

Internet marketing

With the occurrence of the Internet and its rapid expansion, marketing has gained a unique opportunity to promote, with low costs, a product or service to selected customers extremely efficiently, and in just a few seconds! Internet marketing is a set of strategies and techniques that use the Internet as a channel of business communication for a support for achieving the general marketing goals of an organization or company.

Internet marketing uses the approach that offers a direct marketing relied on the growth and development of telecommunications and information technology. Internet marketing is, in fact, an interactive direct marketing.

Deep and precise market fragmentation, that is enabled by internet marketing, and whose outcome is "one man - one segment", allows the transition from the mass on the micromarketing. From the aspect of the "classic" marketing definition, we can say that the Internet marketing is a total of activities that are used to direct the flow of products and services from a producer to a consumer (user, customer, client) using the Internet as a channel of business communication.

Besides the term Internet marketing, the terms e-marketing, online marketing, cyber marketing, virtual marketing, interactive marketing are also used. We offer several types of internet marketing to all clients:

- SEO marketing

Optimization of web sites for better positioning on the Internet search engines

- E-mail marketing

A form of direct marketing where notifications are sent to the final user to the e-mail address

- Google AdWords

Targeted marketing, representing to a certain layer of customers for prespecific keywords

- Facebook ADS

Targeted marketing on one of the most popular social-bookmarking sites

Can you afford to yourself not to be found on the Internet?