



## E-Marketing Strategy for Reg Vardy

By Volker Schmid

GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Teesside (Teesside Business School), course: E-Marketing, 31 entries in the bibliography, language: English, abstract: 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...



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