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DQ1 In your response you described accurately the differences between Marvel and Mednet. com. I believe that Mednet. com has the capability of offering better advertising value than Marvel or Cholesterol. com. Online advertising is a rising trend among advertisers. In 2011 the global advertising revenues were estimated at \$71 billion (Plunkett Research, 2011). Mednet. com has to do a better job of internally evaluating the value of its advertising services. Quantitative metrics have to be calculated to demonstrate that companies will generate more sales by advertising at Mednet. com. You also mention that one of the marketing goals of the firm is to increase customer traffic. Three of the best ways of turning customer traffic into sales are installing click to call features, chatting with customers online, and offering a try before you buy program (Flandez, 2012).

DQ2

I do not think that Marvel despite its low advertising rates poses that much of a threat to Mednet. com. Marvel is a search engine that does not have the capacity to offer detail medical information on a variety of different subjects. The healthcare industry is one of the most profitable industries in the United States. In 2010 the healthcare industry generated \$2, 708. 4 billion in revenues nationally (Plunkett Research, 2011). There are thousands of health products available in the marketplace that could benefit from advertising at Mednet. com. You are correct in your assertion that one of the marketing goals of the company is to generate profits. “ Profits are actually an extremely important feedback mechanism which helps producers determine whether or not they are making & selling things people want at prices theyre willing to pay” (Malone, 2010).

References

Flandez, R. (2012). Three Best Ways to Convert Web Traffic Into Sales. Wall Street Journal. Retrieved February 16, 2012 from <http://online.wsj.com/article/SB125207251462486505.html>

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