E-Commerce

Chapter 1

Web 2.0 Characteristics – 6 principles (Page 7)

* Services, not packaged software, with cost-effective scalability
* Control over unique, hard to recreate data sources that get richer as more people use them.
* Trusting users as co-developers
* Harnessing collective intelligence
* Leveraging the long tail through customer self-service. Long-tail is a search marketing term for niche markets.
* Software above the level of a single device
* Light weight user interface

NOTE: Web 3.0 is the next generation with Semantic (i.e. web understands user intent – google autocomplete) and information targeting users individually. (Page 8)

* Real-time
* Semantic
* Open communication
* Mobile and geography (i.e location services)

-Internet Marketing Paradigm (page 10)

* Customer acquisition, conversion, and retention lead to growth in customer value. Meaning they want to focus on the most profitable customers by using data to analyze behavior.

-Internet Business Models (Page 11)

* Transactions model organize the business to facilitate exchanges of content or commercial transactions.
* Revenue model
* Multichannel marketing

-Interactive channels (Page 12)

* Websites and blogs
* Search marketing such SEO and PPC advertising
* Email marketing
* Mobile marketing

-Social Media channels

-Offline Channels

-Social and Regulatory issues are growing, such as customer privacy and security as well as IP

-Online Advertising and Promotion

-Ecommerce (page 13)

-Customer service and support

-Internet Infrastructure Stack (page 14)

* Telecom
* Website hosting
* Internet Hardware and software
* Website operations
* Application Service Providers

-Drivers of the Internet Economy (Page 25)