

All of this data can be used to calculate income elasticity of demand, price elasticity of demand and cross elasticity of demand to decipher whether price or supply changes need to be made in order to avoid economic implications.

This improvement in research and development allows Bobble to get to know existing and potential customers' wants and needs more elaborately. For example, Google Ad Works would allow Bobble to access their data on search trends and figures relating to most used search terms for water containers and other things that the people who search for water containers would search for; so Bobble know how to access customers through other channels. However, RFM does not provide insight into reason for purchase like Chi-squared Automated Interaction Detectors (CHAID) does by 'enabling customer profiling and personalization and predictive analysis...' (Chaffey et al., 2011: 241).

'Pay per click' is an efficient and economic method whereby Bobble could bid on key words, such as 'bottle', 'water', 'recycle' etc. Then every time someone uses Google (for example) to click on one of Bobble's links, an amount is paid (Baines et al., 2011: 639).

One-click purchase on most retail websites makes it easy for customers to buy, so they will (Baines et al., 2011: 229).

Self-Selecting, Search Marketing

Contextual adverts offer ways of advertising pop-up adverts and banners for web surfers who have previously searched for similar products to the water bobble (Baines et al., Fill, C. Page, K. 2011: 640). For example, if you were to watch a YouTube video on recycling; the commercial at the beginning of the clip might be an advert for Bobble (sponsorship). This is a form of search marketing (Baines et al., 2011: 638), but Bobble shouldn't focus solely on this as pre-determination of potential customers isn't always correct, so by targeting the whole world (one-to-many), there is much more potential for gaining new customers. It is however; a self-selecting method, so by the time people get to see Bobble's commercial, they are already interested in green-living because they have searched for it.

At present, Bobble do not fully utilize email. A mailing list of their existing customers and any other email addresses they can get hold of through surveys and other methods, should be used to send out regular product updates and links directly to their own website and not to other stores that sell the bobble because it detracts from the specific product as customers could get distracted by other products that another company are selling. This is almost viral marketing where electronic word-of-mouth through the use of Web 2.0's 'share' is transacted (Baines et al., 2011: 634).