

Chapter 4. Conclusion

Many companies are using the Web to manage their relationships with customers in new and interesting ways. By understanding the nature of communication on the Web, companies can use it to identify and reach the largest possible number of qualified customers. Technology-enabled customer relationship management can provide better returns for businesses on the Web than the traditional unaided approaches of market segmentation and micromarketing. In this particular case: Bond University. Bond has successfully implemented web-marketing strategies in the form of their official website. This is indicated by Bond's achievement of getting the highest rating Australian university. Of course web-marketing is just one part of the big puzzle. But another indication is that the percentage of International students that is enrolled every trimester to Domestic students is 50:50.

By understanding what researchers have done on observing the nature of the web, hopefully marketing team could do their best to maximize company's efficiency and to boost selling capacity.