

Introduction to marketing



With the advent of Internet, the world of marketing has undergone changes. In fact, it was not long ago that purveyors and producers still relied largely on traditional marketing means and were reducing budgets to withstand any possible downturn. Today, the technical audience has fully migrated to the Internet, the effect of which is the increased in economic optimism and a better focus on online marketing. Hence, it is safe to say that the Internet is the most powerful new method for managing business now and in the next years to come.

More and more, companies spend their time and resources in coming up with new marketing landscape techniques to promote their products and services. To support this idea, in a 2006 article entitled A Look at the New Marketing Landscape, a study conducted by GlobalSpec revealed that there is a potential increase in online marketing spending (n. p.). In U. S. industrial and manufacturing sectors alone, there were 56 percent of these communities who have already signalled their intention to do so, while 7 percent plan to reduce marketing spending (A Look at the New Marketing Landscape, n. p.). As such, in Lee Traupel's The New Marketing Landscape, he named some emerging marketing patterns used to advertise businesses online such as "opt-in email campaigns, webcasts, search engine optimization and marketing, as well as portal site media and newsletter sponsorships" (n. p.). The use of these patterns is necessary to maintain business success since there are tons of companies online, where a lot of them offer the same products and seek the same audience (Ezilon. com, 2006, n. p.).

Not all companies use the same marketing strategies though. Depending on their needs, businesses choose only those that are more appropriate to them. In the case of opt-in email campaigns, Dr Dave Chaffey asserts that its

use has become ordinary for businesses because of its worldwide usage. Statistically, Dr Chaffey used the survey conducted for Doubleclick in October 2002 claiming that there are at least 1, 035 out of 1, 500 senior European marketers who used email to do business, thereby increasing their email budget in 2003 (n. p.). Effectively, there are other companies who use webcasts, similarly known as " live or delayed versions of sound or video broadcasts" (Digital Dictionary, n. p.) to assist consumers draw together instantaneous, relevant data from numerous online sources in their quest to make more informed and difficult purchasing decisions. Meanwhile, to Paul J. Bruemmer of TrademarkSEO (2005), search engine optimization and marketing have already evolved tremendously at first as a means of marketing strategy to a new search landscape (n. p.). In view of that, search industries like Yahoo, Google, Internet Explorer, etc. have helped product branding also referred to as an advertising medium. What is surprising though is the fact that what consumers see online is just a small fraction of the real commercial data available online. This is so because search engines do not own rights to copyright-protected content. It is only through specific website addresses that consumers may locate those sites having no agreement between search engine and publishers housing copyrighted materials (Search Marketing - New Landscape, 2005).

The above are only few of the so many real tangible marketing patterns available on the Internet. It is quite important the businesses are aware of them so that they can compete effectively in this time of the " post . com implosion economy" (Traupel, n. p.).

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