

Lecture 10

Internet Marketing and social network marketing

Lecturer: Professor Rasulev D.M.

Internet Marketing and social network marketing



Branding



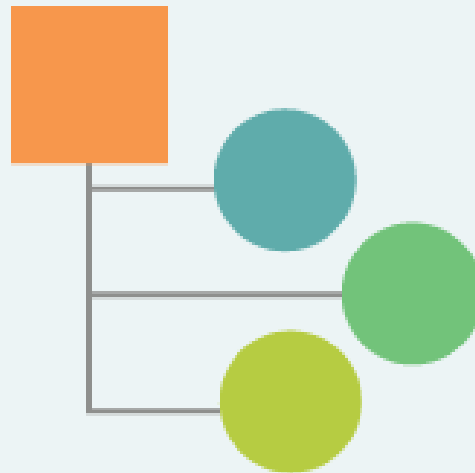
Internet Marketing Research

BUILDING YOUR ONLINE MARKETING RESEARCH PLAN

The Right Questions



The Right Sequence



The Right Audience



e-Mail Marketing

EMAIL MARKETING PROCESS

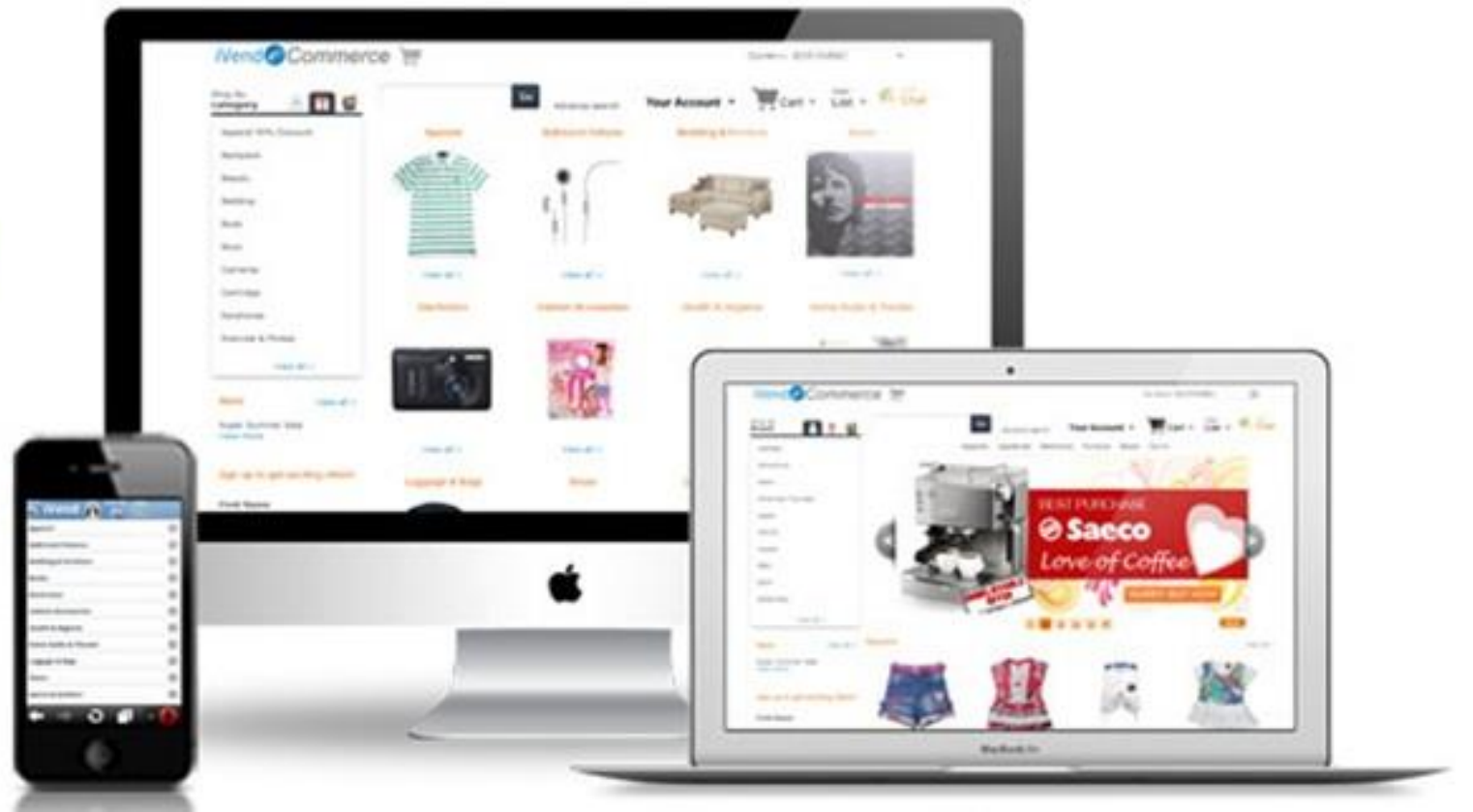


Source: <https://www.digitalplannet.com/e-mail-marketing/>

Promotions



e-Business Advertising



Banner Advertising

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Feedback

Reports: More problems for iPhone 4 orders



By Doug Gross, CNN
June 21, 2010 2:06 p.m. EDT | First video: [Mobile](#)



Excessive demand has led to some problems with iPhone pre-

(CNN) — As deliveries of the hotly anticipated iPhone 4 were set to begin, reports surfaced Monday of more problems with the Apple phone's ordering process.

Last week, AT&T, the exclusive wireless provider for the iPhone, suspended pre-orders after its system was overwhelmed.

On Monday, several technology websites



Banner Ad

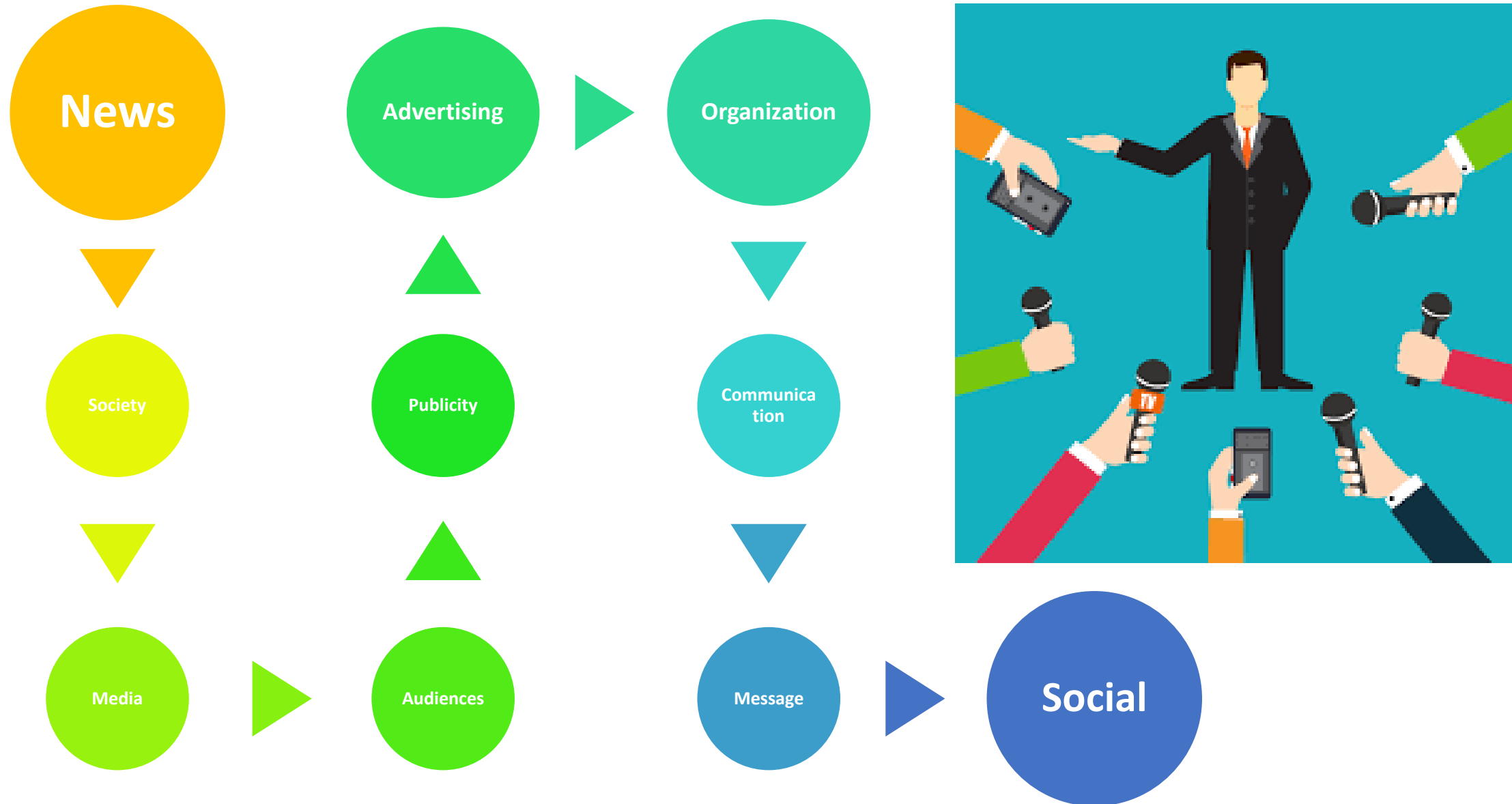
Buying and Selling Banner Advertising



Media-Rich Advertising



e-Business Public Relations



Business-to-Business (B2B) Marketing on the Web



Search Engines



e-Customer Relationship Management

Difference between CRM and e-CRM

Criterion	CRM	e-CRM
Customer contacts	Traditional means – retail store, telephone or fax	Through internet, e-mail, wireless, mobile and PDA technologies
System interface	Works with backend through ERP system	Designed for frontend as well as backend applications through ERP, data warehouse, data mart
System	IT requires PC clients to download various applets and applications	Here, browser is the customers portal to eCRM

Tracking and Analyzing Data





flexible
orders

Log-File
Analysis

Data
Mining

Customer
Registration

Cookies

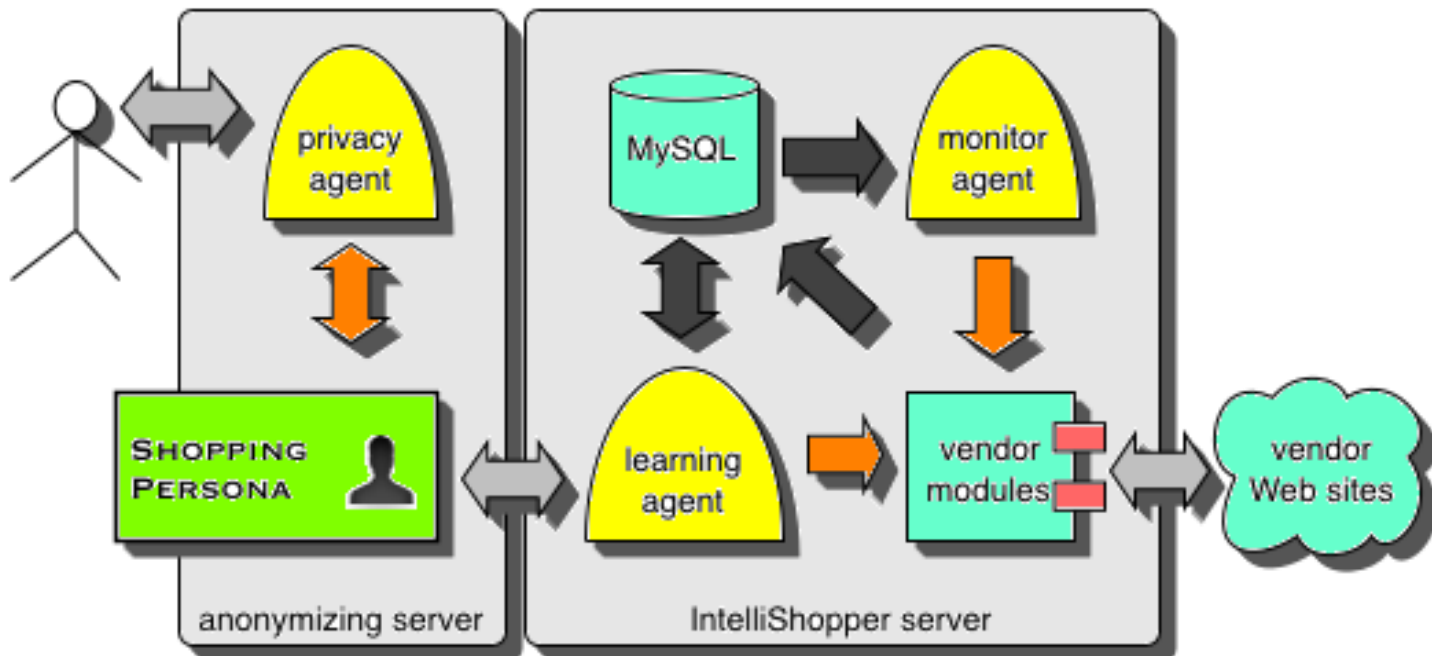


Personalization

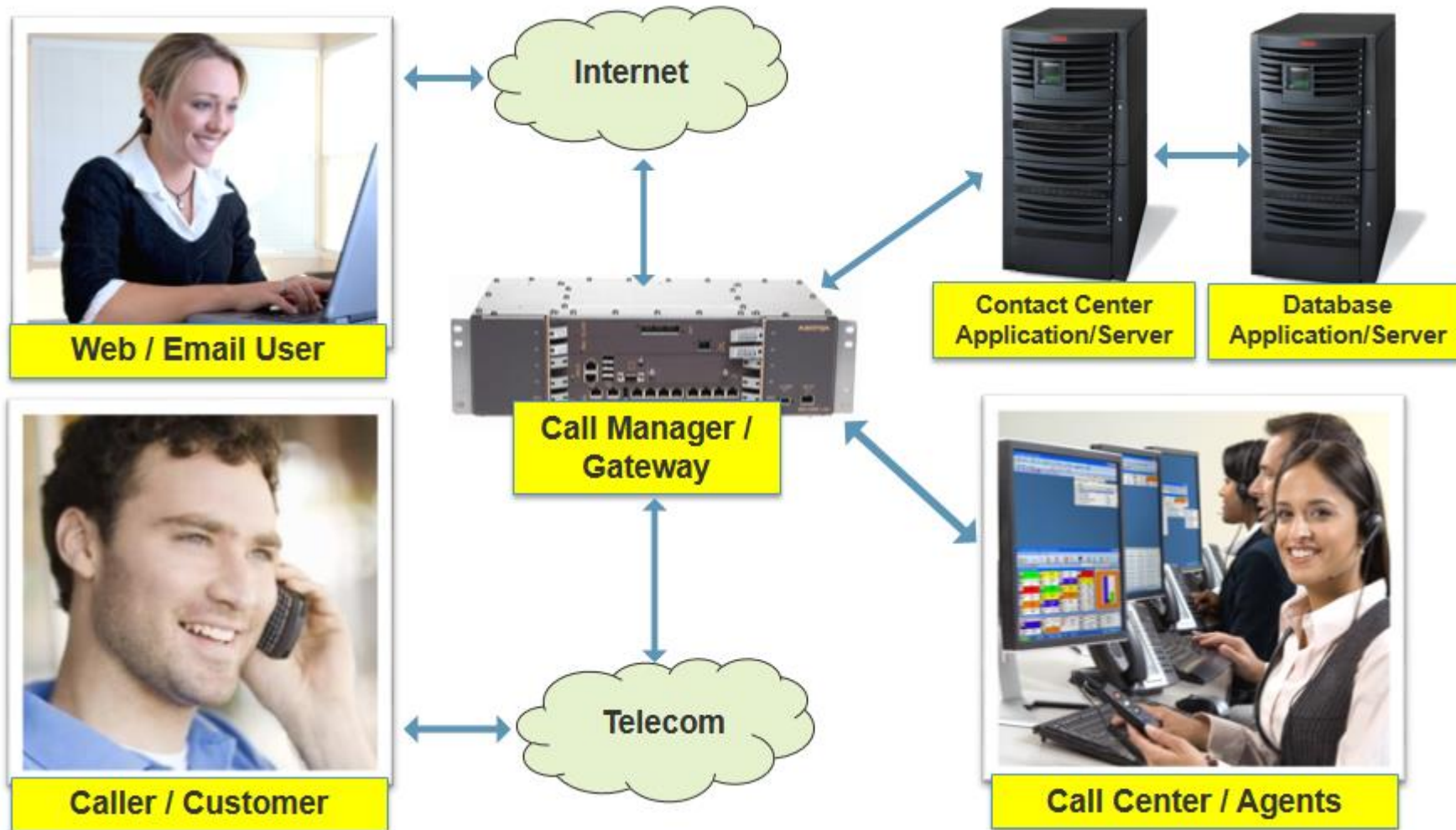


Intelligent Agents

Personalization vs. Privacy



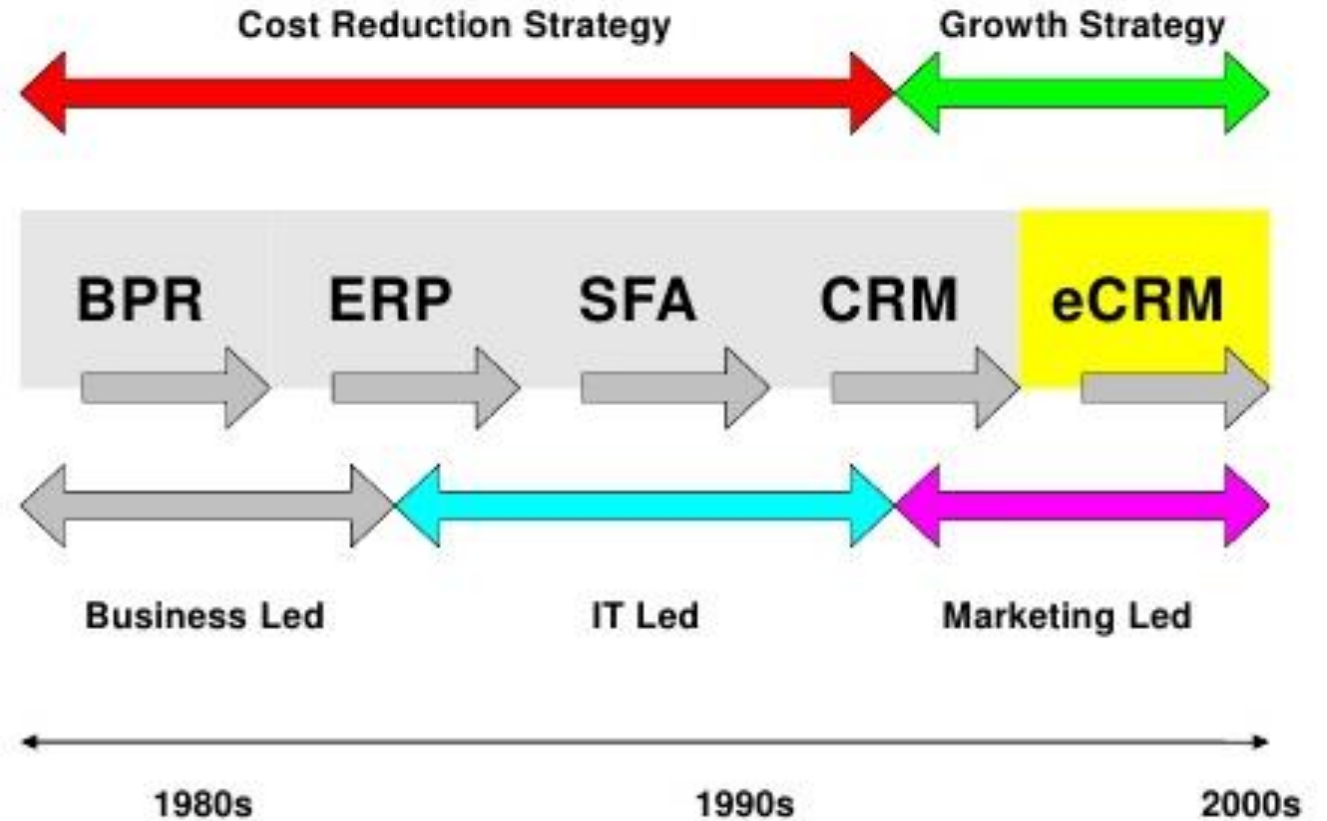
Contact Centers



Business-to-Business e-CRM



CRM Evolution



Source: <https://www.slideshare.net/navitakhanna/ecrm-12924926>

Complete e-CRM Solutions



Next Lecture: Online Industries



Thank you!

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