

A SHORT REVIEW ON INTERNET MARKETING TOOLS AND CONCEPTS

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ABSTRACT

Today, the usage of internet and the technologies based on internet marketing and communication have been increased. Internet advertising or internet marketing is a form of advertising which developed rapidly for its cheapness, consistency and also its comprehensivisation. Thus the investigation of the application of internet or electronic technologies in marketing is the important topic in marketing environment. This paper provides a review on marketing and communication based on internet by various topics. This paper investigates the internet marketing such as e-commerce, web based marketing, social media, email and mobile marketing and their application of internet in marketing environment.

Keywords: Review; E-Marketing; Web-based Marketing; E-commerce; Mobile Marketing; Social Media

INTRODUCTION

One of the biggest changes in human interaction is the recent proliferation of online social networks and Rapid growth of web-based platforms that facilitate online social behavior has significantly modified the nature of human activities, habitats, and interactions (Tiago *et al.*, 2014). The impact of internet marketing can be introduced as the using of the new technologies to improve traditional processes and the new forms to replace the traditional methods and creation of the new tools in the marketing. Traditional marketing has been using the internet as a tool of transport for advertising, always through the usage of the banners, social networks and sponsored links or in modern days through such as mobile communication and social networks applications.

By growth of information and public relation means and limitation of common and traditional marketing tools, organizations must employ the internet marketing as their marketing tools therefore it is important to investigate the studies about internet marketing and their content and various aspects of internet marketing. For instance, in the context of internet marketing, electronic vendors can utilize the characteristic mechanism to build through a sense of community and similarity with the online customers (Jin and Robey, 1999) or the new tendencies in digital marketing are focusing on added interactivity and games and etc (Oliveira *et al.*, 2014). In the next sections of the paper, the popular tools which always use in internet marketing will be investigated then the studies which use these tools and materials will be categorized and investigated.

MATERIALS AND METHODS

The Application and Methods

E-Commerce (e-business)

E-commerce is the trade and exchange of products, services, or information through the Internet (Turban *et al.*, 1999) also according to (Zwass, 1996) e-commerce means to share business information, maintain business relationships, and run a business through the Internet. One of the most significant changes that e-commerce has brought to the business world concern the means technologies available on the Internet give marketers to identify and reach potential consumers (Palmer, 2005).

The e-commerce applications can be defined in three categories (Kalakota & Whinston, 1997): 1. Business to Business (B2B), 2. Business to Consumer (B2C) and third category is the Consumer to Consumer (C2C). There are different models of e-commerce that describe the basic relationships between different

Review Article

players of the e-commerce context (Feizollahi *et al.*, 2014). The different types of e-commerce have been defined in (Table 1):

Table 1: The different models of e-commerce (e.g. Feizollahi *et al.*, 2014)

	C (Customer)	B (Business)	G (Government)
Customer (C)	C2C	C2B	C2G
Business (B)	B2C	B2B	B2G
Government (G)	G2C	G2B	G2G

Also e-commerce can be viewed as combining innovative approaches, virtual applications, and Internet business operations into a single, revolutionary, enterprise solution and these relationships can assist in e-purchasing, order processing, transaction handling, payment processing, manufacturing, inventory, and customer support thus enterprises view e-commerce as the best way to form a bridge between suppliers, business partners, and customers (Timmers, 1999; Fellenstein and Wood, 2000; Yuan-C.Tsai, Yu-T.Cheng, 2015).

Definition of B2B

Technological developments have introduced significant changes to the way in which organizations interact with existing and prospective customers (Siamagka *et al.*, 2015). The advent of Web 2.0 technologies and the increased popularity of social media have allowed for a more direct and interactive form of communication, where users can easily share and digest information on the Internet (Akrimi & Khemakhem, 2012). Evans and Wurster (1997) predicted that the Internet would represent the ‘most important wave in the information revolution’. Arguably this prediction has become a reality: the Internet’s commercial influence is highly visible in the retail industry, where online shopping has shifted from a minority to a mainstream activity in less than two decades, and online retailing is predicted to continue to expand rapidly in the future (Vize *et al.*, 2013; Experian, 2012; Mulpuru, 2011).

Business-to-business (b2b) marketers have been using Internet applications widely for several years now (Leek *et al.*, 2003), and there is an extensive body of knowledge around the use of web-based branding in the sector (Brennan & Croft, 2012). The concept of B2B integration and management relations in the field of marketing (Jagodič, 2014). The more studies about the topic can be read in (Gordon *et al.*, 1993; Cann, 1998; Freytag & Clarke, 2001; Kohli *et al.*, 2001; Kuechler *et al.*, 2001; Hunter *et al.*, 2004). Companies in the case of beginning with B2B marketing with a single partner, often used method of project cooperation (Jagodič, 2014), and (Cleland, 1994) suggests that it is good practice to include all available company resources and experience of staff and management. Many companies successfully employ marketing knowledge, and focus on the most important characteristics of its consumers, with emphasis placed on project approach to consumers, instead of the classical approach (Jagodič, 2014; Barkley & Saylor, 1994).

Definition of B2C

The business-to- consumer (B2C) online auction, along with the consumer-to-consumer (C2C) auction and business-to-business (B2B) auction, are the most popular manifestations of this trend (Jiang *et al.*, 2013; Bapna *et al.*, 2003; Teich *et al.*, 2004; Katehakis and Puranam, 2012). B2C (Business-to-customer marketing) is the tactics and best practices which employed to promote products and services to customers and consumers. The most effective channel for a business or promotion of the products is utilization of the Web which is becoming a universal consumer’s shopping research. According to the investigation of (Rainie *et al.*, 2011) in 2011, 33 percent of adults aged 18 to 39 turn to the internet first when looking for information on local businesses, while 26 percent of older adults rely primarily on the web for researching nearby companies. It seems more than 115 million people in the United States will create online content at least monthly in 2013 (Leefflang *et al.*, 2014; Albuquerque *et al.*, 2012; Zhang *et al.*, 2012).

Also there is a group who they are online non-shoppers. The behavior of online non-shoppers is an under-researched field, as is the study of their differences with e-shoppers (Swinyard & Smith, 2011). The fact

Review Article

is that there is a large group of people who have never bought any product or service on the Internet and their reasons are practically unknown to scholarship at the present time, as are their motivations to use the Internet as a shopping channel so that specific groups of non-shoppers could be identified and actions could be taken for the promotion of B2C electronic commerce (Iglesias *et al.*, 2013).

Social media research and stories of its effectiveness mainly focus on business-to-consumer (B2C) examples in which social media leads to increased brand awareness, loyalty, engagement, and sales (e.g., Swani *et al.*, 2014; Kumar & Mirchandani, 2012; Rapp *et al.*, 2013; Taylor *et al.*, 2011; Wiersema, 2013). The communication between marketers and customers in a social media context has been illustrated in (Figure 1).



Figure 1: The communication between marketers and customers in a social media

Managers employ social media to create brand fans who they tend to have positive effects on firm word of mouth and loyalty (de Vries *et al.*, 2012; Dholakia & Durham, 2010).

Web-based Marketing

Good corporate reputations establish customer cross-buying intentions by enhancing expected service quality of customers, reducing information costs, and increasing trust and affective commitment and companies have to comprehend the actual standing of their products on the Web in that more and more consumers and customers depend on online opinions when making purchasing or buying decisions (Hung, 2012).

Marketing to lodging consumers has gone through remarkable changes in recent days due to the growing of the Internet (Brey *et al.*, 2007). Web-based techniques have become integral to successful the marketing (Gregory *et al.*, 2005). Also lodging websites can accelerate marketing, establish brand names, and expand current markets (Jeong & Choi, 2004). According to the valuable consumer information, websites and networks able to charge a premium to place ads based on the parameters selected by the advertisers and they can take several approaches to the collection and use of personal information (Christiansen, 2011).

E-mail Marketing

During the past decade, new forms of marketing communication gained in popularity. Search-based advertising, for example, grew from virtually nothing in the early 1990s to a \$14 billion industry in 2006 (Elkin, 2007). Email marketing has been growing at the annual rate of 10%; 70% of all retailers now employ email marketing (McCloskey, 2006). E-mail marketing is an important medium of marketing communication especially for companies seeking to build and maintain closer relationships with customers (McCloskey, 2006; Chaffey *et al.*, 2003). Email marketing campaigns (Pavlov *et al.*, 2008) produce approximately twice the return on investment of the other main forms of online marketing such as web banners and online directory adverts (Cho & Khang, 2006). The email marketing is based on the message which send from company to customers therefore according to the (Chadwick & Doherty, 2012) the email marketing tactics can be listed as the (Table 2):

Mobile Marketing

Mobile media are compelling channels for digital marketers and advertisers due to their potential to support one-to-one, one-to-many and mass communication both cheaply and effectively and Mobile marketing can be employed to make customer engagement with a brand, through user-generated content, mobile advertising, text messages, permission based marketing, the delivery of mobile content and mobile commerce (Watson *et al.*, 2013).

Review Article

Table 2: The executive tactics in e-mail marketing messages

Executorial factor	Prevalence of executorial factor	Recommendation	Managers' comments
Length of e-mail	Page length is a dimension of all e-mails, but differences in length are found. The average length is 2.4 pages and only 18% are less than a page in length.	The message objective should determine its ideal length. Variant testing should be used to determine the length that is most effective for a specific type of message.	Sales e-mails are short but new fashion e-mails tend to adopt a catalog approach as the more products in the email the more opportunities to buy. [#8]. If it's promotional it will be short but if it's a newsletter it will be longer. [#4] You've got to test it. [#2]
Subject line	100% of marketing e-mails use a subject line.	Content of subject line is critical for grabbing attention. Use variant testing to determine which subject line is most effective.	The strongest messages will be conveyed in the subject line. Once we have a final e-mail we will try to assess what will engage the customer most. [#4]
Headline	Three-quarters of marketing e-mails have a distinct headline in addition to the subject line.	The e-mail headline should link to the subject line of the e-mail and to the body copy.	If it's a sale we will lead with the word 'sale' in subject and e-mail headline. If it is product based it will be longer. [#17]
Message content	In over 75% of the marketing e-mails, a clear link could be traced from subject line, through the headline, to the content.	The body copy of the e-mail should be aligned with its subject and headline.	What is important is that everything should flow from the subject line, into the message headline and the creative copy. [#1]
Brand logo	99% of marketing e-mails have a brand logo prominent in the top-left hand corner.	Position the brand logo prominently.	It's no secret that the top-left is important. The further an item is from the top-left the more it is likely to require scrolling, which requires the recipient to already have engaged. [#2]
Interactive features	While the e-mails analyzed contain some form of interactivity, 26 different types of interactive features are apparent.	Interactivity can lead to more information processing and increase user involvement, but there is potentially an optimum level of interactivity based on the nature of the message to be communicated.	Interactive features in e-mails are very important. [#19]. A good model is that e-mail delivers the web to the inbox' and ultimately gets more click through. [#8]
Animation	Only 2% of marketing e-mails use animation.	Animation has the potential to attract attention, but its effectiveness must be questioned given its rare use.	We've tried animations but it didn't make a noticeable difference to click-throughs. [#13]
Personalization	Just over a third, 35%, of marketing e-mails are personalized.	Personalization should improve click-through rates, but there is an appropriate level of personalization which is dependent upon the stage of the customer relationship and the personal data volunteered by the customer.	[Personalization] is very important – we get far better response if the e-mail is personalized. [#8] It's important not to be more specific than the richness of the customer data permits. [#1]

New developments in mobile technologies such as latest generation smart phones and tablets have begun to turn the mobile device into an innovative, powerful platform with which to engage consumers (Shankar & Malthouse, 2007; Shankar *et al.*, 2010; Gao *et al.*, 2013).

Mobile advertising has distinct characteristics that separate it from other forms of advertisements (Akpojivi & Dye, 2015). According to (Neal & Morgan, 2000), mobile advertising offers business organizations the opportunity to contextualize their adverts for a specific individual, thereby allowing businesses to 'address the consumers individually' (Haghirian *et al.*, 2005). Leaving aside the unprecedented opportunities provided by mobile services in building and fostering customer

Review Article

relationships, mobile advertising itself became an immense revenue generator (Varnali & Toker, 2010) also according to the (E-Marketer, 2007) mobile advertising revenue in 2007 was totaled to US\$ 2773 million and is predicted to increase by 79% to US\$ 4957 million in 2008, and is projected to exceed US\$ 16 billion within the next 3–4 years and based on Global Industry Analysts Inc. prediction the world-wide mobile advertising market will reach \$18.5 billion by 2015 while the total global mobile applications market will be worth \$25 billion (Market and markets, 2010; Varnali & Toker, 2010).

Social Media

Evolving technologies continually present new opportunities and challenges for industry practitioners, education and academic research (Royle and Laing, 2014; Buzzard *et al.*, 2011; Hamill *et al.*, 2010; Kaplan & Haenlein, 2010; Weiss, 2011). The advent of Web 2.0 has created new ways to communicate, collaborate and share content (Enders *et al.*, 2008). According to the (Nielsen, 2010) in 2009, social media and specifically, social networking sites (SNS) such Facebook, Twitter, MySpace and LinkedIn, were a popular online activity in terms of average time spent. Also Currently, there are more than 150 SNS; in 2009, Facebook was ranked first in terms of popularity, with 206.9 million unique visitors globally (e.g. NielsenWire, 2010). Also (Levy & Birkner, 2011) mentioned to Facebook and Twitter as the business tools in their study. Social media, also known as ‘user-generated communication’, now represents a prevalent source of information (Michaelidou, 2011).

Social media content creates empowered customers who are more led by other customers than by advertising (Leefflang *et al.*, 2014). As a consequence, this will lead to other (marketing) orientations such as customer engagement (Van-Doorn *et al.*, 2010).

It has changed the tools and strategies companies use to communicate, highlighting that information control now lies with the customer (Mangold & Faulds, 2009). The use of social media also creates a tremendous increase in customer insights, including how consumers are interacting with each other and the products and services they consume. Blogs, product reviews, discussion groups, product ratings, etc. are new important sources of information describing how customers collect information, use that information, and how that information is used in their decision-making, shopping behavior, and post-purchase behavior (Mayzlin & Yoganarasimhan, 2012; Onishi & Manchanda, 2012). The widespread adoption of digital marketing techniques, including social media, has significantly contributed to the individualization of marketing where the providers of goods and services are increasingly communicating with individual consumers and users, gaining feedback on a one-to-one basis and providing bespoke solutions for clients (Brady *et al.*, 2008; Simmons, 2008) therefore Social media are becoming more important as an internet marketing tool given their wide adoption by the general public (Mangold *et al.*, 2009).

Conclusion

The emergence of the Internet has brought the possibility for almost everyone that they can sell or promote their goods, products or service to the consumers and costumers by just a few clicks. Internet Marketing is the process of attracting and retaining customers by the Internet also Internet Marketing or electronic marketing refers to earn money, selling products and providing services through the Internet. The wide range of internet marketing includes not only marketing via internet but it includes all activities and marketing through e-mail, social media, mobile networks and other remote devices. Sales or promotions via the Internet can be beneficial for all large and small business and brands.

For the necessity of recognition the concept of Internet Marketing and its environment, tools and applications, in this paper, we investigate the five popular tools and concepts of internet marketing: E-commerce, Web based marketing, Mobile Marketing, Social media and marketing through E-mail. In this paper has been tried to present a brief description of internet marketing and its concepts, tools and also their applications by a short review on the studies associated with the topics.

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