Module 2 Course Project

Linsey Mendoza

Rasmussen College

Author Note

This assignment is being submitted on January 15th, 2017, for Scott McCollock’s B351/ISM3015 Section 05 Management of Information Systems course.

Introduction

Peapod is a company that operates online, as an affiliate of a wider company with various supermarkets in various US destinations. The fact that these super markets can assist Peapod develop a market is not sufficient for market establishment and maintenance. The company has a challenge to beat other companies which operate online and deal with groceries as well. The main aim of developing a customer friendly and wide reaching web-based marketing strategies makes peapod need some online marketing advice. This paper looks into how the company can increase its web presence, the strength and weakness of their website, the data sets to capture and the importance of a company-sponsored blog to peapod.

How to build a web presence for peapod

Peapod sells online. It has to have a high online presence. Some of the most recommended ways of increasing online presence for any company include the use of blogs and website updates. The company’s marketing and research department should always be posting their news findings to the internet, with more focus on issues related to their line of production and distribution. Secondly a company can embrace the active use of social media, having accounts in the most platforms that their clients and interested stakeholders might meet their post. If possible the company can have as many social media groups/accounts, one or two in each of as many platforms possible. Thirdly, the company can also use popular websites as their advertisement partners, requesting for advertisement spaces trough well known online advertisers like Google adsense. Google adsense places adverts in many websites, blogs, and videos as possible, increasing the online visibility of the company. Others include search engine optimization tools that bring the company’s product on top of other items if someone searches for the products on that line generally (Chen, & Yen, 2004).

Analysis of their website

The unique thing about the Peapod PLC official website is that it has some very attractive varieties of products that are available in their store. It may be thought to be normal, but there is a feature that makes the website attracts the user to view. The scroll down button usually runs across very quickly to the bottom, and if allowed clients might scroll to the product they are looking for fastest possible ignoring the other products. No one can achieve that quit easily with Peapod. The website has a feature that ensures that the scroll down button is very sluggish, so the website viewer is forced to see other products, other than just what they have interest in. Everyone can confess of a moment when they bought something in the supermarket because they saw it; it is called impulse buying, which is the aim of this feature. The first thing that hits the eye when one opens the website is the 20% and the 60 days’ free delivery which is attractive to customers. This feature is good for them with patient clients, however. Impatient clients will quit and think that the feature is freezing their gadgets (Peapod PLC., 2017, January 14).

Recommendations for data that they should capture to help with their online conversions

There are many sets of data that Peapod PLC needs to capture to increase their sales. Amongst the sets is the number of purchases per work shift (say, 8 hours) and the number of employees per shift. This can assist understand the trends of market expansion and the workload on their employees. Peapod also need to understand the trends of the most selling products, checking whether the demand is increasing, to evaluate and expand their sources if there is a constantly increasing demand for a certain product. Peapod should know the products that have the highest complains or are rated poorest. In most cases, being a grocery store, these products are rated badly maybe because they are too perishable and need better (faster) means of delivery, and maybe refrigeration during distribution. Other statistical data sets to be collected can include the numbers of new customers, the number of employees quitting their jobs, and the number of return clients, which can assist design a better purchase, production, packaging, and distribution chain (Rust, Ambler, Carpenter, Kumar, & Srivastava, 2004).

How the business would benefit from adding a company-sponsored blog to their website

The company should have a company sponsored blog to their website. This is a nutrition oriented business, and as seen in the previous paper, it prescribes the best combination of products to the client. A blog can provide a platform that assists the company market some of the valuable products that clients know little about. It can also assist in increasing the web presence. A company sponsored blog should invite professional in the fields of nutrition and groceries related fields to post current trends, which will make customers understand more of about the products. In most cases, the blogs can invite nutrition students in nearby universities to place their opinions, researches, and ideas with the company’s clients. Such a friendly environment will make such contributors closely related to the company, and they eventually end up marketing and recommending it to others (Chen, & Yen, 2004).

References

Rust, R. T., Ambler, T., Carpenter, G. S., Kumar, V., & Srivastava, R. K. (2004). Measuring

marketing productivity: Current knowledge and future directions. *Journal of marketing*, *68*(4), 76-89.

Peapod PLC. (2017, January 14). Home. Retrieved from

<https://www.peapod.com/shop/index.jhtml#!/>

Chen, K., & Yen, D. C. (2004). Improving the quality of online presence through

interactivity. *Information & Management*, *42*(1), 217-226.