

## The 10Ps of Internet Marketing

### An Executive Briefing and Assessment Tool

Despite the problems of many dot.com companies, the Internet has established itself as a valuable tool for marketing and electronic commerce. However, many large corporations have an ineffective Internet presence and show a lack of understanding of how to use it effectively as a marketing tool. This Executive Briefing starts by drawing comparisons between traditional marketing and Internet marketing (based around the so-called 3Cs and 4Ps). It then introduces the 10Ps of Internet marketing. These are ten factors that encapsulate the essential strategies for success. Each factor is described in a consistent format that describes its scope and aims, an overview of key strategies, some practical guidelines, some URLs that link to examples of best practice, and resources for further reading. A checklist is provided for you to evaluate your own website or those of your competitors against the 10Ps.

### Contents

Introduction .....	2
The 3Cs of Marketing.....	3
The 4Ps of Marketing.....	5
Positioning.....	6
Packaging .....	7
Portals.....	8
Pathways.....	9
Pages.....	10
Personalization.....	11
Progression.....	12
Payments .....	13
Processes .....	14
Performance.....	15
Website Evaluation Template .....	16
10Ps and the Sales Cycle.....	20
Additional Resources .....	21
Additional Information .....	22

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