Internet marketing assignment

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What makes marketing on the Internet different from other forms of direct marketing media? The Internet is an interactive marketing medium for direct marketers offering information access and two-way communication with customers in real time via the computer. Interactivity is what makes marketing on the Internet different from other forms of direct marketing media. 2. What are some advantages of interactive media? I) Wide reach-The internet reaches a worldwide audience of millions of consumers and enables small companies and entrepreneurs to be transformed into global entities instantaneously.) Convenience-The Internet is almost like a global trade show that is open 24 hours a day, 7 days a week, and any time of the day or night. Iii) Low cost- Direct marketers pay for the Internet based on local phone access, not on how widely they distribute their message. ' v) Flexibility- he Internet offers great flexibility and permits changes in offers and direct response communications instantly, instead of waiting until the next printed catalog is published to change prices or other features. 3.

Explain the evolution of e-business. Stage 1: Brochures- In this stage, organizations began to use the Internet as a ululate board for brochures, employee telephone directories, and over time for more critical documents such as catalogs and price lists. Stage 2: Customer Interactivity- This next phase is when companies created an interactive dialogue with their customers, encouraging them to inquire, request, register, and online. Stage 3: Transaction Enabler- In this stage, companies began using the Internet to expand transaction. Selling products, procuring supplies , enabling internal processes) Stage 4: NNE-to-one Relationships- This is when the Internet began to be used to create customized sailors of interactivity. Because web

technology allows companies to deal with customers on a one-to-one basis, product pricing became fluid, dictated by individual customers, often in an auction process. Stage 5: Real-Time organizations- Zero latency organizations are able to plan, execute, and aggregate buyers and sellers in a virtual arena.

These companies understand customer needs and deliver value in real-time. Stage 6: Communities of Interests(COINS)- The Internet helps companies create communities of common interests that closely link various partners in a value chain. Example, eBay where consumers who possess common needs or interests can competitively bid on a given product. 4. What are the requirements of interactive media? I) Consumers must be able to control when they view the products and which types of products they are viewing. T) Consumers must be able to control the pace at which they review products. Iii) Consumers must able to place an order or request additional information directly via the medium rather than having to order through another method. 5. How has technology changed marketing research? Technology has made marketing information readily available, easy to access, rent and relevant marketing activity. Much of the information available online, such as government reports, is free of charge, which enables marketers of any size to access and obtain this valuable market data.

The main cost involved in conducting online market research is the human resource costs, because it requires manpower to surf the Web and identify and download relevant information. 6. What are four of the many strategies to maximize " click-through" rates? I) Ask for the click-through action- The

easiest way to increase click-through is to simply ask for it. I') Animate a manner advertisement- Animation increase the likelihood that the advertisement will draw the user's attention and also generates more clicks than static banners, all else being equal. Ii) Involve the audience- Engage the viewers to allow them to personalize advertising to their needs. Involving the viewer allows the advertiser to get to know them better, one of the primary goals of direct marketing. ' v) Change creative messages frequently- The nature of the Internet means that responses occur quickly, on the first few impressions. 7. Discuss some of the strategies companies use o increase Web site traffic. I) Ask and you shall receive. Ask visitors to bookmark the web site. T) Offer a chat room or provide a bulletin board to open communication among consumers and give them a reason to come back. Iii) Create an e-business card that accompanies each e-mail message. Be sure to include the URL in hyperlink format. 8. Identify and explain the three different types of search engine marketing. I) paid placement- Sometimes referred to as " pay-per-click" (PC) or " cost-per-click" (CAP) paid placement advertising uses text ads targeted to keyword search results on reach engines through programs such as Google Towards and Yahoo. T) paid inclusion- paid inclusion entails the practice of paying a fee to search engine and similar types of sites such as directories or shopping comparison sites, so that a given web site or web pages may be included in the service's directory, although not necessarily in exchange for a particular position in search engine listings. Iii) Organic search engine optimization- This form of optimization includes the use of a variety of techniques to improve how well a site or page gets listed in search engines for reticular search topics. 9.

Name some of the characteristics that make a blob an effective tool for marketers.

Provide an example of a blob that you think is especially creative. Characteristics that make a blob an effective tool for marketers I) Keep It Simple-Don't get caught up in the length of your posts. They don't have to be long. They can be random thoughts or tidbits of news regarding your industry. The key is to make them interesting. It) Fast-loading pages: A page should load in 20 seconds or less via dial-up; at more than that, you'll lose more than half of your potential visitors. Ii) Quality photography: A simple way to increase visual appeal is to use high quality photography.