

Module 7

Evaluating performance and opportunities

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MEASURING AND EVALUATING MARKETING PROGRAMS

- ▶ Online marketing is using internet services.
- ▶ Mainly there are 3 reasons to go online: price, time saving.
- ▶ 81% of the company will conduct online marketing.
- ▶ Measuring and evaluating web marketing is a difficult task.
- ▶ Many businesses that have been successful in choosing the right metrics.
- ▶ Metrics means a number used for measurement.

- ▶ Doing right metrics can lead to business successful.
- ▶ For eg. **FRESH DIRECT**, it's a small company starting v company got sales amounting \$300 million and expansion years.
- ▶ **Use of metrics helps in achieving the goal**
- ▶ By using measures they can generate growth in sales, brand
- ▶ Marketers need to determine diff.way to evaluate like ease performance, errors etc
- ▶ They can count the no. of times users clicks and views, th awareness,etc.

APPROACHES TO PERFORMANCE MANAGEMENT



- ▶ Mainly there are two types
- ▶ Click/ hits approach and measurement driven approach
- ▶ In the first approach, users click on an ad or visit a website
- ▶ Second approach is the blind following of strategy where they accept measures promoted by software companies
- ▶ To contribute to an organisations competitive advantage, marketing activities must be aligned with the general organisational strategy with the strategic objective of the marketing function.

REASON FOR MEASURING WE MARKETING

- ▶ **E marketing is important to corporate s**
- ▶ Org.website are more impotent source of informa
investors, employees, trading partners etc.
- ▶ E-marketing activities is expanding beyond mark
give more importance.
- ▶ **It is different than traditional marketing**
- ▶ new way of interacting with customers
- ▶ stacks of information's will be available
- ▶ It is “pulled” by users as needed, rather than “pus

- ▶ **E-marketing financial returns require**
- ▶ **Evaluating E-marketing is possible**
- ▶ for eg. A company can briefly post an online consumer response in real time. this allows directly compare financial returns to the investment. many case outcomes are more complex

SOCIAL AND REGULATORY ISSUES IN WEB MARKETING

- ▶ The scope of electronic marketing increases over time due to the growth in electronic commerce
- ▶ Major social and regulatory issues include
 - ▶ Privacy
 - ▶ Security
 - ▶ Intellectual property

PRIVACY

- ▶ Most online marketers have become skilled at collecting information
- ▶ Marketers can easily track website visitors, and make them participate in web activities.
- ▶ Here there is a chance of abusing the customers information
- ▶ Some companies will exchange the databases to other companies
- ▶ Many customers and policy makers worry that marketers are violating consumers rights to privacy.

SECURITY

- ▶ Proper security is required
- ▶ If the E-commerce security is weak, it may business is allowing criminal access to info have had access to.

INTELLECTUAL PROPERTY

- ▶ IP is a legal term that refers to industrial and related rights.
- ▶ IP consist of new ideas, original expression appearance that makes product unique and
- ▶ E-commerce based business usually holds in IP; so the valuation of E-commerce bus whether they have protected their IP.

MOBILE MARKETING

► According to mobile marketing association

**“It is a set of practices that enables organ
and engage with their audience in an inter
manner through any mobile device or netv**