



Tourism Intelligence  
International

Everything You Need to Know About



INTERNET  
MARKETING

# Everything You Need to Know about Internet Marketing

Tourism Intelligence International's down-to-earth, easy-to-read, thoroughly researched, exciting and comprehensive report - **Everything You Need to Know about Internet Marketing** - is a must read for anyone wishing to learn the ins and outs of Internet marketing. This report, simple yet thorough, can assist small businesses and large corporations alike in developing a sound Internet marketing plan. It is filled with a number of important strategies and key lessons that cannot be found elsewhere.

## Everything You Need to Know About Internet Marketing:

- Provides an extensive review of some of the major trends that has impacted on marketing practices over the last century;
- Analyses the key developments in online marketing;
- Reviews the potentialities of Internet marketing;
- Makes a sound case for the need to include Internet marketing in the overall marketing mix;
- Weighs the pros and cons of having an online presence;
- Dissects the various elements of Internet marketing and shows how each element can be used to win, wow and woo customers;
- Investigates the key success factors of some of the Internet giants like Amazon and Google and pulls out the major lessons that can be learnt and copied by other businesses; and
- Develops a mix of tried and tested strategies that are certain to add tremendous value to any Internet marketing plan.

## Concise yet very informative and insightful

For businesses wishing to remain a going concern, to ward off the crippling effects of competition and to increase market share, it is crucial that they understand the powerful marketing force that is behind the Internet.

It is also critical to understand that while having your own website and updating it regularly and developing an Internet marketing presence is important and NECESSARY, it is not SUFFICIENT for continued growth and competitiveness. There are a number of strategies that can be developed and lessons that must be learnt before venturing on the quest to initiate any Internet marketing activities. This is why this report - **Everything You Need to Know about Internet Marketing** - is so timely and essential.

After reading **Everything You Need to Know about Internet Marketing**, you would definitely discover how to develop an effective online marketing campaign to successfully win, wow, woo and drive customers to your business.

**Easy access to information**  
Concise layout and clear charts point you straight to the information you need.

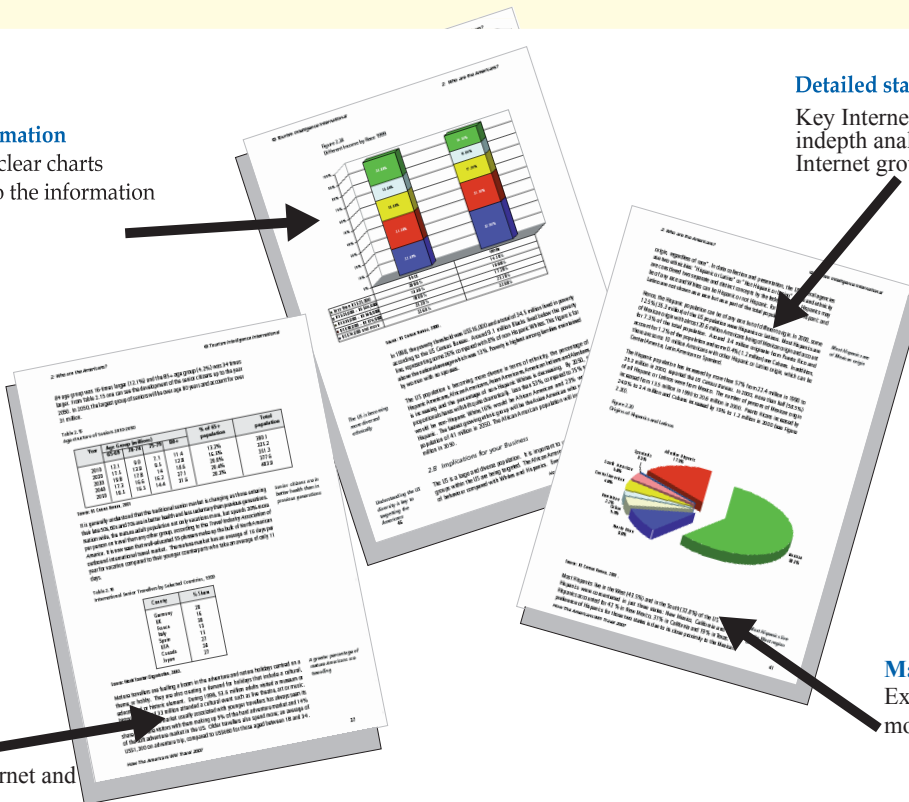
### Detailed statistics for your research

Key Internet indicators and trends and an indepth analysis of the main factors driving Internet growth

**Key Strategies & Lessons**  
What are other successful companies doing right to attract customers via the Internet and how can they be copied

### Main Online Habits & Motives

Expert analysis of the main spending habits & motives of Internet users



# Independent Reviews

## *Praise for How Germans Will Travel 2015*

*"The research—carried out by internationally renowned tourism analyst Dr Auliana Poon—points to a profound and fundamental shift in tourism trends among Germans, which are of world-wide importance".*

*Travel Trade Gazette – ITB Daily*

*"A superb new research report on the colossal German outbound travel market .... Produced by Tourism Intelligence International, a well-respected tourism research & consultancy company".*

*Intiaz Muqbil,  
Executive Editor,*

*Travel Impact Newswire, Thailand*

## *Praise for How the British Will Travel 2010*

*"How the British Will Travel 2010 is an excellent summary of the majority of issues affecting the travel industry in Britain today. It has just the right level of information on a variety of topics including emerging holiday types and destinations, the British Traveller, and the key industry players—all important to a company like Airtours. We found it particularly fascinating to see how the British holidaymaker compares to other travellers throughout Europe and have recommended the sister report [How Germans Will Travel 2015](#) to our sister company in Germany.*

*Well done, Tourism Intelligence!"  
Airtours UK*

## What's Inside

### **Now is Gone!**

*Driven by changes in management principles, increased competition and more particularly, new consumer trends and technological developments, marketing today is no longer what it used to be in the past. Now is gone! Keeping up to date with changes in customer demand and using technology to understand, anticipate, reach and satisfy them are key! The Internet is one of the most powerful tools available today to meet greet, target and reach your customers.*

### **Significance of the Internet**

*This report looks at the major growth patterns of Internet usage in key markets such as North America, Europe, Asia and other Emerging markets like Russia and Brazil. An analysis of the various age groups of Internet users is also undertaken to give suppliers a clear idea of which markets are more important to target through the Internet.*

### **Key Strategies and Lessons**

*Some of the most successful companies using Internet marketing strategies have been analysed and key success factors and lessons have been pulled out to help businesses hone their Internet marketing skills. It provides practical tools to use the Internet to win, wow and woo customers.*

### **Not Online? Not On Sale!**

*Businesses need to realise that in today's world if they are not ONLINE, they are not ON SALE! The Internet offers a vast array of marketing advantages and unmatched opportunities to reach more consumers than before. It cannot be ignored! Consider that:*

- There are almost 2 billion Internet users in the world;
- The sheer number of Internet users is growing at a rapid pace (an average annual growth rate of 18% between 2000 and 2010);
- The Internet has a strong penetration in the most advanced market in the world – North America with a penetration rate of 77 percent;
- Emerging markets (Brazil, Russia, India and China) are all on the top ten list in terms of the sheer number of Internet users;
- Four-fifths of Internet users (80%) research products and services online and 71% shop online;
- The Internet provides businesses with the opportunity to be open 24 hours a day, 7 days a week, 365 days a year;
- The Internet allows businesses to reach the entire global market all at once;
- An online business is one of the cheapest ways to set up shop; and
- There's lots of money to be made online – Amazon made over US\$34 billion in sales in 2010 and Google made



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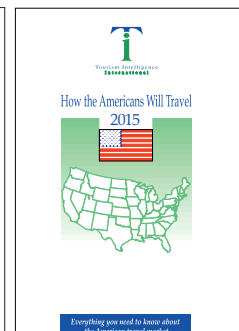
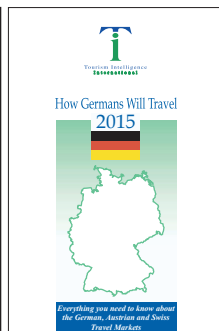
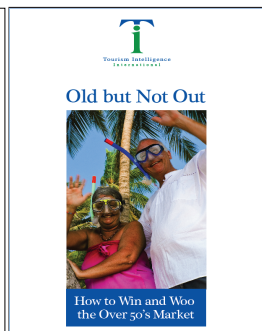
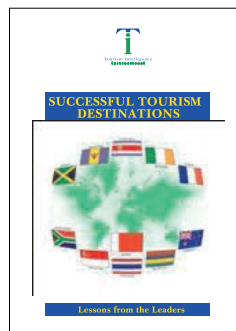
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