

# NEWSLETTER

## Hello & Welcome

*E-commerce is an evolution. You Don't have to get everything right*



The MBA class of 2012, specializing in Marketing at Les Roches International School of Hotel Management in Bluche, Switzerland would like to welcome you to our newsletter! This newsletter was created by all of us as a part of our E-Marketing class assignment. Through this newsletter, we would like to convey to you what we have learnt in our MBA E-Marketing class and what are the most important and valuable lessons of E-Marketing that we will take from our MBA class and apply in our careers as future entrepreneurs, professionals and marketers.

### THE IMPORTANCE OF E-MARKETING

One of the first things we would like everyone reading this to understand is the importance of E-Marketing in the business world today. Internet and social media are fast evolving and businesses cannot afford to miss out on taking advantage of E-Marketing opportunities. In today's society, it is important to use social media and online marketing tools to reach out to the



abundance of consumers connected to the Internet. E Marketing is also the most time efficient and cost effective tool for companies to use in order to reach the largest amount of people while saving time and money.

Therefore, we encourage you to delve into the world of E-Marketing and maximize your business potential today!

### Tips for Marketers

You can create the best web designer in the world, but it doesn't mean anything if no one visits it. Here are a few tips to get people to visit your site:

- 1) Use mega-tags (this is the "behind the scenes" part of the website)
- 2) Link your sites, in other places (search engines will think you're site is more important)
- 3) Embrace social media (social media is more popular than ever, it's a great way to build your brand)



This may seem complicated, but it's really not. We are not pretending to be web designers, but we do know how to get people to visit our websites!

HOW TO BRAND YOURSELF IN TODAY'S E-MARKETING WORLD

In today's world one has to become Internet savvy to brand themselves, because that is exactly what branding is all about, getting the name, logo, color schemes, and slogan out and about, so that your brand is consistently recognized and associated with. This is how e marketing plays a role and why one has needs to understand its concepts. What is e marketing? E- marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet.

To brand yourself through the Internet one can choose to control what they want the consumer to see or not to see, so to speak "to put your best foot forward," be the expert in your field. One has to start with social media which are most used in the given country. Facebook in general is all over the world, create your own site and then connect that site with your actual webpage. Create conversations, Q&A, share useful content, create contests, give out awards, offer expert advise, create a blog and many other options are available to place your brand in the eyes of the consumers. To add another special 'touch'

place a social media button on the different sites of your website. Get the word out there through friends, family, colleagues, and business partners.



FURTHERMORE



Furthermore to be the most searched and the first to appear on search engines, when you create your own website, make sure you make Meta tags which are often searched and which relate to your product. Use as many keywords as possible; the more you will be searched, therefore the more

popular you and your product will be. Publish often interviews and articles. Place yourself on sites such as Wikipedia; this is one of the first sites that comes up on search engines, and then link your webpage to the wiki page.

Another important aspect of e-marketing is keeping up with the modern times, always knowing what is the next best thing in the web to present yourself. For example as GOOGLE+ is becoming stronger, it should be included in the webpage, to give it recognition, that later on, it will recognize your site in a search

engine. This can be done by placing the GOOGLE+ button within your site, by creating authorship, optimize your GOOGLE+ profile, and most importantly become well known around the social media platforms.

Lastly it is important to link yourself to other pages, and to have your link of the webpage present also on other pages. The more often your name can appear elsewhere the more the importance will grow which again will help you reach higher ranks on the search engines.

HAPPY E- MARKETING TO YOU ALL!

All together just like in 'normal' marketing, one has to get the name of the brand/product out in the world as much as possible. E marketing makes it much easier and cost efficient to serve to your current clients and future clients who will come about you through the web and the techniques you just read in this article.