

Internet marketing of hnd assignment



Higher National Diploma in Business (CUFF) Marketing Assessor Lund HO Unit

title Internet I confirm that this is all my own work and has not been submitted for any previous sentimentalists signatures

OutcomeCriteriaAssessors declinational Verification Understand marketing through the internet. 1. 1 explain the elements of internet marketing 1. 2 evaluate the internet marketing mix . 3 compare internet marketing tools e-tools . 4 examine interactive order preprocessing Be able to use the internet for promotion using digital marketing communications 2. 1 demonstrate the mechanics of search engine racketing. Write the copy for a suitable opt-in email marketing newsletters. 3 follow guidelines for best practice in online public relations. 4 demonstrate how businesses can use new digital media communities, egg file-sharing sites Professors additional feedback and comments Decision Merit grades awarded MI Modifications grades awarded Tangential verification of assignment brief (final agreed version)lb name Tattle confirm that this is all my own work and has not been submitted for any previous sentimentalists signature Grading Pass All criteria identified in the assignment are met.

Merit (MI) Clear and proper descriptions about elements of internet marketing. (MM) During discussing the mechanics of search engine marketing, all aspects of search engine functions should be correctly considered. (MM) The report is submitted in a standard format, the structure is clear and reasonable, and the materials were well-organized. Distinction (ODL) Describe how effective their public relation processing policy between 360 and Q. (DO) With a strict and logical way to write the copy for a suitable opt-in email marketing newsletter. DB) The submitted conclusion about how

Baud can use new digital media communities is written from new perspective beyond the text book. Scenario The embassies a quote from the last line of [HYPERLINK http// en. Wisped. Org/wick/Gin_Quoi](http://en.wikipedia.org/wiki/Gin_Quoi) o Gin Kill Gin Isis classical poem Green Jade Table in The Lantern Festival saying Having searched thousands of times in the crowd, suddenly turning back, She is there in the dimmest candlelight. The context of the poem is that in ancient China, girls had to stay indoors, and the Lantern Festival was one of the few times they could go outside.

In the chaotic sea of lantern lights, they loud sneak away to meet their lovers and exchange promises to meet again next year. A summary of the entire poem Flowers bursting into bloom in the sky, stars falling like rain (fireworks/meteor shower), Whole streets filled with perfume, Jeweled horses pulling ornate carriages, fish and dragon lanterns dancing throughout the entire night. A body decorated with golden thread and butterfly trinket, laughter that has a subtle fragrance. Having searched for this person until exhaustion, when suddenly turning back by chance, I find her standing lonely in the far end of the street in the waning light.

Many people have asked about the meaning of our name. Baud was inspired by a poem written more than 800 years ago during the Song Dynasty. The poem compares the search for a retreating beauty amid chaotic glamour with the search for ones dream while confronted by life's many obstacles. ... Hundreds and thousands of times, for her I searched in chaos, suddenly, I turned by chance, to where the lights were waning, and there she stood. Baud, whose literal meaning is hundreds of times, represents persistent

search for the ideal. In 1994, Robin Lie joined DID Information Services, a New Jersey division of DOD

Jones and Company, where he helped develop software for the online edition of the Wall Street Journal. He also worked on developing better algorithms for search engines and remained at DID Information Services from May 1994 to June 1997. In 1996, while at DID, Lie developed the Rankled site-scoring algorithm for search engines results page ranking and received a US patent for the technology. He later used this technology for the Baud search engine. On July 31, 2012, Baud announced they would team up with Sinai to provide mobile search results.

On November 18, 2012, Baud announced that they would be partnering with Qualms to offer free cloud storage to Android users with Snapdragon processors. On August 2, 2013, Baud launched Personal Assistant app for businessperson, to help Coos, managers and the white-collars manage their business relationships. On August 14, 2013, Baud announced that its wholly owned subsidiary Baud (Hong Kong) Limited has signed a definitive merger agreement (the Agreement) to acquire a 100 percent equity interest in 91 Wireless Web-soft Limited from Androgen Web-soft Inc.

Baud offers several arrives to locate information, products and services using Chinese-language search terms, such as, search by Chinese phonetics, advanced search, snapshots, spell checker, stock quotes, news, knows, postwar, images, video and space information, and weather, train and flight schedules and other local information. The user-agent string of Baud search engine is Baudelaire. Also, a Baud application for Apples ISO is available.

Baud focuses on generating revenues primarily from online marketing services.

Bauds pay for placement (POP) platform enables its customers to reach seers who search for information related to their products or services. Customers use automated online tools to create text-based descriptions of their web pages and bid on keywords that trigger the display of their weapon information and link. Bauds POP platform features an automated online sign-up process that customers use to activate their accounts at any time. The POP platform is an online marketplace that introduces Internet search users to customers who bid for priority placement in the search results.

Baud also uses third-party distributors to sell some of its online racketing services to end customers and offers discounts to these distributors in consideration of their services. Baud offers certain consultative services, such as keyword suggestions, account management and performance reporting. Baud suggests synonyms and associated phrases to use as keywords or text in search listings. These suggestions can improve colorimetric rates of the customers listing and increase the likelihood that a user will enter into a transaction with the customer.

Baud also provides online daily reports of the number of clotheshorse, licked keywords and the total costs incurred, as well as statistical reports organized by geographic region. Bauds primary advertising product is called Baud Tugging and is similar to Google Towards and Diseased. It is a pay per click advertising platform that allows advertisers to have their ads shown in Baud search results pages and on other websites that are part of Baud Union.

Baud sells its advertising products via a network of resellers. Bauds web administrative tools are all in Chinese, which makes it tough for non-Chinese speakers to use.