

## **E-BUSINESS MARKETING STRATEGIES**

Marketing strategies for large and small companies are constantly evolving to keep up with new technology. For the past ten years marketers have been hard at work defining the way business touch their target markets through the use of the Internet. The Internet has become a tool for marketers to collect data and analyze their target markets for possible opportunities or changes in the market place. Within this same time period there has been an explosion in the dot com business, but more recently we have seen many dot com companies fail because of the uncertainties of the Internet. However, there are a few companies that, in my opinion, have a solid business plan and the use of the Internet. In practice, Electronic Business is more than just than Electronic Commerce, while e-Business refers to more strategic focus and emphasized on the functions that occurs with using electronic and technological means (such as: internet, television, etc) that also involves the value chain management (Purchase via electronic means and supply chain management, processing orders, handling customer and cooperating with business partner electronically). And yet, e-Commerce emphasized on using electronic and technological means merely for generating cash more efficiently by using electronic means.

Yahoo Inc. is a marketing powerhouse when it comes to the Internet. They provide the general public with a free search engine and charge companies to advertise on their web site. Some investors have questioned this business model because of how vulnerable their revenues are to advertising spending. Advertising spending is also one of the first areas in business that is cut when there is an economic slow down.

The advantage provided by the Internet to the companies is their branding. Millions of people use the net as a source of information. As more and more people sign on to the web, the company must position itself to be on their desktops. Because of the increasing traffic to the sites, small and large companies are using e-business as part of their marketing strategy. This gives these companies instant exposure to millions of people and an instant Internet presence.

Additionally, using such a business offers resources as a full service Internet marketing company. They are now offering just about everything for business to build an Internet presence. Services include Internet Marketing, Web design, Hosting and consulting. The company that is eager to succeed has to prove that its web site has high volume of traffic and its web site is designed for the user to stay within web site for their Internet session.

The majority of web site promotion services are considered as “Pay and Pray” services. This is where a form is filled out, give your URL and a credit card number. You pay and pray that you get your moneys worth of work. The company should provide powerful Internet traffic statistics based on data they collect during the use of its web sites. For example, business may want to know Which key words work? What will be your cost of sales and how much can you expect to sell? What are your competitors making and how can you keep ahead? Marketing strategies should cater to local, national and even international efforts.

The Internet is a global market place, so now more than ever, even the smallest business must have an Internet strategy. Companies like Yahoo, America Online, e-Bay are just a few that have millions of members and people that use their services on a regular basis. For a company to get noticed, they should partner up with a company that have continued user growth and increased visibility.