

MarketingProfs

Smart thinking for the marketing professional and academic

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WEBSITE REVIEW

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As this journal has a marketing focus, it was decided to review a global marketing portal, particularly one that provides useful information for users with an academic perspective. An online portal can be defined as a "Web-based application that acts as a gateway between users and a range of different ... services."*. One such marketing portal that has proved very useful to the author in the past is MarketingProfs, accessible at <http://www.marketingprofs.com>. This portal is well presented, easy to navigate, up-to-date, and contains useful information for any marketing professional, academic or scholar. This is a useful website for anyone that teaches, practices or is busy studying marketing.

What is *MarketingProfs*? They describe themselves as follows:

"It's a rich and trusted resource that offers actionable know-how to help you market your products and services both smarter and better. Entrepreneurs, small-business owners and marketers in the world's largest corporations make up its 364 000 subscribers, making it the largest in its category. Through the MarketingProfs Web site, newsletters, conferences, seminars, forums and so on ... we help you navigate your way to market your business and keep you informed of the newest and best tools."

Ignoring the 'marketing spin', their claims are supported by browsing through what the portal offers. On *MarketingProfs*, one can find marketing resources covering more than 20 specific marketing topics such as brand management, customer behaviour, market research, pricing, strategy, segmentation, sales, public relations, and advertising. Under each specific topic, one can find how-to articles, case studies, online seminars, as well as guides and reports. The site also has a research section highlighting recent marketing research surveys and reports. Examples include *B2B Lead Generation: 2009 Marketing ROI*, *"The State of Social Media Marketing"*, and *"Email Marketing Factbook"*. These reports can be purchased from their online store. *MarketingProfs* also has access to information on marketing conferences and events, marketing videos, a know-how exchange forum, daily information posts and RSS (Really Simple Syndication) feeds.

MarketingProfs offers both free basic membership and 'pro' (pay-for) membership. Pay-for members receive a range of additional services not available to basic members. Irrespective of whether one chooses basic or pro membership, the portal remains a useful source for the marketing academic.

* Akram, A., Chohan, D. Wang, X.D., Yang, X. and Allan, R. (2005). A service oriented architecture for portals using portlets. Procedure. UK e-Science All Hands Meeting (AHM) Conference, September 19–22, Nottingham, United Kingdom