

2. Introduction to E-Marketing

Review Questions

1. Why is the Web a suitable medium for marketing?
2. What are some of the differences between traditional marketing and Web marketing?
3. Is it easier to conduct target marketing on the Web than in traditional marketing?
4. How does the Web improve marketing experiments?
5. How does the Web support matching products and services to customers' needs?
6. What are banner advertisements, their advantage and disadvantages?
7. What is the role of intelligent agents in Web marketing? What are some of the characteristics of intelligent agents?
8. What are some of the tasks that an intelligent agent can perform?
9. What advice could you provide for keeping customers at an e-commerce site?
10. In your own terms list 10 recommendations for designing an effective Web marketing program