customers thus ensuring them of their safety in all their commercial transactions. Also the website provides aspects that facilitate commercial transactions e. g. registration, credit card approvals, order tracking and delivery options.

Connection: - Dell's website has links that lead the customer while in the website. These have been provided in Dell's website to help the potential customer navigate easily through the site and link up with other sites.

Communication: - This entails how the company dialogues with its customers, and it is appropriately catered for in Dell's website, which presents special offers, surveys, company contacts information and live chat with company representatives.

Context: - This represents texts, graphs, sound, music and videos, and they are represented efficiently in Dell's website and they make the website appealing to potential customers.

Community: - Dell's website allows interaction between its customers through message boards and live chat, which are available on their homepage.

Customization: - Customization of Dell's website allows customers to personalize aspects of the website and it tailors itself to different users. For

example, the website has different colors and graphics for people from different locations who may not use the same language.

I would recommend that Dell makes its website less clustered in order to make it easier for all customers to use and provide easier navigation of its website.

#### References

Dell. (2011). Dell, The Power To Do More.

Retrieved on November 26, 2011 from:

< [http://www. dell. com/](http://www.dell.com/)> Kotler, P and Lane, K. (2011). Marketing Management. New Jersey: Pearson Prentice Hall.