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THANIDA JOMYIM : IMPROVING COMMUNICATIONS AND CUSTOMER
RELATIONSHIP MANAGEMENT THROUGH SEARCH ENGINE OPTIMIZATION.
INDEPENDENT STUDY ADVISOR : ARDIPORN KHEMARANGSAN, PH.D. PP.85.

Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. iMarketing is used as an abbreviated form for Internet Marketing. Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing. Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, email marketing, mobile advertising, and Web 2.0 strategies.

The objective of this study is to investigate and identify the important factors that impact the customer's satisfaction, to identify the most frequent used e- marketing tools, and to investigate the customer preference between SEO and SEM. The aim is to study the influence factor involving a section of sale and marketing to increase the tour agency's revenue.

The findings in this project are considered as a useful result to travel agency and also the other business in the tourism industry to provide an effective customer communication in online marketing. Improving the company website with clear and easy understanding information is the way make web site more interesting and help attracting more customers. This is because the research revealed that most of customers satisfied to find the information and purchasing package tour through search engine website rather than other E – marketing tools because Search Engine is very popular and easy for everyone to reach. Customer could find information from anywhere in the world and in anytime they need. It's very comfortable and no limit for them.

Program of Hotel and Tourism Management Graduate School, Silpakorn University Academic Year 2012

Student's signature.....



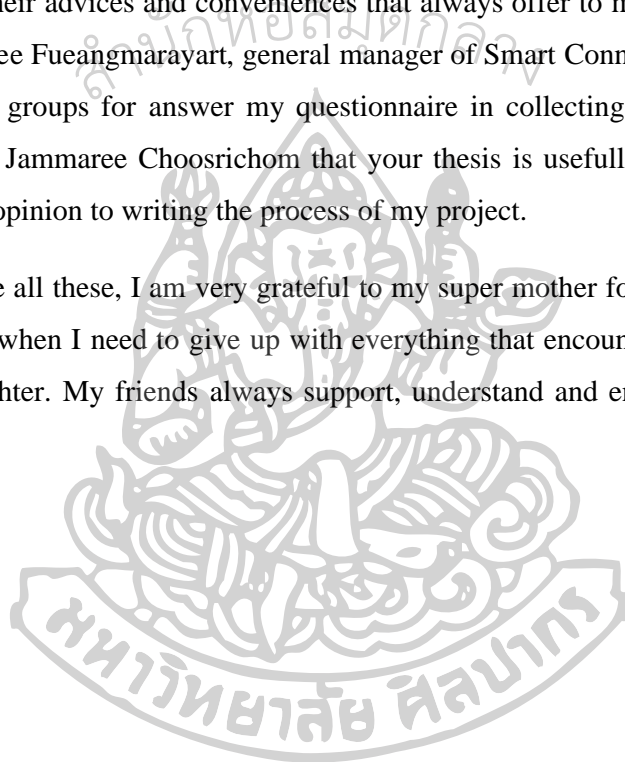
Independent Study Advisor's signature.....

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