

7.4. Online and Offline Marketing



Importance of Marketing

- The aim of Marketing is to know and understand the customer so well that the product or service fits him and sells itself.
- ***Peter Drucker – A leading Management Theorist***
- ***Extracted from “Marketing” by Phillip Kotler***

The Traditional Marketing Mix

Product

Product variety,
quality, Design,
Features, Brand
name, Packaging
, Services, Warra
nties, Returns

Price

List Price,
Discounts,
Allowances,
Payment
period,
Credit
Terms,

Promotion

Sales
Promotion,
Advertising,
Public Relations,
Direct
Marketing, Sales
force

Place

Channels,
Coverage,
Locations,
Inventory,
Transport

Marketing in the New Economy

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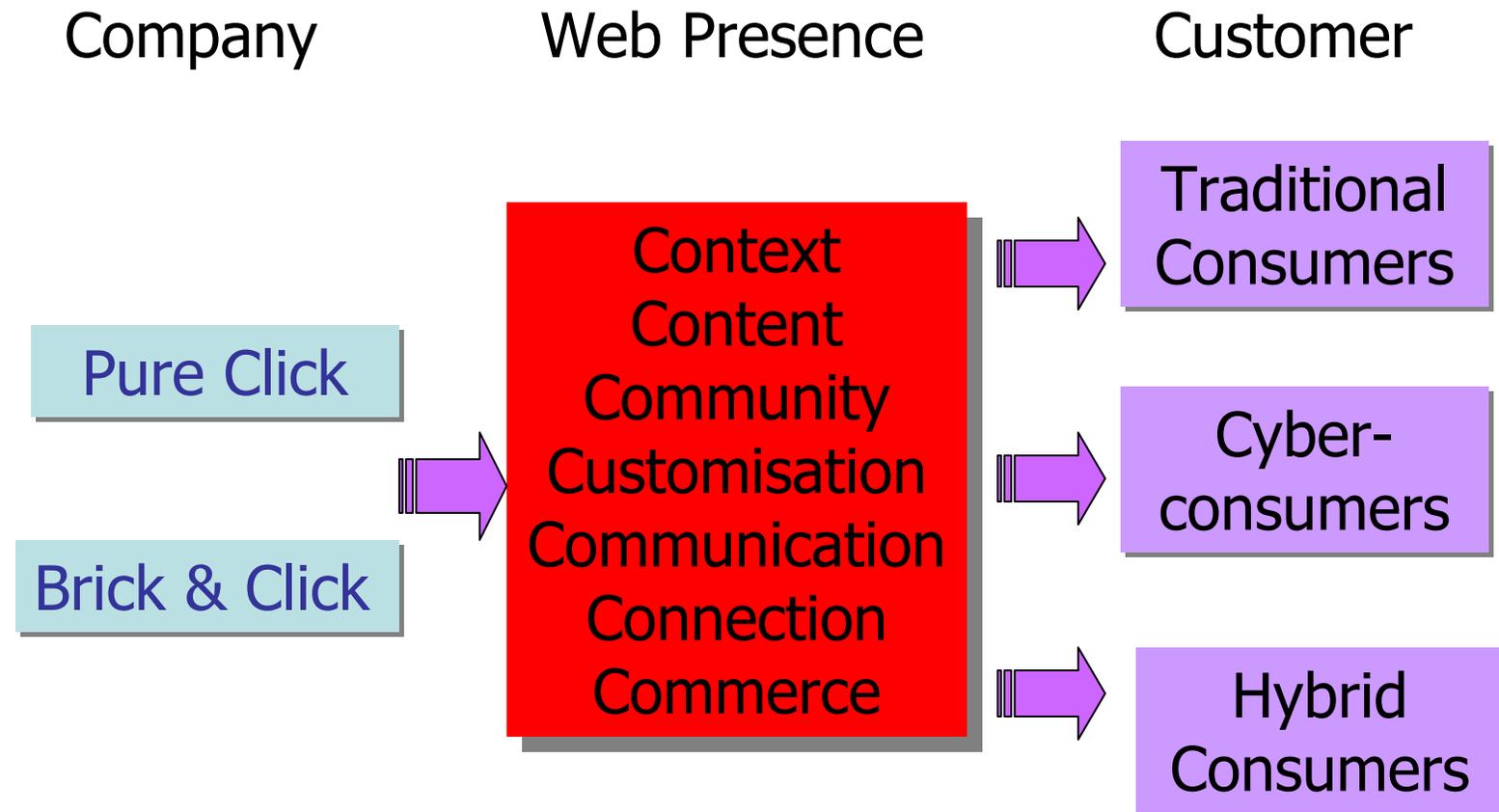
Powershift: Knowledge, Wealth and Violence at the Edge of the 21st Century
 Author: [Alvin Toffler](#)
 Format: Hardcover
 Publication Date: November 1990
 ISBN: 0553057766

(Click on a column name to sort by that column.)

	Bookstore	Store Rating	Availability	Item Price	Sales Tax	Carrier (Days)	Shipping	Approx. Cost	Total Cost
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Intelligent shopping Agents

The New Marketing Practices



The New Marketing Strategies

Offline Promotion

Business Cards
Industry Magazines,
Media Advertisements
Newspapers,
Newsletters, brochures,
Banners, sponsorships,
Etc., etc., etc.

Online Promotion

Strategic Alliances,
Email, Newsletters,
Search engines,
Banner Adverts,
Viral Marketing,
Analyse site traffic
Database Marketing

The eMarketing Challenge

- Encourage customer loyalty by offering incentives
- Reduce first-time purchase risk – address security concerns
- Increase repeat buying - Increase trust
- Provide multiple mechanisms for accepting payment
- Add value to the sales channel by having latest information

Seven Cs in Web design



- **Context** – Layout and design (Downloads quickly, simple and easy to understand and use)
- **Content** – Information, pictures, sound, links, offers,
- **Community** – How the site enables user-to-user communication
- **Customisation** – Site's ability to tailor itself to different users or allow users to personalise the site
- **Communication** – How the site enables site-to-user user-to-site 2 way communication
- **Connection** – Degree of links with other sites
- **Commerce** – Site's Capabilities to enable commercial transactions