

Opinion piece

How the internet has changed the nature of marketing and business

by [Vittoria Jooste](#)

Having started off as a way of sharing information, the internet has become synonymous with being connected. From a marketing and business perspective, this means that businesses are now more effectively connected to customers, but also that customers - and businesses - are much better connected to one another in the form of communities. This has implications in terms of product development, positioning and distribution. From a consumer point of view, the internet has opened up the channels for conversations to the point that consumers are no longer at the receiving end of a marketing strategy, but rather at its centre, as they often influence or even direct it. From a business competition point of view, the internet has lowered barriers to entry and fostered healthy competition by placing delivery of value at the core of marketing strategy.

About the Author

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