

# Internet and digital marketing analysis



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Internet and digital marketing is about the promotion of brands by different digital advertising channels to go for consumers. Its include television, radio, mobile and internet or any other source from digital marketing. Its include different techniques and practices contained within the category of internet marketing. Now its going more than this including other channels with which to get access to those people are not require the internet. Due to this its also include the mobile marketing thorough SMS or MMS and also digital outdoor.

Some time its noticed that domain can cover most of the traditional marketing areas like Direct marketing with the same method of communicating in digital fashion.

Amazon. com

## Introduction

its a worldwide company where any customers from any where can buy things online. Its very difficult to do business online. Cd's , books and movies are commonly sold on internet. In last ten years online stores started there business but failed many of people scoff at their inception. But Amzon is not such a business. Its the biggest online store of the world. And now started business in clothing cosmetics house wares and plenty of others items.

## History

Jeff Bezos who is the founder of the Amazon in the year of 1994. basically the business was based in Washington. An other business man Nick who believed in Bezos idea and planned to invest in the venture. When Amazon first planned to go online its business lay out was not attractive like today's.

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actually the Amazon site looked very simple and was not attractive for the visitors. An other business man Tom planned to invest about 100, 000 dollars in this company in 1995. which give a little boost to company then its look better website and hosting capabilities. When customers started purchasing books from this company it has the customers from all over the world not the local customers. Then the management planned to start dome others items not only books. If the want customers to come back again. Management introduced the option for buyer to write their own book reviews which played an important role in the success of the Amazon. Customers look to amazon as more of online community and not just a place to buy things. By 1997 it had gained more than 15 million dollars. And same year the company became public. Management decided to add cds and movies for online purchase. After that in coming year Amazon add few more lines to the roaster. Software electronic items such as video games toys and house ware items.

By the end of next two years (in 1999) Amazon had boosted its sales more than a billion dollars. And its looked that it would carry on but in 2001 amazon had to bear a loss more than 1. 4 billion dollars and it cuts the jobs of its employees more than 200 but after that management decided to sales of others products through online and its worked and bring company position back as it was before 2001.

Now it is one of the best online brand and served its customers very well with there life time loyalty with a very good brand image and this company has more than 50% of its customers are from different countries.

## **Mission Statement**

“ We looking to be Earth’s most customer-centric company for three primary customer sets consumer, customers, seller customers and developer customers.”

according to the a Journalist Jack Hardy who says that customers obsession, bias for action, innovation, high hiring bar , frugality and ownership these all are the core values on which Amazon focus. And committed to long term customers satisfaction and growth of business.

### Marketing strategy of Amazon

the marketing strategy of Amazon is relay on six basis which are

A freely proffers products and services.

A customer friendly interface.

Affiliation of others products and resources.

It uses existing communication system and utilize universal behaviors and mentalities.

### Vision

Amazon vision to offer worlds biggest selections to its customers and its vision statement is

Relentlessly focus on customers experience by offering low prices convenience and huge selections of merchandise.

### Improvement of Website.

It is very important to make ease use of website. A complication of website can effect business. For making customer friendly website Amazon management investing in its website improvement a lot of money and man power. Try to make a good impact on its customers through its website. Because this just like a customers assistant on any shop floor. Rob Enderle who is the head of Enderel Group said about the Amazon that it is always very conscious about its website traffic. In a study which was held in 2001 showed that the Amazon website is worlds best site among top 20 e business sites. It has very good mobile device availability. Its uploaded in 2. 4 seconds while target took nearly seven to finish.

### Pay Per Click Advertising.

PPC advertising has been black sheep for the amazon market campaign. Their first campaign attempt was the mediocre click river, pay per click program. But after that product ads replaced click river.

Despite its potential interest in Google regime Amazon continues to purchase advertisement on Google to direct a browsing. Amazon has a very good marketing strategy it has a banner on left side of Google search engine where appears amazon link. When ever any customers click on Amazon link. Amazon pays for it to Google.

### Offline Advertising.

M McClain who is chief executive officer of upscale gift cataloger of Red Envelope notes that online marketing is 10 time better than the TV and

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billboard when concerning customers acquisition cost. Management of Amazon noticed this and reducing their offline marketing. And continuously cut it and by the end of 2008 its reduced from 80 million to 36 million dollars. And in next coming year it brought down to only almost 10 million even this huge cuts in offline marketing doesn't effect the sales of company. Now its strategy is only focusing on the online customers.

#### Customers Friendly Ordering Process:

Amazon always looking for customers friendly ordering process. Try to make sure that customers would not feel any problem while buying any thing from amazon. According to Jacob Leplay who tells about the marketing startgy of Amazon that whenever you go to Amazon website on one click you can genrate order. Its very easy to use just need to make payment you have made the whole transaction. This simple system can found either on Amazon own website or from the other associates.

#### Partnership

Amazon also has some business contracts with its partners. These partners manage Amazon websites as well like A9 and CDNOW these companies also manage others stores websites as well like target, sears Canada ans Timex corporation. Before 2008 it was working with the Borders book stores websites. Amazon also had been partner with Toys Rus toys and same contract with the others companies as well.

By Amazon website the merchants has access to maintains its inventory to its fulfill center and from there Amazon take responsibility for packing ans

shipping to merchants. This is a very good and easy way for merchant to proceed an order.

### Market Affiliation

an other marketing strategy of amazon in which amazon

### Email Marketing

Email marketing is another widely used tolls for marketing. In this way company while buying any thing from online shoping during the transaction it asked to customer regarding email in future to its related buying product. Customers gives permission to the company and then any updates or infromation for new or that particular products its updates its products. Amazon also using this marketing strategy which is realy helping in its marketing. An online marketers says that by talking to those woulnteers who give permission for emailing which shows that customers is giving more attention to online marketing. An amazon customers says about emailing marketing that I have not reveived any email from amazon which I founf as a irrelevant which is a good evidence of succesful process of email marketing.

### Customers Views

Amazon is also giving attention to its customer's view regarding the product with the stars and comment as well even others amazon member can also give comment about that review which shows that amazon give values to its customers.

### Customer service

there are a lot of ways by which amazon is assisting its customers. If there is any email from any customers regarding the information about any product. Amazon has a large number of employees who contact to the customer and give him or her quick response. World wide customers who are buying amazon products and continuously using its products which shows the success of Amazon customer care and services.

### Current Strategy

Recently Amazon introduced its new vision,

“ Relentlessly focus on customer experience by offering our customers low prices, convenience, and a wide selection of merchandise.”

Amazon's vision to offer the world's largest selection and the biggest customers centric store conveys a message of Amazon's values and commitment of good service to its customers. Gaining customers' loyalty and repeat purchases which is a key factor of Amazon's successful business. It is very difficult to get customers' loyalty and practically failed. But Amazon is very successful in achieving customer's loyalty. Amazon is also offering free shipping to customers for a specific amount which they have to spend to get this service which really attracts customers.

Amazon fulfills its promise in different ways including presentation of latest inventory information, delivery date estimates and also an option for expected delivery.

### Amazon Customers



According to amazon there are three set of customers which are set customers , seller customers and developer customers. There are plenty of customers according to an estimation more than 76 million customers accounts but out of which 1.3 million are those who are customers amazon is trying to improve its these active customers.

## Competition

Amazon has very tough competition in market there are lot of competitors in the market to them amazon consider as a competitors

world wide retailers, catalog retailers, vendors , distributors, publishers and manufacturers and others companies who are offering online services these all are the amazons competitors. Different online E commerce websites like E bays. Others retailers who are doing business in collaboration of different brands and different shopping websites and search engine these are indirect competitors. Different companies who are offering web services third party collaboration and customer services.

Amazon believes that there are different factors in market including availability of products convenience information regarding product and reliable service and brand recognition and customers over all experience and trust on us.

Recommendation:

Human to Software based

Amazon has created the internal tools to support the culture of metrics. In 2004 Marcus tells how the creator metrics tool shows content creators how well their product listings. For each contentor like Marcus it retrieve all documents posted like article booklist , interviews and features. For each then is conversion rate to sale plus to number of page views added to basket and repels. In time this sort of work editorial reviewers such as marcus was marginalized since Amazon found that most of its visitors used this search tools instead of read editorial and they respond to the personalized recommendations as the matching technology enhanced.

#### Testing & Experimentation:

This sort of culture also lead to a test driven approach to get best test at amazon. Matt Round said at E metrics 2004 when he was director of personalization at Amazon give arguments about which content and per motion should go on the all important home page or meetings about the next week ongoing placement were getting to long to loud and lacked performance data. But now a day's automation has replaced intuition and real time experimentation tests are always ready to answer this sort of question since actual consumer behavior is the best way to decide upon tactics.