

Exposure, attention, and comprehension on the internet essay



Later, it will generate the feeling and interest to buy the magazine to know the winner. Question 1 (c) Do you see any potential drawbacks to this type of marketing? Spam – number of people consider all commercial email as spam and won't even look at commercial email – legitimate Internet marketers have to play word games in order to get their emails delivered to their subscriber's inboxes. Set up email account solely for online purposes and another email for all online transactions and postings. People without email – use their email only for work and won't give them out to commercial vendors or publicize them. Some email provides users to white list particular addresses or domains. Blacklists – occur because subscribers always report the emails as spam. – it stops all email to those clients. Question 2: During the 2000 Super Bowl, ABC invited viewers to visit its Enhanced TV Web site. Fans could play trivia, see replays, participate in polls and chat rooms and view player statistics. The site received estimated 1 million hits. Why? Frame your answer in terms of exposure, attention and comprehension.

ABC's Enhanced TV is a LIVE Interactive Television experience on the Internet that the TV viewer, to interact with the broadcast of some of their favorite shows. Viewers can play games, vote in polls, answer trivia questions, compete to win prizes, and get background information while watching their favorite shows. Provides coverage of various sports, entertainment and reality programs and awards shows including Monday Night Football, the Academy Awards, Super Bowl and Super Millionaire, www.etv.go.com EXPOSURE Intentional Exposure – Tremendous promotion on ABC Enhanced TV for Super Bowl 2000.

Accidental Exposure Viewers can play games and watch recap shows.

Maximum accidental exposure. Maintain Exposure 40, 000 cool graphics were created for the games. View other player statistics and chat between visitors. Attention Viewers are in high awareness and consciousness about Super Bowl in Enhanced TV. Affective States Viewers are in high affective arousal. Put more attention towards ABC Enhanced TV. Involvement – Viewers feel highly involvement where they can interact with other users through chatting room and vote in polls. COMPREHENSION

Knowledge in Memory – ABC take the opportunities of knowledge from the consumers to develop an effective marketing strategies Exposure Environment Super Bowl was being aired on the prime time. No distractions. Question 3 Think about your own Web surfing patterns. Write down the reasons you visit certain sites. Which of the marketing strategies discussed in the case do you find most (and least) influential? Chosen Website: Facebook. com : Chosen Website: Facebook. com Front Page Chosen Website: Facebook. com : Chosen Website: Facebook. com Content Think about your own Web surfing patterns.

Write down the reasons you visit certain sites. : Reasons: social networking site where I could stay in touch with my friends – long lost friends & new friends, gossips, exchange ideas through forums and comments. update news directly from our favourite celebrities – games & quizzes – Pet Society, Personality Tests, Love Tests. exchanges pictures – I can tagged my friends. online shopping – some Facebook users create websites in Facebook to sell items like clothes, accessories, and books. Which of the marketing strategies discussed in the case do you find most (and least) influential? Most <https://assignbuster.com/exposure-attention-and-comprehension-on-the-internet-essay/>

Influential Marketing Strategies: – Facebook spread out its network by encouraging / influencing its current users to invite more of their friends and families ? Least Influential Marketing Strategies: – Facebook won't pay its users, besides its users pay Facebook!! ? Email Campaigns Pay People to Visit Website

Question 4 Many online firms are competing in cyberspace with companies that already have a brick-and-mortar presence (e. g. , Amazon. com versus Barnesandnoble. com). How can an internet-only company gain exposure and attract the attention of consumers to draw business away from more establish competitors?

In order to draw business away from more establish competitors, Amazon focus on achieving customer loyalty and repeat purchases. Amazon earn repeat purchases by providing ease-to-use functionality, fast and reliable fulfillment , timely customer service, feature rich content and trusted transaction environment. Amazon. com was preferred to a bookstore or library because it made it much easier to sort through and find book titles. In 2003 Amazon. com offered free shipping on orders over 99 dollars. This offer later changed to free shipping on orders over 25 dollars.

Amazon reach people who are already online through partnership with Yahoo!. Yahoo! will not only provide list of website when user type in certain phrase of words, but also link to list of books related through Amazon.

Amazon also create partnership with various companies in different sectors.

– In UK, Waterstones (www. waterstones. co. uk) is one of the largest traditional bookstores. It found competition with online so expensive and challenging, that eventually it entered a partnership arrangement where

Amazon markets and distributes its books online in return for a commission

<https://assignbuster.com/exposure-attention-and-comprehension-on-the-internet-essay/>

online. In US, Borders a large book retailer uses the Amazon merchant platform for distributing its products. Another form of partnership : – Amazon Marketplace which enables Amazon customers and other retailers to sell their new and used books and other goods alongside the regular retail listings. – Amazon ‘ ’ program which enables third party merchants (typically larger than those who sell via the Amazon Marketplace) to sell their products via Amazon. versus Unlike Barnes & Noble. com, Amazon. com not only offer used books for sale but they allowed users to sell their own used books.

Amazon gives more customers and editorial reviews for users reference prior on purchasing the book they like. In terms of price, Amazon offer lower price regardless of the fact whether they are membership card holder or not. For Barnes & Noble, only members will get additional discount. Amazon also provide customer a peak look of the inside content of the book or the entire contents of many of the books they offer with their “ Look Inside the Book” and “ Search Inside the Book” features.