

E-marketing Strategy For Reg Vardy - Volker Schmid

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With a total of 81 dealerships and a turnover of 1.3 billion pounds, Reg Vardy is one of the leading motor retail groups in the UK. In order to acquire new customers and maximise customer retention with the help of digital technologies, the company needs to develop an e-marketing strategy. This paper provides a situation analysis of the present e-marketing situation of Reg Vardy, including the competitive environment based on the strengths, weaknesses, threats and opportunities. Furthermore, the aims and objectives of Reg Vardy's e-marketing strategy are formulated. Under the e-strategy section, potential digital technologies and the buying process are outlined to develop a five-phase e-operation strategy. This allows for targeting new and existing customers in all stages of the buying process. Specific e-tactics for customer acquisition and retention are suggested for Reg Vardy. Finally, the paper gives advice on E-CRM issues. Seminar paper aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: A, Teesside Business School - University of Teesside (Teesside Business School), Veranstaltung: E-Marketing, 31 Quellen im Literaturverzeichnis, Sprache: Englisch. Author: Schmid, Volker Publisher: GRIN Verlag Illustration: N Language: ENG Title: E-Marketing Strategy for Reg Vardy Pages: 00033 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638372947 Category: Business & Economics : Marketing - General

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