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Author(s)	Joonas Nevala	Student number	
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Supervisor(s)	Lic. Sc. (Econ.) Martti Salo, M. Sc. (Econ.) Taina Paju		

Abstract

The number of unique web pages is growing all the time. No other medium in history has grown as fast as the Internet. Internet is a social space where users can communicate in different ways. This together with the fact that there is no governing body controlling Internet allows it to be shaped by its users. Today's customers are smarter, more demanding, and at the same time they are approached by many competitors with better or at least equal offers. With the Introduction of Internet marketers now have the technology to customize communication and products to increasingly smaller target groups. Internet has established itself as a new marketing tool that allows companies to actively communicate with their customers. The purpose of this study is to examine how a website provider can use the new marketing opportunities and tools offered by the Internet to market themselves to new potential and regular customers.

This study is conducted using a qualitative method because it aims at examining the various ways a company can attract and retain customers in the Internet. The data was collected by semi-structured individual interviews.

Attracting and retaining customers in the Internet is a complex task. First thing to do for every company is off course to decide the revenue model they use. There are various different revenue models for operating in the Internet. The second step is to get the users to visit your site for the first time. Collaboration with the customers makes them more loyal and satisfied and increases the probability of a repeat visit. The digitalization and integration creates both opportunities and threats to companies operating in the Internet environment. The speed of development has been and will with the greatest likelihood continue to be outstanding. This calls for all the actors in this field to constantly develop themselves, discover new ways to utilize new applications and to keep their eyes open at all times.

Key words	Internet, marketing, revenue model, search engine optimization, collaboration, experience, digitalization
Further information	

