**M1 - Recommend methods to promote an e-commerce system**

Task 1.4 - Create a leaflet for Tick Tock that describes the methods available to promote an e-commerce business and which recommends what Tick Tock should use.

You should consider the following:

 Promotion: effective use of search engines e.g. use meta tags, 'spiders', paying for prominence in search result listing; newsgroups and forums; banners and pop-ups; spam; site name; direct marketing; ensuring an effective user interface; establishing customer loyalty in a virtual environment

*For each of the following say whether you recommend this method to promote your retail e-commerce website and provide a summary regarding why you do (or do not).*

* **Effective use of search engines using meta tags & 'spiders'**
* **Paying for prominence in search result listing**
* **Newsgroups and forums**
* **Banners and pop ups**
* **SPAM email**
* **Direct marketing**
* **Site name**
* **Ensuring an effective user interface**