

Advantages Disadvantages Of Internet Marketing: The Good The Bad And The Ugly

The Advantages Disadvantages Of Internet Marketing are many. Here are only few of them.



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A few Advantages Disadvantages Of Internet Marketing are:

- It's on the internet so it's low cost
- Very fast
- And you can reach a global audience

However it:

- Can leave the businessman feeling isolated
- Hard to tell if people are lying because you can't see their face
- And you can be overloaded with information.

There are more Advantages Disadvantages Of Internet Marketing, but I wont cover them all in one article.

However I will focus on a few important ones.

Positives:

Low cost:

The internet is made up of electrons, so there is not really anything physically to grab hold of like in a brick and mortar business. This considerably reduces your costs as you don't really need many materials or buildings. Just a computer with world wide web capabilities :)

Very fast:

A great advertisement I saw once said "If you were an electron, you would be there by now". This was an ad at an airport. It's referring to the internet. It's made up of electrons so it's VERY fast. Click a link, and you could be looking at an Australian website, click another one and you could be in America. If you wanted to get information any other way from these countries, you may end up having to go there. The world wide web eliminates the need for this. Go any where you want with the click of a button.

You can reach a global audience:

By this I mean, you don't have to set up shop somewhere and sell to the locals. You can set up an online shop, and sell to anyone in the world. This means a huge increase in potential revenues and a fraction of the cost it would take for you to set up shops all over the world.

Negatives:

Can leave the businessman feeling isolated:

This is very common. Because the world wide web is faceless (In most cases), it can appear cold and inhuman. This can leave you feeling isolated and very inward. Not a nice feeling at all. Everyone likes to socialize and meet people, but in this case, its quite difficult to, in business anyway.

Hard to tell if people are lying:

There is so much information on the world wide web now, it's sometimes hard to tell the difference between crap and quality. A lot of the crap is targeted at newbies. Here's an example "Make money fast by doing NOTHING", sound familiar? I bet you've had a ton of emails saying something similar.

Information Overload:

Once again we get to the part of there being a lot of information on the world wide web. There can be too much good information too. There can be a lot of competition for an industry, this can leave you more confused than if there were presented with loads of crap. You might not be able to tell who to chose. If you are a veteran of the net, you wont have much to worry about, however if you're a newbie then this is a problem.

The above are the positive and the negatives. Overall, I would definitely say that if you can do business online, then definitely do it.

Short note about the author

Stephen Warren is the creator and webmaster of <http://www.marketershandbook.com>

Author: Stephen Warren

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