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**INDEPENDENT STUDIES  
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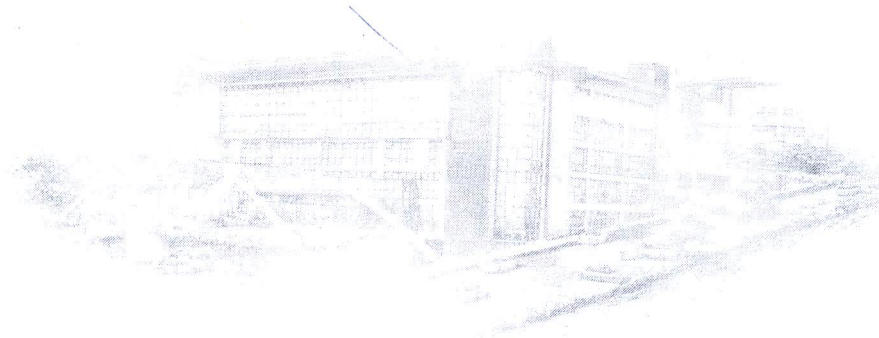
**BSc (Hons)  
Business Information Systems**

**entitled**

**"A study on the effectiveness of different  
e-commerce marketing techniques"**

**by**

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in the years (2004 – 2005)**



### **Abstract**

The purpose of this report is to examine the nature of different e-commerce marketing techniques effectiveness in the world of marketing. The field of study is chosen because of its emergence in the business world and so making it motivating to study.

E-commerce marketing is increasing in numbers because of its ability to reach wider scope of market, without any time and geographical distance constraint. Thus, many e-commerce marketing techniques are being developed and used to attract worldwide consumers. Their increasing usage brings about even newer techniques such as the rich media advertisement.

These communication techniques offer different benefits and hold some major drawbacks as well. Thus, making each and one of them useful in different areas. The high rate of purchases and brand awareness are the most common issue that each company would want to achieve using these different e-commerce marketing techniques. In this report four different e-commerce marketing techniques commonly used such as banner advertising, viral marketing, affiliate marketing and search engine marketing are being discussed. The discussion made is based on qualitative research where primary and secondary data collection method will be used.

Based on the analyzed made towards different e-commerce marketing techniques, a conclusion will be made. The conclusion will determine which marketing techniques is the most effectiveness in the world of e-commerce marketing.