



A study of Marketing and Online Marketing Tools which improve online success

Max Adler

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Bachelor Thesis from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,6, University of Lincoln (Business and Law), language: English, abstract: Abstract

Title: A study of Marketing and Online Marketing tools which improve online success.

Purpose

The objective of this study was to identify and analyse the opportunities of new technologies for companies and how they take benefit of it. The most important online marketing tools were presented in detail to underpin the theoretic concepts of marketing.

Methodology

A literature review about marketing and online marketing objectives were carried out. This was used on recent occurrences and developments in the online marketing sector.

Findings

Online marketing is not only important for companies to increase turnover, it is nowadays necessary to stay competitive to survive. Companies which do not implement online marketing in their classical marketing activities have a strong competitive disadvantage in today's environment.

Research limitations / implications

More insight could be given on how important online marketing is for different industrial sectors. In some sectors a classical customer relationship could be still more important than others, so one has to be cautious with generalisations about how useful online marketing is for each company individually.

Practical implications

Small and middle-sized companies which still have no idea of how to implement an online marketing campaign or who still only use classical marketing methods should think about hiring online marketing specialists to stay competitive in this rapid changing environment.

Originality / value

The study shows how online marketing tools have to be used to be successful, but it also shows that exaggerated use of these tools could have the contrary effect. Every activity has to be well-planned and well-considered.

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