



e-Marketing: Background

➤ e-Marketing:

- Internet, Email, Mobile Phone/ Wireless Media

➤ Current situation:

- Different Media → TV, Newspaper, Magazine, Radio, Outdoor Advertising, Seminar, Training, Expo, Internet, Email, MSN/ QQ
- Consumer's time limitation → Media preference
- Mass vs. Personalization (個人化) → Target marketing
- Examples: Leveraging the GPS tech., Website content display, Personalized email content





e-Marketing: Background (2)

➤ Reasons to go for it:

- Can be relatively cost effective
- Personalization/ Target marketing
- Interactivity

➤ Factors to Consider:

- “Permission” (非應邀電子訊息條例 - 2007) → Database!!!
- Cost.... (compared with Newspaper \$8,000; Magazine \$X,000 - \$10,000; Expo: \$20,000 - \$30,000)
- Effectiveness measurement (e.g. email/ online campaign)
- **Complementary NOT Mutually Exclusive**





ITTP Training Day 2 - Agenda

- Email Marketing/ eDM
- Website/ Search Engine Portal
- Internet (Free) Tool
- Mobile Marketing

