

Pizza Hut and IMC: Becoming a Multichannel Marketer

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Introduction

In the last two decades, a major development in technology has occurred. The internet has changed the way we communicate, locate information and even do shopping (Andrian, 2014). The latter benefit comes from the fact that internet marketing creates a room to reach more customers, spread awareness and advertise the business easily. The advantages listed above are the basis that brought about the creation of the PizzaHut.com website.

For the website to be more user-friendly, the company should improve it by means of employing Search Engine Optimization (SEO) (Lincoln, 2009). This can be done by concentrating on the main aspects of the Pizza Hut websites, thus producing the best results and being the top of the search engine ranking when consumers browse for pizza products. For instance, keywords comprising top words related to pizza and the ones that pizza customers are likely to search for can be utilized with a particular frequency to enhance the performance of the website.

Pizza Hut should also consider using social networking as a marketing strategy to promote the website. Harnessing the power of social networking sites such as Facebook, Instagram, and Twitter is a vital ingredient for the successful marketing campaign of many businesses. This marketing tool should be well utilized by sharing links and posting the company's products daily, thus attracting more pizza lovers to their websites (Andrews, 2014).

With the high number of people visiting Pizza Hut websites every day, the company should give users an opportunity to complete online enquiry forms. This will encourage their customers to ask any questions related to their menu. If all the listed factors are taken into account, Pizza Hut will be able to provide quality services while maintaining consumers' satisfaction.

References

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