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# How can the WWW be used to improve Business Marketing Techniques?

## Criterion A: Describing the Issue

The Marketing Multimedia or Internet Marketing are concepts that emerged as some ideas more exciting and innovating, that plenty of people believed that it will change the Marketing of the 21st century. There are no doubts that the Marketing world is on evolution and that the new technologies are creating innovating ways of dealing with clients.

The Multimedia technologies, and mainly the www, provoked a new Marketing revolution, because they are much more than a new way to communicate with the targets. It created a new scenery to the Marketing together with a new distribution structure, that gets closer the consumers and organisations.

In an atmosphere of euphoria and doubts the Marketing Multimedia is a reality that the marketeers will have to deal with in the 3rd millennium.

The Internet will be much more than a simple market for the lead of transactions, this is developing to a new way of communication and interaction with the consumers, what will have effect on the activities of the Marketing professionals. The first big impact of the technology multimedia, mainly the www, about marketing, is to break the barriers of time and space of the traditional commerce.

The consumers, individuals or enterprises, can order, collect information and communicate with each other in any place in any hour. Between the success of Marketing stories and commerce in the Internet we can point out the Amazon.com (the biggest online library) and the north-American computing giant Dell Computers, that sells millions of PCs on the Internet channel.

## Criterion B: IT Background of the issue

The Concept of the Internet started in 1969, with the first net to rise in the EUA, through the Advanced Research Project Agency (ARPA), an American agency that implemented a net of computers connected between them. It started by being a scientific net of the EUA Defence Department in the 70's.

Since 1980, with a basis in some technological development the Internet starts to be used by the enterprises, expanding its utilisation since the 90's decade. For this development not only contributed the hardware improvement but also the evolution of processors.

Nevertheless, the biggest achievement was by the work of the investigator Tim Barners Lee, that in the 90's developed a new software which allows the simplified access to the Internet - the World Wide Web.\* (Ferrão, Francisco - "E-Business", page 08- Escolar Editora; Lisboo; 2000)

Nowadays the support technologies from where runs the electronic commerce are: Telephonic network, RDIS, RSVA, Private networks, X.400 - international norm that was developed to transport messages, and the Internet\*(www.apedi.pt).

The evolution of the technological supports - hardware, software and communication systems - during this last 20 years they have permitted that the Internet starts to expand exponentially.

Since the 90's the Internet started to be seen as a more seriously topic, and for this reasons the marketing has adapted its strategies according to this new concept. In consequence of this rise it is born the concept of the New Economy or Digital Economy as the future business.

# Criterion C: Analysing the Impact of the Issue

How to think about the electronic commerce in the future? Some data are elucidative in regarding its importance\* (www.multifrota.pt/not\_09.htm):

- The e-commerce will represent about 15% of the world-wide commerce in 2003
- In Europe, 8,3 millions of people have made shopping through the Internet in 1999 (more 60% than in 1998)
- The number of buyers north American duplicated via Internet reaching in 1999, 39 millions of people

- In terms of access time, in the Internet, within 5 years the PC will continue to control in 60% of the time, 21% of the time will be through the mobile, 16% through the television and 3% of electronic agendas.
- Still in 5 years, about 45% of the American and European families will accede to the Internet through mobiles, whilst only 40% will also do it through digital television. The PC will still be the access more used by families with 64%\*(www.multifrota.pt/not\_09.htm).

The web-marketing is today one more element to consider on the strategies directly to the customer. The difference between the present and the future is on the integrity of the various alternatives that the Marketing has today.

In what concerns the disadvantages, this is on the points that the Internet has to pass, we can state:

- Security on the transactions
- Lack of legal frame work
- Lack of security and privacy of the users
- The access to the information is not for everybody
- Social isolation

# Criterion D: Solutions to the problems arising from the issue

The Internet and the Electronic commerce as a product/service are still in a growing phase. Therefore, there is a way that is necessary to go through, so that in one hand exists a big facility in its access and by this, permit an equal opportunity to everybody. In fact millions of people stay out the web due to "technological illiteracy".

The Internet is very recent and has evolved so fast that it is difficult to say what will be its real impact on the Marketing. What seems to be a solution is the fact that from the Internet, emerges new Marketing tools and techniques that will restore it completely. The Internet is an amazing challenge that should oblige people to reconsider concepts and methods.

The biggest library chain of the EUA, Barnes & Nobles, was hit with the creation of Amazon.com. The Internet permits to break the barriers that protected the existent business. The space on the Internet is unlimited.

In the Internet, the competition is possible to reach just by a simple click and the customer wants to see their needs satisfied, because on the

contrary he will look for someone to do it. It is necessary to study constantly the behaviour of the consumer, in order to anticipate its expectations.

To sum up, one of the threats is the uncertainty that the companies have to earn money on this Internet business of low prices and low margins. To the companies the solution to this threat is the innovation capacity and the flexibility, but perhaps the strongest weapon is the knowledge - knowledge from what the Internet offers.

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