

Assingnment 4th of Web-Marketing

The product..

As we just explained, the product isn't just the physical good a consumer buys. Of course, it has physical aspects and functionalities, but it also has an image influenced by the service and the symbolic universe created around the product which makes it desirable. In order to be sold, the manufacturer and the distributor of a product must let potential know about the product. They also have to use various tool to enhance the product, to make it appealing to the consumers in an environment where similar effective products are available. Many aspects of a products are chosen in order to make it more appealing : the brand, its color and format, it's quality, the packaging, the service, etc.

Global market ..

Global market also called Total Addressable Market (TAM), the global market is what we have just defined, the global customers and potential customers environment where commerce happens. It is formed of various types of consumers with very different needs to fill. From a marketing point of view, it is impossible to reach the global market's consumers using a single communication effort in order to convince them to buy a product. Since a communication must be adapted to the people it targets, communication efforts must be targeting groups of consumers sharing common characteristics such as the language. So, the first step of any marketing campaign

should be to define the part of the market marketing efforts should be targeting.

Advertising ..

Advertising is defined as an action attempting to promote the sales of products and services by providing persuasive messages to the consumers. Although advertising is usually a paid service performed in a commercial perspective, it is also used for public relations and to change the population's opinion or behaviours. There are different types of advertising grouped in two categories: media and non-media advertising

Media advertising ..

Media advertising uses media and mass media channels to broadcast messages intended to the audience. To be considered as media advertising, the advertiser has to pay for its message to be broadcasted or displayed to public. Media and mass media advertising tend to add credibility to the message as long as they are of acceptable quality.

Written press ..

Written press has to do with newspapers but also includes magazines and periodicals. It mainly includes advertisements printed into those publications pages as well as advertising inserts.