Methods to promote an e-commerce system

Use of effective search engines

Using search engines so that customers can find e-commerce sites to shop can be very useful. When a customer types in a search, that specific search engine (whether it is Google or Ask Jeeves) will provide that user with the best results, resulting in the best e-commerce websites. In order for search engines to carry out web searches, and to find e-commerce sites, spiders are used to crawl over the web and fetch web pages, providing users with the best results relation to whatever they have searched. Whenever a spider goes over and fetches these web pages, Meta tags are used along with HTML tags which provides information based on that page. These tags come in codes, and are not visible to the user. Without the use of Meta tags, spider will carry out searches based on their guess on what the user has asked for, resulting in poor matches to the search. What Treading Ahead can do in order to make sure their website is featured in searches for e-commerce sites, they can pay that search engine to feature their website as part of a sponsored link, therefore making customers view their website as a reliable site and top search.

Newsgroups and forums

Treading Ahead can use newsgroups to set up bulletin boards via Usenet, and set up messages that they can send to internet users, such as trying to get them to visit and buy products from their website. This can attract large amounts of customers to their website. They can also create different topics based on their company, and send messages through there. They can even decide to set up a forum on their own website to communicate with customers online, and have discussions of what products they sell, or what products customers would like to see them sell, for example a new brad of trainers such as Adidas, and so they can take in this information and improve their organisation/website.

Banners and pop-ups

Another way of advertising e-commerce websites is by using banners and pop-ups. Treading Ahead can benefit in using these as it means that they can place banners onto other popular websites for example like a social networking site called Facebook. They can be able to place a banner on Facebook and have their website advertised on their, and it would be clearly seen by Facebook users as they scroll on the page. They can also benefit in using pop-ups that pop-up onto of the web page that a user is already using. Although this can be annoying, company’s still chose to use this method.

Site Name

If Treading Ahead would want customers to easily remember their website, they must choose/have a memorable domain name that can be remembered easily. Choosing a short domain name would be essential as it could be remembered well, whereas having a long one can also be quite forgetting, but if it were to be long and catchy, then it can still be memorable. As the organisation is called Treading Ahead, having the website’s domain name as [www.treadingahead.com](http://www.treadingahead.com) would be fine, as it won’t really be forgotten as it resembles the company’s name.

Direct marketing

Organisations use direct marketing so that they can advertise their products directly to customers through email. They send emails to people who have already registered and ordered products from their website. Once a customer has registered with Treading Ahead’s website in order to have their orders delivered to them, their email addresses would be kept in the company’s database, and would be used to send through promotions and recent products that are being sold within that company. Treading Ahead can use a customers’ recent purchase, such as a pair of simple Nike trainers, the company will record this down, and in return would send the customer an offer relating to that product, and for example something related to Nike such as a pair of Nike Air Jordans. These type of emails can sadly be considered as junk email if the customers aren’t bothered with them, whereas if they are interested in them, then it is still an effective method for the company.

Effective user interface

Whilst having an e-commerce website, it is important that a useable and reliable interface is used. For example, Treading Ahead should use a simple and easy interface that a customer can use easily with no difficulties so that they can enjoy using the site, and would continue to go back to using it, whereas if the interface was to be difficulty and uneasy to use, then a customer wouldn’t find it simple to use and wouldn’t want to return to the website so that they can shop for their goods. Treading Ahead should use a simple interface so that they can attract customers, using a hard one could result in them losing customers.

Establishing customer loyalty in a virtual environment

As some people tend to not trust using e-commerce websites, this means that Treading Ahead would still have to persuade customers to shop on their online shop. They can do this by personalising their website in a way that customers would see it to be trustable, when it comes to their products they can give clear descriptions and pictures to what is being sold, and can overall have great security on their website.