

Area of study: eBusiness

## eMarketing: Strategies for Success (EBS01)

### Introduction

The Internet provides businesses with opportunities for increasing revenue and reaching new markets. However, many businesses struggle with the transition from a brick-and-mortar business model to an online business model. This module provides an introduction to e-marketing. In e-marketing, businesses must first understand potential obstacles that customers might face in an online model. The next step is to attract customers to the online model. In the online experience, trust is crucial to customer retention.

#### Target Audience

- Business development managers
- Executives involved in e-business initiatives
- Marketing professionals
- Employees of online businesses and start-ups

#### Benefits

Upon completion of this module, you should be able to

- explain differences between brick-and-mortar and online models
- identify potential barriers customers face in moving to online models
- apply tactics to attract customers to the online model
- explain the importance of trust in customer retention

#### Topics

**Obstacles** discusses potential barriers that customers face in moving to the online model such as technologically challenged, human relationships, decentralised purchasing, and the lack of familiarity and comfort.

**Tactics Used to Attract Customers** examines various methods such as training, technology leasing, pricing, incentive programmes and trade shows.

**Customer Retention** describes key elements to retain customers, such as clear product information, personalisation, fast response and easy return policies.

**Online Selling Experience** explains the important role of building and maintaining trust in the selling process.

#### Duration

Approximately 9 hours over 3 weeks

#### Certificate

Completion certificate awarded by U21Global with the crests of the partner universities