

**T.C.**  
**YASAR UNİVERSİTY**  
**INSTITUTE OF SOCIAL SCIENCES**  
**GRADUATE SCHOOL of SOCIAL SCIENCE**  
**MASTER DEGREE**

**MARKETING SOFTWARE PROJECTS**  
**MARKETING PRODUCTS WITH SOFTWARE PROJECTS**

**AND**

**EXAMPLE APPLICATION : SUMRUCEYİZ**

**PREPARED**  
**SUMRU OZCİFTCİ**

**ADVISOR**  
**Prof. Dr OMER BAYBARS TEK**

**İZMİR, 2013**



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**YAŞAR ÜNİVERSİTESİ**  
**SOSYAL BİLİMLER ENSTİTÜSÜ**  
**YÜKSEK LİSANS/DOKTORA TEZ SINAV TUTANAĞI**

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II

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I dedicate my dissertation work to my family. A special feeling of gratitude to my loving parents, Kemal and Feride Özçiftçi whose words of encouragement and push for tenacity ring in my ears.

This thesis is dedicated to a Sumru Çeyiz who is marketing slippers. Also, this thesis is dedicated to my grandparents who has been a great source of motivation and inspiration.

Finally, this thesis is dedicated to all those who believe in the richness of marketing.

**ABSTRACT**  
**MARKETING SOFTWARE PROJECTS**  
**MARKETING PRODUCTS WITH SOFTWARE PROJECTS**

**Sumru Özçiftçi**

**Yaşar University**

**Institute of Social Sciences Master of Business Administration**

The fundamental objective of this work is to try to market slippers in Sumru Çeyiz. As it is seen by everybody, nowadays, the information technology is used in almost all areas like from enterprise resource planning systems, to mobile systems, from financial systems or marketing. If we want to categorize this site it will be a marketing web based system. This project claims that customers and sellers may have communicate each other. Software sector is an industry where severe competition is valid and that could provide a significant contribution to the economy of the country as a rapidly developing sector with technology improvements. To what extent that enterprises can benefit from marketing and can think marketing-oriented will be able to affect their life expectancy in the sector. In this research, which aims to investigate whether there is a relationship between software marketing activities .

Marketing software projects to businesses, and marketing products with using software projects. In this study, marketing, e-commerce, public relations and brand management approaches are also discussed. To illustrate this approach is developed marketing system [www.sumruceyiz.com](http://www.sumruceyiz.com) slippers. As a result of research, it is specified that software companies operating in Turkey do not have the marketing intelligence in other words, they cannot think marketing-oriented.

Key words: Marketing, Software, E-commerce, Internet



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## 1. INTRODUCTION

The project is named as [www.sumruceyiz.com](http://www.sumruceyiz.com). This project has been made up to be the infrastructure of marketing slippers for a family firm. Before structuring the web sites, the family firm promotes their products in the firm. Company wants to announce their names to large masses and wants to be in a competition with other firms. Generally the website is designed for the customers who loves slippers. The customers will order products through phone or email should they want to purchase slippers. Intended group is large masses.

In the competitive conditions of our time, managers hopelessly require info to make upper-handed decisions. Marketing intelligence system provides this info to marketing managers. It consists of updated information on developments in marketing environment that helps managers to prepare and edit the marketing plans. This information can be got from many sources. In this study, it is aimed to determine whether software companies are aggregated into different segments regarding their marketing intelligence sources and marketing intelligence faction and business characteristics. Research results has proved that companies in software sector are aggregated in four sub-segments. Setting out with these results, within these segments especially rookies, leaders and followers need to make up marketing strategies and increase their marketing intelligence faction. Besides, it is important for all the groups in the sector to make customers aware as a source of marketing intelligence.

“Globalization and technological adjustment have created a new global economy “powered by technology, provided by "information" and directed by "knowledge" Globalization has changing effects on business to business and business to customer e-Commerce, however properly global firms are more likely to perform business to business but less likely to perform business to customer. The relationship between globalization and e-Commerce is complex and varied”(6). The global firms use the technology more intensively, involving in a wider variety of e-commerce activities than less global firms. Electronic commerce, generally known as e-commerce, is usually associated with buying and selling from the Internet, or

conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange, inventory management systems, and automated data collection systems(2).”Modern electronic commerce typically uses the web, at least at one point in the transaction's life-cycle, although it may encircle a wider range of technologies such as e-mail, mobile devices social media, and smart phones as well. Electronic commerce is generally taken into account to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions”(23).

Among the fundamental goals of this study is marketing software projects to businesses, and marketing productions with using software projects. In this study, marketing, e-commerce, public relations and brand management approaches are also considered. To enlighten this approach, marketing system for slippers is developed(12).

## **2. ABOUT SUMRU TERLİK**

Sumru Çeyiz was established in 2002 by Sumru Özçiftçi. Our firm started to sell slippers and dowry. Instead of selling dowry we preferred to sell slippers because of increased sales of slippers.

Products are selected with intense care for customers' foot health. Foot health is very important for human health. Foot health can be a clue to overall health. High quality products are marketed in Sumru Çeyiz since 2002. Never give-up selling quality products. Most of the products are orthopedic for foot health. As well as the branded slippers, cheap slippers are being sold in our firm. Cheap slippers are calculated as an innovation to our firm. But we generally suggest customers to buy branded products. However Good foot care and regular foot checks are important part of human healthcare. If one have foot problems, he has to be sure to appoint to his doctor. So we suggest our customers, before appointing to a doctor, to prefer using quality products. Our firm is in operation since 2002. Despite our competitors, we want to get involved in the market with success.

Our first goal is always to be one step ahead. Market the products to be better and compete the other firms. So, in order to be ahead of the others, we are watching technology closely. We decide to market our products on the internet. So we designed a web site. Web site marketing is effective method to show our products our customers. We planned to show all products on the web site using software. Unlike other firms, software helps us to market our products also, helps to reach wider audience. Our web site is published on the internet. Web site name is [www.sumruceyiz.com](http://www.sumruceyiz.com). You can visit and order via phone. This thesis examines strategies in the marketing of the goods over the internet. I want to explain the variety of strategies that are observed on the Internet when it comes to offering samples of one's product. I focus especially on how offering samples gives access to better distribution opportunities on the Internet. The thesis uses software marketing as an example, but the model and its reasoning applies to any situation where firms can offer free samples of their products at little costs to their customers(9).

### **3. DEFINITION AND SCOPE OF MARKETING**

Marketing is described as the process of specifying the needs and requirements of consumers and being able to deliver products that satisfy those needs and requirements. Marketing includes all of the activities necessary to move a product from the producer to the consumer. Think of marketing as a bridge from the producer to the consumer. Marketing is an activity(14). Marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products. Marketing activities are various and different because they basically include everything needed to get a product off the drawing board and into the hands of the customer. The broad field of marketing includes activities such as designing the product so it will be desirable to customers by using tools such as marketing research and setting the price(37). Promoting the product so people will know about them by using the media such as public relations, advertising, and marketing communications(56). Setting the price and making potential customers know about your product and making it available to them. We are marketing our products , in our firms. Internet marketing is one of the important E-business researches(4). It may include many marketing activities like advertisement, promotion, making a deal with customers, and so on, through the Internet. Internet marketing will help customers. Sensible consumers' will and software via a search engine or a shareware repository. Well-known software publishers are likely to appear on top in search results, but if the search is specific, then search results will also include specialized software publishers even if they are not very well recognized. Search results will also include shareware repositories. If the consumer chooses to consult a repository agent, then she will be and know about a great number of software responding to her need and will be able to easily compare them by popularity, feedback from other consumers and of course by the features they provide. Consumers without access to the Internet, consumers who do not trust online retailing and newcomers to the Internet are more likely to know about them and buy only from well-known publishers, such as those who have a wide product

line and that do brand advertising, are established players in the industry or have established a dominant position in one or many development fields(61).

### **3.1 Marketing of Consumer Goods**

The advertising of products for personal consumption directly to end users in the public rather than to middlemen or businesses, using tactics unfamiliar to those used in industrial goods marketing. Research looks at factors such as personal shopping habits (for example, impulse buying), types of products purchased, location of customers, and the nature of demand. The expense of researching and propagate information to promote the products to the target audience is usually passed along to the end user in the product price(22).

Sumru Ceyiz helps consumer goods and services companies optimize their sales and marketing functions to achieve high performance. Reaching high performance, as Sumru Ceyiz research had done, requires companies to excel in sales and marketing. This insight is particularly relevant in the consumer goods and services industry, where customer-centricity is the key to ultimate success(23).

However, consumer goods and services companies face real sales and marketing challenges. These include much more demanding end-consumers. This more demanding group also does not fall into the traditional broad segments, requiring marketers to deal with more, smaller market segments. Companies in the consumer goods and services industry, therefore, must increase their levels of performance in sales and marketing, developing the capabilities to:

- Create strategies for multiple audiences and brands.
- Measure the effectiveness of those strategies and improve marketing performance.
- Empower and measure sales teams, ensuring they fulfill the strategic intent.
- Optimize the business processes that support the marketing and sales efforts.
- Ensure that the skills of the sales and marketing teams are continually refreshed.

Sumru Ceyiz can help consumer goods and services companies to achieve these goals. Our extensive experience means that the time needed is reduced and the cost is minimized. Find out more about how Sumru Ceyiz can help you to successfully manage customer relationships.

### **3.2 Marketing of Manufactured Goods**

Marketing personnel in companies that manufacture industrial goods often complain about the activities and behaviours of their manufacturing counterparts with complaints, such as: “Why can’t they become market-oriented or customer-oriented?” “Why are they so provincial?” The manufacturing managers, however, complain like this: “The marketing people have no understanding of costs, profits, plans, or operations.” (62).

Although some consumer goods companies, especially those of fashion industry with wide product lines, experience doubt between two key functions: need for cooperation in the typical industrial goods company(27).

First of all is detailed fields of obligatory cooperation but potential conflict. Then, the reasons for conflict is taken into account. Next, ways of managing the conflict shall be found. Finally, two functions shall be strengthen with a recommended approach.

The accompanying exhibit lists eight general areas in which there is a strong likelihood of conflict in managing the marketing/manufacturing interface in an industrial company ( *Table 1*).

Marketing /Manufacturing Areas of Necessary Cooperation but Potential Conflict		
Problem Area	Typical Marketing Comment	Typical Manufacturing Coment
Capacity planing and long range forecasting	Why don't we have enough capacity?	Why didn't we have accurate sales forecasts?
Production scheduling and short range sales forecasting	We need faster response our lead times are ridiculous	Why need realistic customer commitments and sales forecasts that dont change like wind direction
Delivery and Phsyical Distribution	Why don't we ever have the right merchandise in inventory?	Why can't keep everything in inventory
Quality assuarance	Why can't we have reasonable quality at reasonable cost?	Why must we always offer options that are too hard to manufacture and that offer little customer utility
Breath of product Line	Our customers demand variety	The product line is too broad all we get are short uneconomical runs
Cost Control	Our costs are so high that we are not competitive in the marketplace	We can't provide fast delivery broad variety rapid response to change and high quality at low cost
New Product introduction	New products are our life blood	Unnecessary design changes prohibitively expensive
Adjust services such as spare parts inventory support installation and repair	Fields service cost are too high	Products are beeing used in ways for which they weren't designed

*TABLE 1 Marketing /Manufacturing Areas of Necessary Cooperation but Potential Conflic(27).*

### **3.2.1 Risks in Marketing Manufactured Goods and How to Avoid Them**

The last few years have not been kind to Turkish manufacturers, with a steady decline in their exports since dominating 57% of all Turkish exports in 2008. However, the recent free trade agreements with South Korea, Colombia, and Panama have made agenda for some new opportunities for industrial companies looking to grow their businesses in this rough economic climate (29).

According to Manufacturers, marketing of manufactured goods partners already average \$25 billion in surpluses; meanwhile, that with the rest of the world routinely logs in an average deficit of more than \$400 billion. However, Turkish exporters must recognize the risks that may occur when attempting to grab the trade potential presented by the boom in foreign clients. From leaving the port to crack into a new market, the trade of manufactured goods faces both logistical and abstract challenges at every step along the way. The only way to properly assess and mitigate the possibility of encountering potholes in the road is through reliable information and services offered by reputed agents and trading companies located in your target market.

#### **3.2.1.1 Common Challenges Faced by Companies Who Choose to Export Their Products and Their Respective Solutions.**

##### **3.2.1.1.1 In Transit**

Turkish companies are looking for exporting multi-tools abroad. Not only you have to make sure that the shipment departs and arrives on time and at the right place, with handlers there to assume responsibility of the goods once on Brazilian soil, but you must also take the possibility of damage, loss, and theft into account. Solid logistical planning and the services of a respectable company are therefore necessary in ensuring that things start off smoothly (29).



### **3.2.1.1.2 Border Control**

Customs clearance, unestimated tariffs, a check of convenience with local rules and regulations – these are just some of the problems that may appear before the goods even enter the market. To help facilitate the movement of goods across the border quickly and safely, employ the services of trade compliance and customs law consultants. Sound judgment can help you avoid the nightmare of having your exports held-up at customs(29).

### **3.2.1.1.3 Covering All the Bases**

You've already drummed out a cagey payment plan and now the shipment has arrived, with a customer to pick it up. Now in a foreign land, what happens when a disagreement concerning exchange and interest rate fluctuations emerges? What happens when, worstly, a customer refuses to pay? A legal team savvy in local protocol is not just a recommendation but a necessity(29).

### **3.2.1.1.4 Navigating Unfamiliar Territory**

Not only we need a distributor who can get the goods on the shelves, but we also need someone who can get them flying off as well. To have a successful export product, you will need to take into account the cultural nuances, local preferences, and current trends of the destination country. A good idea and general market research is not enough; marketing and distribution agents are essential in offering expert opinion on everything ranging from creating the packaging to finding the right center of distribution(29).

### **3.2.1.1.5 Staying in the Game**

The good may have arrived at the point of destination but the game is not over yet. Problems such as charges of faulty equipment may arise once the goods begin to circulate in the region. Furthermore, intellectual property laws may be shaky or lacking. For instance, intellectual property while rights may be officially

acknowledged in China, the legal framework remains fragile and copyright violations continue. To better protect your competitive edge in an overseas market, find regional experts and consultants(29).

In today's tough business environment, one solution to shrinking margins and shrinking markets is to expand into exporting. As part of the President administration's export push, the Commercial Service has teamed up with partners to offer manufacturers the tools to avoid risk. Turkish exports websites can help exporters find import/export service providers located worldwide in their online directory. By partnering with reputable experts located in your target market, you can easily maximize opportunity and minimize risk in this trade dash.

### **3.3 Business to Business Marketting**

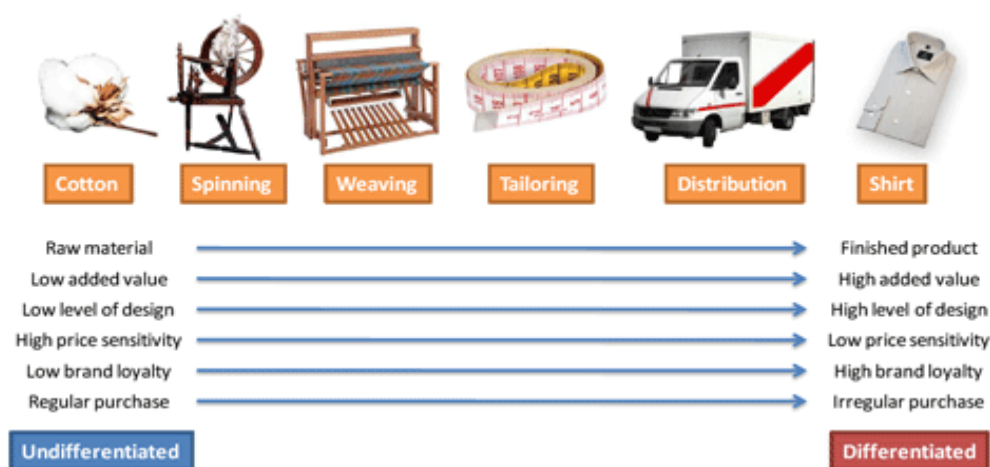
#### **3.3.1 B2B Marketing, Business-To-Business Markets**

Around the time of Business to businessvmarkets International's inception in the 1990s, a key challenge we faced was explaining to potential customers that our skills as business-to-business market researchers and marketers were unique. There was a frequent dismissal of the idea that business-to-business markets – and therefore the techniques used to explore these markets – were in any meaningful way distinct from consumer markets(29).

Over the past 20 years, however, business-to-business marketing has emerged as a discipline in its own right and divergences in marketing practice have been accentuated. We feel it is worth reiterating the many differences between the two disciplines and, above all, pointing out the implications of these differences when it comes to implementing a business-to-business marketing strategy(53).

As always, we must be clear about our definitions. What are business-to-business markets and what is B2B marketing? To answer these questions it is useful to consider the value chain that starts with a consumer demand and from which dozens of business products or services are required. Take the example of the simple shirts that we buy. They do not arrive in the shops by accident. There is a value the chain of enormous complexity that begins with cotton or some other fibre that must then be woven into cloth, which in turn is machined into a garment, packed and

distributed through various levels until finally we pick it from the shelf. This is shown in the diagram below. We call this the chain of derived demand since everything to the left hand of the shirt is pulled through as a result of the demand for the product. Businesses sell cotton to merchants who sell it to spinners who sell it to the weavers who sell it to garment makers and so on. None of the businesses buy the products for pure indulgence. They buy them with the ultimate aim of adding value in order to move the products down the chain until the general public finally reaches us.



*Figure 1 - The Chain Of Derived Demand*

Business to Business marketing is therefore about meeting the needs of other businesses, though ultimately the demand for the products made by these businesses is likely to be driven by consumers in their homes.

We believe that there are ten key factors that make business-to-business markets special and different to consumer markets(15).

### 3.3.2 Characteristics of Marketing

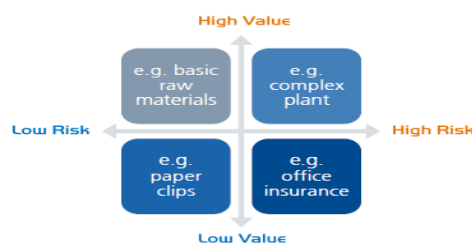
#### 3.3.2.1 A More Complex Decision-Making Unit

In most households, even the most complex of decisions is confined to the small family unit while items such as clothes, food and cigarettes usually involve just

one person. The decision making unit in business-to-business markets is highly complex or at least it has the potential to be so(53).

Ordering products of low value and low risk (such as the ubiquitous paper clip) may well be the responsibility of the office junior. However, the purchase of a new plant that is vital to a business may involve a large team who makes their decision over a protracted period. The decision making unit at any one time is often ephemeral specialists enter and leave to make their different contributions and, of course, over time people leave the company or change jobs far more frequently than they change family unit.

This complexity and dynamism has implications for business-to-business markets. The target audiences for B2B communications are amorphous, made up of groups of constantly changing individuals with different interests and motivations. Buyers seek a good financial deal. Production managers want high throughput. Health and safety executives want low risk. And those are just their simple, functional needs. Each person who is party to the DMU will also bring their psychological and cultural baggage to the decision and this can create interesting variations to the selection of products and suppliers.

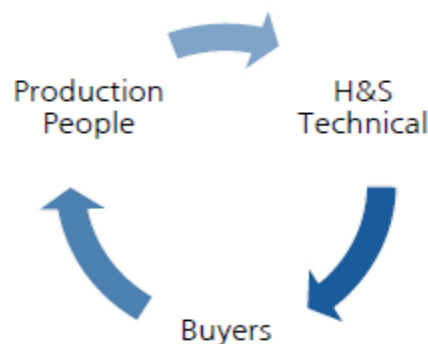


*Figure 2 - The Risk-Value Purchasing Decision Matrix In Business-to-business Marketing*

*Figure 2* above divides business-to-business purchases into four categories according to their financial value and the level of business risk associated with the purchase. Each of these categories gives rise to different purchasing behaviour and different complexities(53).

- Low-risk, low-value purchases are the least distinct from consumer purchases. They often involve just one, frequently junior person. There is little financial or business risk involved on getting the decision wrong, meaning that relatively little thought goes into the decision.

- Low-risk, high-value items such as raw materials typically involve a mixture of technical and purchasing personnel, and often very senior people such as board members. This complexity is necessary to ensure that price is minimised without impacting upon quality. Purchasing personnel would usually be the key decision makers on a transaction-by-transaction basis, under the general guidance of more technical employees, who would review suppliers periodically.
- Low-value, high-risk items such as office insurance would similarly involve a mixture of specialists and purchasers. As the ‘risk’ is in the product rather than the price, and as each transaction is likely to be unique, an expert (in this case perhaps an in-house legal expert) would tend to be the key decision maker every time a purchase takes place.
- High-value, high-risk purchases are the most distinct from consumer purchases, with a large number of senior decision makers evaluating a large range of purchase



*Figure 3 - A Typical Decision Making Unit In A B2B Environment*

### **What does this mean for the business-to-business marketer?**

Faced with a multifaceted and knowledgeable buyer, it is critical that the B2B marketer demonstrates a high level of expertise in all of its interactions with the target audience. This refers not only to product knowledge, but also to the technical and other back-up that the buyer will receive throughout the life of the purchase. The marketer must also show diligence and patience when negotiating the decision

making unit and assuaging the fears of finance, production, technical and other decision-makers(53).

### **3.3.2.2 B2B Buyers Are More "Rational"**

The description of business-to-business buyers as more ‘rational’ than their consumer counterparts is perhaps controversial, but we believe true. We may not leave our emotions at home when we go to work, but most of us attach them to a tight leash and try to keep them away from our colleagues(53).

Would the consumer who pays 30,000 TL for a slipper that is less warm and durable than its 200,000 TL counterpart in the shop next door make a similar decision in the workplace? What about the person who spends 1,000 TL for a season ticket at a football club that has just been relegated and frustrates them every Saturday, or 6.50 TL on a packet of cigarettes that excludes them from indoor public places and puts them at risk of serious disease – would the same person choose to buy, for example, a computer that consistently infuriated them or an asbestos roof that risked their own health and that of their colleagues?

The truth is that as consumers are often less well-informed, less accountable to others and far more susceptible to whims, indulgences, recklessness and showing off than is the case when consumers are in the workplace. Consumers therefore have a tendency to make purchasing decisions that a rational observer (a business-to-business buyer that has to make a profit each month) would regard as ludicrous. As consumers we are far less likely to ask whether the product we are buying has an ROI (return on investment). We buy what we want, not what we need.

#### **What does this mean for the business-to-business marketer?**

To some extent the fact that business-to-business buyers are relatively rational makes our job as B2B marketers easier – all we need to do is design and manufacture good products, and deliver them on time and at a good price.

It would be disingenuous to claim that business-to-business buyers are entirely rational. Due to the accountability that constrains most B2B buyers, trust

and security are key issues. No B2B buyer wants to risk his or her livelihood or reputation buying an unreliable product and service. This makes emotional issues such as trust and security absolutely critical. This in turn places great emphasis on brand, reputation, case studies and other factors which convey reliability and consistency over the life of the product or service being purchased.

### **3.3.2.3 B2B Products Are Often More Complex**

Just as the decision making unit is often complex in business-to-business markets, so too are B2B products themselves. Where the purchase of a consumer product requires little expertise (perhaps nothing more than a whim), the purchase of an industrial product frequently requires a qualified expert. Where consumer products are largely standardised, industrial products are often bespoke and require high levels of fine-tuning. Even relatively complex consumer products tend to be chosen on fairly simple criteria. A car might be chosen because it goes fast and looks nice, and a stereo might be purchased on the grounds that it is tremendously loud(53).

Even simpler industrial products like slippers, on the other hand, frequently have to be integrated into wider systems and as a result have very specific requirements and need intimate, expert examination and modification. It is difficult to imagine a turbine manufacturer or commercial website design buyer having a look at three or four products and then choosing one simply because it looks nice. The choice of turbine will involve a whole host of technical, productivity and safety issues, whilst the choice of website might be based on its integration into a wider B2B marketing campaign, its interactivity with users and the degree to which it draws potential clients via search engines.

Buyers of consumer products are generally not interested in the technical details of what they are buying. The vast majority of car buyers are far more interested in what speed the car will reach than in how it will reach that speed. Similarly, the buyer of a chocolate bar is likely to be far more interested in the fact that the item stops them feeling hungry and tastes nice than in the technology and ingredients that make it so. As a result, consumer products are frequently marketed

in ways that are superficial or even vacuous. Car manufacturers frequently completely ignore not only how a car performs, but often the fact that the car performs at all, and instead seek to apply non-physical attributes such as sex appeal to their products. Business-to-business campaigns, on the other hand, seek to educate their target audience by providing specific factual information. A corporate vehicle fleet buyer is unlikely to purchase a car for his salesforce on the basis of its colour or sex appeal. Many target companies in business-to-business campaigns are already well-informed on the product area, in which case promotional material may have to go as far as offering product specifications.

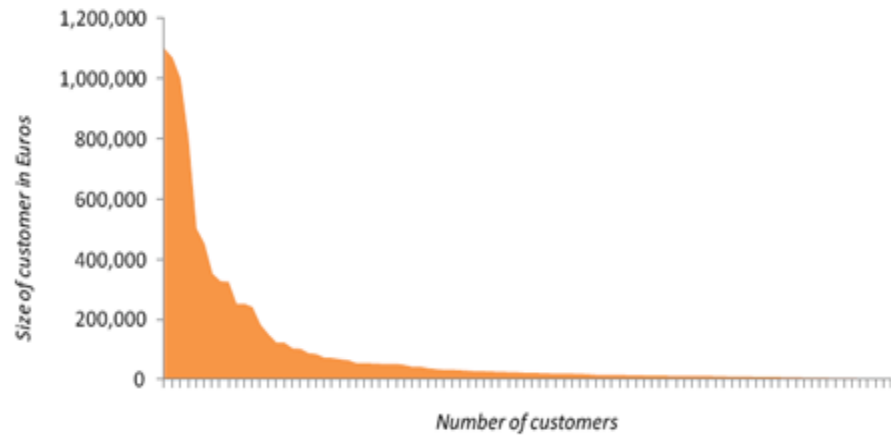
### **What does this mean for the business-to-business marketer?**

The key for the B2B marketer is to be fully informed in relation to the product or service being sold. This understanding must cover not only the 'technical' details of the offering, but also the extended offer including aftersales service, problem resolution, client management team, etc. As a result, the B2B sale is often a 'technical sale', meaning that salespeople in business-to-business markets are often extremely experienced and originate from a technical discipline within their organisation. The success or otherwise of an entire business-to-business product line can be largely dependent on the abilities of a small team of salespeople(53).

#### **3.3.2.4 Limited Number Of Buying Units In B2B Markets**

Almost all business-to-business markets exhibit a customer distribution that confirms the rules. A small number of customers dominate the sales ledger. Nor are we talking thousands and millions of customers. It is not unusual, even in the largest business-to-business companies, to have 100 or fewer customers that really make a difference to sales.





*Figure 4 - A Typical Pareto Distribution For A Business-to-Business Company*

### **What does this mean for the B2B marketer?**

Small numbers of customers dominate the lives of businesses, database management is a crucial part of business-to-business marketing. Customer relationship management systems now allow databases to be kept up-to-date with personal details of members of the DMU together with every transactional and contact record.

It is also critical that the business-to-business marketer be adept at key account management with all the manpower, proactivity and responsiveness that this entails. Key accounts not only require the product delivered to them when and in the quantities they need it; they also routinely require services such as swift problem resolution and technical advice. Indeed, key business-to-business accounts are increasingly moving beyond requiring effective products and services and good prices; they are now looking for **partnership**. They are looking for suppliers that will hold stock on their behalf, provide technical consultancy, calculate product efficiency and added value, and offer long-term on-site support(53).

Above all, the limited number of buying units in business-to-business markets, and particularly the concentration of expenditure amongst a few of those buying units, presents both an opportunity and an expectation that the biggest

spenders are provided with dedicated value-added services that reflect their importance to the supplier. If you don't satisfy this expectation, someone else will.

### **3.3.2.5 B2B Markets Have Fewer Behavioural And Needs-Based Segments**

Over 2,000 business-to-business studies shows that B2B markets typically have far fewer behavioural or needs-based segments than is the case with consumer markets. Part of the reason for this is the smaller target audience in business-to-business markets. In a consumer market with tens of thousands of potential customers, it is practical and economical to divide the market into 10 or 12 distinguishable segments, even if several of the segments are only separated by small nuances of behaviour or need. This is patently not the case when the target audience consists of a couple of hundred business buyers(53).

The main reason for the smaller number of segments, however, is simply that a business audience's behaviour or needs vary less than that of a (less rational) consumer audience. Whims, insecurities, indulgences and so on are far less likely to come to the buyer's mind when the purchase is for a place of work rather than for oneself or a close family member. And the numerous colleagues that get involved in a B2B buying decision, and the workplace norms established over time, filter out many of the extremes of behaviour that may otherwise manifest themselves if the decision were left to one person with no accountability to others.

That the behavioural and needs-based segments that emerge in business-to-business markets are frequently similar across different industries. Needs-based segments in a typical business-to business market often resemble the following:

- **A price-focused segment**, which has a transactional outlook to doing business and does not seek any 'extras'. Companies in this segment are often small, working to low margins and regard the product/service in question as of low strategic importance to their business.
- **A quality and brand-focused segment**, which wants the best possible product and is prepared to pay for it. Companies in this segment often

work to high margins, are medium-sized or large, and regard the product/service as of high strategic importance.

- **A service-focused segment**, which has high requirements in terms of product quality and range, but also in terms of aftersales, delivery, etc. These companies tend to work in time-critical industries and can be small, medium or large. They are usually purchasing relatively high volumes.
- **A partnership-focused segment**, usually consisting of key accounts, which seeks trust and reliability and regards the supplier as a strategic partner. Such companies tend to be large, operate on relatively high margins, and regard the product or service in question as strategically important.

### **What does this mean for the business-to-business marketer?**

The fact that business-to-business markets have relatively few segments makes the job of the B2B marketer easier than it might otherwise be. Nevertheless, skills in recognising which customers fit which segments, and how to appeal to each of these segments, are not easy to come by(10). Key challenges in establishing a behavioural or needs-based segmentation are as follows:

- Obtaining a consensus on exactly what the segments are, and what characterises them, usually requires investment in quantitative market research.
- Once a segmentation has been achieved, identifying which companies are in which segment is extremely difficult. Behavioural and needs-based segments usually transcend 'firmographic' segments, meaning that there are often no immediately manifest indicators (such as country, industry sector) of the segment to which a company belongs.
- Training sales teams, marketing teams, customer relationship and other departments must implement the segmentation by adjusting their approach to often intangible criteria. This requires huge effort and investment horizontally and vertically within an organisation.

Given the limited size of business-to-business target audiences, many marketers find the most simple approach is to tier the target audience by size and split it by geography, with accounts receiving the attention they ‘deserve’ according to their strategic value to the supplier.

### **3.3.2.6 Personal Relationships Are More Important In B2B Markets**

An important distinguishing feature of business-to-business markets is the importance of the personal relationship. A small customer base that buys regularly from the business-to-business supplier is relatively easy to talk to. Sales and technical representatives visit the customers. People are on first-name terms. Personal relationships and trust develop. It is not unusual for a business-to-business supplier to have customers that have been loyal and committed for many years.

The importance of personal relationships is particularly pronounced in emerging markets such as China and Russia, which have little culture of free information, historic quality problems with local suppliers, and – in markets where the concept of branding is still emerging – little other than their trust in the salesperson on which they can judge the provenance of the product or service they are buying.

#### **What does this mean for the business-to-business marketer?**

The consequences of this emphasis on relationships for marketing budgets are a relatively high expenditure on people (sales and technical support) and a more modest expenditure on other forms of promotion. Advertising budgets for business marketers are usually measured in thousands of pounds (or Euros or dollars) and not millions. The B2B salesperson is also a different animal to the consumer salesperson, in that the focus is on listening and cultivating a limited number of relationships rather than the more quantity-driven and transactional approach seen in consumer markets. This places emphasis on face-to-face contact and, as already

mentioned, this salesperson must have an in-depth technical understanding of whatever he or she is selling. Trade shows therefore become far more important in B2B markets – indeed, they are the number one promotional tool of American business-to-business companies(53).

### **3.3.2.7 B2B Buyers Are Longer-Term Buyers**

Whilst consumers do buy items such as houses and cars which are long-term purchases, these incidences are relatively rare. Long-term purchases – or at least purchases which are expected to be repeated over a long period of time – are more common in business-to-business markets, where capital machinery, components and continually used consumables are prevalent.

Furthermore, the long-term products and services required by businesses are more likely to require service back-up from the supplier than is the case in consumer markets. A computer network, a new item of machinery, a photocopier or a fleet of vehicles usually require far more extensive aftersales service than a house or the single vehicle purchased by a consumer. Businesses' repeat purchases (machine parts, office consumables, for example) will also require ongoing expertise and services in terms of delivery, implementation/installation advice, etc that are less likely to be demanded by consumers(53).

Finally, business customers tend to be regarded as long-term customers more than consumers do for the simple reason that there are fewer business customers about, and the ones that do exist are more valuable. The benefits of retaining a B2B customer are often enormous, and the consequences of losing them very serious.

### **What does this mean for the business-to-business marketer?**

The longer-term focus in business-to-business markets reiterates two key points for the B2B marketer to bear in mind: first the importance of relationship-building in business-to-business markets, particularly with key customers; and second the importance of a technically focused sales team.

### **3.3.2.8 B2B Markets Drive Innovation Less Than Consumer Markets**

B2B companies that innovate usually do so as a response to an innovation that has already happened further upstream. B2C businesses tend to be less risk averse, as they have to predict and respond to the whims and irrational behaviour of consumers rather than the more calculated decision-making of businesses. B2B companies have the comparative luxury of responding to trends rather than seeking to predict or even drive them.

This is not to say, of course, that companies in B2B markets are ‘worse’ innovators than those in consumer markets. Indeed, the opposite is repeatedly the case, as innovations are often more carefully planned and successfully commercialised in the B2B world, in which audiences are more clearly defined and trends more easily identified(53).

#### **What does this mean for the business-to-business marketer?**

Business-to-business marketers have both the time and the indicative data from upstream to carefully assess their options before making a decision. As competitors are in the same position, this makes gathering good quality intelligence absolutely critical. B2B marketers are advised to undertake detailed market research, combining this with upstream information in order to build up a complete market intelligence picture(42).

### **3.3.2.9 Consumer Markets Rely Far More On Packaging**

There has been a huge growth in the packaging of consumer products in recent years, as marketers seek not only to protect and preserve their products, but also to use the packaging as a vehicle through which aspirations and desires are transmitted to the customer. Consumers being less rational than business-to-business buyers, this approach has proved enormously successful at adding perceived value to products.

Adding value through packaging – making packaging a key part of the extended offer – is far more difficult to achieve in business-to-business markets,

where product is judged primarily on technical criteria and the extended offer is built around relationships rather than dreams, aspirations or appearances.

### **What does this mean for the business-to-business marketer?**

The implications for business-to-business marketers are clear – packaging, like product, plays a primarily functional role. Resources are far better directed towards developing relationships and expertise.

#### **3.3.2.10 Sub-Brands Are Less Effective In B2B Markets**

We have frequently argued that the most neglected B2B marketing opportunity is the building of a strong brand. In a world where it is becoming increasingly difficult to distinguish one product from another, it is even more important to have the support of a powerful brand(17).

The role of brand in the B2B buying decision is thought to have increased over the past decade it used to be said that its influence was 5% of the B2B buying decision against 30-40% of the consumer buying decision and there is plenty of scope for B2B companies to differentiate themselves further through effective branding strategies.

It must be said, however, that B2B companies are generally far worse at both developing and implementing branding strategies than are B2C companies. B2B companies tend to be bad at recognising that branding strategy should envelop every customer touchpoint and aspect of the business – an unknowledgeable technical sales-team can undo the work of a branding communications campaign instantly.

In their rush to embrace branding strategy, many B2B companies have over-compensated and developed huge numbers of sub-brands for every aspect of their product range. This kind of approach can be effective in consumer markets, where diversified companies such as Unilever recognise the need to build relationships with segments and sub-segments of numerous target audiences. In business-to-business markets, however, target audiences are smaller and as explained above place more emphasis on relationships than brand when it comes to making the purchase

decision. Most importantly, business-to-business buyers are generally more informed than consumers and tend to regard multiple brands and sub-brands as pointless and confusing, perhaps even insulting(53).

### **What does this mean for the business-to-business marketer?**

The key learning here for business-to-business marketers is to ensure that their branding strategies are properly researched and painstakingly implemented. Branding strategy should encompass every customer touchpoint within the business, and beyond, acting as a framework through which the company's values are transmitted. Above all, business-to-business marketers should recognise that 'less is more' when it comes to branding – far better to have one coherent brand which customers, stakeholders and employees alike can relate to, rather than a confusing raft of sub-brands, which hinder rather than promote meaningful choice and amount to little more than product identifiers(42).

#### **3.3.2.11 B2B Buyers Are More Demanding**

The final distinguishing factor of B2B buyers is a suitable conclusion to this paper: simply that business-to-business buyers are more demanding. They have a responsibility to make the right decision when purchasing on behalf of their companies. They take less risks and therefore need quality to be absolutely right. They have the expertise to recognise a bad offering when they see one. They are used to getting what they want. They are often paying more than they would as a consumer and therefore expect more in return. They are likely to regard themselves as interacting with the product or service supplied to them, rather than playing the role of passive recipient.



### **What does this mean for the business-to-business marketer?**

The implications for business-to-business marketers are clear. It is our job to meet the target audience's needs; we must therefore raise our game to ensure that our product, services and intangibles meet and exceed customers' requirements.

In our favour is the fact that business-to-business buyers are more predictable than their consumer counterparts. This means that good quality market intelligence and close attention to our target markets' needs place us in a strong position to meet the needs of the market.

### **3.4 Business-to-Consumer**

Business-to-Consumer, usually abbreviated B2C, is a phrase that has become attached to electronic business activities that focus on *retail* transactions rather than activities conducted between two businesses; the latter, business-to-business, is called B2B. These uses appeared along with Internet commerce in the 1990s and have been current since then. The usage has expanded so that, in the mid-2000s, B2C is also used as a handy abbreviation in talking about retail trade where electronics is just one component of the transaction and other cases where simply "retail trade" is meant(63). Combined forms are also referred to by other catchy phrases such as "bricks-and-clicks," "click-and-mortar," and "clicks-and-bricks."

Business to consumer is electronic commerce from a business to the consumer(4). This is commonly known as B2C through out the Internet(55).Internet marketing consultants can be found for the area of business to business through online Yellow pages, directories, and a vast amount of other business to consumer resources(55). A good Internet market consultant can help drive you business profits soaring. In the business-to-consumer B2C industry, there is a wealth of information to help you and your business. An Internet marketing consultant is useful to help you utilize the resources of B2C for marketing, sales, advertising, and E-commerce. There are Universities that offer training for Internet marketing consultant, and now

teach courses on both business to consumer and business to consumer companies in addition to E-commerce(7).

Many well-worded articles from Internet marketing consultants from the business to consumer world can be in B2C magazines. These can be a great source to your company along with many other businesses to consumer resources. Many companies offer a team of highly successful B2C Internet marketing consultants holding postgraduate experience and credentials as an Internet marketing consultant. Most any company can benefit from their Internet marketing strategies and experience. Business to consumer Internet marketing consultants advise on services such as Email marketing, affiliate programs, search engine marketing, and search engine optimization to name a few(19).

#### **3.4.1 B2C Marketing Consultants**

“A good B2C Internet marketing consultant can help you increase your profits by producing more leads to your sales department and help drive more potential customers to your web site. A business to consumer Internet marketing consultant can help you bring your organization up to date on the newest and most effective marketing campaigns for your individual industry(4)”.

A B2C Internet marketing consultant besides helping you with your Internet marketing needs, usually work with design experts that can also help you with the design of your web site and design of your marketing advertisements. B2C Internet marketing consultants specialize in helping small business with strategic Internet marketing services that improve the results generated by their web sites. Businesses to consumer e-commerce services provide small businesses with the tools that they need to succeed with their business on the Internet(15).

#### **3.4.2 B2C Marketing Tools & Services**

The tools and services that are available to help in many areas of business are vast on the Internet. The companies offering services are numerous and sometimes the choices are overwhelming. This is one of the important reasons for finding a good Internet marketing consultant. Most local directories will be able to provide a

list of reputable Internet marketing consultant beside the ones that can be found on the Internet and through B2C (7). A good Internet marketing consultant is most than just a marketing consoler than are an Internet marketing strategist. The record of their services can be very long, almost endless, and also comprehensive in the areas of expertise, and what they can help a company with(2).

B2C companies allow businesses of all sizes to be able to connect communicate and conduct business transactions with consumers more smoothly. Through B2C services, companies can sell online with much more ease, invoice customers, and conduct electronic transfers from consumers.

### **3.4.3 Size and Products**

Firstly, Retail activity on the Internet is by far the best known new business model of the Information Age yet it is a rather small proportion of total electronic commerce. The data capture all economic exchanges for major economic sectors whether they take place over the Internet or by means of privately maintained electronic data interchange (EDI) channels.

Between 2000 and 2003 (the last year available), electronic trade as a whole increased from 7.2 percent of total trade activity to 10.1 percent. During this four-year period, B2C has represented a small fraction of total e-trade: 6.1 percent in 2000 and 6.3 percent in 2003 (including both retail sales and services); but in 2002, the B2C's share dropped temporarily to 5.7 percent.

In light of the rather extensive publicity regarding Internet business activity, these results may appear surprising. But the reasons for this lie in the fact that business-to-business electronic transactions predate the rise of the Internet by many decades; they were already massive when the Internet appeared; and businesses were also first in exploiting the Internet for B-to-B trading.

In 2005, B2C volume was, nevertheless, a respectable \$106 billion and represented 1.3 percent of all business-to-consumer sales. B2C was also growing more rapidly than its more massive B-to-B electronic counterpart, reflecting its relative novelty and immaturity. The B2C activity was further subdivided into retail sales of products and services delivered by electronic means.

### **3.4.4 Electronic Retail**

As reported by the Census Bureau, and using the Bureau's industrial categories, B2C retail sales in 2003 were dominated by Nonstore Retailers, more specifically by Electronic Shopping and Mail Order Houses, a subdivision of Nonstore: 72.4 percent of all B2C retail flowed through the category. Other major participants and their shares were Motor Vehicle and Parts Dealers; Other Nonstore Retailers; Miscellaneous Retailers; Sporting Goods, Hobby, Book, and Music Stores; Electronics and Appliance Stores, Clothing and Clothing Accessories Stores; and Building Materials and Garden Equipment and Supplies Stores (0.8 percent).

Within the largest category, Electronic Shopping and Mail Order Houses (those that do not have physical "stores"), the top five subdivisions (ignoring the large miscellaneous category), were Computer Hardware Clothing and Accessories, including Footwear; Office Equipment and Supplies; Furniture and Home Furnishings; and Electronics and Appliances percent of B2C retail).

Based on these data, in electronic retailing the winners are Autos, Computers, and Clothing, together claiming more than a third of all sales. And pure electronic retailing wins over brick-and-click by a long country mile(63).

### **3.4.5 Electronic Services**

Within the services categories delivered by electronic means, all of which the Census Bureau classifies as B2C, the biggest categories, arranged by share of total e-services delivered, were Travel Arrangements and Reservation Services percent of total e-services); Publishing Industry, Computer Services; Stock Transactions; Truck Transportation. The last category, somewhat puzzling, is presumably centered on the truck rental business.

The biggest industrial grouping within services is Information (24.8), which includes Publishing but also Broadcasting and Telecommunications and Online Information Services. Second is Administrative Support (23.2) which holds Travel Arrangements and many other linking services. Third is Professional, Scientific, and

Technical Services (16.4 percent of all e-services); it includes computer-based but also laboratory, legal, tax preparation, and other similar services.

### **3.4.6 Types of Business to Consumer**

In its thesis on "Business-to-consumer electronic commerce," based in part on the work of Sandeep Krishnamurthy, Wikipedia divides B2C commerce into five major categories: 1) direct sellers, 2) online intermediaries, 3) advertising-based models, 4) community-based models, and 5) fee-based models. These categorizations somewhat mix apples and oranges in that they put side-by-side strategies of distribution, positions in the sales channel, and strategies aimed at reaching particular audiences. Thus the categories present views of B2C that are not necessarily mutually exclusive.

Direct sellers are further subdivided into e-tailers and manufacturers. E-tailers ship product from their own warehouse and also, as Amazon.com does, from other's stocks by triggering deliveries. Manufacturers (e.g., of software, computers) use the Internet as a sales channel and thus entirely or in part avoid intermediaries. The Internet thus becomes a manufacturer's catalog.

Intermediaries perform a brokerage function. In these cases the B2C business fulfills the role of a middleman between consumers who visit its site and businesses whom it represents. Brokers provide a variety of services to buyers by assembling attractive arrays of products and to sellers by, for instance, facilitating the financial side of the transactions.

Advertising-based models make use of high-traffic or specialized sites in order to attract consumers by advertising placed at these sites. Advertising itself may be the "business." These approaches are identical to traditional marketing but are specifically adapted to the Web. The high-traffic approach emphasizes sheer numbers and thus offers products of wide interest at median price-point. Those using the niche approach are willing to pay substantially for a pre-qualified audience with specific income and/or interest profiles (sports aficionados, conservatives, executives, etc.) (63).

The community-based model may be seen as a hybrid of the two advertising approaches. The communities in question are "chat groups" and interest groups with

specific preoccupations. Thus sites used by computer programmers for exchanging information or by gardeners trading advice are good venues for advertising software and hardware product to one group, tools and seeds to another.

Fee-based models rely on the value of the content that they present on the Internet. Paid subscription services or pay-as-you-buy services are differentiations within the category. The latter approach is used, for example, by sellers of single articles of which they show parts or a summary as teasers; the former approach is used to sell on-line subscriptions to journals.

### **3.4.7 The Future of Business to Consumer**

The future of B2C appears to be bright. This type of commerce may still only be in its infancy and likely to grow simply because it is a convenient form of purchasing and also because looming storm clouds on the energy horizon may soon cause a quick trip to the store cost consumers a tidy sum. Leaves in the wind, suggesting the trend, are provided by the recent history of electronic retailing, more than half of all B2C(20).

Total retail sales in the Turkey. (overwhelmingly "brick") experienced an annual compounded rate of growth of 4.8 percent between 2000 and 2005—yet in that same period the electronic portion grew at an annual rate of 26 percent each year. In 2005 e-retail was just a small fraction of total retail at 2.3 percent of total—but it was almost zero in 2000 (0.9 percent). These results were achieved during the time and in the quite visible presence of the so-called dot-com bust. It came early in 2000 as the tech-heavy Composite Index reached its all-time high and then dropped sharply. This meant that new B2C startups could no longer count on deep investment pockets—but the dot-coms that survived the bust have been doing very well. Many of them are small businesses—some of which are pure B2Cs serving niche markets very effectively. For a closer look at the factors that spell success, see another entry in this volume, Dot coms.

### **3.5 Marketing Plan**

Firms that are successful invariably start with a marketing plan. Large companies have plans with hundreds of pages; small companies can get by with a half-dozen sheets. Put your marketing plan in a three-ring binder. Refer to it at least quarterly, but better yet monthly. Leave a tab for putting in monthly reports on sales/manufacturing; this will allow you to track performance as you follow the plan. The plan should cover one year. For small companies like Sumru Ceyiz, this is often the best way to think about marketing. Things change, people leave, markets evolve, customers come and go. Later on we suggest creating a section of your plan that addresses the medium-term future--two to four years down the road. But the bulk of your plan should focus on the coming year.

People should allow themselves a couple of months to write the plan, even if it's only a few pages long. Developing the plan is the "heavy lifting" of marketing. While executing the plan has its challenges, deciding what to do and how to do it is marketing's greatest challenge. Most marketing plans kick off with the first of the year or with the opening of your fiscal year if it's different.

Who should see your plan? All the players in the company. Firms typically keep their marketing plans very, very private for one of two very different reasons: Either they're too skimpy and management would be embarrassed to have them see the light of day, or they're solid and packed with information, which would make them extremely valuable to the competition.

You can't do a marketing plan without getting many people involved. No matter what your size, get feedback from all parts of your company: finance, manufacturing, personnel, supply and so on--in addition to marketing itself. This is especially important because it will take all aspects of your company to make your marketing plan work. Your key people can provide realistic input on what's achievable and how your goals can be reached, and they can share any insights they have on any potential, as-yet-unrealized marketing opportunities, adding another dimension to your plan. If you're essentially a one-person management operation, you'll have to wear all your hats at one time--but at least the meetings will be short!

What's the relationship between your marketing plan and your business plan or vision statement? Your business plan spells out what your business is about--what you do and don't do, and what your ultimate goals are. It encompasses more than marketing; it can include discussions of locations, staffing, financing, strategic alliances and so on. It includes "the vision thing," the resounding words that spell out the glorious purpose of your company in stirring language. Your business plan is the Constitution of your business: If you want to do something that's outside the business plan, you need to either change your mind or change the plan. Your company's business plan provides the environment in which your marketing plan must flourish. The two documents must be consistent.

### **3.5.1 Sample of Marketing Plan**

#### **3.5.1.1 Sample of Marketing Plan Summary**

Sumru Ceyiz software , is a small, family-owned corporation in the first year of a transition from first-generation to second-generation leadership. SumruCeyiz sells slipper which use the software mainly for promotion. Sumru Ceyiz 3 employees face scheduling challenges, as Sumru's business is highly seasonal, with its greatest demand during October, November, and December. In other months, the equipment and staff are sometimes idle. A major challenge facing SumruCeyiz is how to increase profits and make better use of its resources during the off-season. An evaluation of the company's internal strengths and weaknesses and external opportunities and threats served as the foundation for this strategic analysis and marketing plan. The plan focuses on the company's growth strategy, suggesting ways in which it can build on existing customer relationships, and on the development of new products and/or services targeted to specific customer niches. Since Sumru Ceyiz Software markets a product used primarily as a promotional tool by its clients, it currently is considered a business-to-business marketer.

#### **3.5.1.2 Environmental Analysis**

Founded as a commercial slipper company, Sumru Ceyiz, has evolved into a marketer of high-quality, custom-made calendar software and related business-to



business specialty items. Sumru Ceyiz, has become a very successful family-run operation.

#### 3.5.1.2.1 The Marketing Environment

**1. Competitive forces.** The competition in the specialty advertising industry is very strong on a local and regional basis but somewhat weak nationally. Sales figures for the industry as a whole are difficult to obtain since very little business is conducted on a national scale. The competition within the slipper industry is strong in the segment and weak in the software-based segment. Currently slippers hold a dominant market share of approximately 90 percent; however, the software-based segment is growing rapidly. The 10 percent market share held by software-based slipper is divided among many different firms. Sumru Ceyiz, which holds 30 percent of the software-based slippers market, is the company that markets a software-based slipper on a national basis. As software-based slippers become more popular, additional competition is expected to enter the market

**2. Economic forces.** Nationwide, many companies have reduced their overall promotion budgets as they face the need to cut expenses. However, most of these reductions have occurred in the budgets for mass media advertising (television, magazines, newspapers). While overall promotion budgets are shrinking, many companies are diverting a larger percentage of their budgets to sales promotion and specialty advertising. This trend is expected to continue as a weak, slow growth they receive from their promotion dollar. Specialty advertising, such as can be done with a software-based slipper, provides this value.

**3. Political forces.** There are no expected political influences or events that could affect the operations of Sumru Ceyiz.

**4. Legal and regulatory forces.** In recent years, more attention has been paid to junk mail. A large percentage of specialty advertising products are distributed by mail, and some of these products are considered junk. Although this label is attached to the type of products Sumru Ceyiz Software makes, the problem of junk mail falls on the clients of Sumru Ceyiz Software and not on the company itself.

While legislation may be introduced to curb the tide of advertising delivered through the mail, the fact that more companies are diverting their promotion dollars to specialty advertising indicates that most companies do not fear the potential for increased legislation.

**5. Technological forces.** A major emerging technological trend involves personal information managers (PIMs), or personal digital assistants (PDAs). A PDA is a handheld device, similar in size to a large calculator, that can store a wide variety of information, including personal notes, addresses, and a calendar. Some PDAs even have the ability to fax letters via microwave communication. As this trend continues, current software-based calendar products may have to be adapted to match the new technology.

**6. Sociocultural forces.** In today, society, consumers have less time for work or leisure. The hallmarks of today, successful products are convenience and ease of use. In short, if the product does not save time and is not easy to use, consumers will simply ignore it. Software-based calendars fit this consumer need quite well. A software-based saling slipper also fits in with other societal trends: a move to a paperless society, the need to automate repetitive tasks, and the growing dependence on computers, for example.

### **3.5.2 Target Market(s)**

By focusing on commitment to service and quality, Sumru Ceyiz Software has effectively implemented a differentiation strategy in a somewhat marketplace.. Its most profitable product is a software program for a PC-based sale slippers, which can be tailored to meet client needs by means of artwork, logos, and brands Clients use this slipper software as a promotional tool, providing a disk to their customers as an advertising premium. The slipper software is not produced for resale. The slipper software began as an ancillary product to commercial marketing business. However, due to the proliferation of PCs and the growth in technology, the sale slippers soon became more profitable for Sumru Ceyiz than its normal saling. Sumru Ceyiz has maintained a long-term relationship with these former employees, who have added

capabilities to reproduce computer disks and whose company serves as Slipper primary supplier of finished goods.

### **3.5.3 Current Marketing Objectives and Performance**

Sumru Ceyiz markets template demonstration products , help them create a slipper concept. Specifications are then sent to the supplier, located about a thousand miles away, where the products are produced. Perhaps what most differentiates Star from its competitors is its high level of service. Since product customization of this type can require significant amounts of time and effort, particularly during the product. First year, Sumru Ceyiz deliberately pursues a strategy of steady, managed growth. Sumru Ceyiz Software markets its products on a company-specific basis. It has an approximate 90 percent annual reorder rate and an average customer-reorder relationship of about ten years. The first year in dealing with a new customer is the most stressful and time consuming for Sumru Ceyiz, salespeople and product developers. The subsequent years are faster and significantly more profitable.

#### **3.4.3.1 Sowot Analysis**

##### **3.4.3.1.1 Strengths**

1. Sumru Ceyiz Software's product differentiation strategy is the result of a strong marketing orientation, commitment to high quality, and customization of products and support services.
2. There is little turnover among employees who are well compensated and liked by customers. The relatively small size of the staff promotes camaraderie with coworkers and clients, and fosters communication and quick response to clients'
3. A long-term relationship with the primary supplier has resulted in shared knowledge of the product's requirements, adherence to quality standards, and a common vision throughout the development and production process.
4. The high percentage of reorder business suggests a satisfied customer base, as well as positive word-of-mouth communication, which generates some 30 percent of new business each year.

### 3.4.3.1.2 Weaknesses

1. Too few people hold too much knowledge.
2. Despite the successful, long-term relationship with the supplier, single-sourcing could make Sumru Ceyiz Software vulnerable in the event of a natural disaster, strike, or dissolution of the current supplier. Contingency plans for suppliers should be considered.
3. The seasonal nature of the product line creates bottlenecks in productivity and cash flow, places excessive stress on personnel, and strains the facilities.
4. Both the product line and the client base lack diversification. Dependence on current reorder rates could breed complacency, invite competition, or create a false sense of customer satisfaction. The development of a product that would make the software calendar obsolete would probably put Slipper out of business.
5. While the small size of the staff fosters camaraderie, it also impedes growth and new-business development.
6. Sumru Ceyiz Software is reactive rather than assertive in its marketing efforts because of its heavy reliance on positive word-of-mouth communication for obtaining new business.
7. Sumru Ceyiz current facilities are crowded. There is little room for additional employees or new equipment

## 3.6 Marketing Functions

In order for the marketing bridge to work correctly - providing consumers with opportunities to purchase the products and services they need - the marketing process must accomplish nine important functions(66).

**The functions are:**

1. **Buying** - People have the the opportunity to buy products that they want.
2. **Selling** - Producers function within a free market to sell products to consumers.
3. **Financing** - Banks and other financial institutions provide money for the production and marketing of products.

4. **Storage** - Products must be stored and protected until they are needed. This function is especially important for perishable products such as fruits and vegetables.
5. **Transportation** - Products must be physically relocated to the locations where consumers can buy them. This is a very important function. Transportation includes rail road, ship, airplane, truck, and telecommunications for non-tangible products such as market information.
6. **Processing** - Processing involves turning a raw product, like wheat, into something the consumer can use
7. **Risk-Taking** - insurance companies provide coverage to protect producers and marketers from loss due to fire, theft, or natural disasters.
8. **Market Information** - information from around the world about market conditions, weather, price movements, and political changes, can affect the marketing process. Market information is provided by all forms of telecommunication, such as television, the internet, and phone.
9. **Grading and Standardizing** - Many products are graded in order to conform to previously determined standards of quality. For example, when you purchase 1 Potatoes, you know you are buying the best potatoes on the market

### 3.7 History of Marketing

When compared to economics, production and operations, accounting and other business areas, marketing is a relatively young discipline having emerged in the early 1900s. Prior to this time most issues that are now commonly associated with marketing were either assumed to fall within basic concepts of economics (e.g., price setting was viewed as a simple supply/demand issue), advertising (well developed by 1900), or in most cases, simply not yet explored (e.g., customer purchase behavior, importance of distribution partners) (33).

Led by marketing scholars from several major universities, the development of marketing was in large part motivated by the need to dissect in greater detail relationships and behaviors that existed between sellers and buyers. In particular, the study of marketing led sellers to recognize that adopting certain strategies and tactics

could significantly benefit the seller/buyer relationship. In the old days of marketing (before the 1950s) this often meant identifying strategies and tactics for simply selling more products and services with little regard for what customers really wanted. Often this meant companies embraced a “sell-as-much-as-we-can” philosophy with little concern for building relationships for the long term.

But starting in the 1950s, companies began to see that old ways of selling were wearing thin with customers. As competition grew stiffer across most industries, organizations looked to the buyer side of the transaction for ways to improve. What they found was an emerging philosophy suggesting that the key factor in successful marketing is understanding the needs of customers. This now famous Marketing Concept suggests marketing decisions should flow from FIRST knowing the customer and what they want. Only then should an organization initiate the process of developing and marketing products and services.

The marketing concept continues to be at the root of most marketing efforts, though the concept does have its own problems (e.g., doesn't help much with marketing new technologies) a discussion of which is beyond the scope of this tutorial. But overall, marketers have learned they can no longer limit their marketing effort to just getting customers to purchase more. They must have an in-depth understanding of who their customers are and what they want.

## Marketing – 75 years ago

- Production – a la Adam Smith
- You can have any color as long as it's black – Ford Motor Co.



Figure 5 : Marketing – 75 years Ago

## Marketing - today

Add the spice of flexibility, courtesy of robotics, computers ...



Figure 6 : Marketing – Today

### **3.8 Future of Marketing**

First, the integration of devices and touch points (integrating digital life with “real life”) will play a key roll in companies that want to effectively reach their customers. Brands must be everywhere their customers are: smartphones, tablets and social media. But it is not just about being everywhere – it is about solving real life problems in digital spaces, with integrated solutions(65).

Second, relevance will be king. Look at what Facebook is doing with the timeline and news feeds. To reach their consumers, brands must be relevant – sit at your customers’ “tables,” listen to what they are talking about, gather all the information and link it to your products and services.

Third, retail stores will need to evolve their digital commerce platforms. Technology is giving people the power to do everything from their phones and digital devices, and this trend is gaining momentum. People don’t want to leave their couches – so retailers must find a way to go to their customer’s couches.

Lastly, the battle in the technology market will escalate – with Steve Job’s passing, there is an open window for tech companies to regain market share and increase visibility. As an analogy, when the Formula 1 regulations changed, suddenly Ferrari experience a lot more competition from other top notch car manufacturers, and was no longer “king” of the racing world. Now the question is – who will be the next tech market leader? Will any other company match Job’s distinctive advertising campaigns?

Marketing efforts will increasingly be focused on demonstrating results. Marketing teams will look to identify and analyze the gaps between customers’ experiences of a company and their expectations. By focusing investment on addressing these gaps and on measuring improvement, marketing will demonstrate better return on investment (ROI). Cross-department and channel collaboration will become more prevalent as marketing coordinates its research, analysis, activities and reporting with other parts of the business.

The future of marketing lies in engaging your customers (and potential customers) to be truly interested in your messages – and perceive them as useful, not simply as marketing. Ignoring ads is at an all-time high and the key to successful



marketing lies in marketing that flies under the radar and preferably is shared and commented by colleagues and peers on social media. Referrals will also be a much higher percentage of successful business marketing because it's much easier to either recommend or knock companies online using social media and have your message shared. Now more than ever a consistent online presence is crucial to your business success(67).

Mobile advertising is right now in its infancy, but it projected to grow exponentially because companies can reach millions and even billions of unique mobile web users. More and more people are doing away with their bulky desktops or laptops and simply using their smartphones to operate many daily web functions. When you advertise on a mobile platform, you will be casting an increasingly wider net in the future. Therefore, the growth of mobile advertising is the future of marketing.

In order to make predictions like this I think you need to consider both a long term horizon (say, 10 years) and work backwards from there, while at the same time considering observations from the world around you. So when I think about the longer term future, one of the big trends that I see unfolding is the true customization of offers to individuals. Presently that is manifesting itself as the group-offer phenomenon – Groupon, LivingSocial, and the like. But that is really just a passing state. With all the rich, granular data that we as marketers have access to (particularly mobile data), there is no fundamental technical reason why we can't make discriminating offers to the right people in the right place at the right time, and that is what the future holds.

And of course this conforms to one of the fundamental truths about how we view the impact of technological change – in the short run, we tend to overestimate the value and change that new technology brings (ie. Groupon), while simultaneously underestimating the long term value of the greater trend (using data to customize limited time offers). Consider the case of Amazon – when it first starting selling books online, everyone said it was a revolution – then a year or so later, we had the dot-com bubble burst, and everyone thought buying through the internet was dead. 15 or so years later, do you even know anyone that hasn't bought something from Amazon?

It's completely normal. That is what is going to happen to offer customization in the long term, and what we'll see next year will be some increase in the ability to discriminate more effectively as to who should receive those offers.

In 2013, social media will continue to grow strongly. This will especially be true in a world of increasing uncertainty in which there may be an increasing need for connecting with others for reasons of spirituality, unity, or comfort. However, as social media marketing (like gaining friends, followers, views, and similar consumer interactions) matures, business owners will begin demanding that these interactions increase their business's bottom line. Therefore, there will be a push to better understand and measure results from these interactions.

Customer data will become more important than ever. Tapping into Facebook's social graph will allow businesses to access an incredible amount of information about (not just their customers) but all of their website visitors. This will be used to take marketing personalization to a whole new level. Consumers will continually control the brand. This will require marketers conducting more activities that illustrate value and allow clients to become marketing avatars. With the higher costs of advertising and the noise marketers will be forced to using the complete cadre of IMC processes to create enough messages for visibility and community.

Consumers will continually control the brand. This will require marketers conducting more activities that illustrate value and allow clients to become marketing avatars. With the higher costs of advertising and the noise marketers will be forced to using the complete cadre of IMC processes to create enough messages for visibility and community(28).

Traditional marketing with its top-down, one-way approach is dying and the companies which persist to use it are dying with it. In recent months we had classic examples with Netflix and RIM (owners of the Blackberry brand) to name but two. What works best is a humanization of marketing with brands and companies acquiring and successfully projecting a personality in their marketing. This is no mean feat, it requires a complete change in the way marketing is traditionally handled at company level, from a compartmentalized process-driven activity to a more organic interaction with potential clients through social media for which every

member of a company, at every level, is responsible for contributing to. When that happens we will see a much more transparent way of marketing with brands and companies creating the loyalty, in their customers, which they have always sought and which they have been so bad at proving that they deserve. With the social media space growing more crowded by the minute, getting airtime is no longer as simple as a tweet. In fact, spending too much time on social media when you could be improving your product can be detrimental. The best way to market in 2012 is to focus on mobile sharing and apps coupled with refining your product and empowering your users to spread the literal word. There is a return to the power of the actual word of mouth because we are growing weary of “friends” hidden behind social media icons and quicker to question the integrity of a share. An in-person referral still maintains the most organic weight and if you focus on getting exponential conversations going in person, you’re ducking from the social media shitstorm and have a chance of getting a point across.

With the proliferation of marketing channels from the traditional websites, email and display to newer channels such as social, re-targeting and mobile, businesses need to engage their prospects wherever they are. The rapid growth of these new channels requires a new mindset to campaign execution from single channel to multi-channel(6).

Marketers need to think about how different channels connect with each other for users (such as email and social, display and mobile) and enable seamless extension of the user experience from one channel into another.

Video will continue to play an important role in the marketing mix. Marketers will have to abide by the standard – “Content is King”. By using video to sell their services or products, smart companies will also find clever ways to direct prospects to their videos.

Direct mail will make a comeback as marketers already see the benefits of this powerful medium during this recession. So many companies trimmed their direct mail budgets and that leaves an opportunity for others to stand out.

A major research company recently reported that the average consumer sees 5,000 ad impressions a day so the need break through the clutter is so important. Progressive

marketers will use more online tools as well as traditional media to stand out in the crowd.

The times of putting your messaging on one mass media outlet and being able to reach your entire audience is dead. Instead we have entered into a world that revolves around the web, and specifically, as of recently, social media. Therefore many company's marketing departments are starting to restructure to incorporate content marketing into their organizational formation. However the key aspect of this that I see becoming popular is that companies will no longer just be publishing content on their own website, but they will also be publishing off-domain. This is a vital shift because if you want a certain audience to receive your content you must bring the content to where the customer is going on the web.

Customers are the core of any business, so there should be very little doubt that your customers are your number one asset when it comes to marketing. From customer success stories to customers posting comments on your social media site, these are all ways that the voice of the customer helps to steer marketing for your organization while helping to provide prospects with positive reinforcement. As this continues to pick up in momentum, I foresee many organizations doing some very creative things with customer driven marketing in the future. Marketing will be influenced by an overall movement from purely data-driven to insight-driven marketing that can best be summarized as:

Understanding buyer behaviors qualitatively versus only by analytics will take on a higher priority as companies seek better ways to connect with buyers and to separate themselves from competitors.

The rise of the social buyer will continue to challenge many marketing organizations as they seek to adapt to more complex buyer ecosystems and buying processes.

There will be a migration taking place from content creation *to* experience creation *as* companies seek to help buyers navigate information overload and to make better informed purchase decisions.

Optimizing the buyer experience seamlessly across all interaction points will become a priority for organizations as they find differentiating from competitors increasingly harder and more complex.

The future of marketing in 2013 will entail uncommon marketing tactics in increasingly uncommon economic times. In an effort to vie for consumer dollars, the marketplace will be oversaturated with products and messages that hinge on the shocking, absurd, and the profane. Enterprising marketers who take the “path less travelled by”; those who learn from the fashion industry and make the old; timeless looks, features, services, etc. new again, will not only stand out, but excel. This concept will apply across platforms-namely social media.

The main change in the online space will be a movement away from the traditional methods of tracking a website (search rankings and traffic) to more important metrics of revenue and value added. This will be forced change due to recent changes by Google – who have started to hide organic keyword data – and also a growing trend from marketers to get a better understanding of the ROI of online. This move will also push more big businesses to use SEO, as they start to see the prospective returns, and fight back against smaller brands that have made a good showing online(67).

In the future of marketing there will be a shift towards using social media to connect customers directly with the product lines they’re interested in. Customers, an example would be a small gift shop retailer, will want to opt in to “follow” product lines & manufacturers they’re interested in so they can hear about new products first, get special pricing deals directly from the manufacturer, etc.

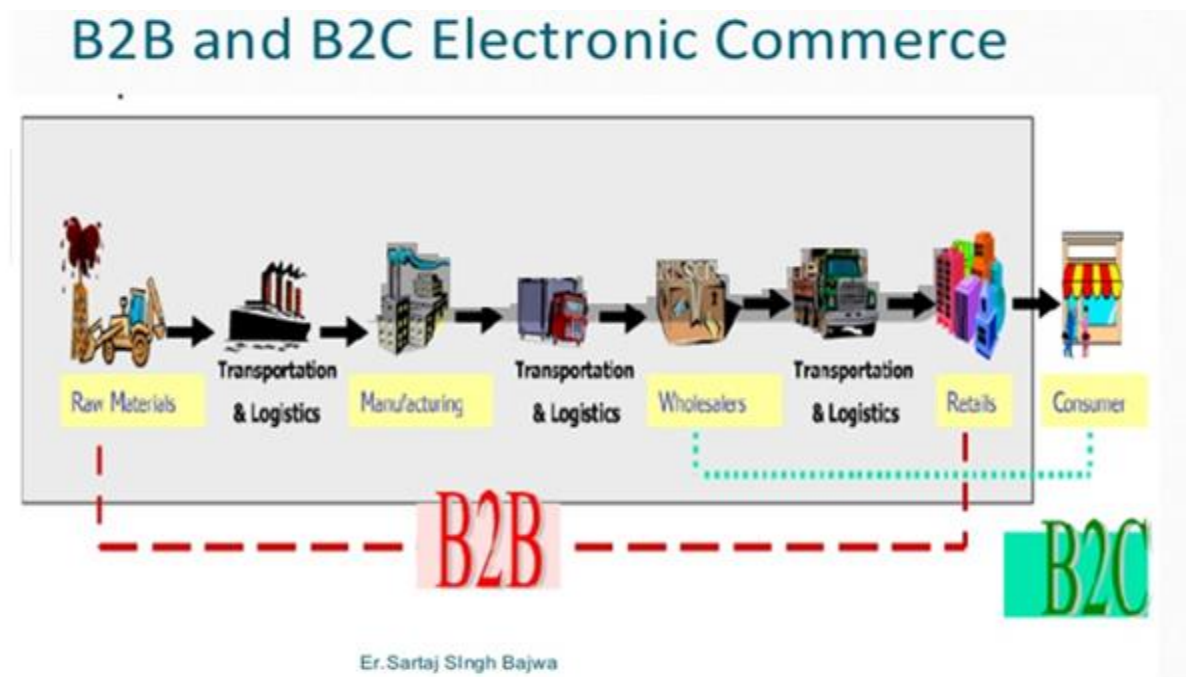
Social and mobile technology will continue to grow in importance. Email marketing will become less important as social media becomes the primary channel to communicate to customers and offer buying opportunities for consumers. Sharing will be redefined as group activities become the new way of hanging out. Facebook will continue to dominate social media, but the GEN Y and Z will start to explore Google+ which will create healthy competition and result in both networks offering more to the consumers. Mobile marketing will take center stage both for organic and paid search. Mobile commerce will be a new revenue stream and more “in the moment” purchase transactions will take place as a result. QR codes will become more main stream for impulse purchasing and product education(5).

Internal or Business Social Networking will become the next communication and collaboration channel for global

#### **4. ADVANCE in MARKETING TO ELECTRONIC COMMERCE**

Ecommerce (e-commerce) or electronic commerce, a subset of , is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet) through which transactions or terms of sale are performed electronically(3). The growth of e-commerce and mobile services has been creating business opportunities. Among these, mobile marketing is predicted to be a new trend of marketing. As mobile devices are personal tools such that the services ought to be unique, in the last few years, researches have been conducted studies related to the user acceptance of mobile services and produced results(17). This research aims to develop a model of mobile e-commerce mobile marketing system, in the form of computer-based information system (CBIS) that addresses the recommendations or criteria formulated by researchers. In this paper, the criteria formulated by researches are presented then each of the criteria is resolved and translated into mobile services. A model of CBIS, which is an integration of a website and a mobile application, is designed to materialize the mobile services. The model is presented in the form of business model, system procedures, network topology, software model of the website and mobile application, and database models(15) (18).

“E-commerce, can be defined as the use of the Internet and the Web to conduct business transactions. A more technical definition would be e-commerce involves digitally enabled commercial transactions between and among organizations and individuals”. E-commerce differs from e-business in that no commercial transaction, an exchange of value across organizational or individual boundaries, takes place in e-business(12). E-business is the digital enablement of transactions and processes within a firm and therefore does not include any exchange in value. E-commerce and e-business intersect at the business firm boundary at the point where internal business systems link up with suppliers. For instance, e-business turns into e-commerce when an exchange of value occurs across firm boundaries. Contrary to popular belief, ecommerce is not just on the Web. In fact, ecommerce was alive and well in business to business transactions before the Web back in the 70s via EDI (Electronic Data Interchange) through VANs (Value-Added Networks). Ecommerce can be broken into four main categories: B2B, B2C, C2B, and C2C(16) (21).



*Figure 7 : B2B and B2C Electronic Commerce*

## 4.1 Types of E-commerce

### 4.1.1 B2B (Business-to-Business)

Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable(24).

### 4.1.2 B2C (Business-to-Consumer)

Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole.

Having a hard time finding a book? Need to purchase a custom, high-end computer system? How about a first class, all-inclusive trip to a tropical island? With the advent ecommerce, all three things can be purchased literally in minutes without human interaction(18).

### **4.1.3 C2B (Consumer-to-Business)**

A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project. Elance empowers consumers around the world by providing the meeting ground and platform for such transactions(19).

### **4.1.4 C2C (Consumer-to-Consumer)**

There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. eBay's auction service is a great example of where person-to-person transactions take place everyday since 1995(20).

Companies using internal networks to offer their employees products and services online--not necessarily online on the Web--are engaging in B2E (Business-to-Employee) e-commerce.(18)

G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) are other forms of e-commerce that involve transactions with the government--from procurement to filing taxes to business registrations to renewing licenses. There are other categories of e-commerce out there, but they tend to be superfluous(12).

## **4.2 Benefits of E-commerce**

Though e-commerce opens a world of businesses to customers and a world of customers to business, the model clearly shows that e-Business incorporates both this function and the provision of more significant opportunities for interaction, transaction and profitability in back Office and supply chain systems. Many supply chain systems are, in fact, e-commerce tools, eg procurement, inventory management, CRM and some ERP systems(18).

By allowing customers to track delivery of parcels in real time, the Federal Express website keeps customers in touch with the location of their goods and when



they will arrive. Useful information about products, services, prices etc and something FREE or value adding. “This again provides the customer with what they are generally looking for in their first contact with a business and helps to create a successful sale more quickly. Reduce Wages by engaging labour via the Internet on performance based rewards. Reduce materials costs by requesting and receiving both expressions of interest and quotes from materials suppliers worldwide”(24).

Outsourcing labour and casual work and automating business processes both help reduce space and equipment requirements. Using email for communicating and information dissemination saves phone, fax and courier costs. Also other Internet tools can be similarly used to communicate with suppliers, staff and customers. MS Netmeeting, IRC Chat and other tools allow voice, image and word communication saving travel, airfares, accommodation and teleconferencing costs. Voice recognition software helps minimise the need for secretarial support and increasing your typing speed. Most communication costs can be significantly reduced with a combination of email, other Internet tools, phone answering machines, voice response systems, call diversion and mobiles.Reduction of inventory holdings. Reduction of work capital requirements. Reduction in transactional costs (12).

### **1. Overcome Geographical Limitations**

If you have a physical store, you are limited by the geographical area that you can service. With an ecommerce website, the whole world is your playground. Additionally, the advent of, i.e., ecommerce on mobile devices, has dissolved every remaining limitation of geography.

### **2. Gain New Customers With Search Engine Visibility**

“Physical retail is driven by branding and relationships. In addition to these two drivers, online retail is also driven by traffic from search engines. It is not unusual for customers to follow a link in search engine results, and land up on an ecommerce website that they have never heard of. This additional source of traffic can be the tipping point for some ecommerce businesses”(16).

### 3. Lower Costs

One of the most tangible positives of ecommerce is the lowered cost. A part of these lowered costs could be passed on to customers in the form of discounted prices. Here are some of the ways that costs can be reduced with ecommerce(28):

- Advertising and Marketing  
Organic search engine traffic, , and traffic are some of the advertising channels that can be cost-effective.
- Personnel  
The automation of checkout, billing, payments, inventory management, and other operational processes, lowers the number of employees required to run an ecommerce setup.
- Real Estate  
This one is a no-brainer. An ecommerce merchant does not need a prominent physical location

#### **Locate the Product Quicker**

It is no longer about pushing a shopping cart to the correct aisle, or scouting for the desired product. On an ecommerce website, customers can click through intuitive navigation or use a search box to immediately narrow down their product search. Some websites remember customer preferences and shopping lists to facilitate repeat purchase.

### 4. Eliminate Travel Time and Cost

It is not unusual for customers to travel long distances to reach their preferred physical store. Ecommerce allows them to visit the same store virtually, with a few mouse clicks.

## **5. Provide Comparison Shopping**

Ecommerce facilitates comparison shopping. There are several online services that allow customers to browse multiple ecommerce merchants and find the best prices.

## **6. Enable Deals, Bargains, Coupons, and Group Buying**

Though there are physical equivalents to deals, bargains, coupons, and group buying, online shopping makes it much more convenient. For instance if a customer has a deep discount coupon for turkey at one physical store and toilet paper at another, she may find it infeasible to avail of both discounts. But the customer could do that online with a few mouse-clicks.

## **7. Provide Abundant Information**

There are limitations to the amount of information that can be displayed in a physical store. It is difficult to equip employees to respond to customers who require information across product lines. Ecommerce websites can make additional information easily available to customers. Most of this information is provided by vendors, and does not cost anything to create or maintain.

## **5. MARKETING IN A DIGITAL WORLD AND IT'S PRINCIPLES**

With the continued convergence of business and IT teams, the annual Consumer Goods Sales and Marketing Summit remains committed to providing a single thought-leadership forum for CG executives to network with peers, share ideas and experiences, and learn about important industry trends(22).

### **5.1 Transforming Consumer Dialogue into Business Opportunities**

Dialogue marketing is a term that has emerged in recent years to describe companies' efforts to engage willing consumers in an ongoing dialogue to create lasting relationships. For example, based on data, marketers target groups of consumers who exhibit a propensity to buy and invite them to connect with the company in a variety of ways. The engagement process provides value to both the consumer and the company. Marketers use these opportunities as automated data collection points. The companies use the data to further customize their marketing messages and personalize the experience for their consumers and market segments. In exchange for sharing opinions, buying patterns, product preferences, etc, consumers receive perks such as discounts, tips, and free trials as well as appropriate and valuable messaging from the company (39).

In order to succeed, dialogue marketing requires that businesses understand their unique value and how it impacts consumers; identify their key customers and prospective customers; develop the appropriate messages and methods to engage them; implement a plan to reach out and connect with the right consumers, and to foster and forge relationships with them. Measurement is a key component of dialogue marketing as it helps businesses track and measure their marketing and sales successes and failures and refine their strategy based on the feedback received. Comprising four essential stages: brand, strategize, engage and measure, dialogue marketing integrates the various components of advertising, public relations and marketing into one cohesive strategy. Vendors include advertising agencies, marketing and branding companies, digital printers, data specialists, social media experts and loyalty and referral program designers.

Combining traditional methods of advertising with technological advancements such as personalized microsites, marketers have found that dialogue marketing is both an efficient and effective means of spending their marketing dollars. In focusing marketing efforts on those individuals who are already open to engagement and creating opportunities for them to connect on their terms, businesses increase brand loyalty, referrals, cross-sales and repeat business

## **5.2 Mobility and It's Types**

Whether you are marketing pro or just a small business owner who is trying to wing it on his or her own, how successful have your marketing campaigns been over the last 12 months? If the answer is marginal or not successful, was that because you were marketing to the wrong audience or using the wrong tools to get the job done? As 2013 dawns on the business world, what are your marketing goals for the New Year, specifically if you are new to offering mobile payments to your customers? (40).

For those who have been following mobile industry trends in the news, the data can seem a little confusing at times. On one hand you hear and see that the mobile payments industry is set to boom over the next few years.

According to research firm by the time 2016 rolls around, there will be some 448 million mobile payment users worldwide, accounting for a market that is worth \$617 billion. Meantime, forecasts that by the end of 2014, approximately 490 million people around the globe will use a mobile device to pay for (including in-app payments, mobile coupons and mobile ticketing) products and services(38).

With those kind of numbers being tossed around, one might think the mobile market will be too hot to handle. Others, however, see things growing more slowly. According to a mobile payments with the company's wallet are increasing, but attaining a greater acceptance of NFC (near-field-communication) across the country is not going to blow anyone away. The spokesperson adds that consumers nationwide have demonstrated reserved interest in using mobile payments due to the fact the. offers what can best be described as a well-developed credit card ecosystem. If you choose to do so, social media can play a significant role in such marketing.

### **5.2.1 Promotion**

Before you get into possible rewards programs and other incentives for customers to use mobile payments (see below), utilize your Facebook, Twitter, Google+ and other such venues to market your overall company, including the fact you offer mobile payments. Update the sites regularly so that you are seen as both timely and relevant in the industry (40).

### **5.2.2 Education**

Social media is a great means for your small business to educate customers on the plus side of mobile payments. Use your shares, tweets and other posts to point out that mobile payments allow for a faster shopping experience, that customers can get online access to monitoring what they spend and where they spend it at, and updates in general on the mobile payments industry. If you have a company blog, devote some space to mobile payments and then link back to the blog via your social media venues(40).

### **5.2.3 Rewards**

Just because your business is not the size of a Starbucks or Google, that does not mean you can't offer your customer rewards for using mobile payments. Social media is a great way to offer such programs, especially given the real-time dynamic involved. In turn, you will draw more friends and followers to your sites. Using the right mobile payment software, you can put together detailed sales reports to identify what sells best, allowing you to market accordingly, including how you will reward special customers(40).

#### **5.2.4 Network**

Finally, look for other businesses (non-competitors) that you can perhaps work together with on promoting each other's usage of mobile payments. Follow and befriend them on the different social media sites, offering customers incentives to shop with both of you. As your social media audience grows, so do the opportunities to market your small business.

If mobile payments are in the cards for your small business in 2013, being social about it certainly can't hurt(9).

#### **5.3 Types of Consumer Trends**

The most important trends to impact the consumer market over the next decade and beyond are starting to emerge; they're heavily grounded in technology and predict a consumer that craves relevancy, personalization, and a platform to be heard. Savvy marketers need to be poised to meet the demands of this unique new force in the marketplace(39).

Here are some basic things marketers should consider when planning to reach the current and future consumer:

- Have a plan to continually familiarize yourself with new technology
- Track changes in how consumers are using technology to interact with brands
- Pay attention to consumer preferences; especially how they are interacting with new technologies across multiple industries and devices
- Understand the brand's customer base; who they are, how they shop, where (in-store and/or online, via mobile, etc), what they like, and motivations affecting their decision making

Anticipating the needs of the customer base will help brands develop products, services and communication methods that fit consumer trends. This is not a new marketing concept, but one rarely put into practice.

Once a plan is in place for keeping up with the technology itself as well as the customer's use of it, here are some considerations for strategic marketing of the future:

### **5.3.1 Deep and True Integration (Singularity)**

It's important for marketers in all disciplines to understand and master integration in order to remain in the game ten years from now. This does not mean integration just in terms of communicating via multiple channels or by engineering different systems to work together. Rather, the concept of singularity better describes future marketing integration. Already, consumers are piecing together their experiences with a brand, across all channels, to form one continual and cumulative idea of that brand. They'll continue to move in this direction toward one interface, one digital platform, for their media needs.

### **5.3.2 Evolution of Consumer Targeting and Segmenting Methods**

Similarly, traditional ways of segmenting sets of audiences and the categorization of consumers for marketing will be defused. If social media has taught us anything, it's that everyone wants to be included and counted. Marketers will need to find a different way to speak to audiences — audiences that may not have a defined demographic or socioeconomic makeup.

### **5.3.3 Data and Measurement as the New Creative**

All this being said, the collection, handling, and deciphering of consumer data and campaign success data will fundamentally change. Programs that measure campaign performance and traditional sets of data that are used to segment audiences will have to become more intelligent and sophisticated. New types of data will be important to consider; however, things that cannot be measured in quantifiable terms will most likely become stronger factors in making decisions. The CMO of the future is a cross between a philosopher and a mathematician; a master of logic and a devotee of irrational abstraction.



Staying on top of all the technologies while keeping an eagle eye on how consumers are responding to shifts in the market place is the key to building success well into the future.

#### **5.4 Successful Marketing Strategies**

Content marketing has been one of the most effective strategies used by various businesses that have made their presence online. Basically, marketing various forms of relevant and valuable content helps in the goal of attracting potential customers or clients without directly selling the businesses' products or services.

Here, the brand name is not highlighted; rather, the product or the service itself as the whole is being taken into account. It is a simple yet successful online marketing strategy that various businesses, from large corporations to small-scale shops and services, have used to not only increase their online presence, but also contribute to making potential customers and clients become responsible, loyal, and intelligent buyers.

In fact, according to Roper Public Affairs, business decision makers rather read a myriad of articles about the company instead of sticking to the company's advertisements. Also, more than half of them would say that the company's content is way more helpful in making better product or service decisions.

To put into perspective, a customer or client who spends time reading certain content in print, e-mail, or online format is more likely to take advantage of the company's product or service rather than those who look at a company's website full of advertisements.

##### **5.4.1 Marketing for 2013**

The year 2013, while still young, is a fresh new start for many online marketers, especially those who employ content marketing. While the last year has been a success for many of them, striving to generate more success for this year in terms of content marketing still lingers, which is a good thing (42).

Along the way, many innovations in online marketing may soon spring up, therefore increasing the possible gains and strengthening the capabilities of this marketing strategy. Meanwhile, here are the things that companies and small-scale businesses must look forward to with regards to content marketing for this year:

- Consistency should be the constant. A website should have high-quality content, which would help grab the readers' attention. To maintain the loyalty of the readers to a website, the content should not only be interesting, but also consistently high-quality. What is wordy content if the thought of it is full of nonsense?

Video content definitely grabs attention. Content is not all about articles. Even multimedia has been classified as valuable content, and the video format is one of the most popular. Many companies and small business have employed the use of:

- Video to help promote their products or services, keeping their audiences engaged and, more importantly, promote sharing to other social media sites.
- Content that is user-generated is also an attention-grabber. Businesses that take time in having their satisfied customers or clients create reviews about their positive experience with them somehow impacts how consumers weigh in on buying or availing of a certain product or service. Putting user-generated content such as online reviews would certainly help in generating more and more potential clients and customers, therefore increasing the probability of making profit.

Indeed, content marketing is not only the future of online marketing, but it is also within our midst due to its effectiveness. Thanks to social media and all other venues online, this marketing strategy would continue to prosper in the years to come.

## 5.5 Trade Promotion Optimization (TPO)

“Consumer goods companies are expanding their trade promotion management initiatives to include advanced analytics and optimization capabilities. However, each company seems to have its own definition of trade promotion optimization (TPO) as well as its own way of getting there. Trade Promotion Optimization is the use of predictive modeling techniques and analytics to identify the best combination of promotional investment variables (mainly price, merchandising, and timing) within a set of constraints to achieve an incremental sales return. Components include: a strategic plan, repeatable processes, organizational structure, tools, and analytics”(41).

TPO enables quicker understanding of the scenarios that shoppers want most. Modeling and analytics tools speed up testing and learning. Price responsiveness and margin guesswork can be eliminated. Promotion frequency and inventory positions can be optimized. Merchandising vehicles can be localized cost-effectively to reduce waste. Shopper messaging can be crisp and relevant. TPO is on the cusp of becoming a competitive necessity, with four central points (41):

1. TPO is the means to break out of account planning doldrums. It helps manufacturers and retailers speak the same financial language of investment and return. It enables them to provide shoppers superior shopping experiences based on continual learning through modeling and analysis. Retailers appreciate fresh insights and the ability to innovate and grow with timely data.
2. Powerful TPO software is available and distinctions in technology choices are more intelligible which can help expedite buying decisions.
3. Data is foundational for advanced modeling. TPM data and demand history that has been accumulating can be increasingly utilized in predictive modeling.
4. Economic principles must be applied to support tradeoff decisions where the pace of change in marketing and media choices is escalating. TPO provides

logic and direction as to which combination of marketing options will drive competitive advantages in sales, profit, and market share.

## **5.6 Business Intelligence Principles**

“A major success criteria for the marketing department of the company is the understanding of the consumers and the success of the campaigns. (44) Based on the outputs of certain data mining tasks, a marketer would be able to chalk out his strategy. But the major barrier against proper utilization of business intelligence is that often the marketer is unable to see the actual benefits the system can provide him in meeting his objective. Firstly this article provides a basic knowledge of the various data-mining tasks which can create value to the marketer. A major concern becomes, even if the marketer is convinced of the benefits to be obtained, he is unaware of the process involved to get it done. The data requirements are huge for a business intelligence system. This article also provides some insights on what kind of data requirements the data-mining system would require to perform such business intelligence tasks. Thirdly, this article maps how business intelligence can be collaborated with marketing strategy to create value in each stage of the product development life cycle following Kotler’s product life cycle framework. The entire paper provides these conceptualizations based on theoretical understanding of the areas under discussion”(1).

As more marketing spend moves to digital channels, the wealth of data marketers now collect has made it easier than ever to track client behavior. Even with free tools such as Google Analytics, marketers can get a detailed view of prospects’ location, shopping interests, and more. Add this to social media measurement tools, and reporting capabilities through existing transactional systems, and you’ve got access to an unprecedented level of data. You’d think this was a good thing, right? Not necessarily. With so much data available, it makes it very easy for marketing executives to measure the wrong thing. For instance, you could measure click-through rates of an email campaign, but miss the geographic or demographic correlation of conversion rates for that campaign. Put another way, you may understand how a campaign worked, but miss why it worked(44).

Information plays a major role in the current times in improving business processes. To become productively engaged in knowledge discovery activities, marketing managers should possess a good understanding of what these activities consist of. For doing the same, there has to be a good understanding of the various tasks, their requirements and their outputs, to be able to appreciate their relevance in the business context. That provides a basic understanding of the various tasks and indicates how each task can provide value to the marketer based on theoretical understanding of both areas under discussion. It also maps the data-mining tasks with the product lifecycle stages and also provides insights of a few possible business benefits that may be extracted by engaging in the tasks. The focus has been on the product life cycle as various strategies actually depend on the stage of the product in the PLC curve, with which the data-mining tasks have been mapped. That also provides a keen insight on how information technology can be used to enable business processes and strategies better by using the keen insights developed from processing information(8).

### **5.7 Sales Force Automation Helping You Close More Deals**

Abbreviated SFA, to automate the business tasks of sales, including order processing, contact management, information sharing, inventory monitoring and control, order tracking, customer management, sales forecast analysis and employee performance evaluation. SFA is often used interchangeably with however, CRM does not necessarily imply automation of sales tasks(60).

Sales force automation (SFA) software is a type of program that automates business tasks such as inventory control, sales processing, and tracking of customer interactions, as well as analyzing sales forecasts and performance. Businesses may have a custom version developed specifically for their needs, or choose from among the increasing number of sales automation software products, such as Interact Commerce's ACT. and GoldMine Software's GoldMine. Sales automation software is sometimes called sales automation software, and sometimes called customer relations management software(61).

SFA packages typically include a Web-ready database, an e-mail package, and customizable s. A architecture is typically used to separate the database, server,

and application to reduce programming demands on clients. A module-based design is generally used, to allow users to customize the package to suit their needs.

In August 2000, Oracle released a free CRM software package, OracleSalesOnline.com which makes information - such as contacts, schedules, and performance tracking - available online through the included database program. The package is designed for medium-to-large enterprises with mobile work forces. All data and storage are based at an Oracle facility, similar to the application service model, which means that data can be accessed from any Internet connection and that the client doesn't need special hardware or software. The Oracle package also includes online staff training(43).

### **5.7.1 Build customer relationships for long-term success**

Effectively manage customer relationships from prospect, to close, to lifetime customer from one central database. With every customer and prospect's profile and interaction history tracked in detail — including quotes, orders, project details, emails and calls — you and your staff are equipped with the necessary information for engaging customers, earning loyalty and driving repeat business. Manage an unlimited number of accounts or contacts and profile them using a variety of your own custom fields, such as industry and size, to track information that is relevant to your business. With an unlimited number of columns of data to view, search and sort on it is easy to personalize the way you view information(45).

### **5.7.2 Clinch top deals and keep priority customers satisfied**

Sales opportunity management makes forecasting effortless and lets you take proactive measures to ensure your sales team hits revenue targets. Keep on top of priority opportunities at every step of the sales cycle. Implement your sales methodologies and have every sales person follow the same best practices and step-by-step activities to increase close ratios and maximize wins. From providing estimates, to conducting product demonstrations, to final sale, gain full control of the sales process by prompting sales representatives to conduct each activity within the appropriate time frame. Advanced sales tracking enables you to closely monitor deals, improve performance and forecast sales with ease (45).

### **5.7.3 Convert leads to solid sales opportunities**

Convert leads to customers more easily with the right process in place for efficient lead qualification, follow-up and nurturing. Capitalize on leads and optimize conversion to sales opportunities by ensuring timely assignment and follow-up, and closely tracking lead status and source to measure funnel and conversion rates. Intelligently route leads and inquiries to the appropriate rep, while responding immediately to the sender and recording the interaction in the customer's record. Qualify leads efficiently by setting up fields to capture qualification criteria including budget, purchase timeline, need, prospects' authority level and more. Promptly drill down to the qualified leads that matter and stay focused on maximizing revenue to meet your targets(45).

### **5.7.4 Optimize efficiency and productivity**

Ensure all daily tasks and deliverables are managed effectively by setting up follow-up activities with staff and clients, whether it is making the next call, completing a proposal, or sending a follow-up email. Create reusable action plan templates to help you manage a series of tasks for yourself and those required of other individuals and departments — to guarantee that action items and follow-up activities are completed on time. With the integrated calendar, schedule your work and personal time effectively and view upcoming appointments at a glance. Using the most popular calendar applications set up and manage meetings seamlessly with both internal colleagues and external customers(45).

### **5.7.5 Real-time insight into your sales pipeline and performance**

Stay on top of productivity and sales levels with real-time visual snapshots of company, team and individual performance. Gain actionable insight by starting each day checking your management dashboard for a visual health check on sales leads, opportunities and account status. Easily recognize trends and performance patterns by monitoring KPIs such as the status and value of leads, opportunities and forecasts, then drill down to view further details. Use built-in dashboard and reports or easily

configure and customize your own, to provide real-time feedback so you can adjust tactics or resources on-the-fly. Maximize your wins by forecasting accurately, following deal progress and driving your team to move opportunities through the sales pipeline(45).

### **5.7.6 Reduce downtime, increase face time, win more deals**

Leverage the power of mobile CRM on the latest smartphones and tablets (including iPhone, Google Android, Windows Mobile and iPad) to build loyal customer relationships and win more deals. Keep on top of your deals with complete access to the critical customer and prospect information essential to achieving success when you are away from the office. Look-up and update accounts, contacts and leads, including custom fields and notes for a complete history of interactions. Collaborate with team members on the road to set up multi-user appointments, assign tasks, and update opportunities. Access the online document library to send brochures, quotes and other documents to customers and prospects on-the-fly(45).

### **5.8 Master Data Management (MDM)**

Generally customers tell us that their most important asset is their data. We are no different and, as a marketer, I am always looking at ways in which I can “do more with less” and drive greater efficiency. MDM is a critical component of our infrastructure which is having a significant positive effect on our internal efficiency. MDM is a solution that helps deliver a single view of a customer across different operational systems on-premise or in the cloud – including the relationships that the customer has with other people and the products they have purchased. However, we also use it for another reason – to improve our lead processing efficiency(64).

As background, we use as our CRM platform. We use for our marketing automation, for our web infrastructure and for our process automation engine. My marketing strategy is quite simple – I want people to think of Informatica and to come to our web-site. In fact, I like to think of marketing as the early warning system for sales. I believe within the B2B market that anyone looking to buy an enterprise product will, at some point, go online and research. My marketing job is to ensure that they think of Informatica when they do that research. This strategy was re-



iterated by discussions at two recent Marketing & Enablement conferences I attended (and which were the subject of my recent blog entitled ). When employees at Informatica ask me why we focus on “social” I tell them it is precisely for this reason – engaging with potential prospects who research online prior to starting sales cycles. When a lead arrives at my door, I then want to deliver the leads to the right salesperson as quickly as possible to ensure that they are followed-up quickly and efficiently. I read with interest an article on “” in which it suggests that Best practice companies will typically close 14 deals out of 1,000 inquiries. One critical element of that process is to get qualified leads into the hands of a salesrep as quickly as possible – after all, as my colleague Paul Hoffman tells me every day “time kills all deals”. I have a similar saying for marketing, “time kills all leads!”. This is where MDM comes in(64).

Anyone who engages with us becomes a lead in Eloqua. That lead then flows into salesforce.com where it appears as a lead in the lead queue. As is typical with pretty much any organization we have people who focus on following up those leads one-by-one, day-by-day, week-by-week.

However, with MDM something magical happens. We have an MDM hub that receives regular feeds from a great partner of ours who has embedded our cloud integration service into their data service). Any lead coming in pauses briefly to be matched within the MDM hub and is then allocated directly against the relevant account in Salesforce.com and appears under that account. If you are a salesforce.com customer, you will know that this is amazing and not the default way in which leads are processed! Now the sales rep immediately sees the leads against their account inside salesforce.com and can choose to take ownership immediately, or leave it to others in the team to process. In addition, this process automatically aggregates the leads to allow a salesrep to be able to see all activity for all leads relating to their account!

Master Data Management is having a profound effect on our internal efficiency in delivering leads immediately to the person who matters most in our company – the sales rep who is responsible for that account.

If you would like to know more about how we do this, then please join us at . We'll be discussing this and other ways in which we are using data to drive greater pipeline from marketing to sales.

## **5.9 Innovating to Create New Markets**

When the marketplace feels saturated where do new markets come from? Seth Starner will discuss his experience in uncovering new markets throughout the globe. With a focus on practice and tools, he shows 3 specific ways to help your organization to uncover new markets(46).

1. The power of empathy with potential customer segments to uncover latent needs which can develop into whole new markets.
2. Prototyping as a means of getting from no to yes on disruptive concepts.
3. Living in Beta and managing risk through Live Model Testing as a way to bring new markets to life that are seemingly distant from the core business.

### **About the Speaker**

Currently stretching boundaries and driving successful business innovation for \$11.2 billion global direct selling giant Amway in his role as Manager of Business Consulting. Promoted progressively into positions of increasing responsibility, Starnerenergetically evolved his innate desire to understand patterns into a targeted focus on human centered design and a passion for bringing business opportunities to people around the globe. Starner views his role as that of 'a thinker, a doer and a designer'inspiring and encouraging new thinking and behaviors to foster a corporate culture of innovation(44).

Starner has been instrumental in pushing mutually-beneficial innovation through the promotion of cross-company industry collaboration. Starner continues to spread the message that "Innovation is not risky. Not innovating is risky." Established as a respected and sought-out industry subject matter expert, Starner regularly addresses innovation-related topics via highly visible channels such as published articles, social media, and public and industry seminars and speaking engagements.

## **5.10 Retailer Collaboration**

Retail marketing used to mean a store taking cash from a brand for the privilege of running a promotion, but the traditional transactional relationship is being replaced by a burgeoning “shopper” marketing sector in response to changing consumer expectations and a better understanding of in-store shopping journeys. All marketing activities contained in a retail environment or specifically at the moment of contact in store, commonly referred to as point of purchase. Deals between retailers and brand owners to create an in-store promotion are being replaced by a more strategic partnership between retailers and brands to create targeted shopper marketing campaigns that are based on understanding the journey customers take in a retail environment.

Developing deep customer insights that help to create successful in-store campaigns at the point of purchase is increasingly seen as a vital strategy to boost the bottom line for retailers and brands alike.

Retailers responding to increasing competition and value-hunting shoppers are attempting to become destination brands to increase footfall, adopting the kind of mood music once the exclusive reserve of fancy cocktail bars.

The Marketing Store planning and strategy director Wendy Lanchin argues that creating the right atmosphere in store prevents the shopping experience being reduced to a bargain-hunting exercise. “There appears to be a rebalancing of the quality versus price equation, despite the recession still being with us.”

Other supermarkets have also been pushing their own label brands in a bid to increase overall spend. This shift is creating a new landscape because the growth of own label popularity is here to stay, according to sector analyst Planet Retail’s recent PR report.

“For an increasing number of retailers, the role of own label is moving from generic alternative to other brand. The extension of own label into services and other key areas aims to strengthen the brand equity of the retailer and drive shopper loyalty,” it concludes. Brands must respond to this shift by developing shopper-led partnerships with retailers. Diageo, which created a category in-store marketing campaign in partnership with supermarkets this summer, set up a shopper marketing

department because winning in retail has become very important to them as more people drink at home rather than in pubs.

The agency has helped to develop the “Together for a Better Summer” campaign, which attempts to shift the tendency for customers to opt for beer or wine in supermarkets by prompting shoppers to buy fruit and mixers that go with spirits before they reach the alcohol aisle at the end of the shop.

Sales of spirits and mixers have risen as high as 45% year on year in stores that have been running this campaign. Investment targeted at consumers in shopper mode has increased in the past 12 months and is an increasingly important part of the marketing mix.

Retail director of market research agency Leapfrog. “Sales have historically been communicated with the colour red and sales branding has always sat separately to the retailer’s brand. The use of softer, subtler colours such as green demonstrates the shift towards retailers thinking as a brand, and an awareness of the need to not devalue or damage that brand,” she says.

The growth in intelligence about shoppers’ habits, gathered from everywhere from focus groups to loyalty cards, has allowed marketers to influence in-store decisions much more effectively, says Alan Treadgold, head of retail strategy at advertising agency Leo Burnett.

“Cutting through the visual congestion in store is very important,” say Treadgold, who suggests that brands should develop different messaging depending on where the marketing material is placed in store.

Schweppes brand manager Shelley Norris agrees. “Define the main type of shopping mission you’re tapping into and build your plan around that,” she advises.

A greater focus on in-store messaging has created tension between FMCG retailers and brands, however. Some leading retailers moved to create “clean shelf” policies to combat growing customer inertia as a result of being bombarded with too much information.

Shoppers want and expect some kind of experience and retailers aren’t allowing that any more, he argues. However, the recent high profile launch of Apple’s iPad demonstrates that customers will rush to stores if retailers provide the right experience.

Morrisons supermarket is another retailer using physical retail space cleverly to communicate brand values and increase sales, according to a recent IGD report. The retailer's decision to turn store space over to its Market Street initiative - where counters display fresh food - demonstrates that its message of quality, good value groceries is more important than the fact that its space could be used more profitably, argues Billington Cartmell's shopper marketing expert and group account director, Andy Jarvis.

The agency, which has worked with Morrisons to refine its marketing in recent years, advocates that retailers should concentrate on becoming a destination brand. Jarvis says: "Marketers should focus not simply on reaching the next turn in the road, but on the ultimate destination for their brand."

Empowering retail staff on the ground is of crucial strategic importance, adds Jarvis. Morrisons trains its Market Street staff to be specialists in particular areas such as the bakery or butcher's department.

It's crucial to invest in training, engaging and empowering staff, argues Elvis business director Gareth Rowe. "Store staff are the most effective, most flexible way of delivering messages in store," he says.

Elvis recently created the Event in a Box campaign for T-Mobile, which encouraged branch store managers to pitch a business case to create an in-store event that would attract local people, for example a small business networking breakfast.

For Schweppes' Norris, shopper marketing lives or dies on understanding the target shopper and partnership with retailers.

One can understand clearly what the opportunity of the marketing initiative is for the retailer and build a plan with them," she says. Doing shopper marketing well requires absolute retailer buy-in to allow you to access the right in-store touchpoints and feature that will capture shoppers' attention.

## 6. DEFINITION AND SCOPE OF BRANDING

The dictionary definition of “branding” usually refers to the name and image of a product or service. However, in the business world we take it a few steps further. BNET defines branding as: “a means of distinguishing one firm's products or services from another's and of creating and maintaining an image that encourages confidence in the quality and performance of that firm's products or services.”

A bit wordy, but it really gets to the point and accurately describes the overall affect, goals and purpose of branding. Jon Jantsch from Duct Tape Marketing offers an even simpler definition that we really like: “Branding is the art of becoming knowable, likeable and trustable(38).”

### 6.1 How are branding and marketing related?

The great marketing/branding debate. Here at ImageWorks Studio we have long argued that marketing and branding are very similar and are, in fact, dependent on one another. When fused together successfully branding and marketing create and promote value, trust and confidence in a company’s image, products and services(51).

**New definition:** Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

**The older definition:** Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individuals' and companies' goals.

So think of branding as the creation/re-creation of tools and media used for marketing purposes and *marketing* as the planned execution of those tools and media. Or to keep it simple lets go back to Jon Jantsch and take a look at his definition of “Marketing is getting someone who has a need to know, to like and trust you.”

If marketing is doing then branding is being. Often the two are so integrated strategically and tactically that it's hard to say one comes before or is more important than the other (13).

### **Confusion in the word "brand"**

We are surprised by how many customers think a brand is just a logo or name and branding as something used to raise awareness by Fortune 500 companies. A Brand is everything that creates an impression about your company and/or your products and services. It's the whole enchilada. This impression is what we call the "Brand Image"

**Brand Image:** A customer's perception of what a brand stands for.

Perception is everything in the business world. Advertising professionals call it “outside perception” when it’s in the eyes of the customer. Everything that comes in contact with customers — brochures, direct mail, Web sites, advertisements, presentations, e-mails, signs, exhibits, salespeople, etc. — helps them form an opinion, good or bad, of your company (52).

A successful branding program is multidimensional, emphasizing the total customer experience. Companies often focus on a specific marketing project and forget the total package. Your brand must convince your prospects that you are the clear-cut choice to fulfill their expectations. This leads to credibility and anticipation, which will give you a huge advantage when it comes to converting sales.

ImageWorks can help you build a brand from the ground up or re-brand a “tired” or outdated corporate image.

You can also get great insight in the new book, *Mastering the World of Marketing*, which features Scott in chapter 24. It is an excellent reference and combines some insight and strategies from some of the best marketing minds in the business.

## **6.2 What is Branding and How Important is it to Your Marketing Strategy?**

That defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers(52).

Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

The objectives that a good brand will achieve include:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretizes User Loyalty

To succeed in branding you must understand the needs and wants of your customers and prospects. You do this by integrating your brand strategies through your company at every point of public contact.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all your brand is the source of a promise to your consumer. It's a foundational piece in your marketing communication and one you do not want to be without. Around the release of a company's results, what role does its corporate website play in relation to other sources of information such as Bloomberg or Reuters etc?

On this question there was a marked difference between the responses of our sell-side sample and the US and UK buy-side groups, as regards first port of call on the day of results. All but two of the sell-side focused on Reuters or Bloomberg,



driven by a need to generate immediate comment on the company's results as early as possible. A majority of the UK buy-side sample, in contrast, preferred the company website, citing better formats for the release (PDF, better printing, easier search), and availability of the presentation slides and meeting webcast in the same location. Our US sample also mostly preferred the company's website at least as an initial source. Several in each of the samples referred to receiving results releases directly by e-mail rather than through the website.

## **7. CUSTOMER RELATIONSHIP MANAGEMENT and MARKETING**

Customer relationship management (CRM) is described as a model for managing a company's interactions with current and future. CRM systems for marketing track and measure campaigns over multiple channels, such as social media search, email, telephone and direct mail. These systems track clicks, responses, leads and deals(36) (37).

### **7.1 Scope of Customer Relationship**

CRM leverages and amplifies customer base of an organization through efficacious and efficient marketing. In fact CRM has brought up new dimensions in the field of marketing by significantly improving marketing functioning and execution. Intuitive CRM associated marketing strategies like direct marketing, web marketing, e-mail marketing etc. have been matured during the recent past. These marketing strategies are more promising as compared to the traditional ways on marketing as they help delivering higher-up performance and walloping business. They also help meliorating response rates in marketing campaigns, cut cost on promotions due to low asset values and provide higher scrutiny on organizational investments (9).

#### **7.1.1 Web Marketing**

With the growing popularity of web, customers are tending towards web marketing or web shopping. This helps both customers and suppliers to transact in a real time environment irrespective of their locations. Some of the major advantages of web marketing are listed below(37):

- It is relatively very inexpensive as it reduces the cost for physically reaching to the target customers for interaction.
- Suppliers can reach to more number of customers in lesser amount of time.

- The online marketing campaigns can be easily tracked, traced, calculated and tested.
- The selection process of any product or brand is simplified due to proven online research and analysis techniques.
- Online marketing campaigns are more promotional as compared to manual campaigns.

### **7.1.2 Email Marketing**

Email marketing has turned out to be more efficacious and inexpensive as compared to mail or phone based marketing strategies. Email marketing is direct marketing which is data driven and leads to more accurate customer response and effective fulfillment of customer needs. More attractive features include newsletters, sending of eCoupons, eCards, provision of saving events into calendars etc.(37)

### **7.1.3 Analyzing Customers Buying Behavior Online**

A CRM system provides a platform to analyze the customers buying behavior online. This interactive strategy provides great accuracy with high speed which includes profiling services furnishing elaborated bits of information regarding customers purchasing habits or behavior. Individualized analysis of this behavior also helps to identify to which product or brand the customers are more tended. For example an online selling website [www.xyz.com](http://www.xyz.com) can analyze the customers buying behavior by installing an in-house service with the help of a full-fledged CRM that checks what all products are being purchased by a particular customer and under which specific group they fall. This is achieved by personalized analyzing the buying history of customers in the past which predicts the future business with those customers also. This accomplishes to build a long-term relationship with customers by properly canvassing customer needs and resulting in customer satisfaction. Analyzing this particular buying behavior of customers online also helps to fix or change of marketing techniques or strategies to mould the system according to the future perspectives(60) (37).

#### **7.1.4 Forecasting Future Marketing Strategies**

Down the line marketing strategies keeps on changing according to the emotional behavioral change of customers. CRM market forecasting techniques help to understand this change through regression and statistical analysis of customer behavior online. These are some complex but more accurate analysis techniques provided by CRM system which are proved to be one of best marketing strategies. This innovative approach is carried out with greater risks but is believed to outturn astonishing rewards(37).

#### **7.1.5 Building business impact models**

It is important for an organization to have check on marketing performance regularly so that the techniques never deteriorate and always match to yield greater results. These CRM oriented models help in delivering accurate measurement of marketing performance throughout the organization and to do better every time(37).

These synergistic marketing strategies make a part of CRM system to develop high-end marketing business. Hence it is very important for an organization to incorporate them by carefully anticipating change, testing their performance and assembling the best possible combination of these strategies to meet the needs of the customers and maximize its marketing growth.

### **7.2 Role of CRM in Marketing**

There is no one true definition of customer relationship management. The role of CRM is to establish, maintain and develop long-term relationships between an organization and its customers. CRM optimization is created through information technology, customer life cycles and business strategies (60) (35).

### **7.2.1 Information Technology**

Information technology creates touch points, areas where an organization can interface with its customers. IT creates and maintains software that assist sales and customer service in the monitoring of touch points and customer needs.

### **7.2.2 Data Mining**

Data mining evaluates patterns and relationships between segments of the organization's customers, enabling marketing to evaluate and make decisions that will effect the creation and delivery of lifetime values.

### **7.2.3 Customer Life Cycle**

Customer life cycle is a marketing tool that summarizes the key strategies an organization develops to maintain customer relationships. The main focus of CLC is on the products and services a customer needs throughout the life of their business.

### **7.2.4 Permission Marketing**

CRM's database enables marketing to store data and track every aspect of the customer's life cycle. Data stores can be used to set up permission-based marketing, where a customer can elect to accept marketing material from an organization.

### **7.2.5 Business Strategy**

CRM's business strategy revolves around the acquisition of first-time customers, retaining current customers who purchase goods for a second-time and customer extension, where customers regularly return to buy products from an organization. In each step of the process, the organization expects growth in first-time or repeat purchasing.

## 8. COMPETITIVE MARKET

Sumru Ceyiz market is perfectly competitive market. To examine how the firms make production decisions in competitive markets. A market with many buyers and sellers trading identical products so that each buyer and seller is a price taker.

A perfectly competitive market has the following characteristics:

1. There are many buyers and sellers in the market.
2. The goods offered by the various sellers are the same (identical).
3. Firms can freely enter or exit the market.

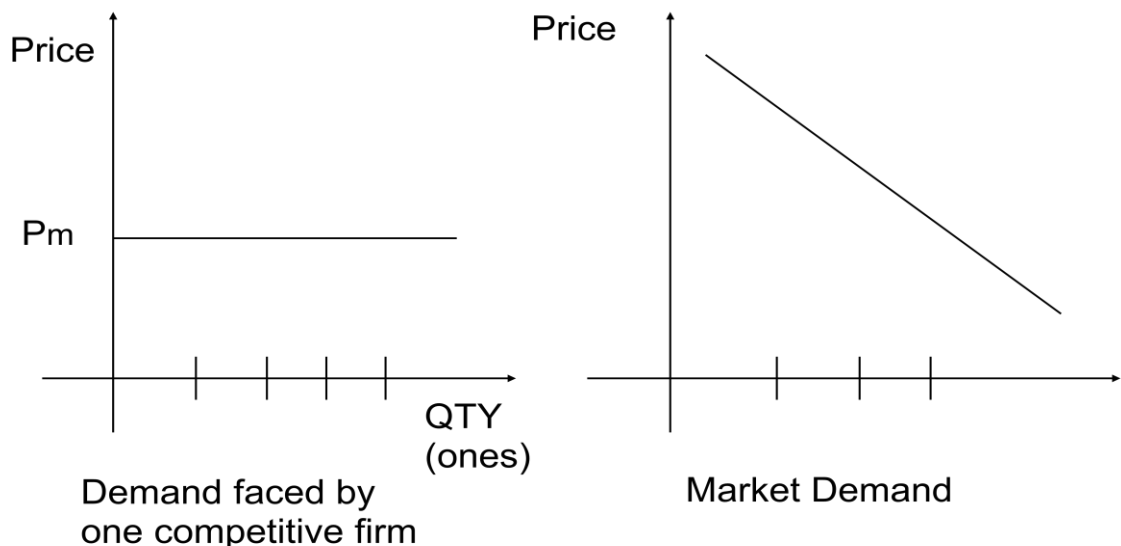
Information is perfect. Buyers and sellers know all prices offered.

As a result of these characteristics, the perfectly competitive market has the following outcomes:

1. The actions of any single buyer or seller in the market have no impact on the market price.
2. Each buyer and seller takes the market price as given.

Ex: Gasoline, fish, eggs, pencils, slippers, tomatoes, etc.

Buyers and sellers must accept the price determined by the market. No single seller has market power (the power to influence the market price).



*Figure 8 : Competitive Market*

## **8.1 The Revenue of a Competitive Firm**

1. Only in a competitive market, marginal revenue equals the price of the good. This is because a firm in a competitive market can sell as much as it wants at the constant market price.
2. If a monopolist or oligopolist sells more, this causes the price of the good to fall. Ex1: Think of crude oil price and OPEC. Ex2: Consider a downward sloping demand curve.

## **8.2 Profit Maximization and The Competitive Firm's Supply Curve**

1. The goal of a competitive firm is to maximize profit.
2. This means that the firm wants to produce the quantity that maximizes the difference between total revenue and total cost.

## **9. SOFTWARE PROJECTS and MARKETING**

Software projects are difficult to define. Unlike a building, you can't see software or touch it or feel it or visualise it and it's hard for the layman to get a conceptual grip of its size or cost or how long it might take to build(59).

### **9.1 Definition of Software Projects**

Software project management is the art and science of planning and leading software projects. It is a sub-discipline of project management in which software projects are planned, implemented, monitored and controlled(25).

#### **9.1.1 Software Project Management**

About 30 percent of all software projects are canceled before being completed, and most run over budget and over time. Software project management is designed to avoid this high failure rate; it is the specialized field of managing software projects from beginning to end, to provide reliable, high-quality code that does what it was designed to do and is produced on budget and on time(25).

#### **9.1.2 Software Projects Types**

There are a number of software project management models in use today and more are being developed. The most cited model is the Waterfall Model, which envisions projects starting with Requirements and moving to Design, Implementation, Verification and Maintenance. This Project is coded using asp.net platform written by Sumru Özçiftçi. Asp.net and three tiered application model.

In, multi-tier architecture (often referred to as n-tier architecture) is a in which presentation, application processing, and data management functions are logically separated. For example, an application that uses to service data requests between a user and a employs multi-tier architecture. The most widespread use of multi-tier architecture is the three-tier architecture(27).



N-tier application architecture provides a model by which developers can create flexible and reusable applications. By segregating an application into tiers, developers acquire the option of modifying or adding a specific layer, instead of reworking the entire application. Three-tier architectures typically comprise a presentation tier, a business or data access tier, and a data tier.

While the concepts of layer and tier are often used interchangeably, one fairly common point of view is that there is indeed a difference. This view holds that a layer is a logical structuring mechanism for the elements that make up the software solution, while a tier is a physical structuring mechanism for the system infrastructure

The Agile software development model is another software type which works with a number of iterations, adding functionality with each iteration, relying on the skills of the developers and constant interaction between the software development team and the customer. Other methodologies include XP, Spiral, Lean, RAD and RUP.

### **9.1.3 Software Projects Benefits**

Software project management allows the cost of developing software to be accurately predicted, allows for pricing of software based on the cost of development, and allows for planning of development cycles, as well as allocations of developers and quality assurance engineers to the development life cycle(27).

In general, good software project management leads to software developed to requirements, delivered on time and with an acceptable level of defects.

### **9.1.4 Software Projects Potential**

As software project management continues to grow in expertise, it will become possible to accurately predict development times and costs, allowing for software to be delivered on time and under budget. This will mean cheaper software with more features and abilities(34).

## **9.2 MARKETING SOFTWARE PROJECTS**

### **9.2.1 Web Sites Marketing**

After having a website that did nothing for me for years, I decided to find a company that knew about website development, E marketing, social marketing and would give me a back office system that would allow me make changes whenever I needed to without having to incur a cost. I have published a great company called Sumru Ceyiz since 2002; the people are wonderful, great to work with and very reasonably priced. Just as with any product or service, a Web site must be "marketed" if it is going to become well known. It cannot be assumed that, once your site is online, people will find it on their own. Search engines have become increasingly sophisticated at indexing and retrieving Web sites, but the number of Web sites has also increased exponentially. If your site does not appear within the first 50 links retrieved by a search engine, it is unlikely that users will find it. Therefore, additional efforts need to be made to ensure that people know your site exists and that they have a reason to visit it(47).

The following should be taken into consideration in marketing Web products:

- strategy development;
- financial resources; and
- staff resources.

#### **Strategy development**

The purpose of every Web marketing strategy is to increase "traffic" (i.e., the number of times people visit your site). Even though the broader goal of your Web site might be to build awareness of certain issues, this will not be accomplished unless people are enticed to visit your site(10).

Civil society organizations (CSOs) do not usually take the time to develop marketing plans for their organizations as a whole, much less their Web products and services. However, in order for marketing efforts to bear fruit, at least some planning

is required. Even if you do not have the time to produce a full-fledged marketing plan, you should take time to devise some form of strategy, however modest.

#### **Four elements in a marketing strategy:**

##### **1. Determine your audiences and your niche**

- Keep the information needs of your user in mind: CSOs often focus on what information they want users to have (pushing information out), rather than on what users may be looking for (pulling users in).
- Look at what similar information is already available, and distinguish your product/site from the competition.
- Be specific in defining your audience: your audience may include your co-workers, board members, project partners, media practitioners and donors, as well as broader groups you seek to influence on a given issue.

##### **2. Build brand identity and brand loyalty**

- Establish a strong, distinct identity for your Web site, your products and services, using consistent design features, clear writing style and good navigation.
- Make sure your institutional logo and wordmark are consistent across all materials: letterhead, business cards, print products, electronic products.
- Register a domain name that is simple to remember. Take into account the name/acronym of the organization and whether you wish to include the geographic domain.
- Create online communities of people interested in your issues, as a means to encourage repeat visits to your Web site, and a means to further disseminate your knowledge.

##### **3. Combine a variety of tools for publicity and promotion**

- Web-based tools;
- e-mail tools; and
- off-line tools (i.e., print, CD-ROM, etc.).

#### **4. Use Partnerships**

- Private sector partnerships can provide you with:
  - a. their own marketing services: both advice for developing marketing plans and access to their own marketing outlets (e.g., including your information in one of their mail-outs);
  - b. financial resources; and/or
  - c. in-kind resources (e.g., hosting of your Web site).
  
- Academic partnerships can provide you with:
  - a. access to student and faculty audiences; and/or
  - b. in-kind resources (e.g., hosting of your Web site, voluntary student help).
  
- Government partnerships can provide you with:
  - a. financial and in-kind resources; and/or
  - b. access to their marketing outlets.

#### **Financial resources**

Given the general preferences of most CSO donors to provide project funding rather than institutional support, it is difficult to access funding for general marketing activities.(32)

- Marketing can and should be built into project budgets, as part of the means by which the project achieves its intended results.
- There are relatively inexpensive ways of marketing organizations and their Web products. The good news is that the Internet offers many cheap ways to market. That's not to say that all marketing is inexpensive. The private sector spends millions and millions of dollars a year to market on the Internet. So there is a wide range of possibilities to explore, depending upon your budget.

There will likely be several different staff members who should be involved in marketing efforts. Web staff do not always have the advertising and business development skills required to carry out a successful marketing campaign, while communications staff may not have the necessary technical skills to make the most

of the Web in implementing their business ideas. Therefore, marketing plans will most likely have the best chances of success when they are implemented through a coordinated staff effort, or by individual staff with a broad range of skills(32).

#### **9.2.1.1 Social Media Marketing**

I have a small business family company, chances are we've already considered using social media to help get the word out about our business. But we know, we're not alone(32). Over 73% of small business owners are now using sites like Facebook, Twitter, LinkedIn, and Pinterest to help grow their businesses. And if you are still standing on the social sidelines, there's never been a better time to get started. Why? Quite simply, because it works. In Constant Contact's Spring 2011 Attitudes and Outlooks Survey, 95% of small business owners reported that not only were they using Facebook to market their business, but 82% of those people found it to be effective. Perhaps that's why, in that same survey, 81% of those currently using social media marketing to connect with customers, members, and prospects, said they expect to increase their efforts in the coming year. But while that's all well and good, you're probably still wondering what social media can actually do for your small business. That's exactly what this guide is meant to answer. Here are 10 reasons why social media marketing could be right for your business(31).

#### **9.2.1.2 Social media does help get the word out**

First and foremost—social media does in fact help get the word out about your business. But even more important than the exposure it provides your organization is the opportunity it provides to grow the relationships with that target audience. Your Facebook Fans, Twitter followers, and LinkedIn connections are people who know your organization, have likely done business with you in the past, and will be most likely to tell their friends about you. Social media allows you to strengthen relationships with these connections through social engagement. And because that engagement is easily visible to the connections of your current fans and followers, social media can introduce your business to a whole new audience and enable you to reach your next great customer(11).

### **9.2.1.3 Social media is popular**

You don't need to be a dedicated reader of tech blogs or an expert in online marketing to know that social media is really popular among consumers. With over 1 billion (yes, 1 billion) people on Facebook, 200 million people on Twitter, and 200 million more on LinkedIn—social media will touch nearly every customer that walks through your door. For most small businesses, Facebook is the jumping-off point for getting started with social media marketing. With its extensive reach and dynamic functionality—there are very few businesses that couldn't benefit from having a presence on Facebook. And starting there will make it easier when you want to try something new(31).

### **9.2.1.4 Social Media Sites are Free**

There's no catch—getting started on social media is completely free. Facebook, Twitter, Pinterest, and LinkedIn all offer free accounts to users and businesses and signing up won't require anything more than an email address. Some sites—like LinkedIn—do offer paid accounts with features that are targeted at more advanced users, but for the purposes of getting started, there's no upfront cost for most of the social networks(31).

### **9.2.1.5 Social media Reaches all Ages and Demographics**

Social media has really broken down all of the age barriers that once accompanied the ways people thought about social media. In fact, according to a 2011 study conducted by IBM, Baby Boomers have demonstrated the most growth on social media sites. In 2010, 72% were using Facebook, Twitter, and other networks — up from 50% in 2009. So, no matter how young or how old your target audience may be, chances are most of them are already logging on and waiting for you to get started(31).

### **9.2.1.6 Social Media Users are Active**

One thing you have to know about social media users is that when they say they are on social media, they are really on social media. When it comes to Facebook, more than half of its users log on to the network every single day and 60 percent of those users say checking Facebook is one of the first things they do every day. This level of activity isn't unique to Facebook either, today more than 400 million tweets are sent on Twitter each day. While a customer may visit your store once a week—they could see you on Facebook or Twitter every single day(32).

### **9.2.1.7 Social Media Encourages two-way Communication**

There is no marketing tool available to small businesses today, that provides the type of two-way communication that comes with using social media. It has the power to take any of the feedback you may receive from using a tool like email marketing and supercharge it— letting customers share their thoughts, questions, and ideas quickly and publicly without having to take the time to write an entire email. And it allows you to respond just as fast, without having to pick up the phone or worry the customer isn't seeing your response. The phone or worry the customer(11).

### **9.2.1.8 Social media is perfect for customer service**

Providing stellar customer service is likely already a top priority for your small business. But along with the two-way communication that social media provides, it also offers a unique opportunity to step up your customer service game and provide instant gratification to your target audience. This will allow you to showcase just how much you care about providing a memorable experience and will ensure that no customer inquiry goes unnoticed. And by monitoring social media for customer feedback and offering a response, you can drive real business results. According to a 2011 InboxQ survey, 64% of respondents said they would be more likely to shop with a business after receiving a response via Twitter. Customer service through social media is quickly becoming an expectation of consumers. If

customers are already searching for you on Facebook or Twitter and not finding your business—you may already be missing opportunities to win new customers(31).

#### **9.2.1.9 Social Media Lets you Share a LOT About Your Business**

Social media sites are becoming the go-to place for consumers who want to learn more about a business. That’s because these sites allow businesses to offer the most up-to-date information about anything from products, services, or upcoming events. Also, much of your activity and profiles on social media sites can be made “public,” meaning they can be indexed by search engines — one more way to make sure your business or organization comes up as the answer when someone is searching for a local solution to a problem(31).

#### **9.2.1.10 Social Media can make a big Difference for Your Email Marketing**

Social media has completely changed the game when it comes to how small businesses think of email marketing. Sharing your email newsletter across your social networks can open your content up to a whole new audience and finally generate the type of buzz you’ve been looking for. Not only that, but you can also use sites like Facebook to attract more readers by including a “Join My Mailing List” form right on your Page. Together, these two powerful tools have reshaped the marketing landscape and have really leveled the playing field for small businesses trying to better connect with current customers and reach new audiences for their business(32).

#### **9.2.1.11 Social Media is Everywhere**

Today, more than half of all Americans are smartphone users and more and more businesses are offering mobile-friendly experiences. The benefit of the increased presence of mobile activity in our daily lives is huge for small businesses. Every major social network (Facebook, Twitter, Pinterest, LinkedIn, etc.) offer free



mobile apps that let business owner manage their presence on-the-go. More importantly, these apps let customers connect to their favorite sites wherever they are. For a site like Twitter, 60% of its entire userbase is connected via their smartphones, tablets, or other mobile devices. These users aren't just sharing updates from their own lives, they're searching for businesses, products, and services, and connecting with brands through their social channels. If your business is running late when it comes to making your content "mobile-friendly," social media can be an easy and cost-effective first step to marketing in the digital age. Plus, it can improve the chances of your business getting found when someone is searching for a place to eat or a product to buy, while on-the-go(32).

### **Why social media marketing is a worthwhile investment.**

Don't you think it's time you get off the bench and join the millions of business owners that are already growing their organization with social media marketing? It won't cost you a dime to get started and you'll have plenty of time to decide which networks are right for your business. Plus, we'll be here to help you every step of the way, with stepby-step instructions on setting up your business on any of the major social networks, and plenty of practical advice to help you(31).

## **9.2 Sumru Ceyiz and Social Media**

**Figure 9** : SumruCeyiz Facebook Page

**Figure 10** : SumruCeyiz Twitter Page

**Figure 11** : SumruCeyiz LinkedIn Page

## 9.2.2 Corporate Website

The majority of those websites are almost the same – About the company, Mission and Vision, Products, Contacts, Media information, News. Sometimes creative agencies prove the IT managers to have the original look and purpose website, in most cases interactive or even too interactive. That is good for the variety(54).

The main concern is how the information is provided. Sometimes some information is provided for download instead of publishes online. Is that good or bad? How to evaluate the reputation according to the fact that product description is provided only in PDF format?

The first thought of PDF service description is about the lazy administrator which did not even try formatting the text and adding it online in simple HTML. Sometimes such cases can be acceptable. For example if you provide some technical data which can be difficult to format into HTML – formulas, tables. The way out is making the screen captures of those special characters and add them as pictures. Other situation is when companies want to protect the data from copying. Of course, the smart guys will be able to break the protection and convert it to Word, but the majority of students and scholars will be using this PDF.

There is a situation, when service description is used in various PDF or content sharing social networks where people share their white papers, presentations, tutorials and e-books. This situation approves all the characteristics of the PDF document(3).

In majority of cases PDF file instead of plain text is conceived as trouble. In the first place the PDF is heavy weight file which uses server resources. Heavy files are also critical for mobile internet users based on payment for used gigabytes. Not all the smart phones can open the PDF file as well, so it is another trouble for increasing number of smart phone users. In a few years we all will be using the devices with internet and read the information on our tab computers without limitation. In this situation PDF file will look old-fashioned and troublesome.

HTML5 opened some great programming experiences and is going to change the Adobe Flash technology soon. PDF files may follow the fate of Flash as well. The webmasters should take care of PDF files, used in the corporate website. 100

documents of 1 MB size may be problematic for web hosting plans. Why keeping 1 MB of size 10 pages white paper if you can do everything in interactive way using HTML. Also the plain text will be searchable by Google better, so it may generate additional traffic.

There was a marked difference between the responses of our sell-side sample and the US and UK buy-side groups, as regards first port of call on the day of results. All but two of the sell-side focused on Reuters or Bloomberg, driven by a need to generate immediate comment on the company's results as early as possible. A majority of the UK buy-side sample, in contrast, preferred the company website, citing better formats for the release (PDF, better printing, easier search), and availability of the presentation slides and meeting webcast in the same location. Our US sample also mostly preferred the company's website at least as an initial source. Several in each of the samples referred to receiving results releases directly by e-mail rather than through the website (3).

Reasons for preferring company websites were usually couched in comparison to the problems of using aggregators' websites, particularly Bloomberg's tendency to truncate long releases (though these are usually available as a download by clicking on an attachment button) or to formatting of tables and text. Formatting for RNS has improved recently but this change is happening over time and, in any case, will have had little time to impact our interviewees' historic prejudices. The sell-side were more concerned with rapid response on the morning of the announcement.

A ten minute delay was enough to make the company's website useless to them on results day. Of the two sell-side website supporters, one preferred website formatting over that on Reuters or Bloomberg but was frustrated when website update was not prompt, the other interestingly found companies usually faster than Reuters.

In this digital age, creating a web site to promote your product is practically a necessity. Customers are accustomed to getting information immediately, and they will want to at least check out your product - if not purchase it outright - online. A

web site gives you the opportunity to establish your identity and communicate with potential customers.

Plan a web site has an overview to gather information and plan your web site. One of the initial tasks is determining the cost and setting a budget. You'll need to inventory your skills to decide whether you can design the site on your own or hire a professional. You'll also need to brainstorm to find ideas for the overall content of your web site; you should think about the features you'd like to include, the niche the site will target, and the information you'd like to convey.

Another important beginning step is to determine your target audience because this will influence the look and the content of the web site. (Web Page Mistakes goes through the details of determining your target audience). Consider using the keywords they will be searching for and determine how web-savvy your customers are likely to be. You'll also need to find out the best way to advertise to your target audience.

A story board can help you determine what your site will look like by allowing you to visualize everything. This process entails organizing the content that will be placed on the site, breaking it down into categories, and then determining how the categories relate or link to each other. A story board shows the overall design of each page. Web Design Center Readings shows how to design a story board using Microsoft Office, but you can also use other applications like Dreamweaver and FrontPage. The right navigational tools help visitors get around on your web site, so they should be easy to use. Bedford Research Room has a thorough overview of choosing and designing navigational tools. You'll want to make sure the buttons or links are in the same place on each page (usually the left side), but links may also be included on the top or bottom of the pages.

The overall aesthetics (colors, fonts, and graphics) are important features on a web site, but keep backgrounds simple so that the text stands out from the background. For an existing business, consider using colors from your logo or other marketing tools. Your target audience's demographic may play a role in the design of your site; some studies show that younger audiences are attracted to colorful designs and busy graphics and older audiences want a web site that is calm with natural

colors. You can view color combinations at sites like Color Combos and Hyper Gurl, and more information about color use is available from Avangate.

Finally, the web site must appear credible to attract and retain customers. Verify that it has a professional appearance and a clean and simple design. Pages should be consistent and it should include contact information and up-to-date content. Most importantly, be sure to specify security and privacy statements and make the web site easy to use and navigate.

www.ceyo.com	These are the corporate web sites which are promote their products in Turkey.
www.vatancomputer.com	
www.zara.com	

**Table 1:** Some of the Software Corporate Web Sites Used in Marketing

www.nike.com	These are the corporate web sites which are promote their products in abroad.
www.mediamarkt.com	
www. www.hm.com	

**Table 2:** Some of the sites are Known for Marketing to Promote the Products in Abroad

### **9.3 Marketing Products With Software Products**

More often than not software is about products, be it boxed software systems sold to businesses and individual users, platforms and integrated suites delivered to enterprises or internal tools used by various business units. And while most of the users and business stakeholders usually deal with software *products*, development teams mostly work on software *projects*. The difference between the two, although may seem subtle, is important and contributes to the understanding of effective product management practices, as well as increases chances of success of software development projects(34).

Generally speaking, product is what gets delivered to the customers to address their needs, whereas *project* is how deliverables are created. With different target audiences scopes of products and projects are also different. Business Analysis Body of Knowledge (BABOK) defines product as “a solution or component of a solution that is the result of project,” which has a scope of “features and functions that characterize product, service or result.” These definitions clearly focus on an external value of the software and its ability to resolve problems and leverage opportunities for businesses and individual users.

On the other hand, projects are units of evolution for products and focus on internal aspects of making things happen. Scope of project, hence, is “the work that must be performed to deliver a product, service, or result with specified features and functions.” This means that projects, by nature, are “closer to the metal” and have shorter-term practical goals as their top priorities.

#### **9.3.1 Different Treatment in Software Development**

There are many dimensions and situations, where products and projects receive different treatment in software development. Here, we will only consider some of the most notable ideas.

Product lifecycle is much longer than that of an individual project. When the project of development of version 1.0 of a product is successfully completed, it is only the beginning for the product and it is unwise to wait until that moment to start asking ourselves “what are we going to do next?” Product development roadmap is

what helps develop and sustain a steady release cycle, which, depending on the product specifics can be between a couple of months and a couple of years. However, the rise of Agile methods and new software delivery models such as SaaS allows companies to get product improvements to the users at finer grained weekly or even daily increments.

Product management activities have an external focus while *projects* focus on internal success criteria. The success of a software product is determined by the market. Product management activities therefore naturally revolve around identification, assessment and, when possible, shaping of external factors, which determine company's business success. These include understanding the needs and demands of the target market, designing solutions, which would appeal to a wide audience of potential customers, and many others. Projects, however, target to deliver the goals determined and set internally: budgets, release dates and required functionality.

Project teams also spend time on things other than product features. Of course, project scopes are built around product features. However, there is always extra work that must be performed to deliver a product. One cannot drive a car forever and has to stop sometimes for refueling and maintenance. Likewise, project teams need to setup development and testing environments, develop and execute tests, spend time discussing and reviewing designs. These and other activities are software engineering best practices contributing to the quality of the product and must not be dismissed.

### **9.3.2 The Important Thing When Developing Software Projects**

Product development calls for long-term focus and a strategic take on analysis and planning, which allows for a mutually rewarding and consistent customer experience. Product roadmaps not only include a series of software development projects, but also tie them to marketing, research and development, as well as other activities. Projects revolve around tactical goals and operational decisions and depend on a clear vision for the product's future, development roadmap and goals of each step in the roadmap.



Establishment and effective utilization of product management practices has a proven positive impact on software development projects success that directly translates into better utilization of market opportunities and enhanced business results. For instance, let's take a look at the, which comprised 178 projects from the telecommunications industry with sizes varying from several man-weeks to several hundred man-years. This study, over the period of three years, revealed that with a focus on product management increasing, both schedule performance and the quality level substantially improved. The analysis of underperformed projects found that one of the challenging factors was the lack of a consistent story behind the product in development. Building product releases on a basis of "collected" requirements can cause trouble because they fluctuate ever so often. "Any product must address a need and must have a strong business vision," concludes the study.

Summing up, it is a combination of business insight, product vision and project execution excellence that determines software success.

### **9.3.3 Software Project Management can Help Marketing Management**

Truly effective marketing campaigns don't just happen out of the blue. They are the result of weeks of research and coordination, and involve multiple contributors from wildly different disciplines: writers, researchers, graphic designers, salesmen, event planners, and more. The best marketing project managers are organized and thorough, able to keep track of every single detail – because every detail is important. Marketing project management software that can help you reach that kind of high-level execution for your marketing projects with its intuitive interface and powerful tools.

### **9.3.4 Gantt Chart to Build your Marketing Project Schedule**

Project's integrated Gantt chart lets you schedule email blasts and webinars, and manage the production and release of marketing collateral to your sales people. A flexible and intuitive interface easily accommodates abrupt changes, like bad weather on a shooting day, for instance.

### **9.3.5 Custom Forms to capture new project requests**

Marketing is useless without the right sort of customer data, and Projects helps you gather exactly what you need. Generate your own forms with this customizable feature, collect survey data and then import them right into your project database. Market research has never been this easy! Read more on the

### **9.3.6 Collaboration for your marketing projects**

Not all members of a marketing team might work in one place. You may be using a freelance writer, for instance, or a team member might be offsite overseeing a photo shoot. In these cases, Projects can keep you and the entire team connected courtesy of its reliable communications tools. Online chat and video conferencing lets you talk as if you were all in the same building.

### **9.3.7 Guest Portal for Customers, Vendors and Partners**

Whether you report to a customer or the VP down the hall, it's important to keep your client in the loop. Projects takes the pain out of accountability by giving them a window into the project, letting them see your progress and give you timely feedback through an online portal.

### **9.3.8 Next steps to automate and better track your marketing projects**

Projects is the essential marketing project management software that will help you keep your campaigns and projects on track. Unlike other, more expensive project management software, this cost-effective solution won't break your marketing budget, and is an attractive option for any company no matter the size.

## **9.4 Marketing Software Projects and Marketing Products with Software Projects , Example : SUMRU CEYIZ**

### **9.4.1 Software Project marketing techniques**

#### **9.4.1.1 Software Promotion Types**

If you are a web developer that sells software online, here are the basic that will help you boost your sales. Learn about each one, and find the winning combination that will bring you more buyers(48) (49).

### **1. Continuous Search Engine Optimization**

Maintaining a high ranking in the most important search engines is a never ending struggle, as you need to follow certain rules and continuously update and optimize your website. Focus on:

- improving your link popularity
- adding fresh content
- monitoring website results
- testing various keywords
- spending time in improving the design and the usability of your website.

Unless you turn to , you shouldn't establish your software marketing strategy exclusively on this method. For higher results, combine it with other methods, such as those presented below(46).

### **2. Submit your shareware to software download sites and directories**

Promote your software by submitting it to as many download sites and directories as possible(49). Create a good PAD (Portable Application Description) file, as this will ease the entire submission process and webmasters will appreciate it, too. Pay attention to the traffic you get from these sites and invest time in those who really bring you customers(11). One of to download sites is obtaining more back-links and increased link popularity, which enhance your website's page ranking and

position in the main search engines(12). It is one of the most important software marketing techniques, that also helps you increase your traffic and from that your internet software sales, so don't neglect it.

### **3. Affiliates marketing**

There is a vast network of affiliates on the internet. Affiliates are people who will promote and sell your software products from their websites, in return of a small commission for every sale. Why should you try to market software using this method? Because you pay your affiliates on result. The compensation may be made based on a certain value for each visit (Pay per click), registrant (Pay per lead), or a commission for each customer or sale (Pay per Sale), or any combination. There is a wide range of affiliates and methods of promoting your software products (56). Choose those who have websites that have been specially designed to sell software products.

### **4. Pay per Click campaigns**

Important search engines place ads near search results in return of a small amount. It is called pay per click advertising. The idea behind this marketing technique is to bid for relevant "keywords" that bring pertinent results related to the product you're selling, and place your advertisement on the top of the page. The most important players on this market are Google AdWords and Yahoo!Search. The method has its fans but also its fierce opponents, due to the possibility of click fraud.

### **5. Write newsletters and press releases**

A newsletter is an easy way to stay in touch with your clients, prospects and affiliates. The success of an e-mail newsletter distribution system depends on your database: you need to keep it up to date and accurate. You can target your e-mail campaign to clients and prospects or to affiliates. Concentrate on creating different campaigns for each segment that you target. Always ask permission to stay in touch with your clients and your affiliates. Let them know what to expect from your newsletters regarding content and frequency and respect the standards that you have

established. Keep focused on the substance of the email - make it original and appealing. Offer the chance to unsubscribe from the newsletter in a very visible place. You can also take advantage of many websites that offer public relation services including free publishing of press releases. Of course you can always choose the classical way and publish your materials regarding product launches or news related to your company, in newspapers or software magazines. Don't overdoit though, because people might get bored with too frequent information and loose interest in your software products.

## **6. Get involved in online forums and blogs**

It is basically free publicity. Invest time in subscribing to forums or discussions groups that deal with software related themes. Be careful though, some administrators might ban you for explicit publicity. So be creative. Many people visit forums and blogs in search of information. A blog post that deals with the theme under discussion, contains relevant information and is presented in a professional way could be of real interest to the participants. Give your website's address, the product's name and possibly your PAD file location. Use a signature and not a nickname, and you can also add a slogan related to the software product you want to promote.

## **7. Write and submit articles**

There are many e-zines and online publications on the internet where you can publish software related articles. This is an easy way to get free exposure and consolidate your image as a professional in your domain. A good article has to look professional. The golden rule is to come up with a catchy headline and pay special attention to the content. Avoid duplicating information found on the internet. Your article must be simple, meaningful and original. Keep a professional tone and avoid self-promotion. Sign your articles, add your contact information and a copyright note at the end of the editorial. Also include a line with your website's address for those who might be interested in the subject that you presented and would like to find out more about your work. you need to find the most suitable combination between these

methods. Learn more about each one of them. Keep in mind that every business is different, so you need to be creative and patient until you find the best formula that brings you higher sales (49).

#### **9.4.2 Application Aim and Scope**

The phenomenal growth and spread of the internet in recent years has established what might well be the ultimate media for your software, and the costs are negligible. Your software can be seen and accessed from just about anywhere in the world; the global marketplace has finally become a reality. But this doesn't necessarily mean that either you or your product are ready to jump on this particular bandwagon. If you want your software to be used in other countries, chances are that you're going to have to adapt in order to do so; in terms of the software itself, your distribution methods, site presentation and more.

At the time of writing this article, was located in Finland, and so frequently came across the international barriers that all non-US users have to climb. The first factor to consider is the software itself. Is it suitable for international distribution? One example is encryption software, currently subject to certain US export restrictions. Problems arise not only for US authors who may not be allowed to distribute their software world-wide, but also for non-US authors. Some software download sites will not host copies of your software unless you comply with the correct US export restrictions; even if you are not from the States, they might well be breaking the law by making your software available for download.

Another example is bookkeeping software; even if you use the standard international accounting terminology and formats, different countries have different tax rates and policies that may not be compatible with your software. A well thought-out combination of flexibility and customisation might open up new markets for you and your software. Also bear in mind that there might well be external factors such as local Government restrictions on the actual content itself.

There are certainly enough hurdles to trip over along the way, all of which must be carefully examined during the development or adaptation of your software. You should constantly ask yourself - will this feature make sense to all users? The

exit icon to close down your software might be instantly recognisable to your US users, but will the average Brit, Aussie or Slovenian also know what it is?

While the global marketplace might well be up and running, global marketing (despite what you may hear to the contrary) does not really exist. Every country has its own unique culture and attitudes, and the internet is one of the best examples of this. You might read about how European firms aren't 'seizing the internet opportunity' for boosting sales to record levels, but they're missing the point. The majority of Europe is not ready to buy on the internet; while this may be almost commonplace in the United States, European attitudes are very different.

Your main strategy has to be to make sure that you're excluding as few people as possible from obtaining, using, understanding and buying your software. Start with the currency issue. Most non-US citizens will not have a US bank account; if they don't want to pay by credit-card, make sure that they know they can use an international money order. And don't let them get lost in complicated payment procedures - work with round numbers where possible, and maybe go for a fixed postage and shipping fee where applicable (49).

### **What Date Is It, Really?**

But currency isn't the only format difference that we European users are afflicted with. As well as being in a different time-zone, many countries also have different time and date formats - can your software handle these? The MMDDYY might make more sense in terms of data ordering, but a fair number of users will not be used to working this way; use it in your software and you could lose registrations. The same applies to addresses - most non-US countries do not use a one-line address format, do not have a State code, and might not even understand what a ZIP code is. These apply as much to the ordering process on your site or within your software, as to the software itself(49).

Bear in mind that attitudes will also vary from country to country; while I myself have bought everything from airline tickets to electrical goods on the internet, most of my friends and family live in the United Kingdom, and very few of them have ever bought anything via the internet. In Britain there's a lot of fear of the

security risks of online purchasing. Reassure these people - explain (on your site and within your software) what a secure server is, and make sure that they know about any other ordering options you can offer, such as fax, phone, mail etc. Do not lose these registrations through fear.

Also bear in mind that the international user might well pay for their internet access by time, and the quality of their connection may not be so good either. When I lived in Israel, I once (in my naivety) tried to download the full retail version of Eudora 4 soon after it's release. The web site of the online store didn't mention the size of the download - when I received an estimated download time of more than eight hours, I gave up. This was unfortunately after I had paid; fortunately the company gave me a full refund, so no damage was done. If you have a large file, then consider other options. Breaking it up into several smaller files might be one option, but I have also seen some sites that will email you a file on request; a very useful service indeed. Having your software hosted on mirror sites world-wide such as SimTel and TuCows is also a solution of sorts; just make sure that visitors to your site know where to go. If your trial version is 10 MB in size, and the only download source is your own server in the States, then you may automatically lose a sizeable chunk of potential customers - probably the majority of the rest of the world.

While the internet continues its explosive growth, your options are either to be swept along with the rest of the debris, or to stand on the firmest piece of ground you can find. So much of the success of your product is beyond your control; make sure that you tip the scales as favourably as you can. Aim at the world with something they want, and make sure that they can obtain, use, understand and buy it. Forget just seizing the day - seize the world! Be seen, be sold.

### **9.4.3 Software Application Development Methods**

Successful companies' websites stress their software's features and benefits. But the emphasis is on benefits. People who visit your website don't read. They scan your words, and glance at your bullet points. You need to talk to them about saving time, saving money, doing things tomorrow that they can't do today, taking control of their lives, and beating their competition. If you talk to them about your program's



features, they'll yawn, click the "back" button, and find a competitor's site that talks to them about benefits. People simply don't buy features. They buy benefits.

Many successful companies make their serious income from selling multi-user and site licenses. Whether you're marketing Windows utilities, business applications, or specialty software, site licenses can add substantially to your bottom line. The successful companies don't just mention site licenses as an afterthought. Their websites are designed to attract the people who buy site licenses. The company and software descriptions are geared to the multi-user license buyer. Successful software developers have their postal address and phone number on every web page, giving the impression that their companies are established and in business for the long haul. Site licence buyers look for professionalism, and some companies delive

You've launched a new software product and you want to see its impact on the market. Which are the first software marketing methods that come to your mind in order to make your product popular and in the end gain more buyers? We've jotted down ten basic online software marketing methods that may help you boost your sales(11)(12).

## **1. Continuous Search Engine Optimization**

When doing search engine optimization focus on improving your link popularity, adding fresh content, monitoring website results, testing various keywords, etc. Why continuous? It's not a one time job to optimize your new pages that feature the new product for the search engines but a never ending battle with other thousands of pages wanting to get higher rankings. Even if you do manage to be on the first page for several keywords defining your new product, it will take at least 2 months to get there but it will take forever to keep them there.

## **2. Submit your shareware to software download sites and directories**

Promote your software by submitting it to as many download sites and directories as possible. Is it worth submitting your software to hundreds of download websites? Some say it is, others say it's a complete waste of time. If your product is new, at least one time you should invest time to announce it to every download website. My opinion is that it does make the difference. The more, the better.

### **3. Affiliates marketing**

Affiliates are people who will promote and sell your software products from their websites, in return of a small commission for every sale. It's not working every time, but for some markets, it is replacing the sales department! To benefit from this marketing method you need to understand some of the things that matter most to affiliates and the mistakes that merchants do.

### **4. Pay per Click campaigns**

Important search engines place ads near search results for a small fee. The idea is to bid for relevant keywords that bring pertinent results related to the product you're selling, and place your advertisement on the top of the page of the search engine. AdWords (advertising tool from Google) is very effective and it's the quickest way to promote your new product online. Don't assume that this is an easy task. It's not. Remember that Google is a tough nut to crack, but with the right set of tools and a lot of hard work and dedication, it can be done.

### **5. Write newsletters and press releases**

A newsletter is an easy way to stay in touch with your clients, prospects and affiliates. The success of an e-mail newsletter distribution system depends on your database: you need to keep it up to date and accurate.

Announcing a new product or an update is a very good reason to write and promote a press release and to send a newsletter about it. If your press release is deemed newsworthy by the editors of the websites you submitted it to, then it may be published, which means free advertising for you, and also keeping your business fresh in the mind of your customers. Here's a list of where you can promote your press release most of them for free.

## **6. Write and submit articles**

There are many ezines and online publications on the internet where you can publish software related articles, in order to get free exposure and consolidate your image as a professional in your domain.

## **7. Social Media**

Social Media Marketing mixes viral marketing strategies using social media sites such as del.icio.us, newsvine, spurl, reddit, etc. Online communities may help you increase brand awareness, traffic, gain good back links. Are you wondering how this may happen? You can start by creating bookmarklets to insert into your articles, whitepapers, press releases and any other page that visitors might catalog as useful information. Visitors will have the chance to recommend you, to tell others about you and in the end this will lead to increasing popularity.

## **8. Blog and RSS**

It can help you stay in touch with others, receive feedback from clients, build online reputation and awareness of your new releases. In the series of interviews we have started, both our guests are using blogging in their marketing strategy and they are very good at it. Here's the , a successful author and blogger, who also wrote a book of tips and trick for blogging. Maybe you haven't started blogging because you might have thought that you are not a good writer. If you're passionate about your software, you will definitely be inspired!

RSS feeds facilitate the communication between the publisher of a certain website and its readers. Typically, headlines, press releases, articles and promotions are published by means of RSS. When it comes to promoting your RSS feeds, it is best to do it through your own channels, such as an RSS presentation page (which should contain a definition of RSS, benefits for the subscriber, etc.) on your website (where you should include links to all your RSS feeds), promoting this RSS

presentation page and your feeds on the most visible locations of your website, in your email messages, or on e-zine issues; make sure that you offer enough information to convince your visitors to subscribe to your RSS feeds. You can also promote your RSS feeds through external channels, like submitting them to good .

## **9.Google Base**

An online search engine dedicated to consumers interested in products that are available for sale on the internet. Why should you get listed in it? Here are a few reasons: it's free, it provides very specific results, each feed includes product details. Shoppers will find your published products in their searches on Google Base, Google Product Search, Google Maps and even on the main Google web search. Their tagline "is a promise coming from Google. Why not check if it's true?"

## **10.Get involved in online forums**

Invest time in subscribing to forums or discussions groups that deal with themes related to your business. Be careful though, you don't want to be banned for spamming. So be creative. Choose some forums and try posting once a week at least. Provide useful information and the other members will start trusting and loving your website.

Keep in mind that every business is different, so you need to be creative and patient until you find the best formula that brings you higher sales. Any experience you would like to share on what web marketing techniques a software vendor should have in mind to help spread the word about its product?

### **9.4.4 Sumru Ceyiz Software Design and Software Structure**

When designing the system, layered architectural structure was used. The bottom layer was created for bringing the data from the database system (Data Layer). Data needs to respond the application Which was performed in accordance with the regulation. (Data Access Layer). Last layer is providing easy usage for users. Finally, the database indicates that the data from users. (Presentation Layer). Layered architecture usage provides functionality. User interface and admin interface

layer use the same data base, and at the same. Their first layer is same. By the way, repetition code usage can be avoided.

The program executes on Windows platform and coded with C# using Visual Studio 2010, Platform was .Net Framework 4.0 and use SQL Server 2005 for creating database. Also, Microsoft Expression Design and Macromedia Fireworks Mx was using for designing the website.

IT is the area of managing technology and spans wide variety of areas that include but are not limited to things such as processes, computer software, information systems, computer hardware, programming languages, and data constructs. In short, anything that renders data, information or perceived knowledge in any visual format whatsoever, via any multimedia distribution mechanism, is considered part of the domain space known as Information Technology (IT). IT provides businesses with four sets of core services to help execute the business strategy. These four core services are broken into business process automation, providing information, connecting with customers, and productivity tools.

There are several different approaches to software development. Regardless of size or industry, most growing businesses have one thing in common: a need to share information across departments. A technology called enterprise resource planning automates this process and allows for real-time sharing of critical data. Internet is the core business: Facebook, Amazon, E-bay, Google, Yahoo and etc. were developed with using web technologies. Stickiness comes from web business. If your site sucks, nobody will come. Besides that, user experience is the King. Performance, Quality of Service, Ease of Use, UI and UE are extremely important. Very fast development cycles. Also, cost is very critical. You take a lot of traffic, and margins are really small. Therefore, when large companies develop their websites they prefer small teams and cheap hardware. As can be seen by everybody nowadays, the information technology is used in almost all areas. From enterprise resource planning systems to mobile systems; from financial systems to online education systems.

#### **9.4.4.1 Web Development Techniques**

One of the fundamental things is providing project's functionalities. Before starting this Project, I thought which techniques improved my programmable knowledge. Then, I decided to create this project with using layered architectural structure. There are 3 major processes involved in creating, deploying, and supporting a successful website: Building, Promotion, and Updating. Building involves securing a domain, gathering or creating initial content, building the website layout and format, and uploading the content. Promotion involves creating incentives for providing links to the content from external sites, gathering subscribers for a newsletter subscribers list, and generally getting this new website into the race. Updating involves providing fresh content on a regular basis to one or more pages on the website, as well as keeping your newsletter subscribers informed of new additions available on the site.

#### **9.4.4.2 Architectural Structure**

Three tier architecture was used when developing this project. The three-tier architecture was brought into existence to improve management of code and contents and to improve the performance of the web based applications. There are mainly three layers in three-tier architecture. These are defined as follows: Presentation, Business Logic, Database.

##### **9.4.4.2.1 Database**

First layer Data represents the data store like SQL Server or even a text file containing data. Also, some additional databases are also added to that layer.

##### **9.4.4.2.2 Data Access Layer**

Second layer is Business Logic which contains all the code of the server-side. This layer has code to interact with database and query, manipulate, pass data to user interface and handle any input from the UI as well.

### 9.4.4.2.3 Presentation Layer

Third layer Presentation contains mainly the interface code, and this is shown to user. This code could contain any technology that can be used on the client side like HTML, CSS, Java Script etc.

Sumru Ceyiz web site has data layer, data access layer and presentation layers. There are two types of users in this system , who is Client and Admin. Their presentation Layers are different but Data layer and Data Access Layer are same.

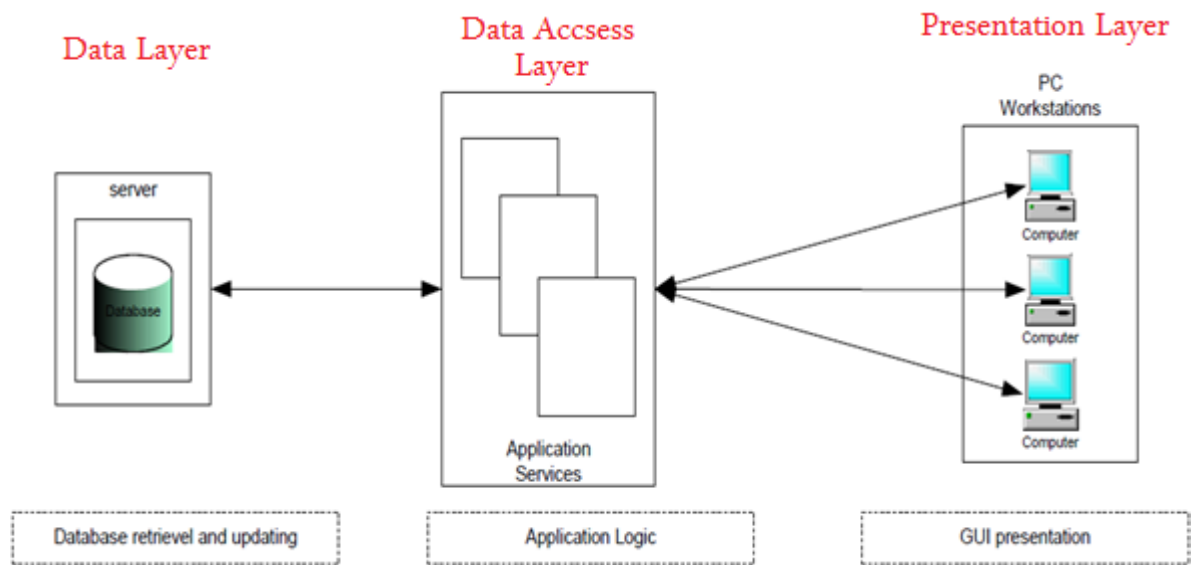


Figure 12. Layered Architecture

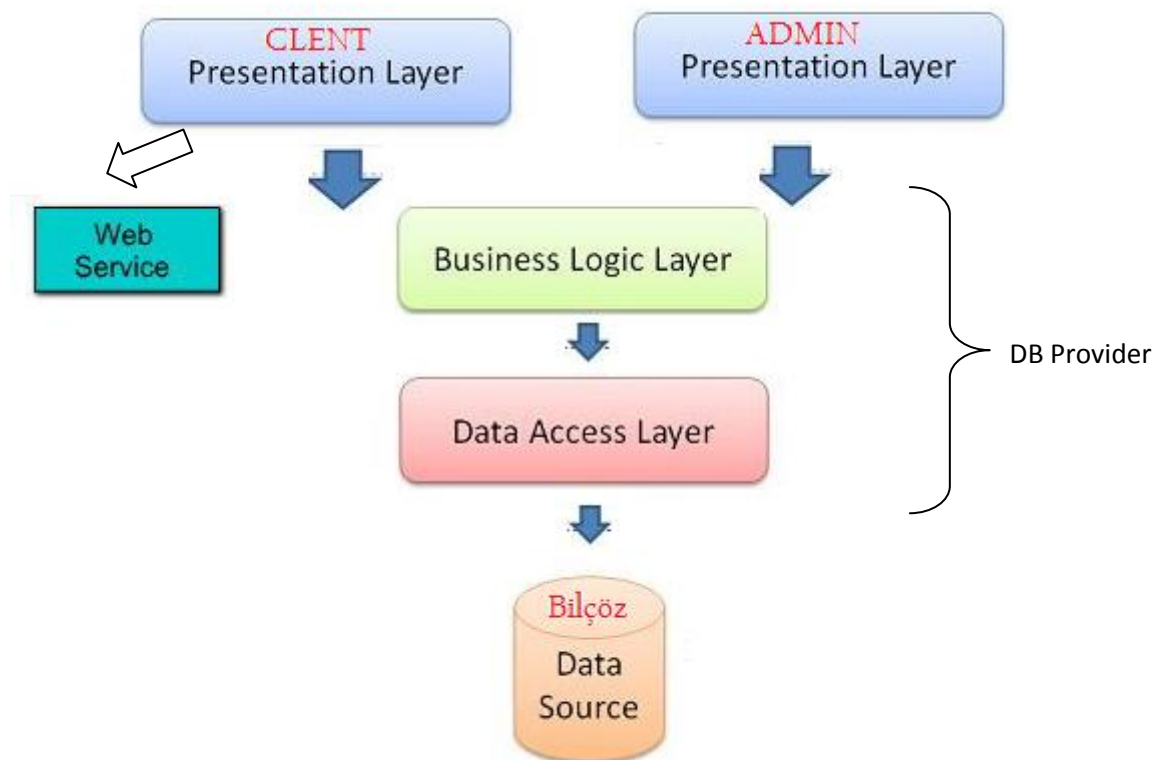


Figure 13 SumruCeyiz Three-Tier Architecture

#### 9.4.4.2.3 Data Layer

We are led to believe that every site needs a database. Here I set out to challenge this viewpoint and discuss the problems and solutions of building websites with or without a MSSQL database.

A database stores content and relationships between the pieces of content so that the engine behind the website may assemble web pages in response for demands for particular pages by web browsers.

That was intended as a blogging platform, but is now used to build mini-sites of fixed content, as well as for blogging. If the mini-site was directly implemented in HTML, it would be far more efficient in terms of size, and speed.

But when ASP.NET is used for a mini-site, all of the backend code to edit posts, do admin of the blog, run plugins, and handle a database are required. If the site has say 10 pages of content that never changes, then it's a really over the top solution.



To make your site work the way you want, you will need to configure plugins, do regular software updates, fight spam comments, put up with slow-loading pages, and lot of time on administration at the start.

But if you were to create the mini-site in HTML, you could immediately create the web pages directly, exactly how you wanted them to look, and end up with an optimized solution. But this requires knowledge of HTML, but so what? This is one of the skills you should acquire as a web master. Even so, you only need a few HTML tags to create article content.

To code a more flexible solution, you could use ASP.NET c# with HTML. This allows you to use or code a framework to act as an engine/template for producing websites. I like to code my own framework for small sites since I don't need to learn how to use an existing framework.

We could consider using a database to store our content and the site map, but how will we edit the data? You can use c# and sql server, but that is a general purpose tool for administration of MSSQL database tables. So you may feel the need to code admin pages, and have a post editing feature.

So it starts to get much more complicated to use a database with our mini-site. Also, we need code to interface our ASP.net with MSSQL which uses it's own language to manipulate data.

A far simpler approach is to have the web page content directly cut and pasted to the ASP web page files. A template can be created where the code for the web page content is inserted in a particular location on the page.

To know which page is required, a page ID can be a part of the URL. This ID may be a keyword incorporating dashes to separate the words. What's known as search engine friendly URLs like [www.sumruceyiz.com](http://www.sumruceyiz.com)

We can create a directory structure to compartmentalize our files into say: templates, pages, images, plugins etc. And index.html does all of the work to generate the required web pages.

To determine how to generate the page, the page file would contain some configuration tags to tell index.php about it e.g. inner page, display author, title, and what template to use.

The site navigation could be added to a navigation template that would be a sub-template of the main template that the page may use. Since we are making a mini-site, the navigation could be a simple unordered list of links that is fixed for the whole site. So when this script runs, it will be very efficient, with minimal code, and no need for a database, and a cache.

I got the idea to write this post after having developed a mini-site of my own using these principles. So now I have a very efficient PHP framework to build new custom websites without the need for cumbersome content management scripts. For plugins, I wrote some for simple visitor stats, click counting on Ads, Ad rotator, and eBay feed insertion. Of course, these are very efficient and simple since they don't need the overhead of an admin interface for the plugin.

It's possible that I may write a much more in-depth guide or even a book on this topic for future publication, to save you time when building your own custom mini-sites

#### **9.4.4.2.4 Database Parts**

Sumru Ceyiz Database was created with MSSQL Server 2005. This database includes 30 tables (shown below in Table 1), database diagram (approximately 20 stored procedures, and 4 functions.

#### **9.4.5 Sumru Ceyiz Brand Management**

How do you get new clients? If you are in the B2B space the short answer is probably "relationships."

You might, for example, know someone socially. They learn about what you or your company does. It turns out they need what you offer and it seems to meet or exceed the standards of quality required by them. They then choose to buy it from you rather than the next guy. Why? Because they know and like you. It's almost as simple as that. The larger the commitment of time and money, the less likely the decision as to which product or service to buy will be left exclusively in the hands of those you have a relationship with. It's often the case that the buyer has to report to others and justify their decision based on more than the fact that your product or

service meets standards and they know you. The buyer might have to make the case for his or her choice of your product or service. How does he/she make the case? He/she references your brand, probably via your website and printed or presentation materials he/she might have. These third parties to the decisions are more likely to look at all these materials with a critical eye. Does the website support and confirm the case being made by your friend the buyer? What is in the presentation?

If everything matches up and reinforces what they have been told, all is good and the process moves forward. You make your sale and the formal business relationship begins(51).

This is how it's supposed to be. If you have a good sales system and a well executed brand, this is probably how it is happening. If, however, when these same people, check through your materials and your website and they do not find there a corroboration of what they have been told, this sews the seeds of doubt: Is what I have been told really the case? The sales process could and probably often does end right here. It could also move on, but it now has to deal with additional questions plied to your contact, which if he has not been primed sufficiently on your brand or the details of your product or service, he or she may not be able to answer well. Or it could lead to additional on-line research to see what others have said about you and your company. If this also does not match what they have been told, then the sale is now faced with a number of objections that will have to be overcome. The sale has just become that much harder or, more likely, has been killed with little or no opportunity for revival. All of this takes place outside of your direct awareness or control. These are the invisible consequences of not having a well articulated or implemented brand. In the B2B environment, where each and every deal represents significant amount of money, and where contracts can go on for years, these consequences can be very costly indeed.

These invisible consequences have significant repercussions for your business, but because they are rather difficult to track or to prove some companies, particularly those in the B2B space, discount the value of the relationship between branding and the bottom line. The fact is that the assumption that it's really all just about relationships does not represent a full process. Relationships are indeed at the

heart of it, but without strong brand support they are not always enough to keep the sale alive. Brand true. Implement well. It will pay dividends many times greater than the cost.

#### **9.4.6 SumruCeyiz Public Relations Studies**

Public relations (PR) is the practice of managing the flow of between an individual or an and the Public relations may include an organization or gaining their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication(50).

The marketing, advertising, and public relations (PR) industry covers a range of functions from the technical elements of market research to the more creative product/brand development, promotion, media relations, reputation management, public affairs, direct marketing and sponsorship. Digital roles (creative, design and production) are increasing significantly. Marketing budgets, particularly social-media budgets, are increasing again as the global recession eases, and opportunities are available for graduates with exceptional communication skills, organisational skills and creative flair. Public relations and advertising functions often are preformed by outside agencies that specialize in these areas while the marketing functions are usually performed within a large or midsize company or corporation. The marketing department hires the PR, advertising or market research organization to perform these functions. Some smaller companies that don't have an in-house marketing department will also contract outside marketing firms to handle all their marketing needs as well, but the majority of marketing jobs are found within larger companies and not at marketing firms.

Some marketing positions are closely related to sales while others are more involved with the strategic aspects of the job. A marketing director may help the sales force reassess how they target potential clients or may be involved in the

development of a new product to insure that consumer expectations (and needs) are being met. She may suggest a new feature be added to an existing product based on feedback from the sales staff or review potential ads submitted from the ad firm she hired.

The marketing department of a large organization is like the center of a wagon wheel with each spoke connected to other departments (in- and out-side the company) including sales, production, research, advertising, etc. The center of the wheel connects the various parts so they work in harmony. With this analogy it's easy to see that the main function of marketing is managing relationships in the organization, with outside vendors, and the consumer. Without marketing there is no consumer and without the consumer there is no use for the product or service the company is producing.

Public relations, advertising and marketing all use strong communication skills to get across their message, apply psychological principles to understand and influence consumers, and utilize basic data analysis to assure they are hitting their target markets. In addition, these fields require the use of creativity to generate the ideas and messages as well as critical thinking skills to make sense of the market research.

#### **9.4.7 Marketing and Advertising Affect Sales**

One of the annual conundrums faced by businesses of all sizes is determining how much money to spend on marketing and, by association, advertising.

The underlying question: will allocating dollars to marketing have an impact on sales, and, if so, how much of an impact? Mostly because measuring return on investment is so difficult to do, the debates rage. I've worked with CEOs of multimillion dollar companies who were extremely stingy with their marketing budgets. "After all," they would say, "that's what our sales reps are for(52)."

The logic in those cases was that wasting money on excessive advertising or marketing initiatives will have no impact if the sales team cannot sell. This is true, at least to an extent. But what if the sales team can sell? Doesn't it make sense to grease the skids for them?

All other things being equal between your offering and a competitor's offering, doesn't it make sense to prime the pump with marketing and advertising? I think the answer is yes. Absolutely. But not just for the impact that marketing can and does have on the decision maker or end user.

I believe that, generally speaking, there are two audiences for marketing and advertising: external and internal.

Marketing is usually viewed only with an eye toward external audiences. How many prospective customers can I reach with this ad buy? Is our value proposition stated clearly and compellingly enough in this brochure to drive business? Do our micro sites segment customers in a meaningful and intuitive way? I would suggest that companies keep in mind the internal audience for marketing, as well. In this case, I'm thinking specifically about the front-line sales team that benefits from the expenditure of marketing dollars. It may be true, for instance, that a company cannot directly track a certain sale to a particular ad flight. But even if that is the case, it may very well be true that the ad flight contributed to brand awareness, which contributed to the sales rep's ability to secure the appointment, which contributed to the rep having the opportunity to present, which ultimately enabled the rep to close the deal.

Similarly, it may be true that a customer answering a new client survey question about the convenience of your sales process wouldn't think to mention the role played by a brochure in answering their questions, or a white paper in providing them comfort with the credibility of your company. But even if that is the case, it may very well be true that either a) those tools had an impact on the prospect's decision the tools gave the sales rep extra confidence in her presentation because they helped her remember key benefit statements, or they reinforced certain features in the customer's mind after the representative had finished her presentation and left.

So, how much should a company spend on marketing and advertising? Most expert opinions I've seen range from 1 or 2% of a company's pre-tax revenue to upwards of 10 or even 20%, depending on how new the company is, how much marketing it's done in the past, where its product is in its lifecycle and what industry the company is in. But does marketing and advertising have an impact? Without a doubt. I don't think there's any room for debate on that question.

## CONCLUSION AND RECOMMENDATION

The study conducted has yielded some conclusions based on the findings that were summarized in the previous section. It is now possible to derive several conclusions based on the objectives presented in the first chapter. These conclusions are the following: Through this analysis

1. The implementation of web based Project will be use on the Internet.
2. The company has utilized some marketing concept to be able to be competitive in the business world and to make their product be marketable.
3. It can be concluded that the new product developed has a big opportunity to conquer the marketplace if the strategy discussed above will be used effectively and efficiently.
4. This thesis will be a good guide to other students who will search e-commerce
5. Software usage brings more competitive, more successful company .
6. By using right software to solve your company's challenges.
7. Cut costs, increase sales, increase productivity of our staffs
8. Maximise ROI.

So, this work would be a reference to me. Now the task is done finally.

This project use marketing web technologies system. First, the markets competitive the other markets and instruction technologists' do not know why most instructional innovations are or not adopted. Everyone can benefit from this sit use of this website will win when people. Usage of this website will gain time when people starts to use. They will have fun when purchasing something via phone. They will see every single product via the internet except coming our firm. I recomend to visit that site on the internet. One major concern of the proposed thesis is the people to benefit from it. Irecommend this study, to serve as their reference for all people who love buy something via the internet but not have enough time. Conducting a research and a guide that will produce better and optimized program. The proposed study is also recommended for further enhancement and improvement.

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