

Unit 12: Internet Marketing in Business

M1: Explain the benefits of internet marketing to customers

In this task, I will explain the further benefits of businesses using internet marketing and how this will impact the customer in a positive way, whilst using examples, of how this can be used successfully.

The first and main point in which internet marketing benefits, is general convenience for the customer. Through the internet, the customer can gain any information they want relating to pricing, specifications to products in one place in a matter of minutes compared to if the customer in the past, had to go to the store, go to the shelf or enquire with the customer service, there, so simply, it is much faster and more convenient for the customer through internet marketing.

In terms of the customer, internet marketing is this extremely beneficial, as the customer is then constantly up to date with whatever new products are coming out and they are constantly updated with new promotions, as the business will need to update the information, and this then leads to far less misinformation relating to online shopping, as then the customer will receive the right information from the start, and therefore this will then lead to far less customer complaints than compared to less internet marketing. Also, through internet marketing, customers are constantly informed, meaning that they can have constant access to different promotions across the internet to different online shops, so there is a bigger platform overall, which makes it able for the customer to then save money online when they shop, and through this both the customer and business will be happy, as the customer will know that there are constant deals and ways they can save money online, and the business keeps their customers, leading to repeat purchases and leads to more loyalty.

Also, on the internet, this information can be broken down into easier ways for the customer to understand, compared to when you talk to someone in person, in store, they may be coming out with lots of information you don't understand, but online it is much more concise, so with phone contracts for example, when you set it up online, you can easily read any information you need all in bullet points, however, when you are in store, the customer advisor may be coming out with phone related jargon, so therefore through internet marketing, the points are broken down, leading to better information for the customer to understand.

Another benefit for the customer, is that they have all the information they need in one place, so they can compare the prices and quality of rival brands all on one platform, so therefore if Nike openly promote a pair of football boots and they are far more expensive than what adidas are offering, the customer can make a split second decision on what they prefer, so therefore this then makes everything much more convenient for the customer as they can see and compare different providers easily. Moreover, they can compare different aspects of the product such as stock availability, suitability, durability, warranty, price breakdown, etc.