



INTERNET MARKETING

visitors

advertising

platform

products

design

creativity

media

strategy

ads

banner

clients

eMarketing

idea

website

organization

strategy

customer

management

business

service

WHAT IS INTERNET MARKETING ?

It is a method of promoting a business that sells its products or services through the internet.

Examples

ARTICLE
MARKETING, TWITTER
, YAHOO



Tools of internet marketing

➤ Website content and design



➤ Email marketing

➤ Social Media



➤ Video and Prodcasting



Blogging



➤ Blogging

➤ Online ads



High competition



Business Competition



Security and Privacy issues



Negative feedback

DISADVANTAGE



Different skills and training

Maintenance cost



D I S A D V A N T A G E

RETAILING VS E-TAILING



RETAILING

➤ **Retailing is a set of activities performed in selling the goods and services directly to end users i.e consumer not for business use.**

-Philip kotler

➤ **Example- Specialty stores ,departmental stores and many more**



E - TAILING

✓ **E-TAILING** or electronic retailing is refers to sells of goods and services through the internet.

✓ **E-TAILING** can include bussines to business (B 2B) and business to consumer(B2C)

✓ **AMAZON.COM** is the largest Online retailer providing services through internet and its website.



BASIS

RETAILING

E-TAILING

Cost of delivery

- Customer spends on selection and movement of items from store to home.

- Retailer spend on sorting , packaging and delievery



Customer relation

- More stable due to known contacts

- less stable due to unknown contacts

Disputes

- More tolerable disputes due to visibility

- More intolerant disputes due to invisibility

Customer base

- Local area customer

- Wide area customer

BASIS

RETAILING

E - TAILING

PLACE

- Limited reach

- Extended reach and convenience of home delivery

PRICE

- Flexibility in pricing strategies

- Inclined towards competitive pricing

PHYSICAL EXPANSION

- Expansion of retailing platform to include more location and space

- Expansion of e-tailing platform to include increased server capacity and distribution facilities

MARKET SCOPE

- Due to limited reach it has less market scope as compared to online retailing

- Due to global reach it has huge market scope all over the world