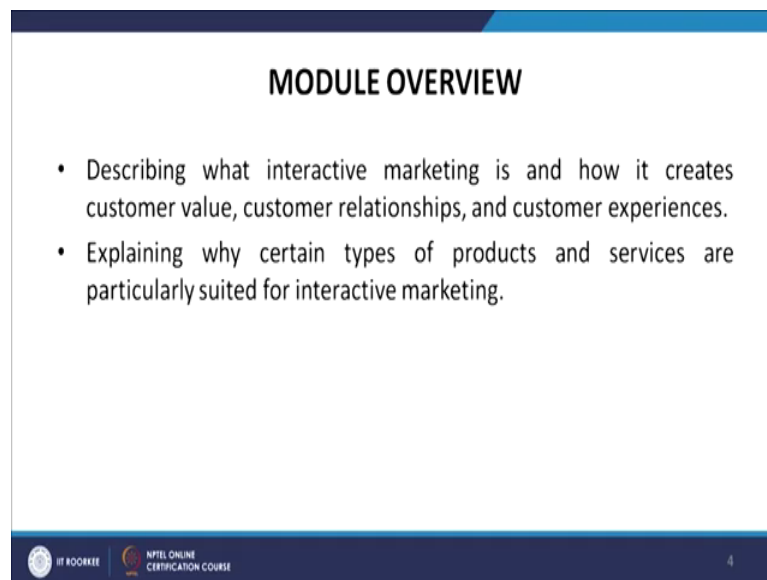


**„Introduction to Marketing Essentials
Prof. Zillur Rahman
Department of Management Studies
Indian Institute of Technology, Roorkee**

**Lecture - 39
Implementing Interactive and Multichannel Marketing – I**

Welcome to this course on Introduction to Marketing Essentials. Today, we will talk about module 39. Now, these last two modules module 39 and 40, we will talk about the last topic in this course that is Implementing Interactive and Multichannel Marketing. Now, let us look at what are the things that will be covered in this module.

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The slide is titled "MODULE OVERVIEW" and contains two bullet points. At the bottom, there are logos for IIT Roorkee and NPTEL Online Certification Course, along with the number 4.

MODULE OVERVIEW

- Describing what interactive marketing is and how it creates customer value, customer relationships, and customer experiences.
- Explaining why certain types of products and services are particularly suited for interactive marketing.

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So, we will start with describing what interactive marketing is, and how it creates customer value, customer relationships and customer experiences. And then, we will explain why certain types of products and services are particularly suited for interactive marketing. So, keep in mind that all products and services are not well suited for this interactive marketing.

So, first it has to be important to understand what kind of products and services are more suitable for the purpose of interactive marketing.

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INTRODUCTION

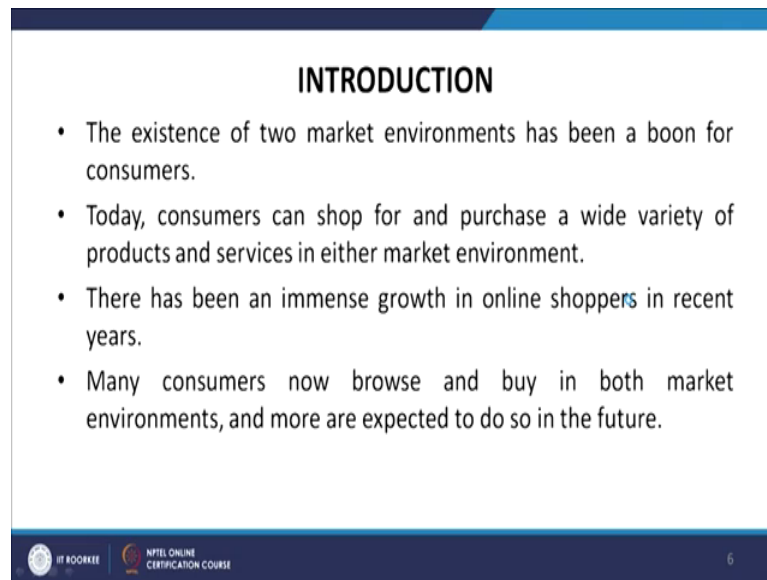
- Consumers and companies populate two market environments today.
- One is the traditional **marketplace**. Here buyers and sellers engage in face-to-face exchange relationships in a material environment characterized by physical facilities (stores and offices) and mostly tangible objects.
- The other is the **marketspace**, an Internet-enabled digital environment characterized by face-to-screen exchange relationships and electronic images and offerings.

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Now, to start with, consumers and companies they populate two market environments today. One is the traditional marketplace that all of us are aware of. Here buyers and sellers engage in face-to-face exchange relationships in a material environment characterize by physical facilities that is stores and offices and mostly tangible objects.

So, this is about the tangible physical. While on the other hand, there is another marketplace that is called as market space an internet enabled digital environment characterized by face-to-screen exchange relationships and electronic images and offerings. So, this is about intangible contacts and internet. So, now you see that there is importance of both these markets, marketplaces and market spaces.

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INTRODUCTION

- The existence of two market environments has been a boon for consumers.
- Today, consumers can shop for and purchase a wide variety of products and services in either market environment.
- There has been an immense growth in online shoppers in recent years.
- Many consumers now browse and buy in both market environments, and more are expected to do so in the future.

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So, the existence of these two market environments has been a boon for consumers. Today, consumers can shop for and purchase a wide variety of products and services in either of these two market environments, the marketplace or the market space or they can continue in both these environments.

There has been an immense growth in online shoppers in recent years because of obviously, the various advantages and convenience of online channels. Many consumers now browse and buy in both market environments, and more are expected to do so in the coming future.

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HOW HAS THE CUSTOMER JOURNEY CHANGED OVER TIME?

- The big difference between the old customer journey and the new customer journey involves one thing, Google.
- With Google and other search engines, it has never been easier or more convenient for consumers to get exactly what they want when they want it.
- Most of the customer journey now takes place at the fingertips of the consumer either on their mobile phone or their computer.
- Traditionally, before Google ever existed, marketing looked something as shown in Figure 39.1 (on next slide).

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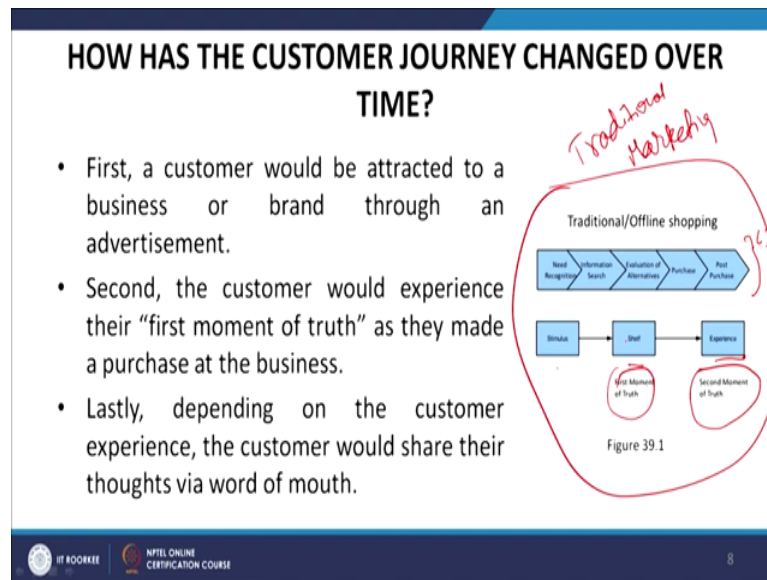
Now, let us look at how the customer journey has changed over time. Customer journey is the journey that customer undertake from need identification to purchase and post purchase. So, now, let us look at how this journey has changed over time.

So, the big difference between the old customer journey and the new customer journey involves one thing. So, the only difference between these two is Google. With Google and other search engines, it has never been easier or more convenient for consumers to get exactly what they want and where they want it. So, the advantage you see of this online or Google or other search engines.

So, you can find what you are looking for, where you can buy, at what prices you can buy, when you can get it. So, most of the customer journey now take place at the fingertips of the consumers, either on their mobile phones or their computers. So, traditionally, before Google ever existed marketing looked something as it is shown in this figure 39.1 on the next slide.

Now, this is what marketing looked liked.

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We are still continuing to discuss how this customer journey has changed over time and this is our traditional marketing. This is the customer journey, so this is the customer journey.

Need recognition, information search, evaluation of alternatives purchase and post purchase. Now, this is called as stimulus, this is the shelf and this is experience. This is the first moment of truth and this is the second moment of truth. So, in this journey there are two moment of truths. Moment of truth is when customer and the company interacts.

So, first, a customer would be attracted to a business or brand through an advertisement. This advertisement let us assume for the time being it is on the television or a radio or some mass media.

Second, the customer would experience their “first moment of truth” as they made a purchase at the business, at a shop at a retail store. Lastly, depending on the customer experience the customers would share their thoughts via word of mouth. So, now, then they start sharing their thoughts via word of mouth to their friends and family and acquaintances.

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HOW HAS THE CUSTOMER JOURNEY CHANGED OVER TIME?

- However, today a major portion of the customer journey involves researching a business online before a purchasing decision is made.
- How are consumers doing this? With the easiest and most used tool in the world for providing answers, Google.

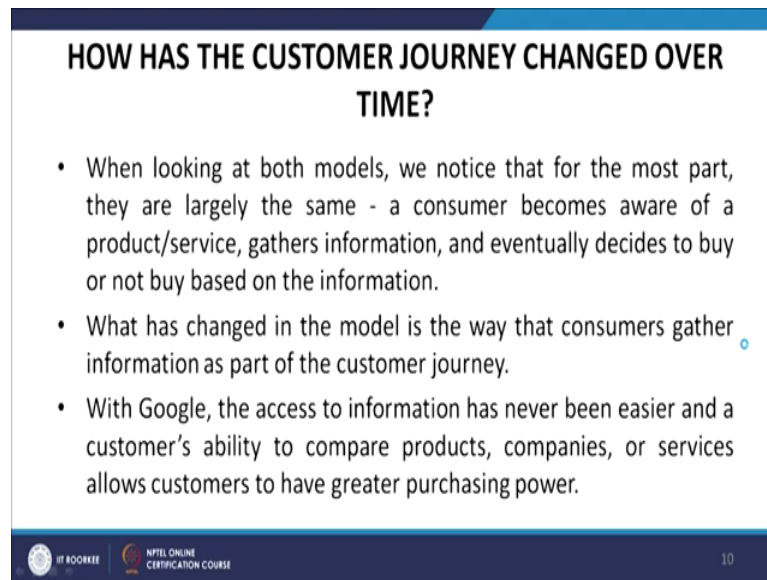
Figure 39.2

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But, today a major portion of this customer journey involves researching a business online before a purchasing decision is made. So, now, you see that this is what we are talking of. Lots of this information is searched online. Now, this is zero moment of truth. Now, and then it is the first and the second moment of truth.

However, today a major portion of customer journey involves researching a business online before a purchasing decision is made. So, lots of information are being researched on and searched and researched by the consumers online. How are consumers doing this? With the easiest and the most used tool in the world for providing answers, that is Google.

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HOW HAS THE CUSTOMER JOURNEY CHANGED OVER TIME?

- When looking at both models, we notice that for the most part, they are largely the same - a consumer becomes aware of a product/service, gathers information, and eventually decides to buy or not buy based on the information.
- What has changed in the model is the way that consumers gather information as part of the customer journey.
- With Google, the access to information has never been easier and a customer's ability to compare products, companies, or services allows customers to have greater purchasing power.

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When looking at these models, we noticed that for the most part they are largely the same. So, in both these cases this customer journey is largely the same. A customer becomes aware of a product or service, gathers information and eventually decides to buy or not to buy based on this information. But, what has changed in the model is the way the consumer gathers information as part of the customer journey. So, this is what we are talking of. This is the new age shopping figure 39.2.

So, with Google the access to information has never been easier and a customer's ability to compare products, companies, or services allow customers to have greater purchasing power. So, now consumers can instead of going from one shop to another shop around the city now they can sit at their homes using their mobile phones and computers they can search for this information. And obviously, then they can buy wherever they get the best deal. So, that is why their purchasing power has increased.

Earlier, the idea was that a customer will go to 2, 3, 4 retailing stores and then he will buy. But now he can visit n number of stores, compare prices, compare products and then he will buy. So, that is why now his purchasing power has also increased.

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HOW HAS THE CUSTOMER JOURNEY CHANGED OVER TIME?

- Google refers to the search and research aspect of the customer lifecycle as the “Zero Moment of Truth” or ZMOT.
- Google first introduced this ideology in 2011.
- Every local business should concern themselves with their company’s online presence as it has proven to be very important to consumers worldwide.

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So, Google refers to the search and research aspect of the customer life cycle as the “Zero Moment of Truth” or ZMOT. Google first introduced this ideology in 2011. Every local business should concern themselves with their company’s online presence as it has proven to be very important to consumers worldwide.

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CREATING CUSTOMER VALUE IN MARKETSPACE

- We know that marketing creates form, time, place and possession utilities, thereby providing value.

Type	Description	Examples
Form	Conversion of raw materials and components into finished goods and services which are in accordance to customers’ needs and requirements	Dinner at Hotel Taj; iPhone
Time	Availability of goods and services when consumers want them	Physician appointment; Digital photographs; Overnight courier service
Place	Availability of goods and services at convenient locations	Technicians available at an auto repair facility; on-site day-care; bank ATMs in shopping malls
Possession	Ability to transfer title to goods or services from marketer to buyer	Retail sales (in exchange for currency, credit or debit card payment)

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Now, let us look at how to go about creating customer value in the market space. So, we are talking of market space. We know that marketing creates form, time, place, and

possession utilities which thereby provide value. Now, in this table there are some examples given of the various types of utilities and examples related to those utilities.

So, the first type of utility is the form utility. That is conversion of raw material and components into finished goods and services which are in accordance to customer needs and requirements. So, this form of the raw material is changed. So, wool is converted into woolen clothes. So, the example that is given here is dinner at Hotel Taj or iPhone. So, these Taj peoples, they have collected lots of raw material and then converted them into food and then a person goes there to have that dinner.

The second type of utility is the time utility. That is availability of goods and services when consumers want them. So, now, goods and services are made available to customers. For example, getting woolen clothes in winters and cotton clothes in summers, so that is what this time utility is. For example, getting a physician's appointment, digital photographs, overnight courier service. So, that courier service provides you the courier the next day. So, that is time utility.

The third type of utility is place. That is availability of goods and services at the convenient location. So, I will not go to 200 kilometers to buy a shirt. So, if the shirt is available within 200 meters then or 2 kilometers then I will buy it. So, that is the place utility. So, technicians available at an auto repair facility, on-site day-care, bank ATMs in shopping mall. So, that is examples of place utility.

The last type of utility is the possession utility, ability to transfer title to of goods or services from marketers to the buyers. So, the fourth type of utility is that possession utility and it means that the retailer or the distributor or the shop is able to transfer the title of the goods to the customers. So, retail stores in exchange for currency credit or debit card payment, they give you the product and now you own this product, the customers own this product.

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CREATING CUSTOMER VALUE IN MARKETSPACE

- Marketers believe that the possibilities for customer value creation are greater in the digital marketplace than in the physical marketplace.
- If we consider place and time utility, the provision of direct, on-demand information is possible from marketers anywhere to customers anywhere, at any time in case of marketplace.
- This is possible because operating hours and geographical constraints do not exist in marketplace.

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Marketers believe that possibilities for customer value creation are greater in the digital market space than in the physical market place. So, now, all these things, marketers believe that all these types of utilities now they have, with online, with the availability of internet now they have numerous opportunities for providing these various forms of utilities.

So, if we consider place and time utility, the provisions of direct on demand information is possible from marketers anywhere to customers anywhere, at any time in case of market spaces. This is possible because operating hours and geographical constraints do not exist in the market space. So, the internet is available everywhere and 24 by 7 by 365 days.

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CREATING CUSTOMER VALUE IN MARKETSPACE

- Possession utility—getting a product or service to consumers so they can own or use it—is also accelerated in case of marketplace.
- For example, airline, car rental, and lodging electronic reservation systems allow comparison shopping for the lowest fares, rents, and rates and almost immediate access to and confirmation of travel arrangements and accommodations.
- The greatest marketplace opportunity for marketers, however, lies in its potential for creating form utility.

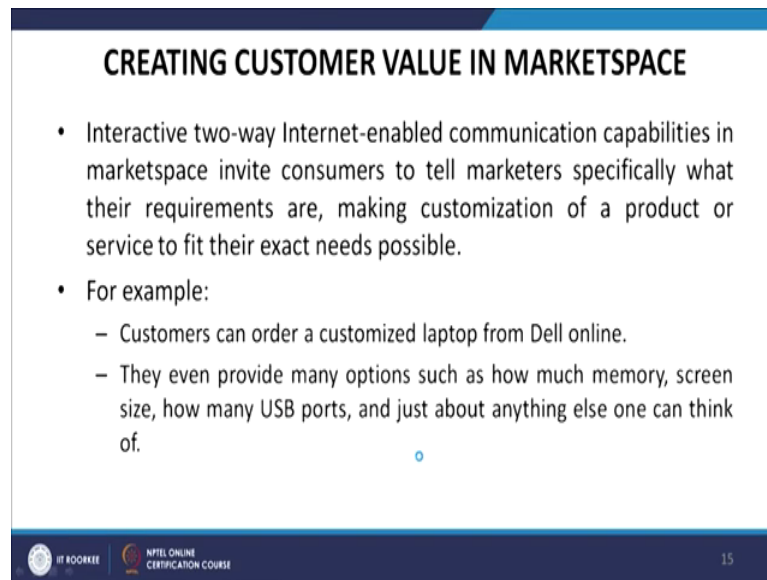
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Now, possession utility is getting a product or service to consumers, so they can own or use it, is also accelerated in the case of market space. So, you see that most important thing in the possession utility is that now consumers are owner of this product and that is possible and that has accelerated, the time period has reduced in case of market spaces.

For example, airline, car rentals, and a lodging electronic reservation systems allows comparison shopping for the lowest fares, rents, and rates and almost immediate access to and confirmation to travel arrangements and accommodation.

The greatest market space opportunity for marketers, however, lies in its potential to create form utility. So, in market spaces the biggest advantage is that it provides form utility.

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CREATING CUSTOMER VALUE IN MARKETSPACE

- Interactive two-way Internet-enabled communication capabilities in marketplace invite consumers to tell marketers specifically what their requirements are, making customization of a product or service to fit their exact needs possible.
- For example:
 - Customers can order a customized laptop from Dell online.
 - They even provide many options such as how much memory, screen size, how many USB ports, and just about anything else one can think of.

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Interactive two-way internet-enabled communication capabilities in market space invites consumers to tell marketers specifically what their requirements are, making customization of a product or service to fit their exact needs possible. So, now, I do not have to go to a manufacturer, through internet I can tell him about my requirements and it becomes easier and the process can be completed in short time.

For example, customers can order a customized laptop from Dell online. They even provide many options such as how much memory, screen size, how many USB ports, and just about anything else one can think of. So, this is the biggest advantage online, you go to the site and configure your laptop according to your requirements and order it. Without this internet in marketplace, without where we are not using internet this is a difficult task.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

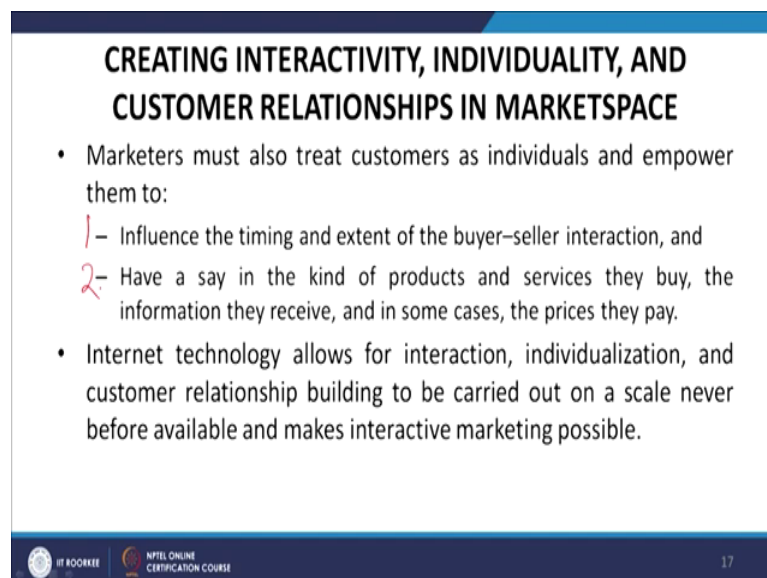
- Marketers also benefit from two unique capabilities of Internet technology that promote and sustain customer relationships.
- One is interactivity and the other is individuality.
- Both capabilities are important building blocks for buyer–seller relationships.
- For these relationships to occur, companies need to interact with their customers by listening and responding to their needs.

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Now, let us look at creating interactivity, individuality and customer relationships in market spaces.

Marketers also benefit from two unique capabilities of internet technology that promotes and sustain customer relationships. One is the interactivity and the other is individuality. Both capabilities are important building blocks for buyers and sellers relationship. For these relationships to occur, companies need to interact with their customers by listening and responding to their needs.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

- Marketers must also treat customers as individuals and empower them to:
 - 1– Influence the timing and extent of the buyer–seller interaction, and
 - 2– Have a say in the kind of products and services they buy, the information they receive, and in some cases, the prices they pay.
- Internet technology allows for interaction, individualization, and customer relationship building to be carried out on a scale never before available and makes interactive marketing possible.

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So, marketers must also treat customers as individual and empower them to. One, influence the timing and extent of the buyer-supplier interaction. And, second is have a say in the kind of products and services they buy, the information they receive, and in some cases the prices they want to pay. Internet technologies allow for interaction, individualization, and customer relationship building to be carried out on a scale never before available and makes interactive marketing possible.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPLACE

- **Interactive marketing** involves two-way buyer–seller electronic communication in a computer-mediated environment in which the buyer controls the kind and amount of information received from the seller.
- Interactive marketing is characterized by sophisticated **choiceboard** and **personalization systems** that transform information supplied by customers into customized responses to their individual needs.

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Now, what is this interactive marketing? It involves two-way buyer-seller electronic communication in a computer-mediated environment in which the buyers control the kind and amount of information received from the seller. Interactive marketing is characterized by sophisticated choice board and personalization systems that transform information supplied by customers into customized responses to their individual needs.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

- A **choiceboard** is an interactive, Internet-enabled system that allows individual customers to design their own products and services by answering a few questions and choosing from a menu of product or service attributes (or components), prices, and delivery options.
- For example, customers today can design their own computers with Dell's online configurator, and style their own athletic shoe at the website of Reebok.

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So, what is this choice board? A choice board is an interactive, internet-enabled system that allows individual customers to design their own products and services by answering a few questions and choosing from a menu of product and services attributes, or components, prices, and delivery options.

For example, customers today can design their own computers with Dell's online configurators, and style their own athletic shoe at the website Reebok.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

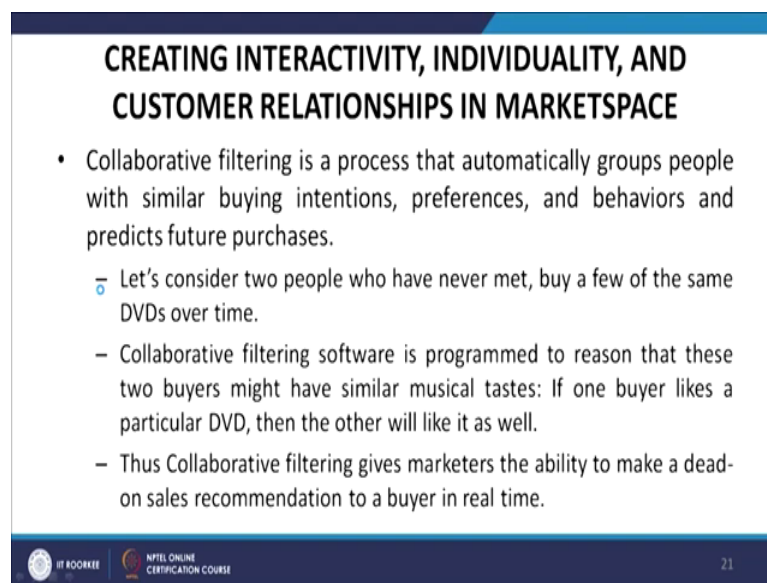
- Because choiceboards collect precise information about the preferences and behavior of individual buyers, a company becomes more knowledgeable about a customer and is better able to anticipate and fulfil that customer's needs.
- Most choiceboards are essentially transaction devices.
- However, companies such as Dell have expanded the functionality of choiceboards using collaborative filtering technology.

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Because choice boards collect precise information about the preference and behavior of individual buyers, a company becomes more knowledgeable about the customer and is better able to anticipate and fulfill their needs. Most choice boards are essentially transaction devices. However, companies such as Dell have expanded the functionality of choice boards using collaborative filtering technologies.

Now, this collaborating filtering, is a process that automatically groups people with similar by intentions, preferences and behaviors, and predicts future purchases.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

- Collaborative filtering is a process that automatically groups people with similar buying intentions, preferences, and behaviors and predicts future purchases.
 - Let's consider two people who have never met, buy a few of the same DVDs over time.
 - Collaborative filtering software is programmed to reason that these two buyers might have similar musical tastes: If one buyer likes a particular DVD, then the other will like it as well.
 - Thus Collaborative filtering gives marketers the ability to make a dead-on sales recommendation to a buyer in real time.

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Now, let us consider two people who have never met, but they have bought a few of the same DVDs over a period of time. Collaborative filtering software is programmed to reason that these two buyers might have similar musical tastes, if one buyer likes a particular DVD, then the other will like it as well. So, thus this collaborative filtering gives marketers the ability to make a dead on sales recommendation to a buyer in the real time.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPLACE

- We see collaborative filtering applied each time we view a selection at Amazon.com and see “Customers who bought this (item) also bought...”
- Choiceboards and collaborative filtering are marketer-initiated efforts to provide customized responses to the needs of individual buyers.

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We can see this collaborative filtering applied each time we view a selection at Amazon dot com and see that the customer who bought this item they have also bought this. So, this choice board and collaborative filtering are marketer initiated efforts to provide customized responses to the needs of individual buyers.

Now, this personalization systems are typically buyer initiated efforts. Personalization is the customer initiated practice of generating content on a marketer’s website that is custom tailored to an individual’s, specific needs and preferences.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

- **Personalization systems** are typically buyer-initiated efforts.
- Personalization is the consumer initiated practice of generating content on a marketer’s website that is custom tailored to an individual’s specific needs and preferences.
- For example:
 - Yahoo! (www.yahoo.com) allows users to create personalized MyYahoo! pages.
 - Users can add or delete a variety of types of information from their personal pages, including specific stock quotes, weather conditions in any city in the world, and local television schedules.

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For example, Yahoo, allows users to create personalized MyYahoo pages. Users can add or delete a variety of types of information from their personal pages, including specific stock quotes, weather conditions in any city in the world, and local television schedules.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPLACE

- In turn, Yahoo! can use the buyer profile data entered when users register at the site to tailor e-mail messages, advertising, and content to the individual—and post a happy birthday greeting on the user’s special day.
- An aspect of personalization is a buyer’s willingness to have tailored communications brought to his or her attention.
- Obtaining this approval is called **permission marketing**—the solicitation of a consumer’s consent (called opt-in) to receive e-mail and advertising based on personal data supplied by the consumer.

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In turn, Yahoo, can use the buyer profile data entered when users registers at the site to tailor their e-mail messages, advertisements, and content to the individual and post a happy birthday greeting on the user’s special day.

An aspect of personalization is the buyer’s willingness is to have tailored communication brought to his or her attention. Obtaining this approval for this tailored communication is called as permission marketing that is solicitation of a customer’s consent that is called as opt-in to receive e-mail and advertising based on personal data supplied by the consumer.

Permission marketing is a proven vehicle for building and maintaining customer relationships provided it is properly used.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

- Permission marketing is a proven vehicle for building and maintaining customer relationships, provided it is properly used.
- Companies that successfully employ permission marketing adhere to three rules:
 - First, they make sure opt-in customers receive only information that is relevant and meaningful to them.
 - Second, their customers are given the option to opt-out, or change the kind, amount, or timing of information sent to them.
 - Finally, their customers are assured that their name or buyer profile data will not be sold or shared with others.

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Companies that successfully employ permission marketing adhere to three rules. And what are these three rules? The first is they make sure opt-in customers receive only information that is relevant and meaningful to them. Second, their customers are given the option to opt-out, or change the kind, amount, or timing of information that is sent to them. Finally, that is the third their customers are assured that their name or buyer profile data will not be sold or shared with other others.

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CREATING INTERACTIVITY, INDIVIDUALITY, AND CUSTOMER RELATIONSHIPS IN MARKETSPACE

- This assurance is important because a majority of adult Internet users express concern about the privacy of their personal information.

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This assurance is important because a majority of adult internet users express concern about the privacy of their personal information.

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CREATING AN ONLINE CUSTOMER EXPERIENCE

- A continuing challenge for companies is the design and execution of marketing programs that capitalize on the unique customer value-creation capabilities of Internet technology.
- Companies realize that applying Internet technology to create time, place, form, and possession utility is just a starting point for creating a meaningful marketplace presence.
- Today, the quality of the customer experience produced by a company is the standard by which a meaningful marketplace presence is measured.

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Now, let us look at how to go about creating an online customer experience that is the second moment of truth. So, a continuing challenge for companies is to design and execute marketing programs that capitalize on the unique customer value creation capabilities of internet technology.

Companies realize that applying internet technology to create time, place, form, and position utility is just a starting point for creating a meaningful market space presence. Today, the quality of customer experience produced by a company is the standard by which a meaningful market space presence is measured.

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CREATING AN ONLINE CUSTOMER EXPERIENCE

- From an interactive marketing perspective, **customer experience** is defined as the sum total of the interactions that a customer has with a company's website, from the initial look at a home page through the entire purchase decision process.
- Companies produce a customer experience through seven website design elements.
- These elements are context, content, community, customization, communication, connection, and commerce.

Handwritten annotations: 1, 2, 3, 4, 5, 6, 7, 7C's of website

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From an interactive marketing perspective, customer experience is defined as the sum total of the interactions that a customer has with the company's website, from the initial look at the homepage through the entire purchase decision process. Companies produce a customer experience through 7 website design elements.

And these 7 website design elements are the first is the context, followed by content, and then comes community, followed by customization, communication, connection, and commerce. So, these are the 7 C's of a website through which companies create their experience.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(CONTEXT)**

- **Context** refers to a website's aesthetic appeal and functional look and feel reflected in site layout and visual design.
- A functionally oriented website focuses largely on the company's offering, be it products, services, or information.
- In contrast, beauty websites, such as Revlon.com, are more aesthetically oriented.
- Context attempts to convey the core consumer benefit provided by the company's offerings.

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Now, let us look at each of these C. Context refers to the website aesthetic appeal and functional look and feel reflected in sites layout and visual design. A functionality oriented website focuses largely on the company's offerings, be it products, services, or information. In contrast, beauty websites, such as Revlon dot com, are more aesthetically oriented. Context attempts to convey the core customer benefit provided by the company's offerings.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(CONTEXT)**

- It is important to make the website easy to read and navigate, uncluttered, and have the same or similar colour scheme throughout, which is appropriate for our marketing design.
- It is also great to keep white space on the site as it helps with the readability.

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It is important to make the website easy to read and navigate, uncluttered, and have the same or similar color scheme throughout, which is appropriate for our marketing design. It is also great to keep white space on the site as it helps with the readability.

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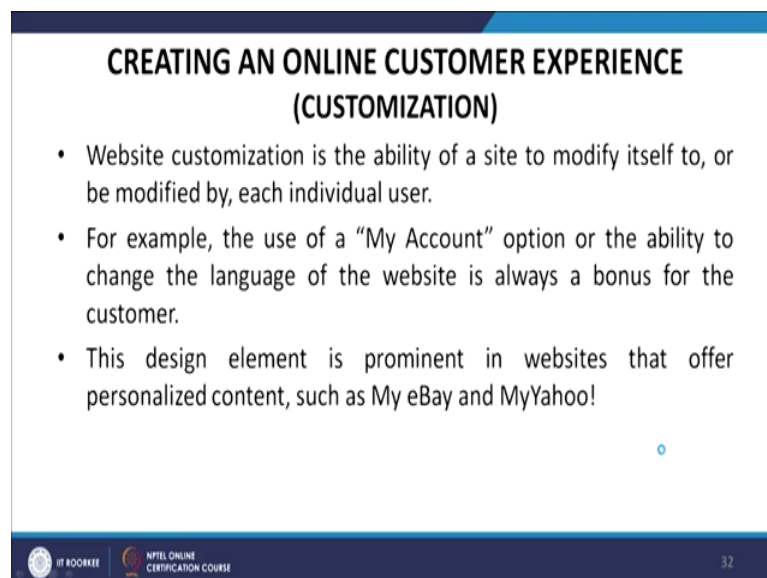
**CREATING AN ONLINE CUSTOMER EXPERIENCE
(CONTENT)**

- Content applies to all digital information on a website, including the presentation form—text, video, audio, and graphics.
- Content quality and presentation along with context dimensions combine to engage a website visitor and provide a platform for the five remaining design elements.

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Content applies to all digital information on a website, including the presentation form text, videos, audio, and graphics. Content quality and presentation along with context dimension combine to engage a website visitor and provide a platform for the five remaining design elements.

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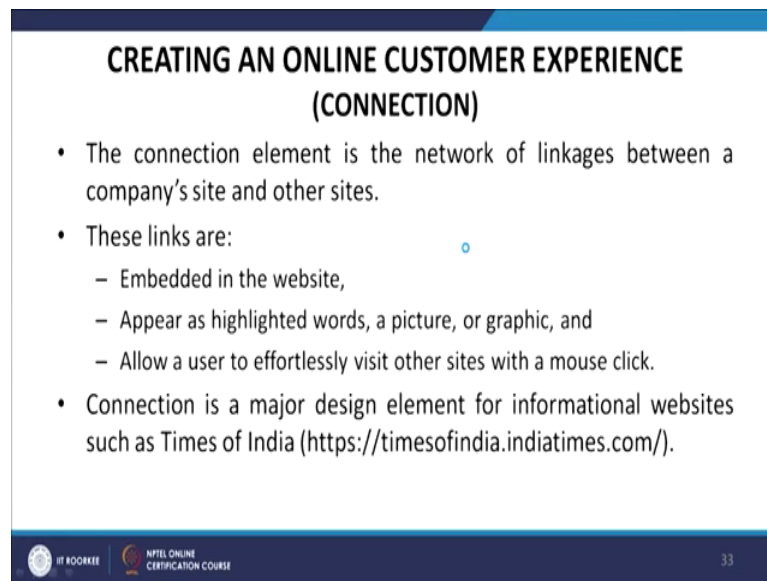
**CREATING AN ONLINE CUSTOMER EXPERIENCE
(CUSTOMIZATION)**

- Website customization is the ability of a site to modify itself to, or be modified by, each individual user.
- For example, the use of a “My Account” option or the ability to change the language of the website is always a bonus for the customer.
- This design element is prominent in websites that offer personalized content, such as My eBay and MyYahoo!

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Next is the customization. So, website customization is the ability of a site to modify itself to, or be modified by each individual user. For example, the use of a “My Account” option or the ability to change the language of the website is always a bonus for the customer. This design element is prominent in websites that offer personalized content, such as My eBay and My Yahoo.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(CONNECTION)**

- The connection element is the network of linkages between a company's site and other sites.
- These links are:
 - Embedded in the website,
 - Appear as highlighted words, a picture, or graphic, and
 - Allow a user to effortlessly visit other sites with a mouse click.
- Connection is a major design element for informational websites such as Times of India (<https://timesofindia.indiatimes.com/>).

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Another C is connection. The connection element is a network of linkages between a company's site and other sites. These links are embedded in the website, appear as highlighted words, a picture, or a graphic and allows a user to effortlessly visit other sites with a mouse click. Connection is a major design element for informational websites such as Times of India. So, then there are links, and when you click on them then take you to a detailed content.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(COMMUNICATION)**

- Communication refers to the dialogue that unfolds between the website and its users.
- This can be done by:
 - Creating special offers to the customers,
 - Email newsletters,
 - Surveys,
 - Contests, and
 - Providing the company's contact information.

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Another C is communication. So, communication refers to a dialogue that unfolds between the website and its users. Now, this can be done by creating special offers to the customers, email newsletters, surveys, contest, and providing the company's contact information.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(COMMUNICATION)**

- Consumers—particularly those who have registered at a website—expect that communication to be interactive and individualized in real time much like a personal conversation.
- In fact, some websites now enable a user to talk directly with a customer representative while shopping the site.
- For example, two-thirds of the sales through Dell.com involve human sales representatives.

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Consumers, particularly those who have registered at a website, expect the communication to be interactive and individualized in real time much like a personal conversation. In fact, some websites now enable a user to talk directly with a customer

representative while shopping the site. For example, two-thirds of the sales through Dell dot com involve human sales representatives.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(COMMUNITY)**

- In addition, an increasing number of company websites encourage user-to-user communications hosted by the company to create virtual communities, or simply, community.
- This design element is popular because it has been shown to enhance customer experience and build favourable buyer-seller relationships.
- Examples of communities range from the Pampers Village hosted by Procter & Gamble (www.pampers.com) to the Harley Owners Group (HOG) sponsored by Harley-Davidson (www.harley-davidson.com).

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The next is C is community. In addition, an increasing number of company's website encourages user-to-user communication hosted by the company to create virtual communities, or simply, a community.

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**CREATING AN ONLINE CUSTOMER EXPERIENCE
(COMMERCE)**

- The seventh design element is commerce. It refers to the website's ability to conduct sales transactions for products and services with a mouse click.
- If the website is intended for commercial transactions, then it is important to make the site easy and capable of doing so.
- Also, relaying the message to the customers that their information is safe when using the site is extremely important.
- Most websites do so by having a "lock" symbol in an upper corner to indicate such things.

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 37

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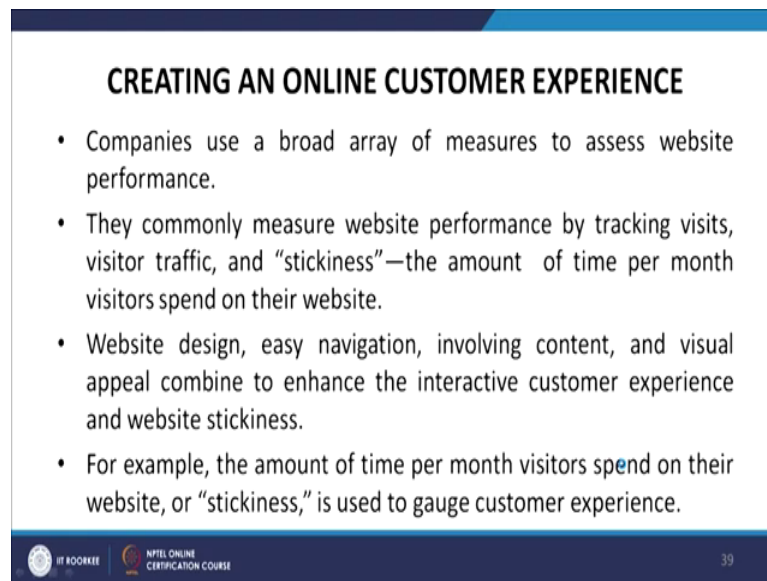
CREATING AN ONLINE CUSTOMER EXPERIENCE

- Most websites do not include every design element.
- Although every website has context and content, they differ in the use of the remaining five elements as different websites have different purposes.
- Only websites that emphasize the actual sale of products and services include the commerce element.
- Websites that are used primarily for advertising and promotion purposes emphasize the communication element.

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 38

Most websites do not include every design element. Although every website has context and content, they differ in the use of the remaining 5 elements as different websites have different purposes. Only websites that emphasize the actual sales of products and services include the commerce element. Websites that are used primarily for advertising and promotion purposes emphasize the communication element.

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CREATING AN ONLINE CUSTOMER EXPERIENCE

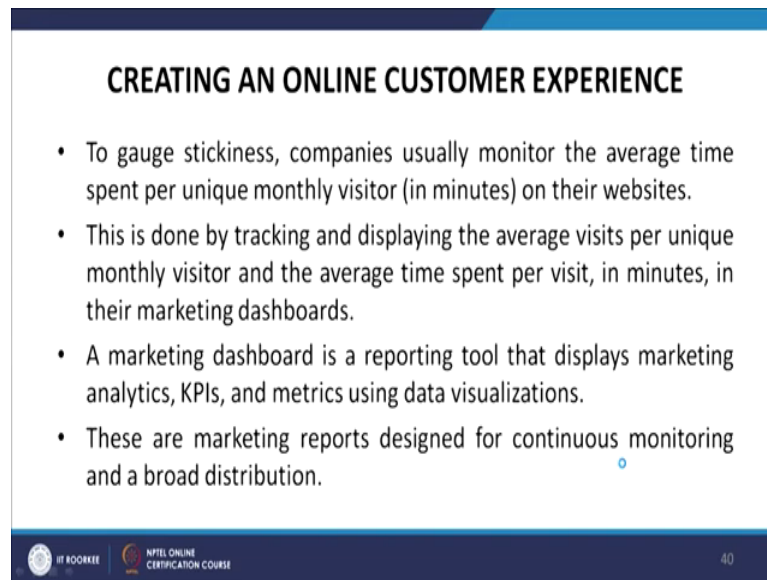
- Companies use a broad array of measures to assess website performance.
- They commonly measure website performance by tracking visits, visitor traffic, and “stickiness”—the amount of time per month visitors spend on their website.
- Website design, easy navigation, involving content, and visual appeal combine to enhance the interactive customer experience and website stickiness.
- For example, the amount of time per month visitors spend on their website, or “stickiness,” is used to gauge customer experience.

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Website design, easy navigation, involving content, and visual appeal combine to enhance the interactive customer experience and website stickiness. For example, the amount of time per month visitor spends on their websites, or “stickiness,” is used to gauge customer experience.

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CREATING AN ONLINE CUSTOMER EXPERIENCE

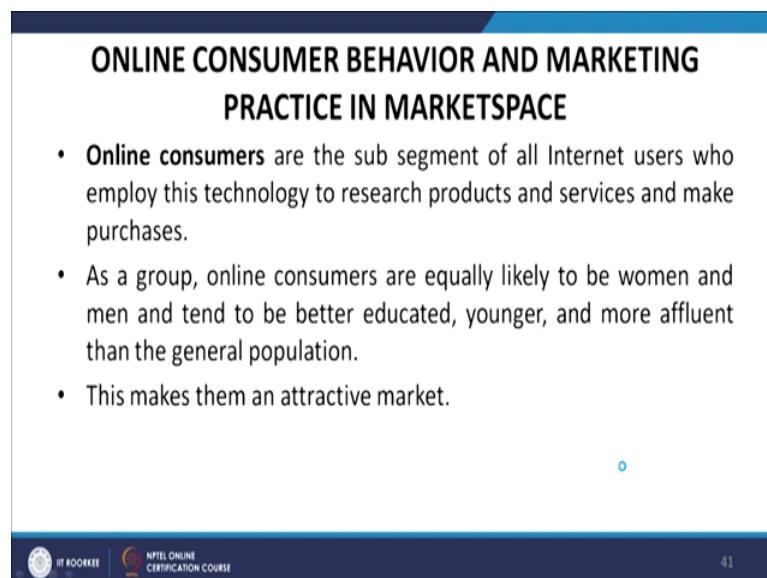
- To gauge stickiness, companies usually monitor the average time spent per unique monthly visitor (in minutes) on their websites.
- This is done by tracking and displaying the average visits per unique monthly visitor and the average time spent per visit, in minutes, in their marketing dashboards.
- A marketing dashboard is a reporting tool that displays marketing analytics, KPIs, and metrics using data visualizations.
- These are marketing reports designed for continuous monitoring and a broad distribution.

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To gauge stickiness, companies usually monitor the average time spent, per unique monthly visitor in minutes on their websites. This is displayed by tracking and displaying the average minutes per unique monthly visitor and the average time spent per visit, in minutes, in their marketing dashboards.

And the marketing dashboard is a reporting tool that displays marketing analytics, key performance indicators, and metrics using data visualization. These are marketing reports designed for continuously monitoring and a broad distribution.

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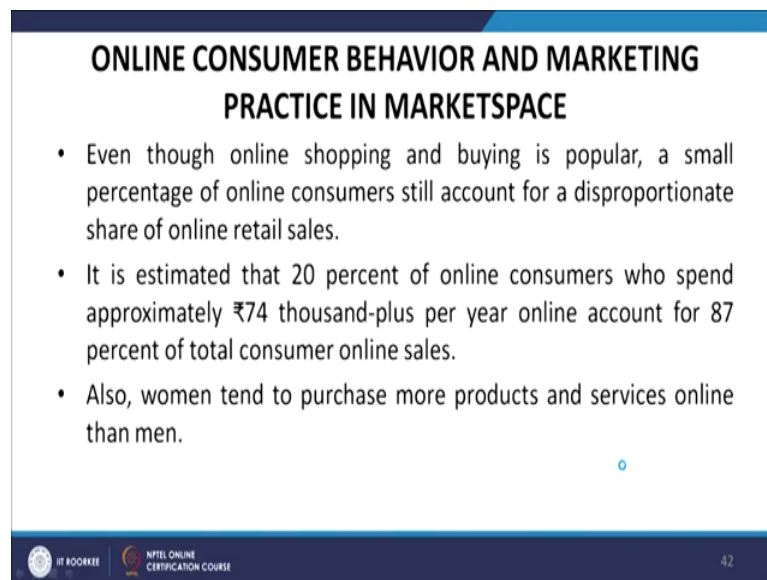
ONLINE CONSUMER BEHAVIOR AND MARKETING PRACTICE IN MARKETSPACE

- **Online consumers** are the sub segment of all Internet users who employ this technology to research products and services and make purchases.
- As a group, online consumers are equally likely to be women and men and tend to be better educated, younger, and more affluent than the general population.
- This makes them an attractive market.

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 41

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**ONLINE CONSUMER BEHAVIOR AND MARKETING
PRACTICE IN MARKETSPACE**

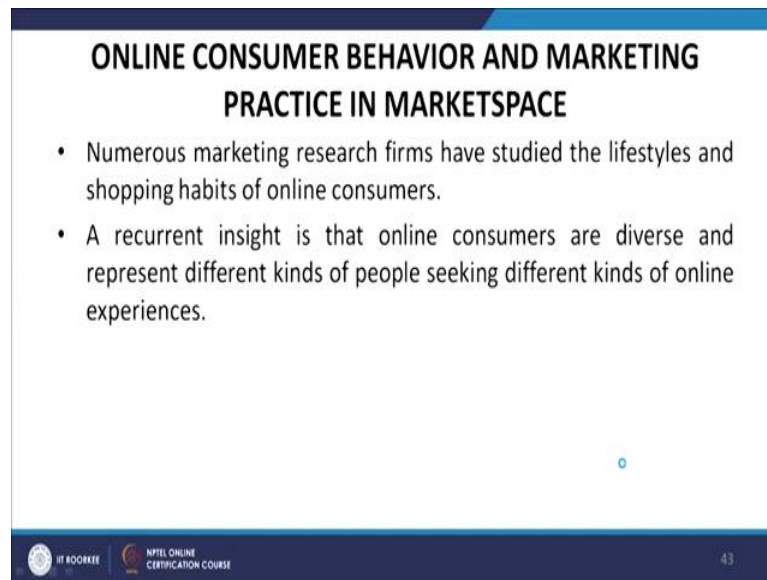
- Even though online shopping and buying is popular, a small percentage of online consumers still account for a disproportionate share of online retail sales.
- It is estimated that 20 percent of online consumers who spend approximately ₹74 thousand-plus per year online account for 87 percent of total consumer online sales.
- Also, women tend to purchase more products and services online than men.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 42

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Numerous marketing research firms have studied the life style and shopping habits of online consumers. A recurrent insight is that online consumers are diverse and represents different kinds of people seeking different kinds of online experiences.

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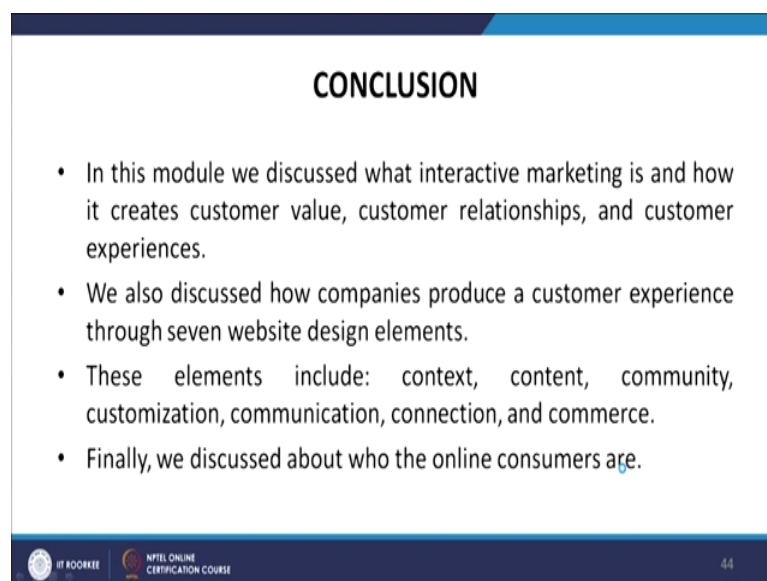


**ONLINE CONSUMER BEHAVIOR AND MARKETING
PRACTICE IN MARKETSPLACE**

- Numerous marketing research firms have studied the lifestyles and shopping habits of online consumers.
- A recurrent insight is that online consumers are diverse and represent different kinds of people seeking different kinds of online experiences.

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CONCLUSION

- In this module we discussed what interactive marketing is and how it creates customer value, customer relationships, and customer experiences.
- We also discussed how companies produce a customer experience through seven website design elements.
- These elements include: context, content, community, customization, communication, connection, and commerce.
- Finally, we discussed about who the online consumers are.

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So, in order to conclude this module. In this module we have discussed what interactive marketing is and how it creates customer value, customer relationships, and customer experiences. We have also discussed how companies produce a customer experience through 7 website design elements. And these elements include the 7 C's, context, content, community, customization, communication, connection, and commerce. Finally, we have discussed about the online consumers.

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The material for this module was taken from these books and this website.

Thank you.