

## **ICT as a marketing tool**

Marketing mix involves: Price, Product, Place and Promotion.

Price can be reduced selling over the internet as CD's can be sold without a shop with fixtures and fittings and with fewer staff.

Product can be sold worldwide and have millions of potential customers.

Place internet is everywhere especially with these internet café's.

Promotion internet can be used to promote a shop or a product.

ICT can be and is used in many different ways in the Music business. These are just some of the packages that are used by Madonna to promote her.

### **Internet**

Madonna has been producing music for twenty years and done a pretty good job making millions of pounds. Also over twenty years technology has changed making artist more money but also costing them more money. Madonna is a big name and has a large record company Warner Bros. behind her. If you were looking for either of the two names on the internet the search engine will come back with hundreds of results. So an advanced search was used to find out about Madonna and albums released through Warner Bros. There are various web sites produced by different companies. Each web site promotes certain songs and artists. Madonna's web sites were promoting charity work for the September 11<sup>th</sup> 2001 horrors. Also the web site promoted Madonna and the work she was doing. A fan could find out about Madonna's tour dates, CD's and merchandises for sale.

Any useful sites then could be saved in favourites, so fans had easy access to find out information on Madonna.

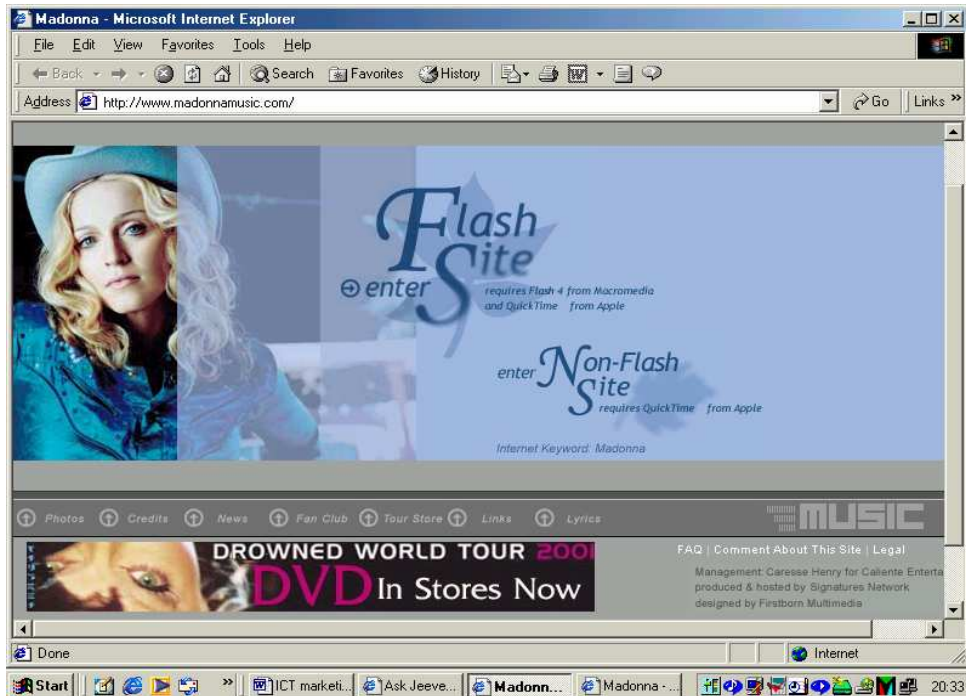


This is a picture from Madonna's web site.

Internet is used all over the world and can reach millions of people and is growing so companies should be looking to invest in the future of the internet. When ever you log on to the internet there are some adverts trying to sell you something and one day an internet user might see something they like i.e. books or CD's. Music artist's use their internet web sites to sell merchandise, music, videos and tour tickets. Downloads are becoming more widely spread as website legal and illegally are operating to make money, but do the artist receive any of the money. An illegal site lets internet user register and in return get to download music for free but the artist and record company don't receive any money e.g. <http://www.napster.com>. Now legal sites are starting out getting users to register but they pay the artist and record company a percentage. This is a great benefit for the artist as one CD is required and millions of people can download it so the artist is gaining more profits as costs are low, the consumers would also get the song at a cheaper price causing shops like HMV to lose money. Also MP3 players are making it easier to download music. All people do is download songs on a MP3. An MP3 player is a little bigger than a watch so you listen to music anywhere. So the music business should get websites that download music to follow laws and pay the artist a percentage or the music business will lose out.

## Home Page

This is the first page of a web site; it gives you all the options available. If you're after picture or latest information, news and hyperlinks to other sites it will be on the home page. The home page has to be attractive to get the server to look at the site. Pictures, hyperlinks <http://www.MadonnaFanClub.com> a little information on the artist and fantasy text would encourage the fan to read the web site. The company could sell products under the web sites and hopefully fans would buy them. A home page has to attract server's because this is the first thing the server will see if it looks boring then the server wont be interested and therefore the company or Madonna can not sell there merchandise.



This is an opening page on Madonna website and already at the bottom there is an advert for Madonna's world tour on DVD.