

Internet Marketing Fundamentals

Find the Right Price

- **Quantity:** When you maximize sales, it is possible to have a lower price point on each item.
- **ROI:** Prices may be set for a specific return on investment. The price may be higher and requires a loyal customer base.
- **Value to customers:** When a product is of value to consumers, they are willing to pay more for it.
- **Popular prices:** People are willing to pay familiar price points such as \$19.99. People are often unwilling to go above these price points.

Dynamic Content

Types of Dynamic Content:

- **Personalized Ads:** Ads can be personalized based on interest established by information about habits, location, and history. For example, it is possible to advertise a sale on cosmetics to individuals who are known to be interested in specific cosmetic products.
- **Emails:** When customers sign up to receive emails, you can take the opportunity to provide them with information about promotions and new products.
- **Personalized Content:** Use gathered information to personalize the landing page and provide links that will interest the customer based on location, behavior, and keywords.
- **Product Suggestion:** When a customer's shops online, provide links to merchandise that is similar to the product being researched or added to the shopping cart.

Brand Champions

In the discussion of brand champions, it is important not to overlook your customers. Loyal customers can be your greatest champions in social media. They provide word of mouth advertising that has a unique credibility with the public.

Customers as Champions:

- **Draft them:** Find satisfied customers who fully understand and appreciate your brand.
- **Interact with them:** Thank brand champions for their purchases, surveys, comments, etc. and begin building a closer relationship.
- **Give them perks:** Offer brand champions loyalty rewards and special perks for providing testimonials or sharing your brand with others.
- **Listen to them:** Champions provide excellent feedback and should be used as beta testers. Take their praise and criticism seriously.