

Title:

Internet Promotion - Advantages And Disadvantages

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Summary:

The emergence of globalise trade, increase in foreign investment and cross-border transactions

In the quest for cheap marketing alternatives, these small businesses continue to use conventi

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Article Body:

The emergence of globalise trade, increase in foreign investment and cross-border transactions

In the quest for cheap marketing alternatives, these small businesses continue to use conventi

To most small business entrepreneurs, marketing or promoting their products or services via th

The Advantages

Cost Effective and Enduring Marketing Strategies

The Internet has become the information superhighway for the buying public. Most persons prefere

In comparison to other forms of marketing, Internet Promotion presents the advantage of reduce

Market Penetration

With millions of person using the Internet to search for products and services, small business

Websites act as virtual storefronts, allowing businesses to stay open 24/7. Internet Promotion

Low Cost, Instant Communication

Email makes business communications instant, whether the customer or business affiliate is acro

Many online businesses have therefore resorted to the use of ezines, blogs, pop-up ads and oth

Content is Timeless

Internet Promotion also provides the advantage of being enduring. Whereas participation at a t

Real Time Statistics For Measuring Success of Promotion Campaign

One of the most significant advantages of Internet Promotion is that its success is measurable

Time Saving

Another important advantage of Internet Promotion is that it saves time since it generally doe

But like any business approach, Internet Promotion is not without its risks and weaknesses.

Disadvantages

Difficulty in Attracting Customers

Small business may not have the resources to pay for paid directory inclusion, pay per click i

On the other hand, larger companies can offer promotions, pay for directory inclusions, implem

Difficulty in Evaluating Legitimacy of Transaction

Another notable disadvantage of doing promoting businesses online is that it may be difficult

With Internet credit card and identity fraud on the rise, small businesses are forced to finan

Salespersons and Customers are Isolated

Another disadvantage of promotion via the Internet is that the customers and businesspersons a

From all indications, it appears that the advantages of Internet promotion, far exceed the dis

More and more, the growth and outreach of the Internet's, its ease and accessibility for custo

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