Chapter 1. Introduction

Companies are using the Web in their marketing strategies to advertise their products and services and promote their reputations. Increasingly, companies are classifying customers into groups and creating targeted messages for each group. The sizes of these targeted groups can be smaller when companies are using the Web—in some cases, just one customer at a time can be targeted. New research into the behavior of Web site visitors has even suggested ways in which Web sites can respond to visitors who arrive at a site with different needs at different times.

Most companies use the term marketing mix to describe the combination of elements that they use to achieve their goals for selling and promoting their products and services. When a company decides which elements it will use, it calls that particular marketing mix its marketing strategy. Industry tries to create unique presences in their markets. A company's marketing strategy is an important tool that works with its Web presence to get the company's message across to both its current and prospective customers. Later will be discussed what Bond University has implemented in their marketing system for reaching potential students through web media.

1.1 Problem Occurred

Company's response to the decrease in advertising effectiveness has led to its stagnant phase. While new businesses born everyday, the marketing division gets its burden to keep the companies head above the ground. The problem is, how to make its chance to survive amongst the contenders in this particular condition that may lead to bankruptcy?

1.2 Goals

Given the condition, web marketing helps companies to make new, or even to regain old market. By taking one step back to reconsolidate whole

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strategies and to come back with steady move, web marketing hopefully will role as the main part in renewed marketing strategy.

1.3 Report Boundaries

This report was made for academic purpose of fulfilling the task that given to the author as a student at Bond University. The author only learned Web Marketing theoretically without experiencing or implementing it in real life. This report is made by paraphrasing internet research, lectures sources, and Author's knowledge, therefore can only be considered as a research paper.

There are still some boundaries explained, which are:

1. This report explains what Web Marketing is.
2. Implementation of Web Marketing does not guarantee anything related to company's criteria of accomplishment.
3. Web Marketing cannot do everything like user wanted it to be.
4. Web Marketing is not designed to solve all the problems within a company directly or indirectly.