

# INTERNET MARKETING

BTEC LEVEL 3 EXTENDED DIPLOMA BUSINESS YR1

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# ADVANTAGES OF THE INTERNET ON BUSINESSES

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1. It is inexpensive compared to Brick & Mortar
2. Global Marketplace
3. An effective marketing and communication tool
4. Low staff numbers
5. Options to automate your existing business
6. Access your business remotely.
7. Sell product and services online
8. No middlemen required

# **OBJECTIVE**

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**Understand the range of benefits of internet marketing to customers .**

# M1

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**M1: analyse the benefits of internet marketing to customers**

**Refer to your completed tables to analyse the benefits of the websites to the customers of each business. Give full details about each one and explain the ways in which customers gain.**

**Comment on how internet-marketing activities are built on conventional marketing practices (the extended Seven Ps) and how they are used differently.**



# **RANGE OF BENEFITS TO THE CUSTOMER**

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**Availability of more comprehensive and up to date product information**

**Easier to cancel as no person to person issues**

**More leisure time**

**Opportunities to compare and select providers**

**Dynamic Pricing**

**Increased bargaining power**

# **RANGE OF BENEFITS TO THE CUSTOMER**

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**Opportunities for lower costs**

**Greater supply convenience**

**Availability of digital complaints services**

**Immediate online sales**

**Better prices with “middle man” removed**

**No sales pressure**

# COMPARING AND SELECTING PROVIDERS

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## **\* Product comparisons\***

**features are available at the click of a button without any asking staff.**

**\*internet allows great deal of price transparency\* consumer able to compare the price**

## **\*Comparision web sites \***

**Web databases are used to search the best prices available on the web**

# **COMPREHENSIVE AND UP-TO-DATE PRODUCT INFORMATION**

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**The internet offers businesses the opportunity to provide total product information.**



# **DYNAMIC PRICING**

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**When sites alter pricing in real time to reflect market conditions.**

**Alternately – offer Special promotions**

**Supply and Demand**

# **FLEXIBILITY OF THE WEB**

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**Working 9-5 is no longer the standard**

**Consumers can purchase products and services at times that suits their lifestyle.**

**There are no time restrictions on when a consumer can shop online. 24/7**