

# [With et al (2002) stated that customer](https://assignbuster.com/with-et-al-2002-stated-that-customer/)

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with the usersand monitoring and responding to their comment should be The Wine Fusionspriority when thinking about expanding their social media sites. AnotherE-business strategy that would benefit The Wine Fusion is a CustomerRelationship Software (CRM). CRM is used to manage a business-customerrelationship and it is a key element of e business. There is different customerrelationship management softwares they can use. The Wine Fusion currently doesn’t have a way to manage their clientscontacts and finding a CRM software that can provide them with a way to managetheir clients contacts would be a possible e business strategy for thecompany.  The risks of using CRM is that it isdifficult to implement, this can be caused due to poor planning.

It can alsobring privacy and security issues due to all the information going into thesoftware. Villanueva, J et al (2002) stated that customer attitudes towardsprivacy always are emotionally charged. They worry about what and howinformation is collected, used and shared. If The Wine Fusion want to implementa CRM software they will have to do some planning and make sure that thecustomers know that the information they are providing won’t be misused. The final e business strategy is Googleanalytics. Google Analytics is analytical tool that provides statistics on thenumber on customers visiting your website. This free web analytics service willgive The Wine Fusion a better understanding of how people are using theirwebsite, it will also offer them solutions to help them see what’s working andfix what’s not.” (Google Analytics – Google, 2018) Google analytics poses security riskswithin an organisation.

The risk of using google analytics is that all thisinformation could be leaked, this would be breaching the customers privacy anda lot of information they might not want people to know. Like where they liveas google has the browsers IP address. Recommendations of a possible E-Businessstrategy 15 marksAfter analysingthe possible e business strategies, I have narrowed them down to the ones that Ithink are the most important for The Wine Fusion to succeed on the onlinemarket. The first possiblee business strategy for The Wine Fusion is redesigning their website. Thebenefits that they can get from improving their website is increased sales. Thisis because their website will appeal to a broader audience.

Also adding valueto their business brand is important because new business can look at theirwebsite and see that they mean business. Improvements to the websites designwill raise confidence levels in customers’ visiting the website and this willlead to increased sales. The professional image of the website will be a goodboost to confidence for potential business partners. Afterredesigning the website, the next possible strategy could be expanding their Socialmedia sites. Expanding and also engaging in these social media sites is important. To expand in the new market The Wine Fusion needs to have a more digitalpresence.  Adding Social Media buttons toThe Wine Fusion website will also make it more visible in search engines.

A simpleGoogle search of a business name will bring up links to the company’s socialmedia pages and having a page that was last updated 5 years doesn’t help thebusiness. Posting regularly will increase traffic and this will mean that existingand potential clients are exposed to the company more times which becomes apositive impact on their website traffic. I think keepingtrack of the websites activity and performance is also important and thereforemy next recommendation is Google analytics.

This marketing tool will be able togive The Wine Fusion the ability to monitor all the platforms and allow them toreview what is working well in terms of advertising, and what isn’t. And also havingall the data in one place will make it easy to compare the different channelsfor the business. This tool will allow them to monitor the effectiveness of theironline marketing strategies and when there is any issue the site might behaving, they can create some solutions. My finalpossible recommendation is a free customer relationship software called Zoho.

Zohois a free CRM software ideal for small businesses like the wine Fusion as itconsists of less than 10 employees. This software system will help manage TheWine Fusion business contacts, employees, clients, contract wins and saleslead.