**Marketing Tools and Buyer Behavior**

**A New Laptop**

Buying a new thing is not an easy task and with so much competition in the market, it becomes more tedious. But, we can make it more approachable by analysing the need. Selecting a new laptop seems to daunting experience for me, with different hardware and configuration.

I have done a lot of research before buying a laptop, I have visited almost 5-10 website for comparing different brand, hardware and cost. Firstly, I decided my budget range, later on, I look for the configuration.

1. What type of processor should I get?
2. How much Hard Drive space do I need?
3. Do I need a video card?
4. And so on.

After finalising the hardware, later on, I compare the services offering by various brand including Apple, HP, DELL, Lenovo, Asus. Different company proffer different services to attract consumer including Festive Offer, Attractive Bag, Swags, Extend Warranty Plan, Microsoft Office Home & Student 2016 Edition Lifetime Subscription, etc.

With this mindset, I went to a seller but here comes a twist. The whole plan got failed, finally, he was available to deviate my mind and I ended purchasing HP Laptop.

**Source of Information**

There are loads of information available online on the various website for comparing different laptop, and there’s always the option of going into a store and checking out the merchandise before purchasing.

**Traditional Vs New Marketing Strategy**

Traditional Marketing includes wide advertising tools versus New Marketing oriented more toward the customer side, by analysing the need and requirement. New Marketing strategy includes new tools.

**Digital Marketing Tools**

* Search Engine Optimization - It affects the visibility of the webpage in a search engine.
* Affiliate Marketing - Performance Based Marketing
* Video Hosting - It allows the user to play video content, to generate revenue.
* Organic Social Media - Include various social media website like Facebook, Instagram, Twitter, etc.
* Content Creation - Include content based marketing for digital media.