

# Internet Marketing

Communication is the lifeblood between a business and its customers. It is the means by which we can both inform and persuade our customer to purchase our products and services.

The Internet is one of the fastest growing communication channels and yet probably one of the least understood.

Most companies use the Internet in their marketing communications mix but what is 'Internet Marketing'? Graham Bailey our Marcoms consultant explains.

'The term is used to define all electronic means of communication using the World Wide web as the medium including:

**WebSite** - the organisations' own site which they develop.

**Email** – Electronic communication using the internet.

**Discussion Forums** – on-line discussion either in real time or using 'discussion strings.

**Ebulletins** – take the bulletin format of summaries, key points, relevant articles and bite-sized information into an electronic format.

**Webcasts** – Live on-line broadcasts which allow participants to listen/watch the presenter and then ask questions in a debate style forum.

**Blogs** – an abbreviation of web log. This is an on-line diary completed regularly to keep other informed of their activities.

**Podcasts/Vodcasts** – A downloadable sound pod to play on your computer or ipod. Now being superceded by the video version – the vodcast.

**Extranets** – a private network system to securely share part of a business's information or operations with suppliers, vendors, partners etc.

**Banner Ads** – paid for space on someone else's site enabling you to embed a hyperlink allowing the audience to click through to your site.

**Viral Marketing** – a strategy that encourages individuals to pass on a marketing message to others creating the potential for exponential growth.

**Ecommerce** – allowing your customers to purchase online by providing their credit card details for payment.

**Pay per click** – a product offered by search engines to enable advertisers to get more hits on their web site by paying for each click through.