How to Sell (eCommerce)

Marketing and Internet Marketing Strategies

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MultiMedia Publishing

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Published by Nicolae Sfetcu

BOOK PREVIEW

Marketing

Marketing is the commercialization set, by organizations, commercial or otherwise, under their brand names, products and services with a product name or brand name.

That is, with innovation, one of two key business functions (Peter Drucker).

The marketing management of a business, or marketing, was formally defined as:

"All the techniques and actions by which a company develops the sale of its products and services by adapting, where necessary, their production and commercialization to consumer needs."

This set is particularly rich and is characterized by the following ideas:

1. The purpose of marketing is to conquer market share in existing markets and create new markets
2. Marketing is a means available to organizations of all kinds
3. Marketing implements communication strategies
4. Marketing is part of the competitive universe offering complete freedom of choice to customers
5. Marketing is a constant adaptation to dynamic customer expectations and competitor strategies effort and changing environment
6. Marketing's role is to achieve value creation superior to that of competitors.
7. Marketing is a long-term
8. Capital importance given with respect to the commercialization, branding, at its creation, naming and branding management.

The revolutions of marketing since 1960

The paradigm of marketing most commonly used today dates from around the late fifties. It was designed to provide a framework for simple analysis of the marketing of large food consumption in supermarkets in the Minneapolis area. This framework of analysis, initially a plan of thesis of a doctoral researcher at the University of Minnesota, included: Product, Price, Place, Promotion, 4 "P" mnemonic significance which will ensure the sustainability of paradigm towards and against all evidences, and inventions of qualitative market research give rise to a second paradigm: the concept of marketing, the primacy of knowledge of market needs.

Since 1960, the environment has changed completely: invention of the supermarket (Wal-Mart in the US, Carrefour in France), containerization that will allow globalization, ibarcode, credit card payment, Internet; digital world, smart phone; social networks; personalized marketing made possible by big data, as well as participation of new entrants: China, South Korea, Singapore, etc.. The Jerome McCarthy mnemonic paradigm is no longer appropriate and in process, having been replaced by the relationship marketing, then by the service marketing to be supplanted by a business model.

Christian Grönroos, Professor of Relationship Marketing at Hanken School of Helsinki goes on to say that the concept of marketing is an epistemological error.

The four major types of marketing decision

Whatever the nature of its business (production or distribution) and the nature of its production (products or services), a company uses the marketing methodology in four different contexts:

- firstly, at the strategic level and the operational level;
- secondly, to manage the demand expressed by the market or to manage new offers to market.

Contexts that generate four types of marketing decision:

1. Operational marketing of demand
2. Strategic marketing of demand
3. Operational marketing of supply
4. Strategic marketing of supply

This gives the following matrix:

The four major types of marketing decisions

- Strategic level
    - Demand marketing (traditional marketing): 2. Strategic marketing

    - Offer marketing (marketing innovation): 4. Strategic management, Strategic relational marketing, Service marketing
- Operational level
    - Demand marketing (traditional marketing): 1. Operational marketing of demand
    - Offer marketing (innovation marketing): 3. Marketing of new brands (products and services)

Marketing issues

Marketing issues for the company

Marketing is considered as the first creative link that will lead to sales. In an environment increasingly changing, the marketing strategy is mobilized to retain focused and solvent clients by providing economies of scale necessary for the survival of the company. By advertising, marketing can also be used to create a portfolio of new customers without automatically seek a margin in the short term. This may be a risk that must be weighed and proportionate vis-à-vis the overall strategy of the company.

The power of influence and persuasion of marketing supposed to act on a variety of audiences (consumers, business customers, government, voters, etc.) is invoked. The organization expects the thinking marketing:

- *Greater sales effectiveness offers*, width varying complexity (eg in case of associated services) to potential customers. Or the effective customer behavior usually determines the activity of the company, and assessment tools are speaking after sales result only. Thus it is essential for management to anticipate and promptly determine whether it is useful and lasting an offer to sell: hence the importance of market research, studies of cost provided by cost accounting and generally by the entire information system.
- *Optimal efficiency*: Bids must be configured so that the margin generated at least covers the fixed costs (the cost of production and cost of revenue) of the company by the total sales. Forecasts must be able to measure the impact of possible economies of scale and synergies.
- *An analysis of the value contained and provided by the product*. The acceptable level of a target depends on the cost expected by the customer functions. Their delivery to the customer requires a quality of service to negotiate with all the services of the organization that produce and make available.
- *An analysis of the projected profitability* ideally defined and followed by product, market, and customer or distribution channel.

To achieve this objective, marketing is required to affect all components of the offer (marketing mix). The finesse required for this procedure face diverse scenarios helped to emerge specific marketing. The possibilities offered by new information technologies and communication, particularly in the context of distribution operations, have played in that.

Marketing issues for consumers

Mass marketing has evolved in recent years from a comprehensive approach to a segmented and personalized marketing. The increase in services and new communication technologies has changed marketing. John Kenneth Galbraith considered before marketing as a tool of a capitalism reverse spinneret. The consumer no longer master of his choice due to lack of countervailing power, the complexity of technology and the scale of investment needed to serve the industrial power of a techno-bureaucratic. However, hyper segmentation market and consumer protection (consumerism) is empowering the consumer. From a marketing trying to convince the customer, companies are now trying to adapt to it. So companies are looking to provide "co-construction" of the offer with the client or to expand the number of services often creating bouquets satisfying customer segments. This implies a specific modularity or late competitive postponement that does not facilitate economies of scale sought by management.

The branches of marketing

It is common practice to distinguish several branches within the marketing discipline:

Depending on the concerned targeted customers

Basically arose the distinction between:

- *Marketing oriented towards the* ***final consumer***: marketing of consumer goods, and major consumer goods, also known as B2C (Business to Consumer) marketing
- *Marketing oriented towards* ***intermediate consumer***: industrial marketing or B2B (Business to Business) marketing

Other more recent concepts have been developed: services marketing, individualized marketing, public sector marketing, promotional marketing, international marketing, business to employee (B2E) marketing, etc.

Depending on the tasks performed

- Upstream of the marketing process, is the field of **studies and its decisions** regarding the application, the market, and in general the customer and the clients.
- Downstream is the area of **product marketing**, covering the definition of product parameters expected to meet the requirements of the previous step. Are thus concerned the design, formulation, and the placing of the product on the market (promotion, product distribution ...).

Depending on the purpose, the chosen vision

- Marketing said "**strategic**": The term means that marketing decisions must be taken into account at a sufficiently high level of reflection to be effectively contributory and articulated with the strategic approach of the company.
- Marketing said "**operational**": Reflection and decisions concern a more "basic" level, oriented to basic decisions details (product characteristics, distribution channels ...)
- Marketing said "**managerial**" The term emphasizes that the marketing function is able to behave as a function in its own right within the organization and that the policy of the latter recognizes and integrates without restrictions.
- "**Marketing Planning**": The term highlights the need to be credible to integrate the approach of marketing action plans through the planning or programming of the organization.

Marketing approach

The marketing approach is an attitude of research, analysis, listening to the market and its supposed environmental permit

- the demand side, better listening and greater satisfaction of the final consumer or intermediate consumer.
- the supply side, better control of the design, marketing, value-added, life cycle and profitability of products and services offered by an organization.

Broadly, the applicable approach can be summarized in three major steps:

1. The identification, tracing and analyzing the consumers concerned with support as appropriate to quantitative and / or qualitative market research.
2. It is then customary to segment reflection by identifying different types of customers in light of the operational data of the marketing strategy.
3. According to the methodology of the chosen mix marketing - this is to stop the pertinent choices and decisions.

For example, the mix marketing represented in the familiar form of "rule known as the 4P *lists the steps to be taken in 4 dimensions*:

1. *Product*: or the modeling of the offer (product, service or idea) so that it responds to the attitudes and motivations of consumers or users.
2. *Promotion / Advertising (communication)*: or methods to publicize the existence, interest and availability of supply. It also serves to increase the desire of consumers to the product / service.
3. *Price*: or the requirements to get it (levels compared with other offers).
4. *Place / Distribution*: or templates, resources and infrastructure to provide in supply.

Understanding the consumer

(According to Pettigrew and Turgeon)

Understanding consumer behavior involves a double research effort (via qualitative studies or quantitative studies):

Understanding the intrinsic dimension

(According to Pettigrew and Turgeon)

The intrinsic dimension is what is unique, which is unique to each person as a way to represent and practice the act of consumption:

- *Motivation*: It's about understanding how to determine a consumer who wants to move towards a concrete goal. The client is looking to fill an unmet need for the achievement of an ideal. The Maslow pyramid of needs shows that consumer satisfaction proceeds by successive steps: Needs classified at lower levels of the pyramid must be properly filled before working on the needs of a higher level. Thus the needs of physiological types are senior to the satisfaction of personal development needs.
- *Perception*: "*Perception refers to the sensory area*." This interpretation is in fact opposite to a stimulus that causes a certain reaction and generates a behavior which differs from one person to another. Companies use the repetition of ads as an important way to attract the customer's attention, often using subliminal messages.
- *Learning*: It is 'the acquisition of new behaviors as a result of experiences.' Thus, after some experience at the consumer level, the consumer will tend to be loyal to a certain brand or a certain product.
- *Attitudes*: These are predispositions that affect the consumer's perception about a product, an object, a situation, either positively or negatively. Attitudes can change over time and according to the experience, whether through self-will of the consumer or due to the influence of a company capable to determine their change.
- *Personality*: "*The type of activity, interests and opinions are helping in establishing the personality traits of consumers*" By analyzing the lifestyle and the way of life of the consumer, marketing practitioners can identify and characterize specific traits that may lead to the development of profiles or families of distinct personalities. The adjustment of product and market segmentation allows - in mirror - to verify the relevance of distinctions identified and their degree of response when properly managed.

Understanding the extrinsic dimension

(According to Pettigrew and Turgeon)

The extrinsic dimension consists of the external elements that surround and can influence their choices and decisions:

- *Culture*: it is mainly the system of values, norms and manners that shape - determine - the way of life in every society.
- *Social classes*: group of people who share the same values, the same economic level, same interests and interact both at economic and political levels.
- *Sociostyles*: consumer profiles are determined by the representation of homogeneous scatter in an area measured by two axes used as benchmarks of sociological scales. These profiles (eg "innovators," "adventurers", "security guards", "bobos", "conservative" ...) are supposed to explain the representations and consumer behavior grouped this way.
- *Reference groups*: the groups that people identify both as the actual level and groups to which they aspire. This may be related groups, called primary groups, like family, friends, or outside groups, such as sports groups, professionals, etc. called secondary groups.
- *Prescribers*: represent all the people who can act more or less decisive in the decision to purchase a product or service. This role can be extremely loud (where a doctor prescribes a drug), average (recommendations by expert council) or lower (friendly advice that helps you out ...).
- *Family*: is the role that consumers play in his own family. This role may be that of initiator (which suggest buying), or influencer (which influences the final decision), or decision-maker (who says what to buy, where and how), or purchaser (which actually makes the purchase), or user (who uses the product).

Consumer decision making

(According to Pettigrew and Turgeon)

For the marketer, the decision making process of the consumer spans stages and involves many parameters.

- In extent, from understanding what triggers awareness of the need, to its behavior after purchasing a good or service.
- In depth, it is important to pay particular attention to the elements in the background at work and motivate the actions of customers.

Thus, decision making is often described as the sequence of five specific steps: Recognition of a need, Information search in order to find possible solutions, Evaluating solutions, and Purchase behavior and after purchase behavior.

1. *Recognizing a need* is the first step in the decision process for consumers. In marketing it is important to understand that companies do not create needs. Indeed, they only stimulate them to their target customers. For a consumer recognizes a non-bridged need, he will be stimulated by using three types of stimuli: environmental stimuli, marketing stimuli (advertising), autosuggestion stimuli. Needs that can be felt are about psychological and physical needs.
2. *Seeking information* comes after the client has identified its unmet need. It was at this point that it will proceed to list possible solutions. If the consumer wishes to purchase a car, it seeks information regarding the different brands through various means.
3. Then, the consumer then will *evaluate possible solutions*. It was at this point that it will eliminate unsatisfactory options and then observe that those that best meet their expectations. Indeed, it is then that from his experience, the influence of reference groups and other influences, he will proceed to evaluate, as objectively as possible, these choices.
4. Thereafter, the customer selects the product or service and determines the supplier able to deliver. This step is of course that of *purchase*. At this time, the customer service and the presence of a distributor can play a decisive role.
5. *After purchase*, the question is the behavior of customer usage and measuring their satisfaction (via qualitative studies for example). A customer fully satisfied with their purchase generates a positive impact for the company, with increased sales and improved market share (through the rise of digital broadcasting and / or dissemination value) and by increasing the fidelity. In addition, customers can also advertise favorable ear to mouth. Conversely, a negative experience can push the customer to disseminate information to the contrary, which can have a negative impact on the reputation of the product or the company.

The contribution of market research

Market research are used to gather information to better understand the coveted target and environment (legal, political, social, regulatory, economic, cultural ...) of the target. This will adapt methods of operational and strategic marketing accordingly.

There are several techniques for conducting marketing research. For example, during the launch of a product, several phases can be identified: research, design and development, marketing. For each of these phases, different techniques of market research or opinion may be used, depending on the types of needed information.

Depending on the type of data collected, the study is said to be quantitative or qualitative research study. All these studies are based on the same approach: problem analysis, target analysis, development of specifications, implementation of the action, information collection, information processing, information analysis, recommendations.

Marketing techniques are based on the study of consumer behavior. Multidisciplinary tools complement each other to form a solid, empirically reliable basis. Psychology, sociology and microeconomics form an interrelated triangle. The theoretical validity of the concepts used is less important than the validity of their prediction on the ground. The psychology of marketing is multifaceted.

The most prestigious publications in this field (*Journal of Consumer Research* in particular) are generally defined as interdisciplinary publications and articles found there are often the basis for further research of pure social sciences.

It currently seems that today one of the most advanced subject is the study of unconscious phenomena altering mood and emotions. The factors that regulate the formation of an intention on the consumer are the subject of many studies.

Not to mention the fact that with the advent of internet it works directly on the total population and less on panels. However, the sampling error should be monitored closely, in fact, the population adept of internet is not representative in many studies.

Marketing strategy

The marketing strategy aims to put the company in question in line with the implicit or explicit requirements of the market in which it operates. The foundations of the strategy are to discover and especially to influence the needs of potential customers and identify products and services. Political communication, advertising, promotion and organization of the sale of products is in turn the most visible part of marketing to the general public.

The marketing strategy is the process of analysis and reflection to equate supply and demand, which is part of the overall strategy of the company. This is a work essentially structured around long-term operational marketing and not around activities. It is a strategy deliberately turned over to economies of scale (for sale) rather than focusing on organizational synergies due to the segmentation of the levers analysis (4P).

Operational marketing is the implementation on the ground of policy decisions taken at the level of the marketing strategy and results in the development of a marketing plan. The marketing department of a company should take into account a maximum of parameters on the relevant product or service market for sale, in order to develop a business strategy for the company.

As in organizations, decision-making in marketing does not always from the top down: the marketing strategy to operational marketing. It is conceivable those critical decisions can be made directly by so-called operatives, or that the strategy is established after receiving the results of operations.

The decisions of marketing strategy can also be taken following quantitative studies or qualitative studies.

Marketing guidelines in the company: Marketing direction in the company is divided into three phases:

1. Marketing which is the analysis of the current situation
2. Market research consisting in the search for market information
3. Mix marketing is the persuasion phase of the potential buyer.

Marketing mix

Operational marketing is the implementation on the ground of policy decisions taken at the level of strategic marketing (although, in practice, decisions are not always made at this level). It is a short-term policy, which must be constantly adapted to changes in the market situation. Operational marketing is the intermediate stage between field action, which must constantly adapt, and marketing strategy, which covers the general guidelines, it leads to the establishment of an action plan, marketing plan called for a given (eg one year) period. This plan must be consistent with plans for other areas of the company's shares (research and development, production, finance, human resources, information systems, etc.) and the general policy of the company.

Operational marketing for simplicity is segmented into four main areas called marketing mix. This segmentation is arbitrary and has the simple goal to simplify decision making in marketing. Each part of the marketing mix is not strictly defined a priori and may cover all areas relating to marketing.

The "Model 4 P" usually referred to as the "marketing mix" (operational marketing plan) was introduced in 1960 by Edmund Jerome McCarty as thesis plan to deal with the marketing of cans of Green Giant corn in supermarket

1. *Product*
2. *Price*
3. *Place*
4. *Promotion*

It is sometimes suggested adding other elements:

- P for *packaging* when it is considered a major component of the product.
- P for *personal*, insofar as the mobilization of human resources is often a key success factor, among others, at the after-sales service.
- B for *brand*

Today, there are also emerging the "Model 5C" or another proposed segmentation in order to achieve the most comprehensive analysis:

1. *Company*: Product Range - Stock in the market - Technology - the culture of the company - the objectives.
2. *Customers*: the market size and growth - market segments - sources of customer information - seasonal factors - the buying process (or pulse caution).
3. *Competitors*: direct, indirect - market share - the strengths and weaknesses of competitors.

4. *Collaborators*: distributors - suppliers - retailers, etc.
5. *Context*: macro environmental factors.

Performance: Provided by Staff

Xperience: Experienced by the client

Product (Product mix)

The product concept is not limited to the product itself:

- it must take into account: lifecycle of the generic product or activity, the range of product in which it fits, the brand or company history;
- it must clearly define the characteristics, features, components and related services to offer to the client;
- it must specify - especially if the product is intended to be distributed free service - optimize packaging, packaging, design, etc. ;
- it leverages standards, label of relevant quality to stay in the context of sustainable development a valid object "from cradle to grave."

Price

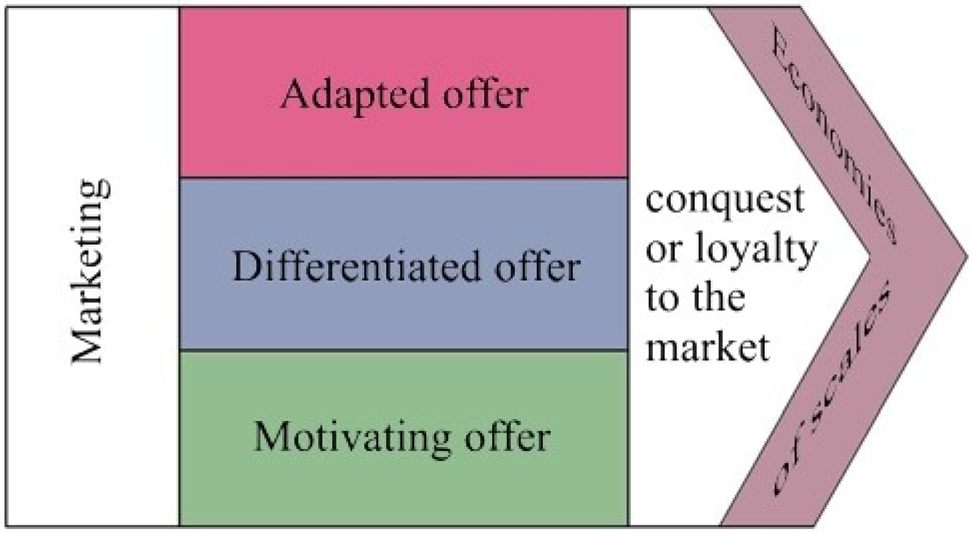
The price (for the client) can be seen simultaneously as the sum of costs, the margin of the seller and the various taxes or as the amount a customer is willing to pay for them; psychological price, this is the optimal price acceptance (according to the theories of the Austrian school). Demand is generally elastic: the number of purchases changes relative to changes in price. If the price rises, demand falls and vice versa. Consequently, different pricing policies are possible, such as political skimming, trying to sell fewer products, but more expensive, and therefore well to reach a greater benefit. The price can also be seen qualitatively (fixed-variable), dynamically (political balance) or relational (retention policy). Widespread ignorance of buyers is reported in the service sector: the price of services is generally underestimated relative to product prices. Hence the importance of a much more educational marketing and therefore more costly to the industry. However, many states do not allow the sale at a loss.

Distribution (Place mix)

The distribution includes activities that make the products available and accessible on the market by an attractive merchandising.

Examples of methods according to the size distribution:

- Big distributions (and other linked big names)
- Department stores (or supermarkets and hypermarkets, or large specialty surfaces)
- Retailer



(The marketing guides sales but must ensure that they provide the economies of scale (dampen fixed costs. Source: Thomas vervisch Expertom, translated, https://en.wikipedia.org/wiki/File:Marketing_et_%C3%A9conomies_d%27%C3%A9chelle.jpg, CC Attribution-Share Alike 3.0 Unported, 2.5 Generic, 2.0 Generic and 1.0 Generic, Translated.)

Channel: Channel routing consists of a vertical succession of intermediate, the sum of the channels constituting a circuit.

- Wholesaler, semi wholesaler or central purchasing
- VPC (sale by mail)

Network: Circuit and individuals animating it.

- Sales force (commercial sometimes commute to customer contact with the product)
- Franchise
- Broker (and other networks ...)

Communication (Promotion mix)

Communication is the set of activities that promote the product and its benefits in order to encourage customers to buy targeted. Examples: advertising, sales promotion, sponsorship, etc.

The rise of information technology and communications coupled with changes in consumption patterns (nomadism, mobility ...) leads marketers to rethink their campaigns by combining optimally different messages and channels. The study "challenges around data in the cross-channel customer relationship management" conducted by an independent firm study shows that the development of campaigns to multichannel communication is a fundamental trend in current marketing strategies. While the phone and face to face were still predominant a few years ago, they should be overwhelmed by the web and e-mail by 2012. On this date, each channel (telephone, face to face or mail or fax, web, email, etc.) should weigh for a weigh roughly equivalent to customer interactions.

- *Mass media communication*: TV, print, outdoors, cinema, radio, Internet, etc.
- *Non-media communication*: POS (point of sale), corporate communications, t-shirts, techniques of direct marketing, public relations, non-advertising message (informational type) to the general public via the mass media, organization of events accompanying the promotion of products and/or services, capitalizing on a cultural event, sales promotion (one seeks to significantly increase revenue over a fixed period. Several techniques for this: bonuses, games, price reductions, free trials, samples or tasting, entertainment ...)
- *Sales force*: Direct information via trade visiting customers

Business

A business is an institutional unit, driven by a project based on a strategy or policies and action plans, the goal being to produce and supply goods or services to a set of customers or users. To do this:

- the company is organized, uses, mobilizes and consumes resources (material, human, financial, immaterial and informational);
- the company operates within a specific context to which it must adapt: a more or less competitive environment, technical-economic sector characterized by a state of the art, a specific socio-cultural and regulatory framework ;
- the company can create a goal to reach a certain more or less level of profitability.

No company can be exempt from the balance between the level of income and its expenses. If deficit gap, it must be reduced or filled by external input (eg a balancing subsidy) under penalty of unsustainability and more or less imminent disappearance.

In search of a definition

The company according to the legal approach

The company is a socio-economic reality (a project, a decision-making and economic management). From a legal point of view, it has strictly speaking no consistency or reality.

1. To exist in law, the company must choose one of the forms provided for which it must take necessarily exist and develop legally.
2. The legal form chosen must be registered with the competent authorities.
3. This legal form is associated with a distinctive and unambiguous identification.

When it comes to a company, this recording gives it legal personality and legal status whose shape depends on the objects of the company, the number of providers of capital, the amount of capital committed, and the legislative and regulatory framework in force.

The company's activity exercise can also be subject to prior authorization or adjustable permanent basis. Again in the context of existing legislation (eg banking, insurance, pharmaceuticals, temporary work, etc.).

The best-known legal forms that carry a "business" are:

- companies: where the business is carried by several partners - anonymous by shares, limited liability.
- associations or cooperatives: where the social object has certain characteristics (including lack of profit)
- individual structures: when the business is carried by a single individual: entrepreneur, professional, craftsman, sole proprietorship.

The company according to pragmatic point of view of the entrepreneur

The concept of the entrepreneur means one who "undertakes," which happens to be at the origin and materialize a project of 'undertaking'.

- His approach can be innovative when he anticipates a need, or assembles and organizes the tools and skills needed to meet this need in a new way. This type of "entrepreneur" uses concepts of creation and innovation and therefore differs from that of chief executive officer. Yet these two terms, although under different realities, often characterized the same people: an entrepreneur is a chief executive officer, if he pilots himself his project and a chief executive officer can be described as "entrepreneur" due to the intrinsic goals of its function.
- The approach may be less original and more conventional when the entrepreneur has a project that draws heavily (uses or reproduces) patterns of activity or existing business.

In doing so, the contractor takes the risk that the need does not materialize or that the means he puts in place to meet will be inadequate.

Historically, the entrepreneur is an intermediary, a working broker: it is passing to him firm orders for goods or services, he searches the workers who will produce each part of this order and ensures the proper delivery. This in a context where the division of labor is too little marked, where workers work at home, and have their tools and even their machines.

Before the Industrial Revolution, an entrepreneur was essentially a "one-man band" capable of optimizing capital requirements and human resources to conduct a lawful and profitable activity, the means of production and labor power not being yet consolidated within the company.

During the twenty-first century is still found this type of organization, for example, in the transportation industry, services (engineering ...) where, next to large groups, independents are owners of their working tool (for example, trucks, barges) and find their contractors through brokers.

With the industrial revolution, entrepreneurs changed, they include machines on the same workplace and retain the same workers long time, giving rise to companies in the traditional sense. We then see immerse the figure of the chief executive officer (a known example being that of Henry Ford).

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- - - Key concept 5: Audience segmentation
- - - Key concept 6: Method mix
- - The 4 Ps
- - When should social marketing be used?
- - - Ethical guidelines
- - - Applying social marketing principles- the role of managers, policy makers and practitioners
- - Applying social marketing principles
- - Step 1: Scope
- - Step 2: Test
- - Step 3: Enact

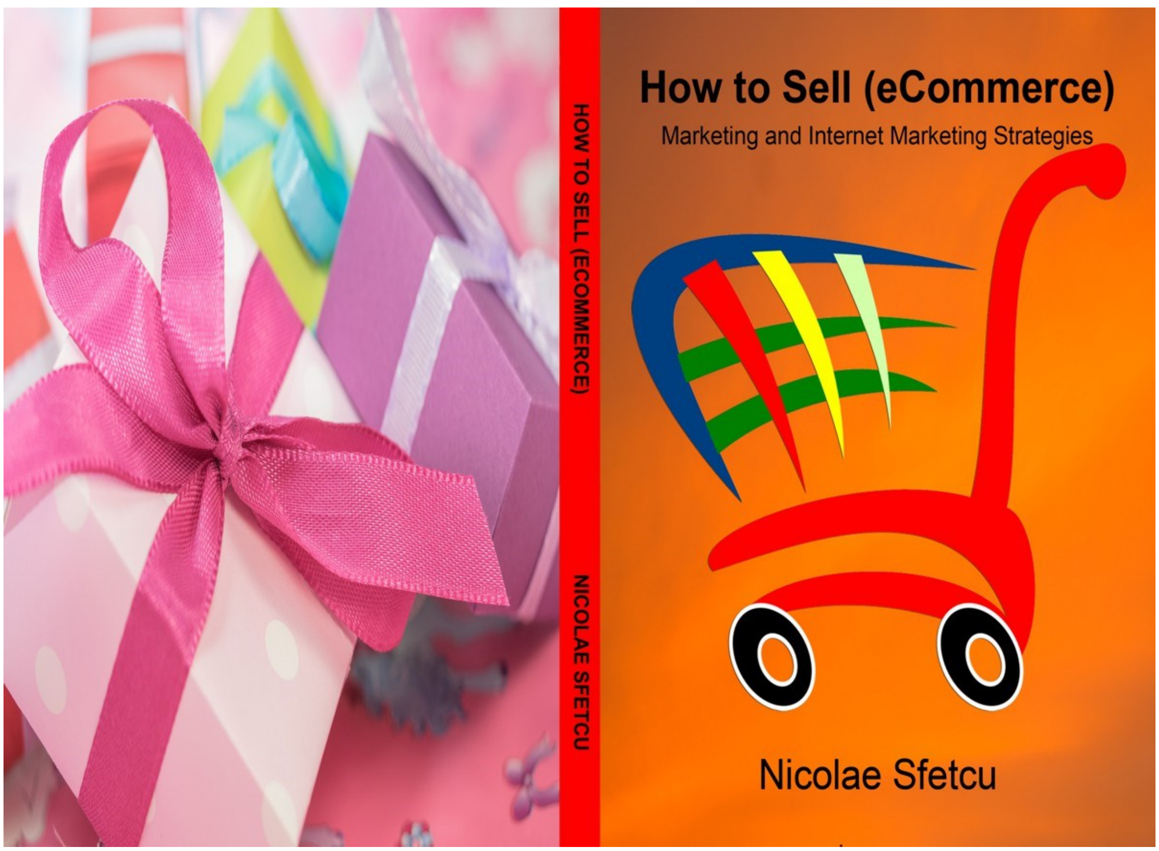
Book

Techniques and actions for a company to develop the sale of the products and services by adapting, where necessary, the production and commercialization to consumer needs.

Marketing is considered as the first creative link that will lead to sales. In an environment increasingly changing, the marketing strategy is mobilized to retain a focused and solvent clients by providing economies of scale necessary for the success of the company. By advertising, marketing can also be used to create a portfolio of new customers without automatically seek a margin in the short term.

The marketing strategy aims to put the company in question in line with the implicit or explicit requirements of the market in which it operates. The foundations of the strategy are to discover and especially to influence the needs of potential customers and identify products and services. Political communication, advertising, promotion and organization of the sale of products is in turn the most visible part of marketing to the general public.

The rise of information technology and communications coupled with changes in consumption patterns (nomadism, mobility ...) leads marketers to rethink their campaigns by combining optimally different messages and channels.



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