



# RANI CHANNAMMA UNIVERSITY

## B.Com – 4<sup>th</sup> Semester

## Web Based Marketing

---

### Unit-5 Web Based Marketing

#### Marketing

Marketing is defined as “the performance of business activities that directs the flow of goods and services from producer to consumer or user”.

#### Web marketing:

Web marketing refers to a broad category of advertising involved in any marketing activity conducted online. It refers to advertising and marketing efforts that use the web and email to drive direct sales via electronic commerce, in addition to sales leads from web sites or emails. Web marketing includes e-commerce web sites, affiliate marketing web sites, promotional or informative web sites, online advertising on search engines. In web based marketing with the help of internet we can sell their product

#### **Features of Business through Internet /Web based marketing**

1. The interactive nature
2. 24 hour open store fronts
3. Non-bound selling or service area
4. Wide Span of market
5. Flexibility of market place
6. Updated information
7. Knowing competitors
8. Urgency in solving customer needs
9. Requirement of computer knowledge
10. Several choices to decide upon
11. Ease of accessing
12. Involment of manual dispatch
13. Low cost process
14. Online reservation, bookings
15. Scope for expansion
16. Liberal return policy
17. Substituting of Monetary form
18. New opportunities of Earnings
19. Use of other media for promotions

**Advantages of web based marketing**

1. A business can be active 24hrs a day and is reachable for anyone at anytime, anywhere.
2. It is capable of updating the subscribers instantly through e-mails. Visitors get updated information on each visit.
3. Internet marketing allows information sensitive businesses such as online magazine, newspaper or law firms to deliver products directly to customers
4. Compare to offline marketing, it is far cheaper to promote your business and other money making ventures online.
5. Reach More Customers
6. Large capacity information about products will be available in web based marketing.

**Limitation of Internet business (web based Marketing)**

1. Reliability and security problems may arise due to the lack of affordable 3<sup>rd</sup> party value added network
2. Physically, one cannot assess a products through the internet
3. Internet business can only transact financial documents i.e a swift way but transportation of the good has to be dependent on manual process
4. If companies build large, high graphics or complicated web pages are necessary.
5. Unwanted disturbance may be created due to abundant quality of information available on internet.
6. Multiple and high speed servers are required to serve unlimited number of simultaneous hits to commercial sites
7. As the products and services are remotely to customers, there is possibility of adapting unethical sites

**Modes of advertising and marketing on the internet**

- Display Advertising – The use of banner ads and other graphical advertisements to market products online.
- Search Engine Marketing – Using search engines to help connect users with the products and services they are most interested in. Companies can pay to receive preferential ranking in a list of search results.
- Search Engine Optimization – A free and organic way for companies to improve their visibility on search engines.
- Social Media Marketing – Using sites like Facebook and Twitter to connect with customers.
- Email Marketing – Communicating with customers through the use of carefully designed emails.

- Referral Marketing – Using internet channels to encourage consumers to recommend products to their friends and families.
- Affiliate Marketing – Working with other businesses to make it easier for consumers to shop for products online.
- Inbound Marketing – Boosting the value of a company's web presence by adding unique content like blogs, games, and tutorial videos.
- Video Marketing – Using web videos for promotional purposes.

### **Advertising on internet**

Advertising is a form of promotion that is used to persuade people to orient them towards purchasing activity and building positive ideas towards the service or product. Advertising is necessary to bring awareness about a company's product or service and communicate the benefits of a product or service to the public.

It is necessary for any organisation to plan, design, implement and monitor advertising effectively to have better reach, knowledge, response and influence on customers to buy the offered product.

### **Advantages of Advertising on internet**

1. Global reach
2. Targeting particular user groups
3. Cost effectiveness
4. Better ROI
5. Delivery of more content
6. Longer shelf-life for messages and information
7. Faster delivery
8. Better presentation
9. Interactive and Faster Feedback
10. Flexible Payment
11. Easy to Track and Measure Conversion

### **Disadvantages of Advertising on internet**

1. Unauthorized Copying and Duplication
2. Advertisement Clutter
3. Confusion in selecting sites
4. Forced Advertising
5. Inappropriate use
6. Chance of Skipping

### **Internet Business Sites**

Virtually every manufacturing and processing industries as well as service sector companies have placed their own trading sites on Internet.

**e.g.:** amazon.com, rediff.com, yahoo.com, eBay.com, onsale.com, dell.com, smarts.com, produtopia.com, bookshop.co.uk, netmarket.com, exite.com, realmalls.com, insight.com, merlite.com, netgroser.com, getorganic.com, ftd.com, computerwihiz.com, bababazar.com, indiamates.com, worldsy.com, goibibo.com, flipkart.com, and many more.

### **The (Four) 4 Ps Model**

Marketing mix is essentially a combination of four basic elements –product, price, promotion and place. These elements are called the 4Ps of marketing. The term marketing mix was coined by Neil Borden in 1953 in American Marketing Association Presidential Address. The 4 Ps of marketing are necessary to cover the broader perspective of marketing.

The effect of internet on 4Ps of marketing :

**Product** – The first of the Four Ps of marketing is product. A product can be either a tangible or an intangible service that fulfills a need or want of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it's compulsory that you have a clear concentrate of exactly what your product is and what makes it unique before you can successfully market it.

**Price** – After understanding of the product offering we can start making some pricing decisions. Price determinations will impact profit margins, supply, demand and marketing strategy.

**Promotion** – We've got a product and a price now it's time to promote it. Promotion looks at the many ways marketing agencies disseminate relevant product information to consumers and differentiate a particular product or service. Promotion includes elements like: advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more. Each touch point must be supported by a well-positioned brand to truly maximize return on investment.

**Place** – Often you will hear marketers saying that marketing is about putting the right product, at the right price, at the right place, at the right time. It's critical then, to evaluate what the ideal locations are to convert potential clients into actual clients. Today, even in situations where the actual transaction doesn't happen on the web, the initial place potential clients are engaged and are converted in online.

### **Presenting an Organisation on Web**

Presenting an Organisation is providing it an ability to gain global attention through internet or any other kind of reliable network. Conducting e-commerce involves three broad tasks as:

1. Placing marketing information on web
2. Allowing online order taking
3. Constructing electronic exchanges

The following are the steps to present an organisation in web:

1. Research and Planning
2. Registering Domain Name
3. Hosting
4. Implementing EDI

5. Designing right kind of virtual storefront
6. Associating with payment processing e-Commerce software
7. Reengineering in Business activities
8. Synchronizing activities of sales and marketing cycle
9. Fixing Authentication, Authorization and Settlement methods

**Supply chain management (SCM):-**

It is the process of planning, implementation, and controlling the operation of the supply chain as efficiently as possible

OR

SCM is an interdisciplinary field that emphasizes cross functional link and seek to manage those links to enhance a company's competitive advantages

**Application of SCM**

- 1) It has induced competitiveness for the manufacturing organization
- 2) It facilitates flow of materials to and from the organization
- 3) It has created a collaborative system integrating suppliers, manufacturers, distributors, retailers and end user
- 4) It helps flow of money, materials, orders, personnel and equipment to their destinies in specified time
- 5) It supports the movement and flow of many economic transactions
- 6) It adds value to goods and services by creating utilities

**Functions of SCM**

- 1) Manufacturing flow management : it includes production operation, consuming of raw materials and flow finished goods and also manages production scheduling for each manufacturing facility in the supply chain
- 2) Demand management: it includes demand planning and forecasting, according the demand forecast of all customers and sharing the forecast with all suppliers
- 3) Product development & commercializing: it suggests, accepting ideas and opinions and knowing nature of demand of customers and suppliers during product development process. This helps in reducing time and effort to market the product
- 4) Sales management : it includes defining POS point of sale, selling method, cost control, packing forwarding etc
- 5) Supplier management: it involves planning, current inventory and demand forecast in collaboration with all suppliers demand planning and forecast with all suppliers as well as in bound operations and also transportation from suppliers and receiving inventory
- 6) Return management : it deals with the settlement and replacement processes
- 7) Customer relationship management: it deals with the relationship between the organization and its customers.

- 8) Customers services management : it includes the primary level component of customer relationship management
- 9) Order fulfillment : it manages all process related to order fulfillment to customers by including methods of order promising, accounting for all constraints in the supply chain .including all suppliers, manufacturing facilities, distribution centers and other customers
- 10) Inventory management :

### **The sales and marketing cycle**

The following things are involved in sales and marketing cycle

1. Customer
2. Merchandizing
3. Sales service
4. Promotions
5. Transaction
6. Fulfillment
7. Post-sales-service
8. Marketing data and analysis

### **Benefits of using Internet in Supply Chain Management (SCM)**

1. Increases collaboration among partners
2. Offers real time transaction processing and accessing of each other's Enterprise Resource Planning (EPR) systems and data warehouses of partner's present in SCM.
3. Reduces the time and cost of communication
4. Provides opportunity to find and reach new customer segments and markets
5. Ensures better customer support by better tracking and tracing facilities for shipment.
6. Minimizes use of paper, unnecessary duplication, data keying errors, labour involved in SCM.
7. All the commercial documents of SCM are received swiftly through Internet.

## **DISCLAIMER**

All the information and contribution provided by commerce faculty as a part of academic fulfillment during this COVID-19 lockdown period, is solely responsible by the same faculty. In any way university is not responsible for any of the information or facts or figures etc. provided init.