Fundamentals of Marketing

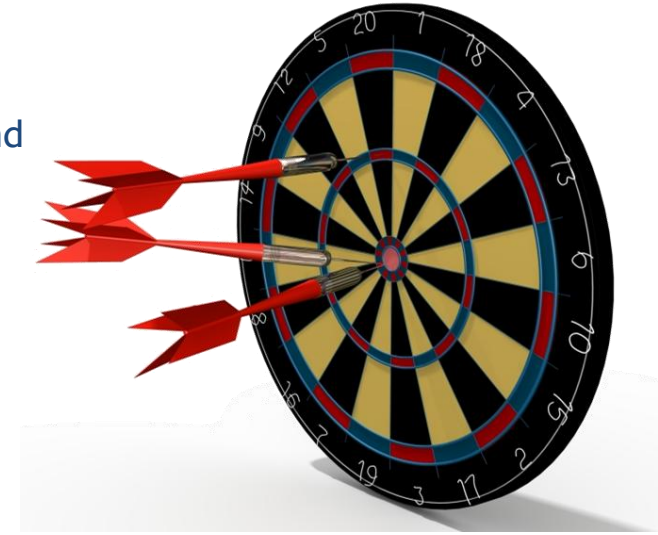
Instructor's Handouts

Chapter 13

Marketing and New Technologies

Chapter Objetives

- Analyze the importance of on line marketing as well as the most frequently used tools at present: on line advertising, the corporate web, e-mail marketing and the web 2.0.
- Carefully look into the usefulness of electronic commerce, as well as its advantages and drawbacks.
- Consider the repercussion of mobile marketing, its tools and mobile commerce.



13.1 Evolution of Marketing and New Technologies

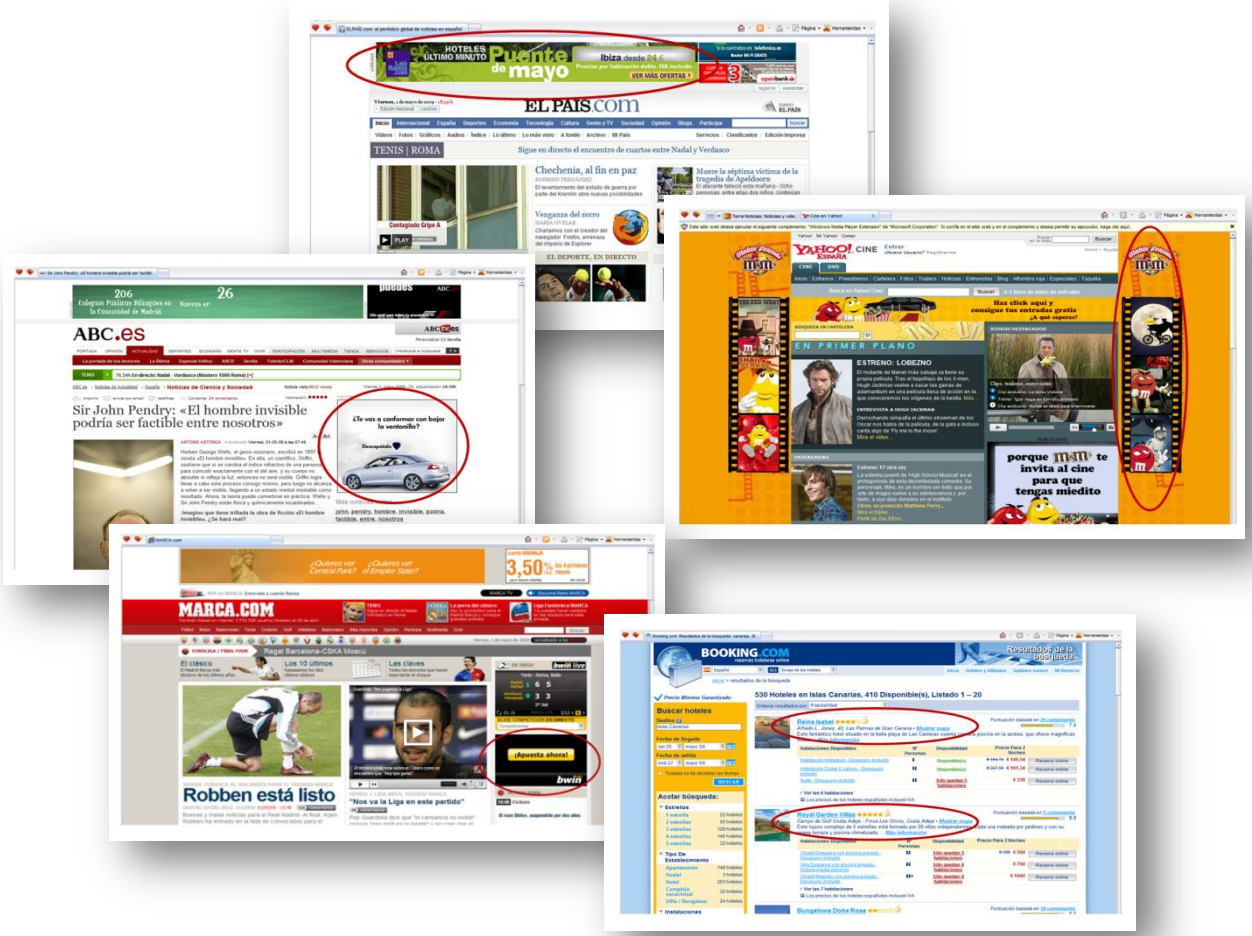
- The new technologies have allowed for an improvement of the **relationship and dialogue** with the customers, offering faster and more complete information which can be used to offer them products more adapted to their needs.

- This use of new technologies has affected all areas.

- The evolution is permanent, constant changes are foreseen where new technologies may lend support and improve marketing strategies.

13.2 On-line marketing: on-line advertising

- Integrated formats:
  - Banner
  - Skyscrapers
  - Buttons
  - Text links

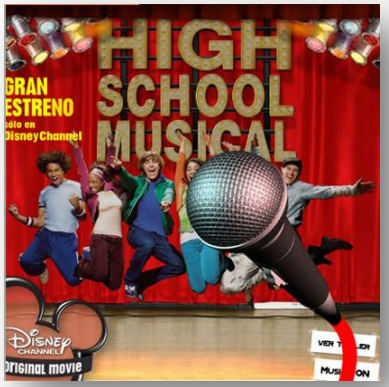


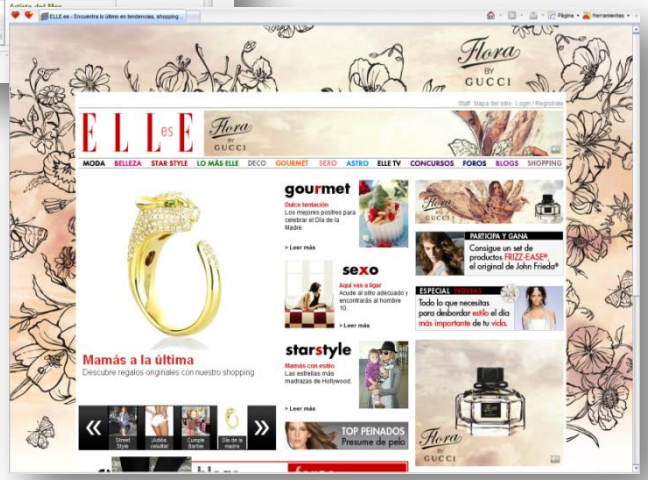
13.2 On-line marketing: on-line advertising

- Floating formats:
  - Pop up
  - Pop under
  - Microsite
  - Layer
  - Interstitial

13.2 On-line marketing: on-line advertising

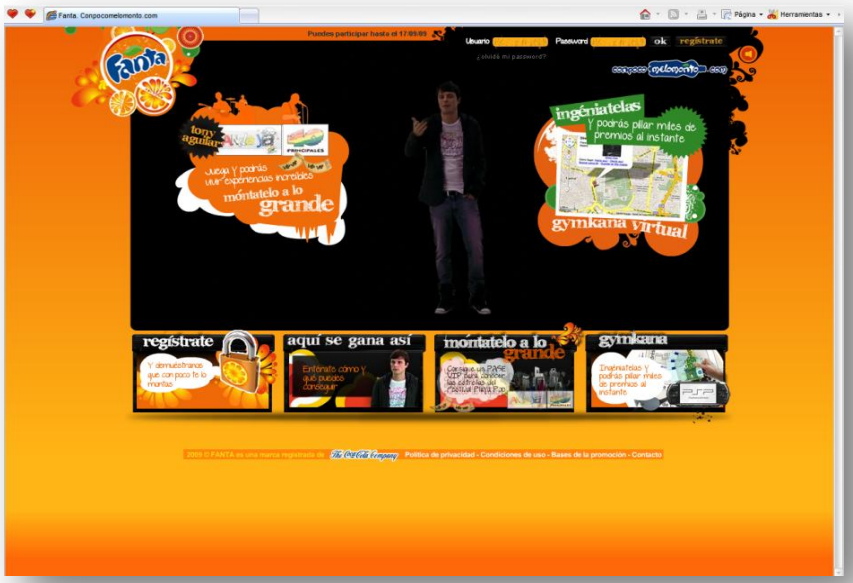
- Other formats:
  - Sponsorship
  - Supersticial
  - Integrations





13.2 On-line marketing: the corporative website

- It must offer **information** on aspects related to the company and its products.
- Attention to the design so as to offer an image in accordance with the company.
- Site traffic must be fostered.
- **Viral marketing**, whose purpose is to promote "word-of-mouth" communication.
- Service **RSS**.
- Sales of products.
- *W*ebsites for conducting concrete campaigns.



13.2 On-line marketing: e-mail marketing

- It is one of the most **efficient and economical** means of contact .
- An overflow in the in-tray and the little interest of some messages prompts some users to select only those e-mails that really interest them.
- **Permission Marketing.**
- The user may subscribe to receive a **newsletter or brochure.**

13.2 On-line marketing: web 2.0

What to do so that a company blog obtains a strong media coverage
Launch new information through the blog
Offer photographs, videos, and audio in the blog
Show knowledge
A blog should have personality
Write frequently
Use guerrilla-type tactics
Offer the opportunity to syndicate the contents (RSS spreading, mail alerts, etc.)

- **Blogs or logs**: website which one or more authors update periodically to deal with various subjects, which usually evolve around their experiences and opinions.

- **Social web**: it is supported through the use of a space on the Internet where groups of friends and acquaintances are active and strengthened. The initiation is for one of the users to send messages to his friends or acquaintances inviting them to join the site; new users thus generated invite their friends or acquaintances, etc. in turn. It is in this manner that the web grows and gains importance each time.

13.3 Electronic Commerce

- It refers to the buying and selling of products and services mainly on the Internet, although it is also possible to do so through computer networks.
- Purchases through electronic commerce.
- Advantages of electronic commerce.
- Disadvantages of electronic commerce.

13.4 Mobile Marketing

- It uses any type of mobiles as channels for communicating with the customer and for product distribution.

- **Tools** in mobile marketing:

  - Mobile Internet.
  - Messenger Services: SMS and MMS.
  - Mobile video and television.
  - Advergaming.
  - Proximity Marketing.
  - QR Codes.

13.4 Mobile Marketing

- Mobile commerce or ***m-commerce***:
  - It refers to the use of a mobile phone as distribution channel.
  - The software design must be easy to handle.
  - Spam must be avoided.
  - Access must be fast.
  - Products requiring a detailed analysis should not be sold through this channel.