



Go online

mean you are using the Internet, opening webpages, visiting websites, reading in some forums, chatting

Search techniques

gather data and informations from industry associations, periodicals and government agencies

Online communities

is a group of people with common interests, and who use the Internet tools and spaces (e.g., blogs, websites, and email) to communicate, create something together, and pursue common interests over time

Blog

is regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style

Cost effective

effective or productive in relation to its cost

Social networking site

a website that is designed to help people communicate and share information, photographs, etc. with a group

Communities of practice

is a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact regularly

Online questionnaires

is a web-based survey that companies and other organizations can use to both deliver information to and collect information from their customers or another target audience



Search engine optimization

is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine

Stickiness

is anything about a Web site that encourages a visitor to stay longer. A Web site is sticky if a visitor tends to stay for a long time and to return

Digitally

by means of digital or computer technology

Niche markets

is the subset of the market on which a specific product is focused

Digital downloads

is an electronic form of acquiring a document, file or software package

Streaming media

is video or audio content sent in compressed form over the Internet and played immediately, rather than being saved to the hard drive

Online environment

The computer-mediated space in which online distance education occurs, often asynchronous and Web-based

Charges subscriptions for premium services

a customer must pay a recurring price at regular intervals for access to a product or service



Content-related advertising

is a variant of online marketing in which high-quality content is distributed via regular advertising channels

Target audience

is the demographic of people most likely to be interested in your product or service

Discussion forums

Electronic message boards for asynchronous communication, also commonly referred to as Web forums, message boards, discussion boards, discussion groups and bulletin boards

Price comparison websites

helps you find the best price, latest products, and online shopping deals

Interactive features

websites allow users to change the way the website displays, play games, interact with friends online, and perform a host of tasks. This includes: Online transactions. Features, such as live chat, pop-up and help screens enables context-sensitive, user-friendly help

Viral marketing

is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect

Buzz marketing

is a viral marketing technique that is focused on maximizing the word-of-mouth potential of a particular campaign or product, whether that is through conversations among consumers' family and friends or larger scale discussions on social media platforms

Traditional advertising media

generally excludes digital media. Print advertising is one of the most traditional methods of advertising



Clicks and mortar/bricks and clicks sites

is a type of business model that has both online and off line operations , which typically include a website and a physical store

Online presence

the collective existence of a company or individual that can be found online via an online search

Online retailers

A business or person that sells goods to the consumer online

Transaction costs

are expenses incurred when buying or selling a good or service

Data security

refers to protective digital privacy measures that are applied to prevent unauthorized access to computers , databases and websites

Online payments

refers to money that is exchanged electronically. Typically, this involves use of computer networks , the internet and digital stored value systems

E-commerce

process of buying and selling products and services using the internet

Shopping cart program

is a piece of e-commerce software on a web server that allows visitors to an Internet site to select items for eventual purchase



UNIT 8 - E MARKETING/ E COMMERCE - FMI II 2019

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A secure socket layer (SSL)

is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral

A payment gateway

is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar.

Search engine/bargin finder

is a service that allows Internet users to search for content via the World Wide Web

Shopping basket/cart

is the interface between a company's Web site and its deeper infrastructure, allowing consumers to select merchandise; review what they have selected; make necessary modifications or additions; and purchase the merchandise

Check out button

quickly buy the product they're viewing. They skip the cart and complete their payment with the checkout method displayed on the button

Log in

When someone logs in or logs on, or logs into a computer system, they start using the system, usually by typing their name or identity code and a password

Log out

When someone who is using a computer system logs out or logs off, they finish using the system by typing a particular command

Sign up

to register; to create an account



Account

signing up to some website, give information about you: name, address, payment details and when it is all completed you have access to website and may buy something etc.

A digital wallet

an electronic equivalent of a wallet for online shopping, holds credit cards data and passwords for logging in website

Dotcoms

companies whose activity is centred on the internet

B2B

also known as e-biz, is the exchange of products, services or information (e-commerce) between businesses, rather than between businesses and consumers

B2C

a business that deals directly with consumers refers to the transactions conducted directly between a company and consumers who are the end-users of its products or services

C2C

consumer to consumer, is a business model whereby customers can trade with each other, typically, in the online environment