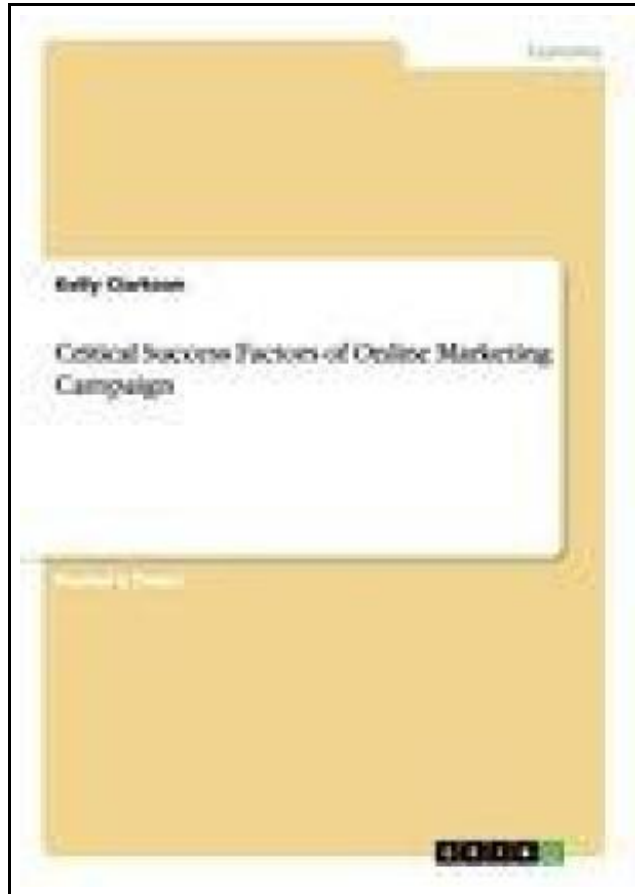


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GRIN Verlag Mai 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, The University of Liverpool, language: English, abstract: Marketing has always been one of the most crucial and critical functions in organizations for last several decades. Since several years, organizations have been depending on various marketing methods to promote products, services and brands. As time passes, the types of marketing strategies that are considered for have changed. Techniques that were used in 1950s shall not be helpful for organizations that operate in today's environment. In the same way, techniques that are currently used in today's environment shall not be useful after 50 to 60 years (Kotler and Keller, 2012). Unless marketing activities are planned based on present market conditions, it is not possible for organizations to reach wide-range of customers that spread across the world. As there are no boundaries in the target markets of most of the organizations, organizations have to use the combination of both traditional and online marketing methods. While traditional marketing methods such as print, radio or television marketing primarily restricted to tap domestic customers, it is online marketing strategy that helps organizations to reach customers, who spread across the world, with minimum marketing budget. Online marketing is the process of sending marketing communications and advertising messages to customers through various methods that used over internet. Internet marketing forms a wide-range of techniques such as search engine marketing, social media marketing, email marketing, affiliate marketing, blog marketing, and buzz marketing etc. As per the recent report revealed by Internet Advertising Bureau in 2009, the revenues of online ad sellers have increased to...

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