

INTRODUCTION

This assignment deals with the international marketing. In the first task there is an understanding of the market through internet. Internet can serve as a valuable source for promoting a product or service. The second task deals promotion using digital marketing communication. The third task deals with building the customer relationship. In the fourth task we design an internet marketing plan.

TASK 1

1.1 There are many ways to promote the business online but all of them have the few important element. Many brands are constantly trying to expand their business online through various online marketing tools. Online marketing is the latest promotion tools. The important elements of internet marketing are given below:

- **Website Designing**

In this modern world it is essential for any business to establish its presence online. A nice design of the website is the representation of the business. The design of the website is essential or promotion of the business. The website should be self-sufficient in itself. Visitors must be able to find everything about the company on their website. The content on the website must be precise and clear. The website must be updated on a regular basis.

- **Search Engine Optimization**

SEO help the websites of the company to hold a higher rank on Google, Yahoo and Bing. Without SEO the potential of the business gets hidden and does not pop up on the top while searching.

- **Social Media**

Use of social media can help a lot in the promotion of the business. The advertisement through the social media is very cost effective and helps in reaching a large section of young people. Social media lets the company share all the valuable information through images, videos and posts.

- **Advertising through Banners**

In the present scenario the mere advertisement through TV and newspapers is not sufficient. A majority of people use internet so internet have emerged as a new platform for advertisement. The concept of banner advertising helps the posts of the company to pop up and be recognized by the users. (Morgan, 2016)

1.2 Digital marketing mix is same as the regular marketing mix. It is basically the 4P's in context with the digital world. The digital marketing mix of an organization is given below:

- **Digital marketing price**

It is price of the traditional market mix. However internet has influenced the pricing of the commodities in a larger way. There is a tough competition for the prices and the discounts among the online marketers.

- **Digital marketing place**

Many of the sites in the past were closed as people did not have faith on the online portals. Some big companies took various strategic measures to build the trust of the people. Cash on delivery system were greatly accepted by the people. The brand image of the company also build the trust of the people.

- **Digital marketing promotion**

These sites use a variety of methods to promote their sites. There are full time TV commercials of these sites running. They also put up their advertisement in the newspaper. They also promote themselves on the social media as their target market as the internet users. They mainly try to cover up the young section of the society.

- **Digital marketing product**

There are varied products sold by the different e-commerce companies. Now days almost everything is available online. Many big companies like amazon and Alibaba have a large product line with them. People can order the product online and it will be delivered to them. Initially online book store were very popular but the trend have changed. Presently there are lakhs of inventories present on the online platform.

1.3 There are many tools available which can help us in making the online marketing easier. Some of the most widely used internet tools are as follows:

- **Marketing through e-mail**

For this Infusion soft is most powerful tool. It has a subscription for 1 year and it is highly effective.

- **Marketing through content**

Buzzsumo is the online marketing tool which allows us to find the most shared content within seconds.

- **Marketing through graphics**

Hiring a graphic designer can be very expensive at times. Canva comes to rescue as it helps in making designs in a very simple manner.

- **Search engine optimization**

Proper understanding of SEO is must for every marketer. Ahrefs make this job really simple and convenient.

- **Social Media**

Updates and posts on the social media websites is really essential as it helps in attracting a large number of people. Buffer filters the advertisement in accordance with the interest of the individual.

1.4 Interactive order processing collects data from the employees or directly from the customers and saves it in the database from where it is transferred to shipping and courier department. It is a process of tracking of the information of the order placed by the customer or the inventory updated by the company. The basic aim of any company is the customer satisfaction in order to achieve success in long run. Order processing is a system developed to make sure that all the online orders placed by the customer are delivered to them on time and there is no delay. It also gives the freedom to the customer to track their order. It helps in improving the customer experience with the company.

There are different types of order processing available. The traditional one include the hand written records and files. The modern ones are based on the technology. They allow tracking of the product on the laptop or mobile phone.

Having an effective order processing is very beneficial for the business of the company. It also improves the experience of the customers with the company. It fulfills the need of the customers and helps in delivery of their products on time. It also increase the profit of the company and enhances the satisfaction of the customers.

TASK 2

2.1 Search engine marketing is a method of utilizing different tools to increase he transparency of the market and exposure of products and services. Search engine marketing includes the following:

- **Search engine optimization**

It enhances the result of the search and controls the website traffic. As a result I helps in increasing the sales of the company.

- **Networking**

It employs the usage of the related websites in order to interact with friends and family. It also helps in searching new people.

- **Pay per click**

It is the strategy where a website has placed an advertisement and the host company gets paid when users click on it.

- **Context advertising**

It is the strategy where the advertisement appears on the account of the targeted customers. The advertisement are selected before displaying.

- **Geological mapping**

This helps the people to find their way

- **AdWords**

It includes the pop ups advertisement that appear on the website. The company pays for the number of times the advertisement is displayed. (Technopedia, 2016)

2.2 The term opt-in email refers to the situation when someone has a choice of receiving the e-mail. It is basically done for advertisement and newsletters. There are various

2.3 Best practices for online public relation are given as follows:

- **Segmenting the target audience**

The audience should be analyzed and then the segmentation should be done accordingly. The categories are divided in respect with the target audience.

- **Identifying the customers**

There should be the interaction with the target customers and their information must be collected.

- **Cross checking the source from media**

All the data collected online must be verified once before using it. The data provided by the journalists must also be used with great precaution.

- **Selection of PR Tools**

There should be proper understanding of the various PR tools and they must be used when required.

- **Measurement of results**

Measurement of the result is the most sensitive topic in PR. All the coverage is analyzed in a correct manner and later it is compared. (Hopps, 2006)

2.4 The strategies for digital media technology have been listed below:

- **Developing Literacy on media**

The students can analyze and access the data online. This can help the students in getting a broader perspective and collecting the data from a large number of sources.

- **Discovering the opinion of different people**

It gives a lot of exposure to the students in the understanding of different attitude of the people. The different opinions of the people helps in getting a broader perspective.

- **Global networks**

In the global network all the information is collected and analyzed. All the global issues and cultures are analyzed.

- **Engaging in global talks**

These days the students share their ideas not only in the classroom but also online so that the students across the world can see it. There are various websites available for publishing it online.

- **Virtual reality**

The complexity of the global scale must be understood. The real world experience must be understood in order to understand the virtual world.

TASK 3

3.1 Secondary market research are the reports given by the government, associations and businesses. Secondary research can be published in the newsletter, pamphlets, magazines and other publications. The following elements are included in the secondary resources:

- **Government resources**

They are free and available to all the citizens. Good information is provided by the public libraries. Governmental publication can prove to be very effective as they are authentic.

- **Paid resources**

They are available on demand and can be purchased whenever required. They have a subscription for a limited time period. Banks and other financial institutions provide such valuable information. They can prove to be very effective as they are updated on a regular basis. They can be expensive.

- **Educational resources**

This information is not often valued but it is a very important source of information. A lot of research is conducted in colleges and universities which can prove valuable to students. The research work of the students can prove to be helpful to the other students. (Small Business Encyclopedia, 2016)

3.2

Q. How satisfied you are with our company's products?

Highly Satisfied Satisfied Neither Satisfied nor Dissatisfied Dissatisfied Highly Dissatisfied

Q. How do you perceive our products?

Value for Money Reliable Good Quality Overpriced
Not Worth repurchase

Q. How well the company's products fulfill the needs?

Completely well Somewhat well Average
Not well enough Not at all

Q. How would you rate the quality of our company's product?

Very high Satisfactory Neither high nor low Low
Very low

Q. How many times have you made the purchase with our company?

First time Second time Frequent buyer
Loyal Customer

Q. Would you like to give any suggestions to our company for improvement? (SurveyMonkey, 2016)

3.3 In this competitive era it is very essential that not only the customers are attracted but also the existing customers are retained. This is the reason that customer relationship marketing is gaining popularity now more than ever. With the revolution of technology there comes the revolution in Customer Relationship Marketing, the new revolutionized form of customer relationship marketing is Electronic Customer Relationship Marketing which in short is known as E-CRM. Through the e-CRM the companies are able to store the data and every single interaction and transaction with its customers. The e-CRM is that software that helps company to store the history of customers and provide in at the time needed. (Janeneh, 2011). The e-CRM not only helps the company to maintain its important customer data but also helps it gaining competitive edge. The uses of electronic customer relationship marketing can be demonstrated as follows:

Lowering Costs: The one of the greatest advantages of electronic customer relationship marketing is that it helps in lowering the costs of the transactions. It has never been easier to maintain the data related to customer and then use it whenever it is required. The customer relationship marketing helps company manage all the history of customers in the lowest possible manner.

Easy to Use: Not only customer relationship marketing are low cost but also they are easy to use. Earlier the manual transactions required lot of time and efforts to acquire the previous interaction the company had with the customer. However with the customer relationship marketing it takes only seconds to acquire the full detail of the customer's transactions and their history.

Easy to follow up: The customer relationship marketing are also very useful when it comes to following up the customers. The software of customer relationship marketing is designed in a way that all the information is stored in the database and can be acquired at one single click. (Mettagarunagul and Puengprakiet, 2011)

Creating Awareness: The customer relationship marketing also helps in creating awareness among customers regarding the company and its products. (EVILEAGLES, 2013)

TASK 4

4.1 Internet Marketing Plan

Goals

Increase the awareness of the company and its products among the public.

Increase the word of mouth about the company.

Increase sales.

Target Audience

Though there is a specific target audience for my marketing plan however the good marketing plan is that which helps increasing the awareness of the public in general. The target audience for this marketing plan is the solo professionals who are independent in their decision making. Who are also willing to make their own decisions which are based on their own intuition.

Budget

The estimated budget is 5000\$. However extra 1000\$ will also be kept aside for the case of emergency and wrong estimation.

Budget Allocation

2000\$ will be spent on direct mail.

2000\$ will be on social networking sites.

1000\$ for banners.

Span of Time

This campaign will last for 6 months [After 6 months' period the results will be assessed. This will help in assessing the effectiveness of the campaign and its worth.

Sales

Estimated sales growth that can be achieved is in 2% of the overall sales in 6 months.

Results

The results will be successful if 2% of growth is achieved. (Bordley, 2015)

4.2 Pay Per Click Advertising

The pay per click advertising is one of the new and improved way of advertising. Whenever the person searches anything there pops the suggestions on the search page and this is also marked by the yellow label this is simply the pay per click advertising. The pay per click advertising is very useful as the search engines get paid when you click the link that is suggested by the search engine. The pay per click is also called PPC in short. However this is getting popular with the development of technology. The pay per click technology works on the bidding system. The more the advertisements are clicked the highest becomes its bidding. The benefits for pay per click advertising can be described as:

Beneficial for Searchers: The Pay per click uses the keywords for popping up the ads on the page. Thus it is beneficial for searchers as they are directed to the page and the link where they want to. It is also observed that majority of the customers actually pay the links which are popped on the search engine page they have got after searching the thing they were looking for.

Beneficial for Advertisers: The advertisers are also benefited by the pay per click advertising. They are specifically being presented with the audience which is actually looking for the product which they offer. They get presented with the customers which actually have the potential to buy their products.

Beneficial for Search Engines: The search engines are also benefited by the pay per click as they get paid when the customers click the link which has been provided by them.

CONCLUSION

The assignment was focused on internet marketing. This is technological era and in this era it is not possible for the company to survive without being technological ahead. This is the reason that companies are going for technology adoption day by day. The internet marketing is a way of companies adopting the technology. This is the reason that this assignment is focused on the internet marketing. The internet marketing is the use of technology where the company uses the technology to approach its customers. The customers are in touch with technology and through the technology the company can easily approach the customers.

Through this assignment I came to know that how the companies use the technology and internet marketing that is the main aim for the company. After completing the assignment I came to know the use of internet marketing and how the company gets the benefits with the help of internet marketing.

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