

INTERNET MARKETING

BTEC LEVEL 3 EXTENDED DIPLOMA BUSINESS YR1

ADVANTAGES OF THE INTERNET ON BUSINESSES

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

Understand the range of benefits of internet marketing to customers .

M1

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

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

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

*** 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

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

DYNAMIC PRICING

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

Alternately – offer Special promotions

Supply and Demand

FLEXIBILITY OF THE WEB

Working 9-5 is no longer the standard

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

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