

Improvement of Internet marketing campaign in Chinese company



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DIPLOM WORK

**IMPROVEMENT OF INTERNET MARKETING
CAMPAIGN IN CHINESE COMPANY**

--PLANNING DESIGN

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Abstract

Needs and Problems:

As the Internet marketing is still a new concept in China, it is still not very well organized now. The most common situation of doing Internet marketing wrong in china is that the enterprise gives an inappropriate website, which couldn't incarnate the characteristics of the enterprise own very well. The extreme development of Internet Marketing will lead to the development of technology and policy.

1. People don't catch the concept of Internet marketing very well, even in a wrong way. And that's the reason that limited the advantage of using Internet as a new marketing tool.
2. Internet marketing has not been combined very well with traditional marketing ways. This might be a terrible restrict to an enterprise.
3. People might not have a full-blown idea on designing a very-well-organized Internet marketing campaign.

Goals:

Because of the situations mentioned before, the Chinese Internet Marketing is not in the right way now. Based on this, my diploma work is going to investigate the situation and to help the enterprises to get a proper, full-sale understanding of Internet Marketing, according to the Chinese actuality; through analysis the cases to get the good and effective practices under Chinese situation.

Task:

- 1 . Make the case study for a successful company; sum up the good experience through analysis;
- 2 . Make the case study for a failed company; find out the reason that caused the fail;

3 . Give an improving plan for the bad case according to the problems found in task two and implement it;

4 . Make the assistant design by using Microsoft project.

Finding/Value:

Through all the efforts I have made, this work is going to show a better understanding of Internet Marketing, clients' psychology under Internet circumstances and others about how to make IM more effective and more attractive according to the Chinese situation.

Besides, I will also show the Internet Marketing Campaigns trends. This paper will be useful for the ones who are going to be involved in the Internet Marketing campaign in China. For the people who are interested in the researching of Chinese Internet Marketing, it is also useful.

1. Introduction

1.1 Internet Marketing and Its Development In China