WHAT IS A VIRTUAL MARKET PLACE?

* A virtual marketplace is based on the internet where numerious companies excecute economic transactions.
* A virtual marketplace is a nonpysical and borderless dimention that exist in the digital domain, in which exchange relations and transactions take place at different levels through digital interactions supported by communications technologies. Also understood as an umbrella term for e-commerce.
* A virtual marketplace is an online forum where many vendors come and sell their products to intrested buyers through a third party website or app.
* A virtual marketplace is an online portal that implements a virtual marketplace, where sellers and buyers can register and trade cloud computing services.
* A virtual marketplace is a website or app which facilitates shopping from many different vendors to a wide audience.
* A virtual marketplace is a virtual store where individuals or organisations may purchase and sell products and services (new or old).
* A virtual marketplace is a business strategy that uses existing social networks to promotes product mainly on various social media platforms its name refer to how customers spread information about a product with other people, much in the same way that a virus spreads from one person to another .(e.g Amazon ,e-bay , whatsapp , instagram , twitter and facebook market place etc.)
* A virtual marketplace can be define as theuse of online or digital techniques to achieve strategic marketing and sales objectives without resourting to traditional in-person marketing strategies such as networking at live events, face -to- face meetings, seminers or trade shows. instead, digital substitutes such as search engine optimization (SEO), social media, webiners or video conference calls are used to attract, engage and close new clients.