



Product Marketing

Digital marketing has nowadays become a fundamental tool for any company to sell a product. Actually, a marketing campaign today cannot be conceived outside the digital environment. Therefore, the entrepreneur should have the necessary tools and strategies to reach the potential customer in the most effective way, which is precisely the aim of this chapter.

To begin with, any good marketing strategy must inevitably start by a concise market research dealing with the macro and micro environments which determine the conditions of the operation. It goes without saying that rivalry between competitors or the threat of substitute products can affect the strategy as much as the situation according to country, region, climatic zone, political, legal and economic system.

Then a SWOT analysis must be performed to determine the strengths, weaknesses, opportunities and threats of the product. It seems obvious that knowing the advantages of your organization, the aspects of the product that could be improved, what chances can be spot or obstacles are faced is essential to run an effective marketing campaign. Eventually, this will help to clearly define the target and, ultimately, foster the decision making process.

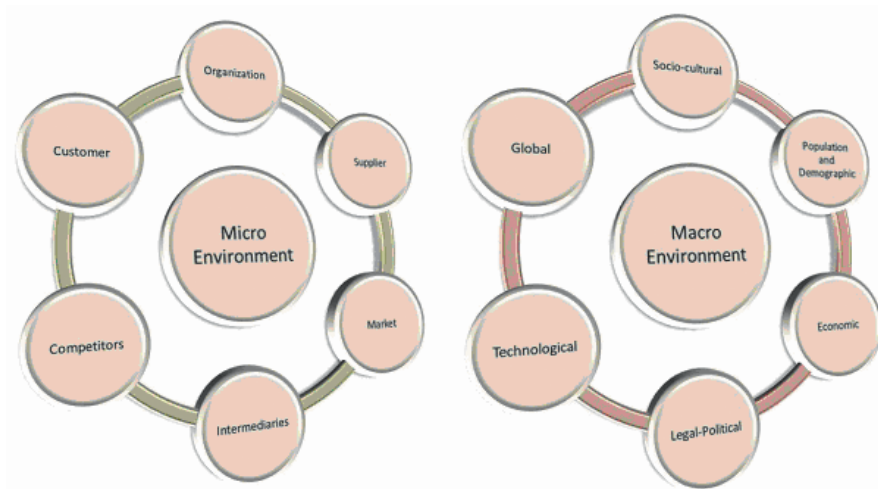
Next, the infamous 4 Ps of marketing must be considered. Any concerned entrepreneur today must be aware of the necessity to put the right product in the right place, at the right price, at the right time. The great value of Kotler's theory is to obtain an initial scheme, which refers to the basic and traditional marketing tools that are intended to establish the four basic pillars to be able to carry out the marketing plan.

Finally, the emergence of channels such as social networks opens the possibility of reaching a large number of people with an initial investment lower than in other media. This type of marketing is very important to reach young consumers and eliminates any type of spatial limitation when it comes to promoting the product, which explains why promoting in the social media has become essential in today's marketing campaign.

Now let's see all these aspects in detail.

2.1 MARKET RESEARCH

The market can be defined as a physical or ideal place in which an exchange ratio occurs. Yet, from the marketing perspective, the concept of market could be defined as: a set of people, individual or organized, who need a particular product or service, who wish or may wish to buy and who have the economic and legal ability to buy ($\text{Buying capacity} = \text{Rent} + \text{Savings} + \text{Borrowing capacity}$).



<http://keydifferences.com/difference-between-micro-internal-and-macro-external-environment.html>

Market Levels:

When analyzing a market, we must distinguish between:

- * Current market: buyers to whom the company sells.
- * Target market: buyers to whom the company wants to sell, which includes the current market and the non-consumer market.
- * Potential market: current plus relative non-consumers.

MACRO RESEARCH

The MACRO research is the part of environment beyond the company, which cannot be changed. Analyzing the macroenvironment is useful to find opportunities and threats that surround the company.

The elements that should be analyzed are:

- * **Demographic environment:** the birth rate in the western countries is very low and this will lead to a progressive decrease in population, unless it is compensated by an immigration of young people from other geographical areas. The geographic elements and changes that should be taken into account are: population size, number of marriages, population pyramid, birth and death rates, migratory movements, age of emancipation of the parents and number of family members.
- * **Economic environment:** here is where one should study the evolution of national income, interest rate, inflation, unemployment, the exchange rate and the tax burden. These variables determine purchasing power and influence consumption.
- * **Cultural and social environment:** the social and cultural changes that most affect



consumption usually occur within the family, like the greater incorporation of women and of young people in the world of work. There are also other factors, such as tattoos, light products, ecological products, rhythm of life, payment methods, home size, shopping as leisure, body worship, increased free time or families without grandparents.

- * **Legal and political environment:** at present, the activity of many companies is influenced by legislation in the field of environment, toxic products, safety and occupational hazards and the policy in matters of regulation of commercial practices. All these rules can generate business opportunities or threats for the company.
- * **Technology environment:** Advances and innovations in the fields of electronics and computers have revolutionized the production processes, communications and the transmission and processing of information.
Changes in technology have led to an expansion and renovation of offered products and marketing systems. These include eCommerce, TV, catalog, application of barcode or radio frequency to purchase, application of ICT in the management and promotion of business.
- * **Environment:** The environment has gained importance in recent years, as consumers are more aware of the harm of some products because of industrial processing. Comments and articles on the exhaustion of natural resources, pollution of rivers and seas, toxic waste and climate change are increasingly appearing in the news media. In reaction to social pressure, the authorities are regulating the use of natural products as well as the development of industrial processes and polluting products to a greater extent. As a company must comply with environmental legislation, these changes of the environment translate into a better perception of organic products, which becomes an opportunity of growth.

MICRO RESEARCH

The micro research is the part of the environment closest to the company that can change or influence it. When we analyze it, we can find opportunities and threats that the environment poses to the company.

The elements that should be analyzed are:

- * **Suppliers:** these are all the companies that supply the market. Few companies or organizations are fully self-sufficient and can have all the resources and services (transportation, storage, insurance, legal and economic advice) that are part of the products they produce. Therefore, it is necessary to carry out a good management of purchases that guarantees the supply of the necessary materials in the required quality and quantity. There is also a need for a personnel policy that ensures its training and permanent updating and a pleasant working environment. In addition, the company must have good legal, financial

and fiscal services that allow the proper development of its management.

- *❖ **Intermediaries:** these are all the mediators between the company and the customer.

The direct distribution between the producer and the consumer is not possible in many products, especially when the number of potential buyers is very high and they are dispersed in different geographical areas. In these cases, we must obligatorily turn to intermediaries.

- *❖ **Customers or consumers:** these are all current and potential clients in the market. As for customers, it is necessary to analyze the evolution of their business activities and their bargaining power, conditioned by the structure of the market. If customers were few, their bargaining power could affect the desired profitability objectives, the sales conditions or the quality of the company's offer.

- *❖ **Competitors:** they are all the competition companies.

Any competitor that survives is because it has a competitive advantage over the others. Therefore, it is necessary to study them as well as their products in detail, taking into account that the more similar competitors are, the stronger the competition will be. To analyze the competition, the company should ask the following questions:

- *❖ What are the competitors of the company / brand?
- *❖ How intense is competition in the market?
- *❖ How does competition affect the evolution and structure of the market?
- *❖ How do competitive actions affect business decisions?

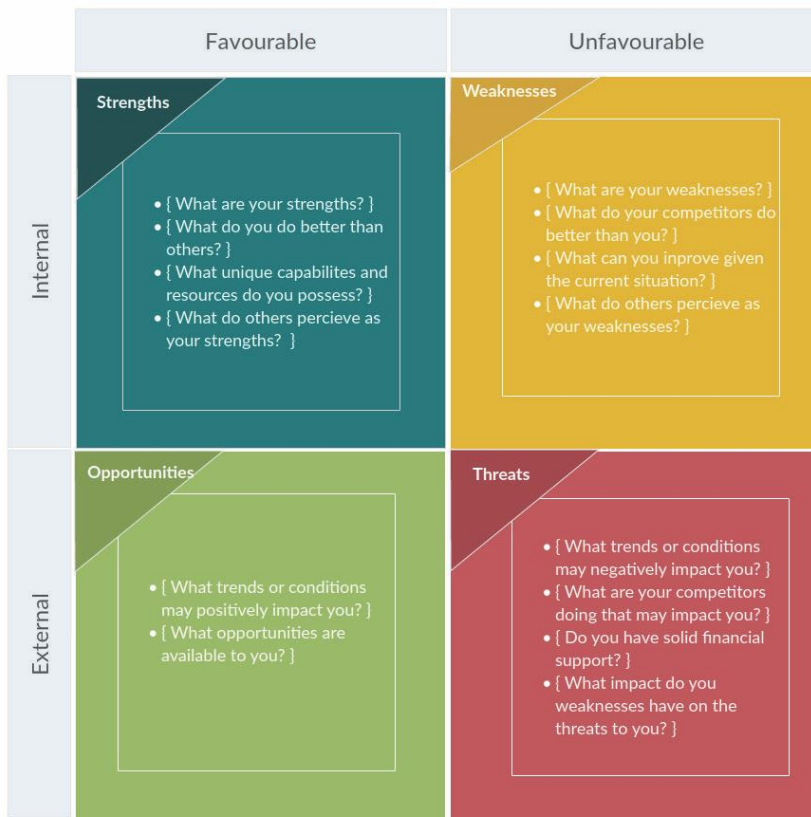
How do companies achieve and maintain competitive advantages? Identifying the competitors is not as simple as it seems, since one should also take into account the potential competitors, which can originate for different reasons, such as the expansion of the market or product, integration and/or association.

The analysis of the competition, both actual and potential, requires constant and permanent information from it, to evaluate its strengths and weaknesses that can in turn create opportunities or threats for the company.

- *❖ **Interest groups:** they are the groups, media for instance, that influence our exchange relationship. To take advantage of them (opportunity), one has to strengthen the Public Relations department.



4.2 SWOT ANALYSIS



<http://creately.com/blog/examples/swot-analysis-templates-creately/>

Today's organizations find themselves operating in an environment that is changing faster than ever before. The process of analyzing the implications of these changes and modifying the way that the organization reacts to them is known as business strategy. The SWOT analysis is a business analysis technique that any organization can perform for each of its products, services, and markets when deciding on the best way to achieve future growth. The process involves identifying the strengths and weaknesses of the organization, and opportunities and threats present in the market that it operates in.

The first letter of each of these four factors creates the acronym SWOT and its analysis examines these factors for any given business, project, or personal objective. The idea is to define an objective and then use the analysis to determine what internal and external factors may support or hinder that objective. Strengths and weaknesses represent the internal factors affecting an individual or organization, while opportunities and threats constitute external, environmental factors. A SWOT analysis helps to measure risks and rewards while also identifying the key factors related to accomplishing the stated objective. If done effectively, a SWOT analysis should lead to a strategy for

dealing with negative factors while maximizing strengths and opportunities. The more precise your SWOT analysis, the easier it will be to create an action plan for accomplishing your objective

A SWOT analysis can be used as part of business planning, market analysis, project management, organizational change, individual development (such as a career change or evaluation), or any situation requiring strategic planning to reach an objective.

STRENGTHS AND WEAKNESSES

These are internal factors, which may include financial and human resources, facilities, equipment, processes and systems in a business context. They may include elements such as business culture, certifications, reputation, and leadership. It is important to remember that what constitutes a strength or weakness will depend on the assessed objective. In general, one is looking for what characteristics give your business an advantage or disadvantage over others in achieving the objective.

STRENGTHS

A ‘strength’ is something that has a positive implication. It adds value, or offers your organization a competitive advantage. Strengths include tangible assets such as available capital, equipment, credit, established and loyal customers, existing channels of distribution, copyrighted materials, patents, information and processing systems, and other valuable resources. They are within your control.

The type of questions one should be asking and discussing to identify strengths are:

- *- What do you do well?
- *- What internal resources do you have? Think about the following:
 - *- Positive attributes of people, such as knowledge, background, education, credentials, network, reputation, or skills.
 - *- Tangible assets of the company, such as capital, credit, existing customers or distribution channels, patents, or technology.
- *- What advantages do you have over your competition?
- *- Do you have strong research and development capabilities? Manufacturing facilities?
- *- What other positive aspects, internal to your business, add value or offer you a competitive advantage?

WEAKNESSES

These are the characteristics of your product or service that are detrimental to growth. Weaknesses are those things that detract from the value of your offering or place you at a disadvantage when compared with your competitors. Factors that are identified as weaknesses can often be remedied with suitable investment or restructuring.



The type of questions one should be asking and discussing to identify weaknesses are:

- *✧ What factors that are within your control detract from your ability to obtain or maintain a competitive edge?
- *✧ What areas need improvement to accomplish your objectives or compete with your strongest competitor?
- *✧ What does your business lack (for example, expertise or access to skills or technology)?
- *✧ Does your business have limited resources?
- *✧ Is your business in a poor location?
- *✧ What can be improved or altered?
- *✧ What do we do badly?
- *✧ How do we compare with others?
- *✧ How does our performance compare with our competitors?
- *✧ What have our customers told us?
- *✧ How did we respond to this feedback?
- *✧ What should we avoid?
- *✧ How do third parties judge our performance or service?
- *✧ Do we have we self-imposed any constraints?

OPPORTUNITIES AND THREATS

The external elements influencing one's business may include market trends, outside funding, customer demographics, suppliers, the economic climate, political and environmental issues, among other factors. The analysis can help identify new business opportunities and areas for growth as well as issues that could hinder a project or business endeavor. External factors are typically outside of your control - even weather and seasonal changes can influence business goals. Anticipating these factors early can help your team plan ahead and stay flexible when they occur. Part of the analysis is to examine how external opportunities and threats relate to internal strengths and weaknesses in order to determine whether an objective is even attainable and create a strategy for moving forward.

OPPORTUNITIES

Opportunities can occur for a variety of reasons and may result from changes within the market, customer lifestyle changes, advances in technology, or new production methods, for instance. These opportunities for growth can also occur from a resolution of a problem associated with your current product.

The type of questions one should be asking and discussing to identify opportunities are:

- * What good opportunities can you spot?
- * What interesting trends are you aware of?
- * Useful opportunities can come from such things as:
 - * Changes in technology and markets on both a broad and narrow scale.
 - * Changes in government policy related to your field.
 - * Changes in social patterns, population profiles, lifestyle changes, and so on.
 - * Local events.

A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

THREATS

The final part of the SWOT process is to assess the external risks your organization faces. These are referred to as threats and are composed of external factors that are beyond your control. This means there is little or no control over them and the organization should consider making contingency plans, no matter how incomplete.

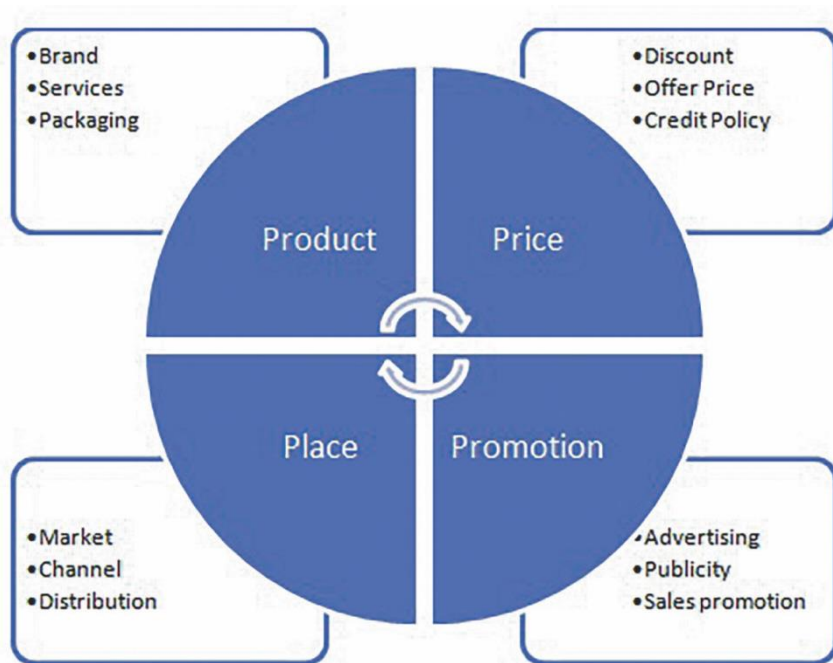
The type of questions one should be asking and discussing to identify threats are:

- * What obstacles do you face?
- * What are your competitors doing?
- * Are quality standards or specifications for your job, products or services changing?
- * Is changing technology threatening your position?
- * Do you have bad debt or cash-flow problems?
- * Could any of your weaknesses seriously threaten your business?

2.3 MARKETING MIX: THE 4 PS

The marketing world has changed drastically in recent years, mostly due to the advent of the Internet. This has allowed people new ways to buy, search, collect and learn. The world of marketing has changed drastically and companies have had to readapt to it.

Prior to the irruption of the internet, companies used to create products, test a pricing model, distribute them, and promote them without any solid theory but simple trial and test. Even though this theory, raised by Phillip Kotler in 1967, may seem incomplete by nowadays' standards, it is still the basis of modern marketing. So, what are the 4 Ps and in what way are they still valid?



<http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/6778-4-ps-of-marketing.html>

The great value of Kotler's theory was to obtain an initial scheme, from which it has been possible to develop a whole modern science, known today as marketing. This model answers four key questions: what product?, at what price?, where will it be placed? and what promotion will I use?

PRODUCT

The product is anything that you can offer to the market for acquisition, use or consumption and that can satisfy a need or desire. A product is a sum of characteristics or physical attributes. It is defined based on market knowledge and the behavioral characteristics of potential customers. It is key to highlight the characteristics, attributes and / or benefits in order to allow identification in the market, differentiate it from the competition and achieve a brand positioning. Thus, it is important to define our product to study four key elements: product portfolio, product differentiation, brand and presentation.

The different levels of products can be determined as:

- * Essential product: the sum of benefits for the user.
- * Tangible product: the sum of formal aspects such as characteristics, brand, packaging, style, quality or design.
- * Increased product: the sum of added aspects such as credit, delivery terms, warranty, after-sales service, financing, maintenance or installation.

Consequently, when considering the product, any good entrepreneur should ask him/herself

the following questions:

- * What does the customer want from the product?
- * What needs does it satisfy?
- * What features does it have to meet these needs?
- * Are there any features that you've missed out?
- * Are you including costly features that the customer won't actually use?
- * How and where will the customer use it?
- * What does it look like? How will customers experience it?
- * What size, color, ... should it be?
- * What is it to be called?
- * How is it differentiated versus your competitors?

PRICE

This is the amount of money that you pay to buy a product or service. It is a key factor as of demand and therefore essential in the company's marketing. It is one of the basic elements that allow to obtain benefits or determine the eventual failure the company.

The price is established from a series of different calculations and economic studies, where we will identify the demand for our product, competitive prices, consumer purchasing power, current trends and the likes of the aforementioned consumers. By joining all these factors, we will fix the price of our product. It is also essential that companies take into account different forms of payments or discounts that may be susceptible of future application to your product. The price is an element that is fixed in the short term and the only one of the four from which we will generate income. When defining the price, it is necessary to take into account: costs (fixed and variable), profit margin, internal and external environment elements, marketing strategies and strategic and tactical objectives.

For the person in charge of marketing in the company, price is a powerful competitive tool since offering low prices can revolutionize the market. Since marketing is the only tool that provides income as it is an instrument that causes significant psychological reactions on the consumer, price must be adaptable to the customer depending on how he/she values the product.

Consequently, when considering the price, any good entrepreneur should ask him/herself the following questions:

- * What is the value of the product or service to the buyer?
- * Are there established price points Add to My Personal Learning Plan for products or services in this area?
- * Is the customer price sensitive? Will a small decrease in price gain you extra market share? Or will a small increase be indiscernible, and so gain you extra profit margin?
- * What discounts should be offered to trade customers, or to other specific segments Add to My Personal Learning Plan of your market?
- * How will your price compare with your competitors?



PLACEMENT

The placement is the instrument of marketing that matches the production with the consumption. The objective is to put the product at the disposal of the customer. It includes distribution, information, promotion, and/or product presentation at the point of sale. The user must be able to access the product at any time so it is important to establish the strategic points where the product will be marketed beforehand. Therefore, it is indispensable to make up a solid distribution strategy, where certain aspects have to be considered:

- * **Distribution channel:** This is the medium that allows the product to get the producer to the consumer, directly or through an intermediary.
- * **Types of channel:**
 - Direct channel: The manufacturer offers the product or service directly to consumers. It has the advantage that the producer has direct contact with the leading end of the purchase. You can vary the price, gather first-hand information, find the taste of the consumer, and thus can make a most appropriate argument. As a drawback, it has a higher cost, since potential buyers are dispersed.
 - Indirect channel: The manufacturer uses intermediaries to bring products to the final customer. It has the advantage of a wider and extended distribution and there is no need to know the local market. However, there is the disadvantage of a loss of control in the distribution process.

Consequently, when considering the placement, any good entrepreneur should ask him/herself the following questions:

- * Where do buyers look for your product or service.
- * If they look in a store, what kind? A specialist boutique or in a supermarket, or both? Or online? Or direct, via a catalogue?
- * How can you Access the right distribution channels?
- * Do you need to use a sales force? Or attend trade fairs? Or make online submissions? Or send samples to catalogue companies?
- * What do your competitors Add to My Personal Learning Plan do, and how can you learn from that and/or differentiate?

PROMOTION

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It covers the methods of communication that a marketer uses to provide information, both verbal and visual, about his or her product or service. In order for it to be successful, it has to be communicated clearly to the target market. There are several methods to achieve such purpose. Some of the most popular ones are stated below.

- *❖ **Advertising:** Communication through mass media, the firm will usually pay for this type of communication.
- *❖ **Public Relations:** Developing a positive relationship between the organization and the media and the public. Good public relationships involves not only creating favorable publicity through the media but also involves minimizing the impact of negative situations.
- *❖ **Sales Promotion:** Promotions designed to create a short-term increase in sales. Examples of sales promotion include money off coupons, discount codes and “flash sales”.
- *❖ **Personal Selling:** Sales interaction between the firm's representative and a consumer on a one to one basis.
- *❖ **Direct Mail** (post and e-mail): This involves sending marketing to a named individual or organization. Firms often buy lists of names, e-mails and postal addresses for this purpose. This can be highly effective when the direct mail recipients are within the firm's target market.
- *❖ **Internet Marketing:** Placing adverts on Internet pages through programs such as Google's AdWords.
- *❖ **Social Media:** Firms place daily messages on social media such as Facebook and Twitter to keep customers interested in their organization. They may even run promotions, flash sales and discounts just for their social media readers.
- *❖ **Sponsorship:** An organization or event is paid to use your branding and logos. Sponsorship is commonly used in sporting events; player's clothing and stadiums will be covered in the firm's branding and even the tournament may be named after the firm. Although effective sponsorship requires a large audience you may get smaller firms interested in local business sponsoring small events in their area e.g. school fairs.

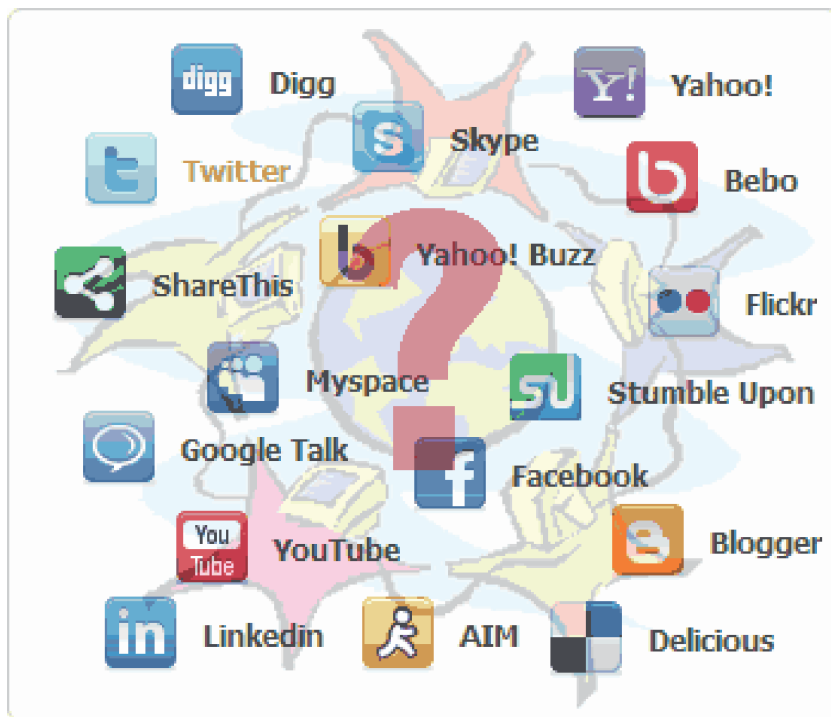
Firms need to carefully consider the message that their promotion strategy will be conveying to their target audience. What message will promotion activity send to the target audience and how will it impact on the firm's reputation? The promotion's message should reinforce product benefits and help the firm to develop a positioning strategy for their products. Thus, the company must take into account the readership and general behavior of their target audience as targeting through effective media campaigns could save the company valuable financial resources.

Consequently, when considering promotion, any good entrepreneur should ask him/herself the following questions:

- *❖ Where and when can you get across your marketing messages to your target market?
- *❖ Will you reach your audience by advertising online, in the press, or on TV, or radio, or on billboards? By using direct marketing mailshot? Through PR? On the Internet?
- *❖ When is the best time to promote? Is there seasonality in the market? Are there any wider environmental issues that suggest or dictate the timing of your market launch, or the timing of subsequent promotions?
- *❖ How do your competitors do their promotions? And how does that influence your choice of promotional activity?



4.4 ICT AND E-COMMERCE



<http://keywordsuggest.org/gallery/181857.html>

To sell a product or service, this should be offered through a well-organized distribution channel. Marketing uses the media as a way to contact consumers and producers through distribution channels. Any good external communication campaign should deal with a clear definition of the target to be achieved, selection of the media, campaign tracking and comprehensive monitoring the effectiveness of the campaign.

Out of the different methods to achieve substantial promotion, the most popular and probably the most effective nowadays is **Social Media Marketing (SMM)**. This happens to be so because social networks help us to interact with the customer either directly, with a specific profile or a particular user, or indirectly, through mass advertising and search engines. SMM combines Internet marketing objectives with social media such as blogs, content aggregators, content sharing sites, social networks and microblogging sites, among others, to increase visibility, promote sales or transmit new ideas and concepts to the market. This eventually leads to finally achieving a desirable increase in sales.

One aspect to keep in mind in this way of doing marketing is that the results are not immediate. It takes time to prepare the entire Social Media plan, which requires a communication plan and a

digital marketing strategy focused on social media. Moreover, an important concept within Social Media Marketing is online reputation, in which the actions of the consumer play a fundamental role. In this sense, companies should try to be active and proactive in communicating with users in order to keep their products and services in the minds of consumers in a positive way. In short, users should speak well of our products. For this reason, the Social Media plan can also include a plan to follow in case of crisis of reputation online.

A great asset of Social Media Marketing is the possibility to get feedback from users, who should be able to interact with products and services. In essence, the social media gives us the opportunity to interact with potential clients directly and quickly. Every year, the percentage of social network users who go to them to buy or inquire about certain products and brands through a computer or any mobile device increases. Therefore, it is necessary to create a Social Media Marketing plan, to reach those millions of Internet users.

Social networks are an opportunity to build a network of contacts and communicate with your customers and followers. It is possible to reach many people with low investment, positioning a brand or product through traditional word of mouth. At the same time the proper management of these networks is used to prevent crises brand due to negative comments or erroneous information circulating on the Internet.

Just like traditional marketing, digital marketing has hundreds of tools, channels and formats that can be used to achieve the desired results. Some strategies and tools that every professional should know to enter this market are:

- ✧ **SEM (Search Engine Marketing):** Search Engine Marketing involves every digital marketing action. It focuses on plotting results through search sites like Google. SEM are of extreme importance, because today, search sites are the channel of entry for almost everyone on the internet and trace an extremely qualified traffic. Every time a page is found on a search site, there was already an interest on the part of the user, which greatly increases the possibility of quality traffic. Within SEM we have two main ways of working: SEO and PPC.
- ✧ **SEO (Search Engine Optimization):** SEO is one of the main internet marketing practices. They aim to improve your position in the organic search of Google and other search sites. A good SEO job involves dozens of different actions, ranging from optimizing your site for it to work on mobile phones to creating content with quality. Appearing in the first place of a Google search is a great way to make qualified and free visits. After all, you're not paying to appear on this one. Although it is not possible to buy your positioning in Google, it is still necessary to make other investments on your own site. The basis of any well done SEO is to have quality content, without this, it is useless to optimize your site to perfection, as the main mission of Google is to deliver the best content for your audience. Having content as a basis for various actions can help you to rank, such as keyword search, site HTML optimization, etc.
- ✧ **PPC (Pay per Click):** Not only are organic results found on search sites, after all, these need to produce money in some way. The main source of income for these sites are the



sponsored ads or PPC in which the advertiser pays to appear in the top search results. It is clear that sites always warn that these results are sponsored, which makes them less efficient than organic results. In the case of Google, they have a network called AdWords in which they enter your ads that will be shown according to the keywords that interest you and that draw the best traffic. Although AdWords is paid, it's also interesting that the ads are relevant, so it's not enough to pay. Your ad must be well done and lead to a quality page (a metric called Quality Score is used to define this). Even though Google is the most popular pay per click ad network, many other companies also offer PPC products. The most popular ones are Facebook Ads, Twitter Ads, and LinkedIn Ads.

- * **Media Display / Ad Networks:** Media Display is a more traditional format for doing digital marketing. Basically they are the famous banners and other graphic ads that we see in several sites, mainly portals. When digital marketing began to apply this, advertisers converted them into display format, as it was similar to buying advertising space in print media. Little by little the means of visualization evolved and the Ad Networks emerged, which are centralized networks that distribute the ads in different places, without the need of the advertiser to negotiate with several publishers. Today there are several types of Ad Networks, some more corporate, some more specific and clear, AdSense, probably the largest in the world, fully self-service.
- * **Email:** E-mail marketing continues strong and is one of the favorite channels. It is a direct contact medium in which the subscriber gives you the authorization to send content to your inbox.
- * **Native Advertising:** Native advertising is relatively recent on the Internet and has gained a lot of strength after the display media began to lose efficiency and content marketing growth. Native advertising is a "native" format advertising of the site in which it is located. It is common to create tags, for example, your own reports or lists on sites like Buzzfeed. The growth of native advertising is associated with the fact that the public no longer has the patience to be interrupted while online, reducing the efficiency of traditional formats. Because of this, the brands began to create the content themselves and to insert in other sites, mixing their contents with the experience of their "native" use. Few people know, but, another traditional format of native advertising, are the Adwords ads themselves, which although ads are, follow the format (search result) and the dynamics of Google.

The tools and practices quoted in this list are far from being exhaustive, as new formats and ideas come up all the time on the internet. Marketing focused on social networks, video, interactivity, virtual reality, among many others, are just one example of what can be done in digital marketing.

E-Commerce

The e-commerce consists in the distribution, sale, purchase, marketing and supply of information

of products or services through Internet. Originally the term was applied to the conduct of transactions by electronic means, such as electronic data interchange. However, with the advent of Internet in the mid-1990s, the concept of selling services through the network began, using electronic payment methods such as credit cards. Since then, companies have been worried about staying ahead and being able to offer what their customers are demanding today.

On the other hand, people have seen in this new way of doing business a great opportunity to undertake and have a commercial activity of their own. There are no barriers or borders in ecommerce plus geographical space is not what determines the target. Yet, without creativity and without offering a truly differentiating proposal it is certainly complicated to stand in this brave new world.

Most companies already have a presence on the Internet, so they have been concerned about developing institutional sites. In these cases, what is intended is to complement some traditional marketing activities, such as providing additional information and promoting the company. Even today some companies have not entered the world of digital marketing yet and have not understood the great tools that can be counted on the Internet and the world of people that can be reached through the network. In some cases, companies are reluctant to provide detailed information about products, since the objective is to induce visitors to communicate with the company through the traditional routes, such as the on-site visit or the telephone call, and thus get in touch With potential customers. They forget or maybe they do not know the innumerable tools of capture that exist through the digital marketing, but that subject we will leave for later since it would give me to write at least two other post.

On the other side of the balance e-commerce sites appear to be quite different. In these sites, the final objective is to close the transaction electronically with the payment (and in some cases with the delivery), being these processes carried out by Internet. Without this transaction we could not talk about e-commerce. This transaction affects the profit and loss account of any business, becoming a great generator of profits. Typically, this type of site includes detailed product information, mainly because visitors will support their purchase decision based on the information obtained and the perception of confidence and solvency generated by the website in relation to the company.

This type of website generally has four sections:

1. INSTITUTIONAL INFORMATION: This section tries to attract customers and generate an environment of trust in the company.
2. CATALOG: It is a fundamental requirement of E-commerce and contains detailed information about the products, their benefits and prices. This section depends to a large extent on the success of the business.
3. ORDER PROCESSING: This section includes a method for specifying and configuring the order. More advanced systems may include order tracking systems.
4. PAYROLL: this is the method used to make the transaction economical. There are several methods. In this section it is very important to give security to the customer and some support in case of fraud.



Lately, more sections have been included. An excellent return policy and user support are as important as all of the above. Feel that although the entire operation is done through the Internet, there are people you can talk to if you need it. E-commerce sites can be found alone or form part of a larger retail site, commonly called “shopping mall”, which present a standardized appearance, in which many companies have a presence within a single website and in which Visitors can access information from different companies.

The models or types of e-commerce business that exist are:

- * B2B (Business-to-Business): Companies that do business between them. Business-to-business applies to the relationship between a manufacturer and a distributor of a product and also to the relationship between the distributor and the retailer, but not to the relationship between the merchant and his/her final customer (consumer).
- * B2C (Business-to-Consumer): Companies that sell to the general public, consumers as natural persons.
- * C2C (Consumer-to-Consumer): Platform from which consumers buy and sell between them. It is the oldest form of electronic commerce that we know. These platforms emerge as a way to help people negotiate directly with other people or be able to buy from companies in a more beneficial way for them. An example is E bay.
- * B2G (Business-to-Government): Companies that sell or offer their services to government institutions. Town halls, councils and other official institutions can contact their suppliers, comparing products and placing orders through a simple and standardized process.
- * C2B (Consumer-to-Business): It is the e-business business model in which consumers can offer products and services to businesses, and businesses pay consumers. This business model is a complete investment of the traditional business model (business to consumer = B2C).

We can see the C2B model on blogs or internet forums where the author offers a link to an online business that facilitates the purchase of a product (such as a book on Amazon.com), for which the author could Receive affiliate income from a successful sale. People now have access to technologies that were previously only available to large companies (printing and acquiring digital technology, high-performance computers, and powerful software). Yet, this is not the only reason why ecommerce has become so popular. Its advantages can be summarized in:

- * An expansion of the customer base when entering a broader market.
- * An extension of the sales schedule 24 hours a day, seven days a week, 365 days a year. Greater comfort for buyer and seller. From traditional outlets it takes traffic to web walk-ways, a phenomenon known as showrooming.
- * A creation of a competitive advantage.
- * A reduction of costs of production, capital, administration, among others.
- * An improvement of communication with customers and effectiveness of advertising campaigns.

- ✱ A flexibility in means of payment. Internet allows to combine all means of payment available, facilitating both electronic and traditional. Payment can be made in cash - as is the payment on reimbursement - but above all with banking means - credit card or debit or transfer - or through new Internet-born intermediaries such as Paypal or even bitcoin.

SUMMARY

In sum, the product marketing campaign must be well planned and take into account several aspects to be effective. A proper research of the macro and micro environments must be performed so as to identify the elements that may affect either positively or negatively the selling of our product or service. In turn, these must be outlined in a SWOT chart in order to focus on the strengths and opportunities while minimizing threats and weaknesses. Once this is established, we can move on to define the right concept of product, what proper price should be given, where it is going to be sold and what promotional tools we are going to use to sell it more effectively. Finally, as today's online world seems to be ubiquitous, it seems reasonable to concentrate our efforts on ICT and ecommerce options since digital marketing offers a series of advantages over traditional one. Only when taking all these aspects into consideration can we say that a good product marketing campaign has been carried out.