

## 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

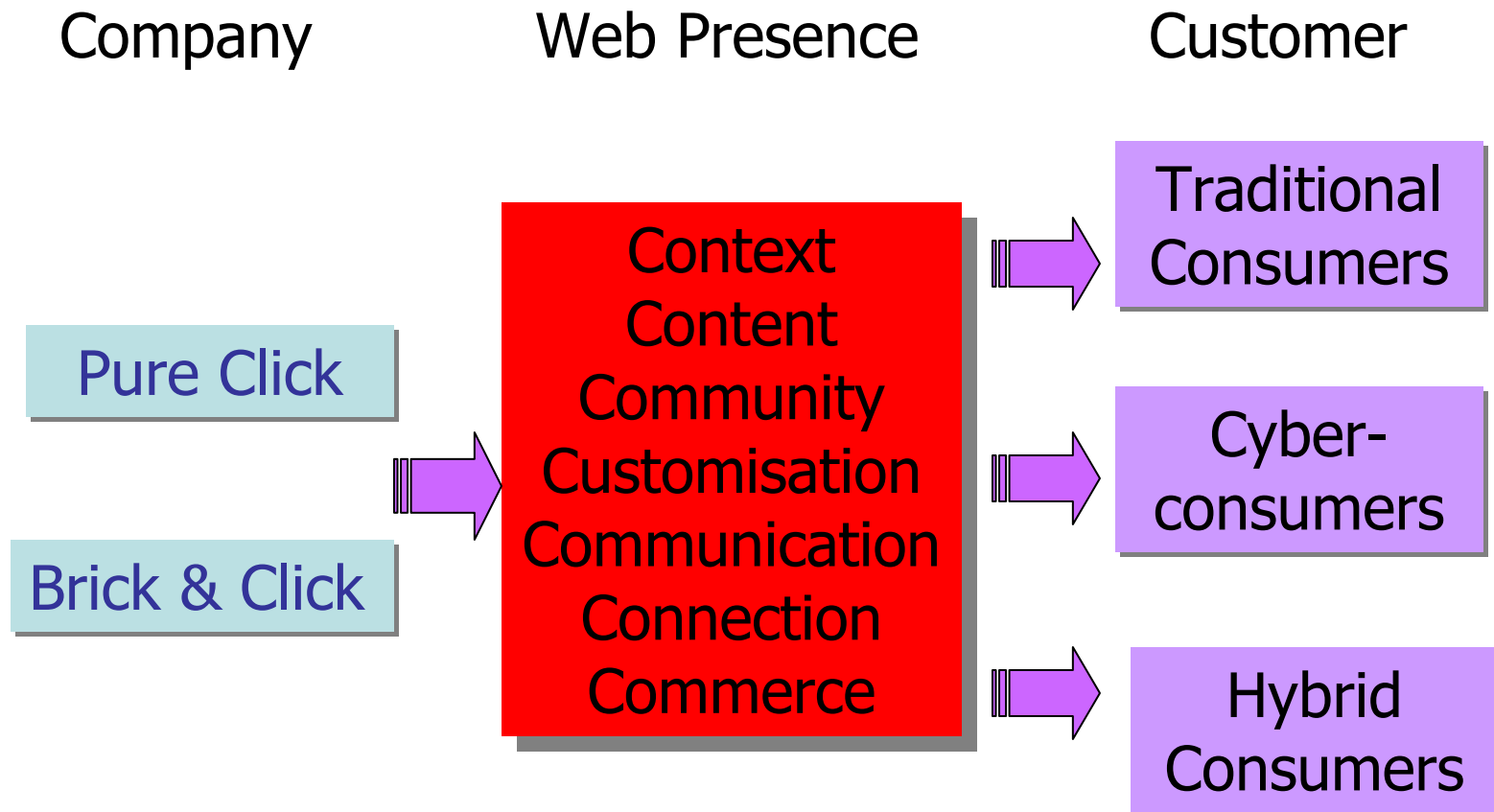
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# The New Marketing Practices



# 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