

1. Internet Marketing is promoting, advertising product or service via internet.
2. The marketing has well known and effective different kind of strategies such as Web Design and Development, Affiliate Programs, E-mail Marketing, Social Media and SEO (Search Engine Optimization). All steps help and support to promote your product using internet. For example: design of web site, which is vital to show success of your company and product. With attractive design, organization has higher chance to be recognizable in web. Second is special programs which help to easily sell product using programs. E-mail marketing is offer products or information about company by sending e-mail directly to customers. Nowadays social media plays huge role in our life. So companies can use social medias to promote and offer their product directly to customers who really need these products. And the last is SEO. It help to analyze habit and behavior of potential customers by analyzing their searching history and ranking website of company in search engines.
3. There are different kind of step in social media plan such as Consumer and Market analysis. The next step is analyzing the competition and yourself. Third step is analyzing distribution channels. Fourth is creating marketing plan and the last are implement, evaluate, review and revise