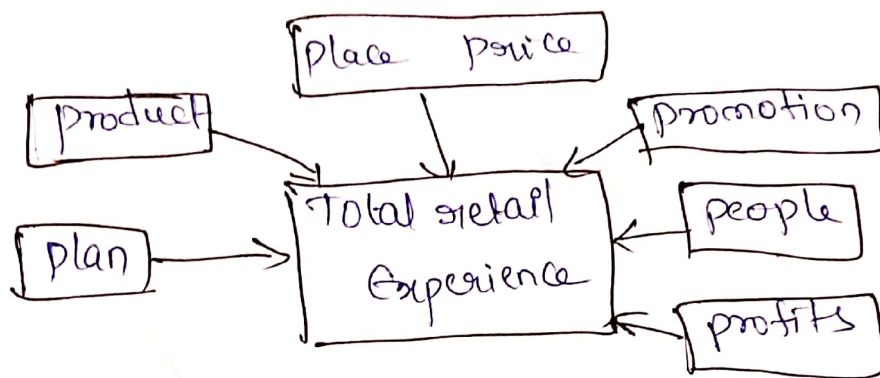


① Internet Enabled Retailing

- electronic retailing is the sale of goods and services through the internet
→ electronic retailing or e-tailing, can include business-to-business (B2B) and Business-to-Consumer (B2C) sales of products and services through subscriptions to website content or through advertising.

→ It is also a online retailing

→ A online retailing is a process that allows the customers to search, select and purchase the products services and information remotely over the internet.



→ Buying merchandising retail process models and strategies.

Value proposition :-



→ A value proposition is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced, and acquired. It is applied to an entire organization, customer accounts, products and services.

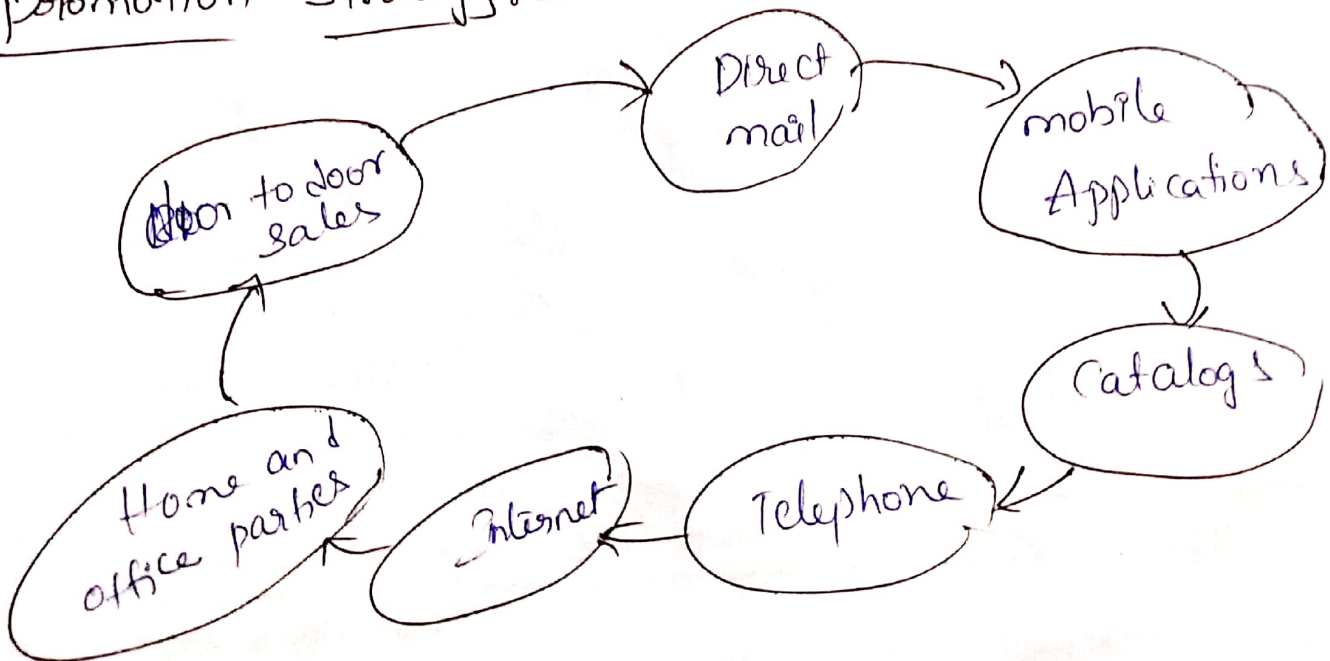
Value Proposition Features:-

- Match lowest competitor price
- Clubs for special occasions (Birthday party)
- Wish list, remainder list, gift, Registry, purchase history
- free internet access, webpage, Email,
- checking order status online and by sms

Pricing Strategy:-

- It objective of pricing
- Increase profits.
 - Attract new customers
 - maintain current customers
 - increase profit per customer
 - Introduce new product.

Promotion Strategy:-



- It has group deals → Annual buying promotion
- monthly deals → Registration promotions.

Delivery models -

- Online order or tele order free home or office delivery
- Online order or tele order deliver at store is the essential ingredients of a structured e-tail plan.
- According to Paul Burns, joint managing director at Core fulfilment, a good online retail plan should include.
 - where we are now
 - The current state of the industry and where your business fits into that.
 - Competitive and comparative analysis.
 - Time scales
 - measurement and evaluation.
 - How often will this be reviewed

② Turning Experience Goods into Search Goods:

Search Goods :- Search goods means we can expect (or) know about the particular products/service/goods before purchasing.

eg:- Paper (notebook, Copier etc) is a Search good. Paper products can be easily be compared and evaluated prior to purchase.

- prior research indicates that goods contains either search or experience attributes and those that are categorized as search goods may induce more product information search efforts prior to purchase.

- Commodities (a product or material that can be bought & sold) are search goods.
- A restaurant is usually, an experience good.
- An experience good requires a user to actually experience the product/service to be able to evaluate it.
- This can include eating at a restaurant sitting on a chair, or walking through a haunted house.
- The internet presents a great opportunity for business with experience goods (restaurants, dance clubs) to take, and showcase their experience online.
- "In Economics, an experience good is a product or service where product characteristics, such as quality or price, are difficult to observe in advance, these characteristics can be ascertained upon consumption.
- "In Economics, a search good is a product or service with features and characteristics easily evaluated before purchase.
- Experience goods pose difficulties for consumers in accurately making consumption choices.
- In service areas, such as health care, they reward reputation and create inertia.
- Experience goods typically have lower price elasticity than search goods, as consumers fear that lower prices may be due to unobservable problems or quality issues.

- Search goods are more subject to substitution and price competition, as consumers can easily verify the price of the product and alternatives at other outlets and make sure that the products are comparable.

- Branding and detailed product specifications act to transform a product from an experience good into a search good.

- A search good is a good for which a buyer can determine the total value and total cost prior to making the purchase decision.

- Search goods are in contrast to experience goods whose value is hard to determine prior to purchase and use.

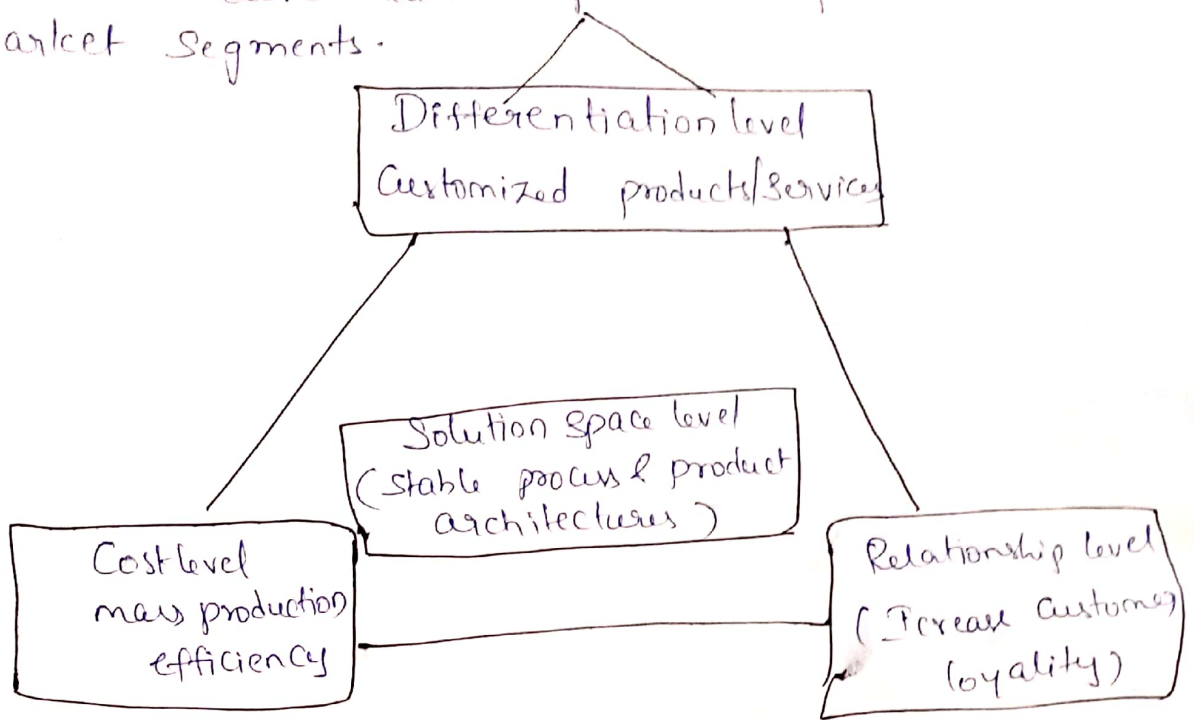
- Experience goods are products and services whose value can only be truly determined by consuming or experiencing them.

③ Personalization through mass Customization:

Customization: - The idea of mass customization is based on the observation that there is a customer interest in products that are adapted to his/her individual needs and preference, since the adaptation will increase perceived performance.

→ Mass customization is performed on 4 levels while the differentiation level of mass customization is based on the additional utility (value) customers gain from a product or service that corresponds better to their needs.

The cost level demands that this can be done at level that will not lead to such a price increase that the customization process implies a switch of market segments.



→ The Information collected in the course of individualization serves to build up a lasting individual relationship with each customer and thus, to increase customer loyalty (Relationship level)

→ Customization is one of the means by which suppliers of learning products strive to differentiate their products in a world of similarity

→ Customization is intended to add increased customer perceived value to a product, since the customized learning product - compared with a standard product - fulfil the need of a customer more perfectly.

Personalization should be clearly distinguished from Customization Both customization and personalization are based on the assumption that a homogenous offering is not sufficient in marketing

The customers needs

→ The definitions of "mass customization" and of "personalization" implies that the goal is to detect customers needs first and then to fulfill these needs with an efficiency that almost equals that of mass production.

→ The major implication of individualization in education is to maximize motivation initiative and Creativity of students and teachers in learning teaching and research through such measures as implementing individualized educational programs designing and using individualized learning targets methods and progress schedules, encouraging students to be self learning, self actualizing and self initiating meeting individual special needs, and developing students contextualized multiple intelligence

④ Choice Assistance :-

There are five reasons for digital marketing to get choice.

(i) Incredible Stability :-

The incredible stability is separated into 3 points

- (i) marketing will never be out of demand
- (ii) There's a broad client base
- (iii) The high demand means it's highly accurate

(2) People find it hard to choose:-

- When human beings are faced with a choice they actually find it difficult to make a selection.
- The ease of choosing decreases as the number of choices rises.
- Interestingly, the study showed that there were some personality differences in the response to choice.
- Some people love a lot of choice.
- Digital marketers, however, know the value of "The Long Tail" which would appear to conflict with the notion of there being too much choice.

(3) Multiple Small Choices are better than one big choice

- This means that digital marketers is ensuring that whatever customers are faced with it is "drilled down" to only a small amount of choice.
- For too many websites makes it difficult to choose that leads to high bounce rates as well as loss of business.
- Limiting the choices that provide will increase sales, not decrease them.

(A) Reduce the choices to sell more:-

- The notion of reducing choice also extends to web pages and their design.
- A finish-based hardware store, Taloon.com, decided to test the effect of removing social sharing buttons from its web pages.
- What they discovered was that sales conversions went up when social sharing buttons were removed.
- The reason for this is choice confusion.

5) There's a variety of options:-

- Digital marketing is a broad area of industry. Someone seeking a job in it has a lot of options like a digital marketing agency, and then big, small or medium, or brand leveraging or to work directly for a company like google, facebook, or LinkedIn, which in a way are like digital marketing platforms.

- Within these structures, there's a variety of positions just like any other business variety and room for growth.

- web users are becoming paralysed by the psychology of indecision as a result of being faced with too many options to choose from.

- I believe digital marketers are offering too many choices to their website visitors.

- visit almost any web page these days and will be faced with a lot of choices.

- website owners and digital marketers appear to think that providing so much choice is fantastic.

5) Personalized Messaging :- Personalized messaging is delivers a specific valuable message to the relevant user.

➤ Traditional messaging comes in a "One Size fits all blast" and does not take user behavior into consideration. A push notification reminding a user of their flight time and hotel booking would be especially valuable when the user is at the airport or on the day leading up to the trip.

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→ It is a one of personalization techniques

→ It is a personalized marketing, or one-to-one marketing individual marketing is a marketing strategy by which companies leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective customers.

→ On a web site, personalization is the process of tailoring pages to individual users characteristics.

→ 4 ways to create personalized marketing messages

→ There are 4 ways to begin developing more personalized communications.

(1) Ask Questions and Store them in the digital marketing database:-

- A Question or Survey can even be just a button in an email, send as @mail, that merely asks "did you buy?". then, put two buttons in the email that ~~return~~ a 'yes' or 'no' response.

- The answer is then easily stored in the digital database and it will be able to send a different message to those that bought compared to those that did not.

(2) Integrate data from other systems in the company:-

- CRM, order management, shopping cart, call centers and ERP systems are all great candidates for integrations

- In these corporate systems, there is a goldmine of information that can be used to personalize messages.

meet with other departments and understand what systems they have and what data they are creating and maintaining.

(3) Capture and use behaviors from within the own marketing systems:-

- Behavioral data is among the most powerful data can use to personalize communications.
- It's fresh, immediately actionable and highly relevant to each recipient.
- The importance of this step to the website owners and make sure they know that have both synchronous and asynchronous tag management options.
- Next, build out automated and triggered communications based on browse abandons of page and sites pdfs, viewed, videos watched, emails opened and clicked, SMS messages opened.

(4) Link to data from other systems:-

- Some of these systems might not even be owned by the company, but the customers and prospects are using them along their customer journey.
- Incorporating this important outside information will allow to meet them on their turf.

Examples include webinars, event registration and attendance, geo-location activity, social participation, app downloads or actions and more.

Perhaps the best part about it is that the

communication - email, push or sms - can happen not days or weeks later, but immediately this is personalization.

will ensure that will remain fresh and relevant in what the communication.

⑥ Selling through Online Intermediaries.—

→ Individual or firm (such as) an agent distribution

② wholesaler

③ Retailer.

that links producers to other intermediaries or the ultimate buyer.

— Agent distribution intermediaries help a firm to promote, sell and make-available a good or service through contractual arrangements or purchase and resale of the item.

— Marketing intermediaries, also known as middleman or distribution intermediaries, are an important part of the product distribution channel.

— Intermediaries are individuals or businesses that make it possible for the product to make it from the manufacturer to the end users, essentially facilitating the sales process.

— There are 4 types of marketing intermediaries

(1) Agents

(2) Wholesalers

(3) distributors

(4) retailers.

① Agents.— The agent as a marketing intermediary is an independent individual or company whose main function is to act as the represent the producer to users.

- Agents usually make profits from Commissions or fees paid for the services they provide to the producer and users.

(2) wholesalers :- These are independently owned firms that take title to the merchandise they handle. Sell goods or services to those who buy for resale or business use.

merchant wholesaler
Independent Owned
Business that takes
title to the merchandise
it handles

Manufactures Sales
Branches & offices
Wholesaling by Sellers or
buyers themselves rather
than through independent
wholesaler

Brokers / Agents They
don't take title to the
goods & they perform only
a few functions

- wholesalers purchase product in bulk and store it until they can resell it.

- Its generally sell the products they have purchased to other intermediaries, usually retailers, for a profit.

Retailer :- A retailer takes title to or purchases products from other market intermediaries. Retailers can be independently owned and operated, like small "mom and pop" stores, or they can be part of a large chain, like Walmart.

- The retailer will sell the products it has purchased directly to the end user for a profit.

There are three types of retailers

① Store retailers:- department store, discount store, Speciality store (small shops)

② Non-store retailers:- Direct marketing, automatic vending

③ Corporate retailers and franchisers Organizations

⑦ Direct to Customer Interaction.
~~Intermediates~~

- The marketing Communication pyramid is flipping over - from top-down to bottom-up

- The older, offline one-way marketing Communication that marketers were familiar with are now making way for newer channels - online interactions, mobile Communications, tweets, blogs, facebook updates, to name a few.

- Customers are not only listening, they are also talking back and amongst themselves.

It is therefore important for Companies to not only hear what the customers are telling them but listen to what customers are saying about

the Company not just to their friends, family but to the whole world.

Instead of focusing on a few 'touch points' during the marketing and sales process, campaigns must utilize these new communication channels to form meaningful, ongoing relationships.

- Adapting to the new reality is not easy companies must unlearn many old ideas and relearn new ones.

- Companies are realizing that customer interaction is a critical IT and business driver.

- The shaky economy, increasing globalization and demanding customers means that interacting with customers is more important than ever.

- The shopper decision making process is changing and the importance of getting shoppers to interact directly with the brand to build awareness, affinity and loyalty is growing.

- from sampling to product demonstrations to direct sales. It creates passionate, specialist product experts to interact with the customers, instantly sparking interest, challenging preconceptions and excitement!

Four types of Customer Interactions

High ↑ Customer Engagement ↓ Low	Surprises, trials & tribulations (Short period of time) ④	predictable Customer life cycle events ②
	Threats to Cost efficiency ③	Business as usual ①

~~standardization~~ → high

- "Customer interaction management (CIM) refers to a type of enterprise software application which is responsible for managing the interaction between an organisation and its customers.

- Companies are identify the types of experience that impart the right kind of information to customers at the right times.

- It is useful to group these experience into 3 categories of company/customer interaction.

(1) stabilizing: - (stabilizing interactions promote customer retention, particularly in the early stages of the relationship

- the keys to an effective stabilizing strategy are education, competence and consistency.

(2) Critical: - Critical interactions are service encounters that lead to memorable customer experiences.

- The outcomes of these critical incidents can be either positive or negative, depending upon the way

the way the company responds to them.

(3) planned: - planned interactions are intended to increase customer profitability through up-selling and cross-selling.

- The key to an effective strategy for planned interactions is appropriateness.

⑧ Online channel Design for B2C and B2B Marketing

→ A marketing channel is the people organizations and activities. The proliferation of internet - direct channels means that internet companies

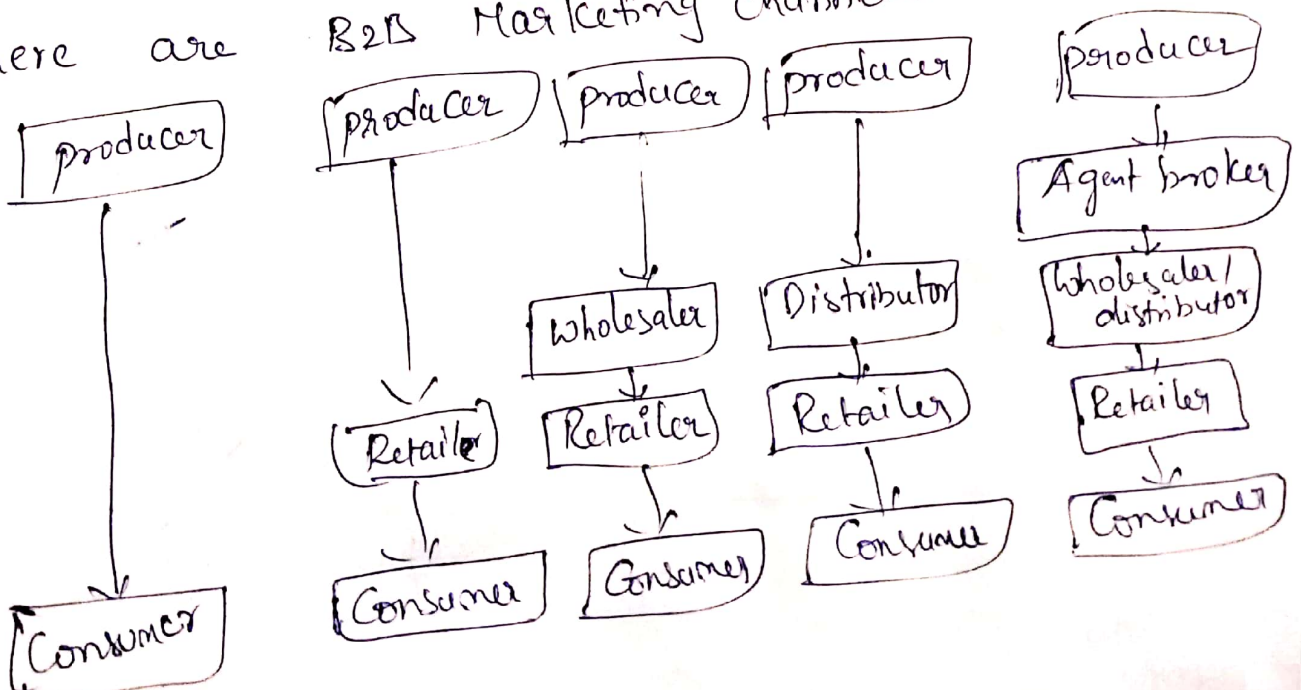
→ B2B and B2C Companies can sell through a single distribution channel or through multiple channels that may include.

- wholesaler/distributor
- Direct / Internet
- Direct / Catalog
- Direct / Sales team
- Value - Added Reseller
- Consultant
- Dealer
- Retail.

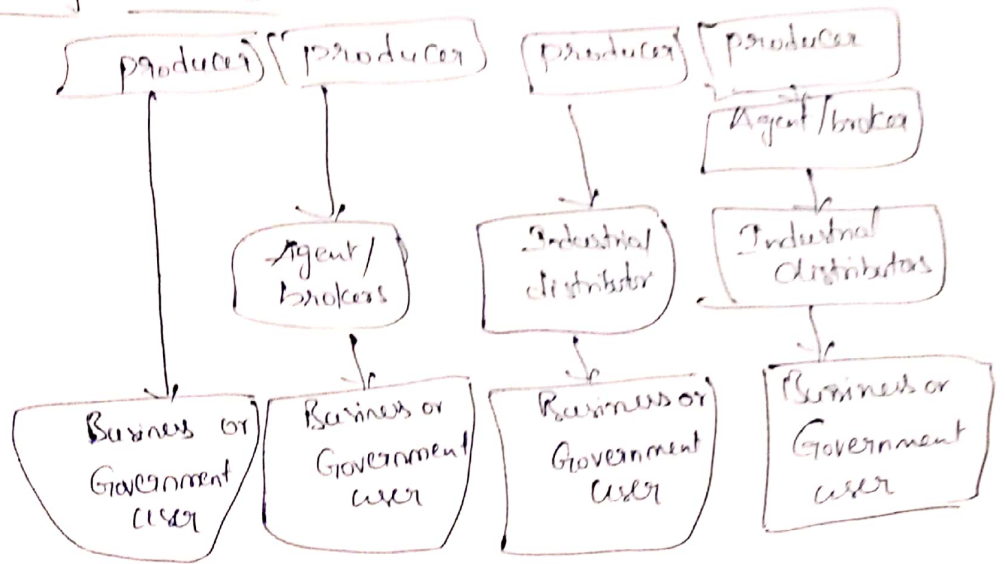
→ There are basically four types of marketing channels:

- 1) Direct Selling
- 2) Selling through intermediaries
- 3) Dual distribution, and
- 4) Reverse channels.

- There are B2B Marketing channels.



B2C Marketing Channels



→ B2C Customers :-

The Selling process for B2C Customers is typically less labour-intensive

- B2C means Lots and Lots of visitors, a fairly high step bounce rate and (typically) lower value conversions.

- B2C e-commerce sites need to bring in as much good quality traffic as possible and do everything in their power to push visitors toward a conversion.

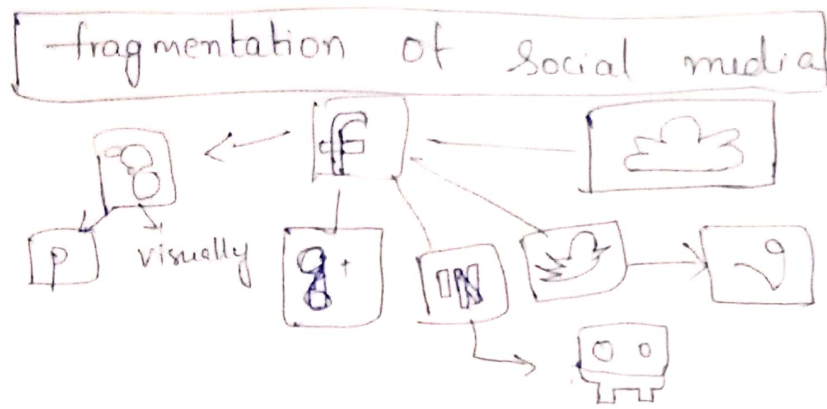
B2B website :-

- paperchase :- It presents the user with multiple options, deals and incentives they highlight multiple products and cost a wider net on what the consumer might be interested.

B2B website (Software-as-a-Service) :-

fresh books :- These are wastes no space in demonstrational a huge array of products but focus in directly on the business problem.

Channels:-



- Social media was something entirely different than in inception

- Today, All are seeing a proliferation of social channels.

- There are 3 significant differences b/w social media marketing for B2B & B2C

(i) Content:- Content is no longer just written words such as white papers, blogs, posts etc. It is visual, audio and interactive content.

(ii) B2C:- It is the terms of the "classic" types of content. B2C Companies should focus heavily on blog content.

- B2C marketing can leverage the amazing visual effect of visual content as well.

(iii) B2B

- B2B marketers have a vast ~~ea~~ to choose from when it comes to content marketing

- There are a few types of content that B2B marketers can leverage.

White papers/Books

- These are a tool for lead generation. It can be and how much information it provides to the reader.

One pager :- The line between sales and marketing is not as clear as it used to be.

Infographics :- It can actually be more beneficial to B2B Companies. B2Bs tend to have a wealth of data and analytics that can be put into graphical form.

B2C :-

Facebook :- The gold standard for B2C Social media marketing. It is an amazing tool for Community engagement, Customer Support & promotion.

Twitter :- It is one of the only "open" social networks

Instagram :- Visual Content is an incredibly effective tool for B2C marketers. Instagram, as a social network focused on pictures.

YouTube :- Video Content is one of the best ways to capture the audience's attention.

B2B :-

There are 3 social networks (LinkedIn, Twitter, Facebook) that B2B marketers need to focus on.

Why Online marketing works for B2B Companies :-

- It's Cost effective
- It's easy to measure
- It increase Brand Awareness
- It can earn more qualified leads
- SEO
- pay-per-click advertising
- Content marketing
- web design

- Email marketing
- Videos
- Social media
- Conversion rate Optimization (CRO)
 - * It involves testing elements on the website to see which versions result in more conversion.

→ Webinars:-

* It is one of the newest ways to reach and engage with audience online, & they are increasingly popular among B2B marketers.

→ Podcasts:-

- It allow to conversationally discuss the business with the listeners.
- Some B2B Companies offer downloads of podcasts on a weekly or monthly basis.

The End.