

EFFECTIVE MARKETING POLICY GUIDELINES FOR ROMANIAN INTERNET SERVICE PROVIDERS

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Abstract:

The ISP is the entity specialized in the provision of the Internet services. Usually, such an entity provides the entire range of Internet services, which can be divided into two major groups: data transmissions and web services. The ISP has a very important place in the marketing environment of the modern organization being found within the close-in environment of the organization amongst the providers of the other services. The modern company has a relationship with its ISP at least as important as the ones with its bank, transporters or insurance companies. Nowadays, the question is not whether the online technologies are necessary for the company but how these technologies are implemented by the company (Porter, 2001, pag. 62). To have a presentation web site and at least one e-mail address is something ordinary for any organization.

Key words: marketing objectives, strategies, tactics, survey

JEL Classification: M31

The coordinates of the marketing policy which can be taken into consideration by the Internet service providers can be classified in marketing objectives, strategies and tactics.

The main marketing objectives can be summarized as follows: increase of sales in comparison to a prior period of time; increase of market share; increase in number of subscribers; improvement of client loyalty.

The market strategy criteria which can be approached by the Internet service providers can be grouped as follows: market dynamics; market structure; market requirements; market changes, competition (Florescu, et al., 1992, pag. 282); company's

Guidelines For Internet Marketing Policies Of Internet Marketing

Kumar, Anil,Dash, Manoj Kumar



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