AUDITAREA WEB - ELEMENT NECESAR ÎN MARKETINGUL VIRTUAL PRIVIND AGRICULTURA

THE WEB AUDIT– A NECESSARY ELEMENT IN THE VIRTUAL MARKETING ON AGRICULTURE

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Abstract: The result of the analysis of the agronomic domain from a marketing perspective is a virtual number or the percentage of people seeking information on public access sites on the Internet, over a period of time. The Internet has become a very useful source of information and plays an increasing part in the electronic trade, an environment within which the information in the field of agronomy has an upward trend. An important point starting in this study was the agri-food marketing strategy that we find in the online environment and which now gives a new dimension to the market.

Keywords: Virtual Marketing, auditing, site, agribusiness