

RESUME OF THE DIPLOM WORK

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Title: Analysis of the Internet marketing and its application in the Chinese web space

Needs and Problems-- Now in China, the situation of Internet marketing must be changed for better effect. After research, I found there are mainly three problems:

- **First**, the theory knowledge of Internet Marketing is not popularized enough. The environment is the key for leading main direction into the right way;
- **Second**, planning is not paid much attention. Most people treat Internet Marketing as golden seed, which can grow up to be a big tree without water and fertilizer;
- **Third**, in order to have a more effective method, new opinions or ideas should be developed or introduced to impact the still actuality.

Goals-- This paper is going to analyze the actuality of Chinese Internet marketing, and solve the problems mentioned above. My goal of this paper is through combining the findings from analyzing three Chinese websites and planning a new product launching, to find out how to implement Internet Marketing better and more effective in China. Based on the analysis of the three Chinese companies' websites and the practice of launching new product, we get the clear solution on some good practices under Chinese situation.

Tasks-- Based on the goals of this work, my tasks are as following:

First, choose three Chinese companies and analyze their websites. After that to find out the good practices of Internet Marketing in Chinese situation.

Second, according to the solution from last part, I will create an Internet marketing plan for launching new product.

Third, I will create a project plan using software Micro-Project to manage the project

from the practice.

Forth, I will model this system by using the modeling tool--UML.

Finding/Value— My findings are from two parts: analyzing three Chinese companies' websites and launching new product.

From the comparison of three Chinese websites, as the table showed, we can see some good practices clearly from “site structure design”, ”content design” and “advertisement design”.

	Haier	Lenovo	Huawei
Site Structure Design			
Enable Disability of multi-media	No	N/A	N/A
Multi-Language Support	Yes	Yes	Yes
Responding Time	In 10 seconds	In 5 seconds	In 15 seconds
Uniform style for all sites	No	Yes	Yes
User-control Navigation	Yes	Yes	Yes
Content Design			
BBS	No	No	No
E-Mail	No	No	No
E-Zine	No	No	Yes
On-line Service	Yes	Yes	Yes
On-line Survey	Yes	No	No
Search Engine	Yes, Internal Searching	Yes, Internal Searching	Yes, Internal Searching
Virtual Mall	Yes	No	No
Affiliate Center	Yes	Yes	Yes
Advertising Design			
Affiliate Marketing	Yes	Yes	Yes
Banner Ad	Yes, for branding	Yes, for branding	Yes, for branding
Newsletter	No	No	No
Promotion News	Yes	Yes	No
Rich-media Ad	Flash	No	No

Mainly, combining the conclusion from the practice of launching new product, I found that: to get a better result on Internet Marketing in China, people should keep in mind something:

- The importance of Service

- The importance of Customer Emotion
- The importance of “Customer category”-- Affiliate Marketing
- The importance of the cooperation of IM with traditional Marketing
- The importance of good planning—4P Model
- The importance of feedback and improvement
- The importance of advanced technology—Microsoft Project & UML

This paper will be useful for both Chinese vendors and foreign investors who are going to develop business in China.

Tools—Microsoft Project; UML

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