

Business Marketing And Advertising Internet Empowered

by J. Warholic - Article last updated on: Saturday, March 05, 2011

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The Internet Is An Empowering Media Form For Customers And Businesses Alike

Take a look at how the Internet is providing a form of online customer service feedback that can both be good and bad for your business depending on the customer service you provide.

Consumer Experiences

Years ago, before the Great Expansive Web Landscape >> before the Mozilla and Internet Explorer and high-speed internet came along, a dissatisfied customer would maybe complain to management or write a letter to the President of the company about poor customer services or false advertising. Now, that has all changed. Customers that become dissatisfied are fighting back.

To be a reporter does not require going to four years at a university or getting hired by the local newspaper. No, anyone that has a beef about something is free to report it online through a free blog service. Make no mistake about this though, falsely reporting news and information can hold serious consequences for individuals online. See: [Internet Ethics](#)

With that said, people can and do document information related to businesses online all the time. In fact blogging has changed the face of how the large media giants respond to news stories. Many times the networks are slow, very slow at jumping on a breaking story and it is the blogging community that is the first to share the story online. With technology, through the form of automatic news feeds from every single blog, the story can be picked up by thousands of individuals that then turn and share more information online. Once the chronicled account is published, search engines catalog the information making it a matter of historical public record for all times sake.

Businesses, from local, national, and international companies need to be more aware of the new technology that is creating the Internet landscape [Where There Is No Place To Hide](#)

In an article written by Chuck Mckay, from his [Fishing For Customers](#) website the following is quoted:

What happens when your ads brag about your customer service, and customer dreads going on hold with your automated call center?

What happens when your customer finally understands that your "money back guarantee" is actually pro-rated for the number of weeks that she owned your product?

What happens when your angry customer makes the evening news carrying a placard which declares you to be a crook?

Where do you hide when there's no place to hide?

From the [customer service](#) standpoint it makes sense to follow good B2B, B2C, and C2C ethical guidelines. Fraud and other different unethical activities will become exposed. It might not happen overnight but with poor customer service, fraudulent activities, [advertising scams](#), and even [copyright infringement](#) there certainly is no place to hide online.

Empower your Business for Marketing And Advertising

Blogs are not just for individuals. In fact blogs are being used more and more for businesses everyday. I just received an email

update from Google about how their AdWords blog is becoming more of a newsletter in their thinking than just some place to post thoughts and updates. Click link to read more on this perspective.

[Inside AdWords](#)

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Are you thinking what I'm thinking? That, just maybe, a blog might prove to be an effective newsletter for **your** customers as well?

Imagine it: A place where you could easily [tell your customers what's new and interesting](#) about your business, and where you could even [show them photos](#) of your latest collection of high fashion widgets from Paris. Perhaps you'd also like to [get some useful feedback](#) from your customers? Yep, you can do that too.

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Executive Platform

This type of e-business marketing and advertising works. Customers have been sharing with me the good feedback that they are receiving from this type of executive Internet marketing and [branding](#) approach. Many times people are blocking the pictures and images that are embedded in emails, especially in an unethical age with email spam and malicious spyware viruses, but are likely to click on a link to a website to view more information. Information can be posted online for future use. Imagine being able to write a sales and marketing pitch or create an Ad for use in a Pay-Per-Click advertising campaign with a link to a posting targeted to exactly what it is that your company is advertising.

The Internet is still a baby

The interconnectivity and alliances between businesses both vertically and horizontally as well as the mix of Individuals into the broad spectrum of things online will continue to create new opportunities for new businesses, market expansion of existing companies, and the opportunities for private individuals to make a difference, shake up the world, and breath a measure of fresh air to the World Wide Web.

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