

Energiser Activity – Unit 8 e-Commerce

(These are terms we will use today – Can you find them and do you know what they are in terms of promotion?)

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| S | P | I | D | E | R | S | A | T | D |
| M | A | R | K | E | T | I | N | G | I |
| B | A | N | N | N | E | R | S | I | R |
| L | O | Y | A | L | T | Y | P | U | E |
| E | R | T | Y | U | I | I | A | J | C |
| P | O | P | U | P | S | R | M | K | T |
| T | Y | Y | U | F | O | R | U | M | S |
| I | N | T | E | R | F | A | C | E | L |
| E | R | S | G | N | I | T | S | I | L |
| T | A | G | S | R | T | T | R | G | H |

WORD LIST:

Spiders
Tags
Listings
Forums
Banners
Popups
Spam
Marketing
Loyalty
Interface
Direct

BTEC IT L3

E-Commerce – P2

Promotion

Aims & Objectives

Today you will learn and carry out:

- **RECAP (What did we do last week?)**
What were the drawbacks to e-Commerce? (P2)
- **Today's Lesson (Promotional Methods)**
Understand what a promotional method is
- List ways an e-Commerce website can be promoted?
- Be able to define each promotional method
- **Taking it further (Extension Activity):**
- Recommend methods to promote an e-commerce system and highlight the pros and cons of the various methods of promoting an e-commerce business. **M1**

Task

- In Groups:
- How many promotional methods can you identify that can be used to promote an e-Commerce system?
- Create a list and prepare to feedback your answers.

Promotion & Marketing Strategies

- Effective use of search engines
- Newsgroups & forums
- Banners & pop-up
- Spam
- Site Name
- Direct marketing
- Ensuring an effective user interface
- Establishing customer loyalty in a virtual environment

Effective use of Search Engines

- In order to promote their own websites, organisations can use a series of techniques to ensure their sites are among the first in the search list
- Using meta tags
- Spiders
 - read web-page content to extract information that will be used in search-engine indexes
- Paying for prominence in a search-result listing (a sponsored link)

Newsgroups & Forums

- Newsgroups and forums are discussion groups that concentrate on specific subjects
- Google has created some main categories for the groups – www.google.com
 - Groups by topic or interest
 - Groups by geographical region
 - Groups by the level of activity
 - Groups by the number of members they contain

Banners & Pop-Ups

- Banners & pop-ups are used very effectively to promote organisations, goods or services to users
- Pop-ups can be irritating, as a result most web sites contain pop-up blockers
- Banners are useful for free advertising

Spam

- This is another term for junk-mail
- It is basically unsolicited email (mail that you did not request or want)
- It can be sent to you from a variety of sources
- To protect against spam you should always ensure that you check the box that say you do not want any emails

Direct Marketing

- Most commercial enterprises that have an online presence will have a direct marketing strategy, such as
- Regular emails to existing customers or potential customers
- Resulting in monthly, weekly, ad-hoc emails or even snail mail!
- Some follow-up online orders by sending printed catalogues

Ensuring an Effective User Interface

- Understanding the importance of interface design
- Website must be attractive to the user to ensure the revisit the site
- Disability Discrimination Act (DDA)
- Royal National Institute of the Blind (RNIB)
- Web Accessibility Initiative (WAI)
- <http://www.w3.org/WAI/gettingstarted/Overview.html>

Establishing Customer Loyalty

- Customer loyalty is very difficult to achieve
- Commercial and social strategies
- One way is to have loyalty points (commercial strategy)
- Another way is for organisation to give to charity when their search engines are used (passive donations) (social strategy)
- See GoodSearch and CharityCafe.com

Taking it further

- **Taking it further:**
- Write a **brief report** on the below.
- Recommend methods to promote an e-commerce system and highlight the pros and cons of the various methods of promoting an e-commerce business. **M1**

Task - Plenary

- Using the guide on the Whiteboard think about today's lesson and think of the following:
- What did you understand today?
- What were you not sure about?
- What do you want extra help on?