

1. Subject Name: E-Commerce (BBAA405SE2)

2. Semester / Year: Semester IV

3. Name of the Teacher: Pinaki Dey

4. Name of the topic: Web Promotion,

**Internet marketing techniques,
e-cycle of Internet marketing.**

Website promotion:

It is the continuing process used by webmasters / web developers to develop, modify contents and increase exposure of a website to bring more visitors. Many techniques such as *search engine optimization* and *search engine submission* are used to increase a site's traffic once content is developed.

With the growing popularity of social sharing many website developers / website-development companies have moved to platforms like *Facebook*, *Twitter* and *Instagram* for viral marketing. By sharing interesting content with the hope that website visitor will increase for that site. Examples of viral content are info-graphics and memes.

Webmasters/ developers often hire outsourced or offshore firms to perform website promotion for them, many of whom provide "low-quality, assembly-line link building.

Internet Marketing techniques:

The present world is somewhat being confiscated by Web or Internet or Virtual World. It is a kind of genre of this era that, people are attaching / uploading almost everything of their personal lives to domestic chores to internet for world viewing. So the co-relation of the terms promotion and marketing is bound to happen.

Internet Marketing, also referred to as *web marketing*, *online marketing*, *digital marketing* or *e-Marketing*, is the marketing of products or services over the Internet.

The real scope of internet marketing lies beyond the website building or operating through it. The strategies that relate to it include each and every aspect of online

advertising services, products, and the websites that include the email marketing, market research and direct sales.

Internet marketing follows a few important concepts. These are as follows:

- *Search Engine Marketing (SEM):*

This is a type of marketing that seeks to promote websites by increasing their visibility in Search Engine Result Pages. This is done through the use of paid inclusion, contextual advertising and paid placement and search engine optimization.

- *Blog Marketing:*

Blog marketing is internet marketing by way of web logs (blogs). Blogs are different than corporate websites because they contain daily or weekly postings, many times around a single subject. Many corporations use blogs to foster a dialog with customers so that they can explain the features of their products and services.

- *Email Marketing:*

This is a type of direct marketing that uses Email to communicate commercial or fund raising messages to an audience. Emails are sent with the purpose of:

- Strengthening the relationship of the business person with his/her previous and current clients to create customer loyalty
- Acquiring new clients or convincing existing clients to purchase something.
- Adding advertisements sent by other businesses to their clients.

- *Viral Marketing:*

Viral marketing is a marketing technique that creates *brand awareness* by using social networks that already exist. Viral marketing increases brand awareness and achieves other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathologic and computer viruses. Information can be spread by word-of-mouth or it can be enhanced by the network effects of the internet. Viral promotions might be in the form of video clips, E-books, images, text messages, or brand-able software.

- *Social Media Marketing:*

Social media marketing is a term that describes the act of using social networks, online communities, blogs and other collaborative internet forms of media for marketing, sales, public relations, and customer service. Common social media marketing tools include Twitter, blogs, LinkedIn, Facebook, Flickr and YouTube.

- *Article Marketing:*

Article marketing is advertising in which businesses write short articles related to their industry. These articles are made available for publication and distribution in the marketplace. Each article contains a bio-box and byline that include references and contact information for the author's business. Well-written content articles released for free distribution have the potential of increasing the business' credibility within its market as well as attracting new customers.

- *Affiliate Marketing:*

Affiliate marketing is an internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

- *Geo Marketing:*

Geo targeting (in internet marketing) and geo marketing are the methods of determining the geo-location (the physical location) of a website visitor with geo-location software and delivering customized content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, Internet Protocol (IP) address, ISP, or other criteria.

Advantages of Internet marketing:

Internet marketing can reach a wide audience for a small fraction of traditional advertising budgets.

Internet Marketing allows consumers to research and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly.

Most components of an Internet marketing campaign can be tracked, measured, and tested and thus marketers can determine what information interests the audience most.

Because efficiency, exposure, and response of internet media can be tracked much more easily than off-line media—through the use of web analytics, for instance—internet marketing can instill a more profound sense of accountability for advertisers.

Limitations of Internet marketing:

Internet marketing requires that customers use newer technologies instead of traditional media. Low-speed internet connections are another limitation. If companies build complex or large websites, people connected to the internet via dial-up connections or mobile devices experience serious delays in the delivery of the content.

From the customer's perspective, the idea that the products or services that are being offered are virtual can be a limitation. However, the liberal return policies and in-store pick up options do improve the situation for the customer.

e-cycle of Internet marketing:

It has got seven stages of marketing. These are:

- Setting corporate and business-unit strategy,
- Framing the market opportunity,
- Formulating the marketing strategy,
- Designing the customer experience,
- Designing the marketing program,
- Crafting the customer interface,
- Evaluating the results of the marketing program.

Stage One: Setting Corporate and Business-Unit Strategy:

Corporate strategy addresses the inter-relationship between the various business units in a firm, including decisions about which units should be kept, sold, or augmented.

Business-unit strategy focuses on how a particular unit in the company attacks a market to gain competitive advantage. Consider, for example, *Amazon.com*. Corporate-strategy issues relate to the choice, mix, and number of business units such as kitchen, music, electronics, books, and tools/hardware. Once these business units are established and incubated in Amazon's corporate head-quarters, the senior leadership team of each unit sets the strategic direction and steers the business unit toward its goals.

Stage Two: Framing the Market Opportunity:

It entails the analysis of market opportunities and collecting sufficient online and offline data to establish the burden of proof of opportunity assessment. Let's say, for example of a business such as Amazon. The senior management team is continually confronted with go/no-go decisions about whether to add a new business unit or develop a new product line within an existing business unit.

A simple *six-step* methodology helps evaluate the attractiveness of the opportunity. The six steps include:

- Seeding the opportunity,
- Specifying underserved customer needs,
- Identifying the target segment,
- Declaring the company's resource-based opportunity for advantage,
- Assessing opportunity attractiveness,
- Making the final go/no-go decision. The final go/no-go choice is often a corporate or business-unit decision.

However, it is very important to stress that marketing plays a critical role in this market-opportunity assessment phase. In order for the firm to make an informed choice about the opportunity, the management team needs to obtain a sufficient picture of the marketplace and a clear articulation of the customer experience that is at the core of the opportunity. Thus, during the market-opportunity assessment phase, the firm also needs to collect sufficient market research data.

Stage Three: Formulating the Marketing Strategy:

Internet marketing strategy is based upon corporate, business unit and overall marketing strategies of the firm. The marketing strategy goals, resources and sequencing of actions must be tightly aligned with the business unit strategy. Finally, the overall marketing strategy comprises both *offline* and *online* marketing activities.

Stage Four: Designing the Customer Experience:

Firms must understand the type of customer experience that needs to be delivered to meet the market opportunity. The experience should correlate with the firm's positioning and marketing strategy. Thus, the design of the customer experience constitutes a bridge between the high-level *marketing strategy (step three)* and the *marketing program tactics (step five)*.

Stage Five: Designing the Marketing Program:

This stage entails designing a particular combination of marketing actions (termed levers) to move target customers from awareness to commitment.

The framework used to accomplish this task is the Market space Matrix. Simply put, the Internet marketer has various classes of levers (e.g., pricing, community) that can be used to create target customer awareness, exploration and commitment to the firm's offering.

Stage Six: Crafting the Customer Interface:

The Internet has shifted the locus of the exchange from the marketplace (i.e., face-to-face interaction) to the market space (i.e., screen-to-face interaction). The key difference is that the nature of the exchange relationship is now mediated by a technology interface. This interface can be a desktop PC, Notebook, Personal Digital Assistant (PDA), Mobile phone, Wireless Applications protocol (WAP) device or other Internet enabled appliances. As this shift from people-mediated to technology -mediated interfaces unfolds, it is important to consider the types of interface design considerations that confront the senior management team.

Stage Seven: Evaluating the Marketing Program:

This last stage involves the evaluation of the overall Internet marketing program. This includes a balanced focus on both customer and financial metrics.
