

Unit 12: Internet Marketing in Business

P3: Explain the benefits to customers of a business using internet marketing

In this task, I will explain the 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.

I believe there are many advantages when businesses use internet marketing both the business and for the customer.

Firstly, as the world has become more focused on social media, it is natural that businesses have needed to adapt towards this, so therefore marketing is huge on social media platforms such as Twitter. Adidas for example, mainly keep their marketing on social media, as this is where the majority of customers, and marketing usually goes where the customers are, so if the customers are all on social media, it is only right that the business should go where the eyes are, and this only makes sense to go where the most people may see the advertisement.

In terms of the customer, this is also more 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, as they wouldn't want to misinform the customer on what they may receive, so therefore adidas' marketing department for example, would then be focused on making sure that the marketing is constantly up to date and therefore the customer will only benefit as they are constantly receiving new information on what they can gain from adidas and where they can save money and get the most up to date products.

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.

Also, when businesses are available to market on social media platforms, such as Twitter, it can also improve the quality and speed of customer service, as an unhappy customer can then tweet the profile of the brand and notify them if they have any issues with any products and services, and more often than not, the profiles usually respond and direct message the customer, so they can then find out more information and help to resolve the issue, so the availability online, will only benefit the customer in this sense, and it also makes it much more convenient, as the customer doesn't have to travel to the store to make a complaint, but they can do it from the comfort of their own home. This is also relevant with chat rooms, usually available on the websites, as the customer can then query any issue they have