

## Answers...

1. Web marketing is the process of using the Internet to market your business. It includes the use of social media, search engines, blogging, videos, and email. Promoting a business takes effort.
2. Web marketing is the process of marketing your business online, and it's a cost-effective way to reach people who are most interested in your business. ... These strategies, from search engine marketing to content marketing, help you promote your business.
3. Four Key Elements of Marketing Mix. The marketing mix simply refers to the planned mix of the controllable elements of a product's marketing plan. These elements are usually referred to as the 4Ps and they are Product, Price, Place, and Promotion.
4. The concept of "product classification" consists of dividing products according to specific characteristics so that they form a structured portfolio. ... The consumer products are afterwards divided based on preference for shopping habits or durability and tangibility. The business products are the industrial goods.
5. Product Characteristics: Relative Advantage, Compatibility, Complexity, Trialability, Observability. There are five product characteristics that influence how attitudes are created towards new products and services.