

## 2. E-Marketing Models

E-businesses can be categorized into generic models (i.e., a method of doing online business enabling the company to generate revenue). Research the following business models and then determine which one is applicable to your organization or an organization with which you are familiar (more than one may be applicable). You must choose at least two models to discuss.

- a. Brokerage model—Brings buyers and sellers together (e.g., auctions)
- b. Advertising model—Provides content but relies on Web site advertising
- c. Infomediary model—Provides information that helps consumers to understand products and markets



- d. Merchant model—Retailers of goods and/or services
- e. Manufacturer model—Creator of goods sold directly to the consumer
- f. Affiliate model—Offers financial incentives to other sites to provide click-through sales
- g. Community model—Based on user loyalty, generates revenues based on sales of ancillary products/services/contributions
- h. Subscription model—Provides content, networking, or other services; charges a daily, monthly, or yearly fee

Write a 700-1,050-word plan discussing the various e-marketing technologies (e.g., banner ads, pop-ups, search engines, e-mail newsletters) needed in the model(s) you selected to support the 4 Ps of marketing: price, promotion, product, and place.