

ONLINE MARKETING OF WOOD PRODUCT

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Abstract : *Aiming at the case that the conventional marketing system for wood products can't adapt to the development requirements of the modern E-commerce. I have provide the customer with the extra option of building the furniture at their own place, so that they can get the product of their desire. Additional to this highly experienced worker are send to accomplish and finish the work on or before time. To attract more customer I have provide with the option of extra off on purchase and various other coupon for the user. After doing all this it was very evident that more user are prone to marketing compared to digital marketing. So in order to increase the awareness of digital marketing and benefits of this is being covered in this report. For which I have adopted Access database as well as the public-key encryption system to accomplish the development of the on- line marketing information system. It can implement these functions, including wood products queries online, commodities ordering and information feedback.*

IndexTerms - *Wood product, Online sale system, digital marketing strategy, computational framework , online marketing.*

I.INTRODUCTION

Digital marketing is marketing that makes practice of electronic devices such as smartphones, personal computers, cell phones and game consoles to involve with investors. Many governments use a mixture of traditional and digital marketing channels; however, digital marketing is becoming more standard with marketers as it allows them to goal and track many aspects more correctly compared to other traditional marketing channels. Digital marketing applies technologies or platforms such as websites, e-mail, social networks.

The term 'digital marketing' was first used in the 1990s. Digital marketing became more cultured as an effective way to create a relationship with the user that has depth and significance. While the word 'digital marketing' may not have been used until the 1990s, digital marketing itself has origins to the mid-1979s, now Channel Net developed advertising campaigns for some major automobile companies, where in persons would send in reader reply cards initiate in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives. The quick evolution of digital media has created new opportunities for advertising and marketing.

II.LITERATURE SURVEY

Development of internet led to new changes in businesses and created a new, interactive and social communication platform for companies to interact with customers. Shih and Hu (2008) states that, Internet is an important channel for companies and it must be used wisely by marketing departments to attract new customers and retain the existing ones. Nowadays, companies started to use the online medium as a new effective way of marketing communication.

Special price market issued those special price products information of forestry enterprises. Stock out information listed the shortage of products of the enterprise in detail. Shopping cart realized wood products on-line transaction between buyer and seller including payment on-line. Ordering on-line was customers submitted orders and achieved purchase agreements according to their demands. Message board was an area for leaving customers' suggestions so that forestry enterprises can know the customers demands in time and adjust their business strategy timely. Discussion was the real time intercommunion window for customers each other as well the enterprise and customers.

This system had these functions as follows: issuing the latest products news of the enterprise, querying products online, supplying the commodity pricing statements (using the Access database to update), customers real-time shopping, ordering online and information out of stock and so on. The function structure chart of the online marketing information system for wood products. As soon as customers log on the system they will visit the homepage, and it included links to each module. Customers can enter directly other modules of the system on homepage. Products classification introduced wood products of enterprises and set up a product database goods.mdb to display all wood products information such as number, species, length, diameter, grade, price, origin, inventory and so on. Products query was that customers selected proper key words, such as species or origin, et al, to search the products adapted for their demands. Products auction was an on-line auction environment aiming at that special products. Customers bid and enterprises choose the final customer to carry on the transaction. The latest products issued the latest products information of forestry enterprises.

III.SYSTEM ARCHITECTURE

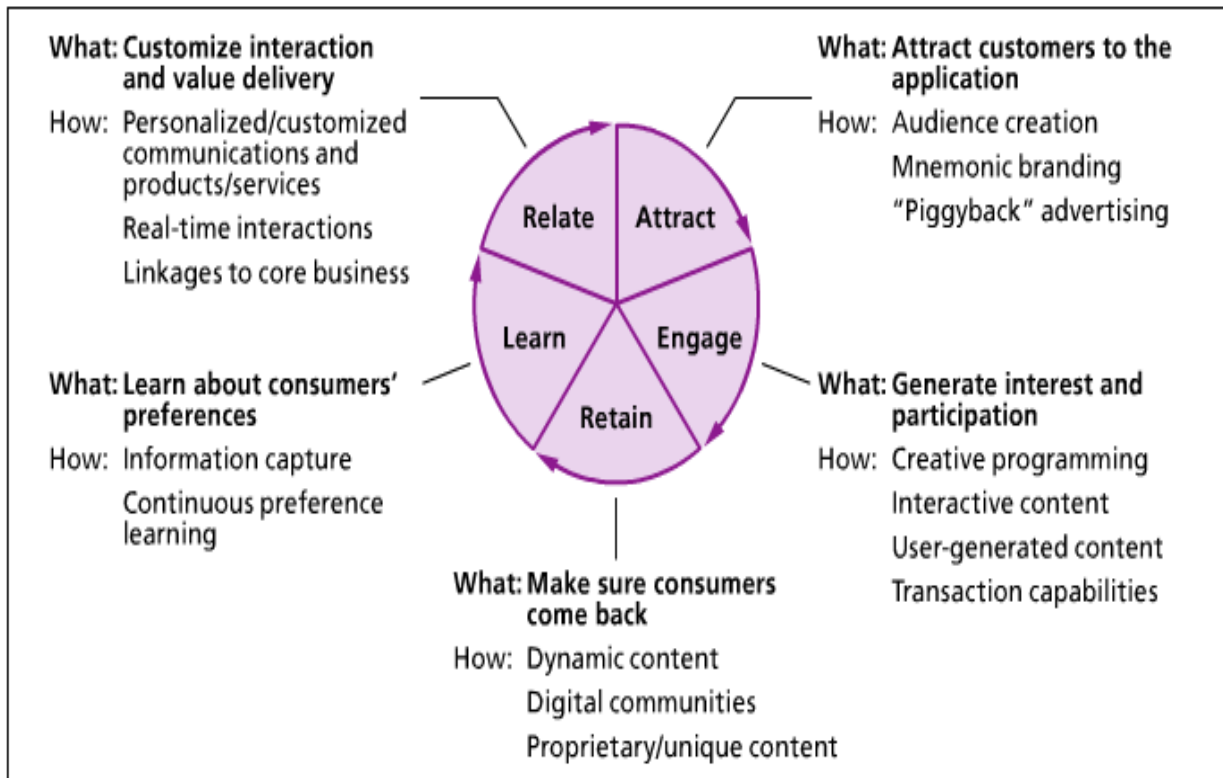


Figure.1 System Design

IV.CONCLUSION

Most of the forestry enterprises are far away from the central city and transportation inconveniently. The information circulation is relatively slow and it is not easy to open the market channel to seek for customers. Aiming at the current situation of forestry enterprises, on-line marketing system for wood products was fruitfully developed with the help of recent networking and computer technology. The interface of the system is friendly and it also user friendly. Through digital signature and data encryption, it understood resources information sharing and ensured the security of the system. Via the internet, it simplified transaction process between forestry enterprises and customers, shortened trading hours and improved work efficiency so as to promote sales of wood products. Today's consumers powerfully feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser. But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

V.REFERENCES

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