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Qualitative Enquiry on The Online Marketing Based Effective Strategies

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Abstract

Using interactive, virtual spaces to promote and sell products and services is known as online marketing, or internet marketing. It's true that new synchronous internet-based communication technologies have contributed to the restructuring of important economic sectors, including marketing. Internet marketing has been a boon to a wide range of businesses because of its cost-effectiveness, flexibility, speed, and unprecedented global reach. However, this new and effective method comes with its own set of drawbacks, such as the lack of personal contact, security and privacy, etc. To put it another way: The focus of this study is on the effects of internet-supported interactive spaces on marketing practise. Online marketing is defined and the historical context of its use is reviewed in this paper, which then examines various types of internet marketing. It's time to focus on the marketing opportunities that arise from the introduction of this new virtual space. Challenges in the marketing field, such as security and privacy issues, have arisen as a result of the implementation of virtual space. We have come to our conclusions after considering the best ways to deal with the challenges that lie ahead.
Keywords: Online marketing, offline marketing, Internet, Opportunities, Challenges.

1. Introduction

The internet has played a major role in the transformation of what we call "marketing" (Petkus, 2010). Web "the global physical network that connects computers It is the network of servers and wide-area communication links that hold and transport the vast amount of data on the internet" (Chaffey, 2000: 12).
A number of studies have examined how the internet has reshaped the structure and performance of various industries, such as hospitality, travel and tourism (Xiang et al 2008; Beldona 2005; Gretzel et al 2006; Kah et al 2006; Pan and Fesenmaier 2006; MacKayet al 2005; Weber and Roehl 1999), health and medicine (Rupoert 2001; Datta et al 2008; Gadish 2007), marketing education The internet has changed the rules, and marketers must follow them (scott, 2009:8). In fact, internet-based technological innovations have revolutionised numerous fields, including marketing. "Information and communication technology, as it is now known, has come to play a key role in all elements of the marketing mix," says Halloway (2004).

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The Internet is not merely a new channel of promotion, a new type among other traditional, pre-Internet types of marketing goods and services. Rather, it has ushered in a new era of business, requiring a rethinking of marketing itself (Deighton 1997; Wind and Rangaswamy 2001). Changing communication technologies have created a new dynamic environment where marketer-driven top-down, unilateral approaches give way to customer-driven bottom-up, reciprocal processes.

Online Marketing

As defined by Chaffey et al. (2000), internet marketing can be simply defined as "the application of the internet and related digital technologies to achieve marketing objectives" (12). This is a straightforward definition that, in contrast to the ones that follow, does not address the critically important aspect of customer relationship management. Several authors (Kotler & Armstrong, 2012: 508; Kotler et al., 2010: 493) define online marketing as a set of measures and activities that are used to promote products and services while also building relationships with customers over the Internet. According to Burrett (2008), online marketing is defined as "carefully targeting users and convincing them to interact with you while they're engaged with the most personal, intimate medium ever invented" (44). In his definition of online marketing, Chaffey (2007) states that it involves "applying digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities with the goal of achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value, and lifetime value"). As these relationship concept definitions demonstrate, online marketing revolves around interaction and the development of relationships with customers, a characteristic that distinguishes it from traditional, offline marketing methods.

3. Historic Background

During the Cold War, USSR and the United States were engaged in a fierce technological competition. When the Sputnik I satellite was launched by the Soviet Union in 1957, it marked the beginning of the World Wide Web (Dickey and Lewis, 2011: 2). A department of Defense Advanced Research Project Agency (DARPA) was established in the United States, which launched in the 1960s ARPANET, an experimental project of

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computer networks from which the internet developed. Because of this incredible impact, many government and educational institutions began to implement internet use in their programmes in the 1980s (Ferguson, 2008: 69). As a result, the internet was viewed as an inclusive communication tool for scientific and research centres for a number of years before it was discovered that it could also be used for commercial purposes. "until the mid-nineties, the research and academic communities accounted for most of the internet population, but the commercialization of the internet soon gained enormous momentum and the business community quickly became aware of the potential it has to offer," writes Oksana (2007). (47).

Entrepreneurs began to see the commercial potential of the internet as its user base grew in the 1990s. Although no one can agree on exactly when internet marketing began, the majority of observers point to 1994 as the year. As a result, "significant commercial use of the Internet began with the first banner ads' on web pages in 1994, and the appearance of Internet-based malls' (the electronic equivalent of a storefront) such as Amazon.com in 1995," as is commonly believed.

Statistics show that this new market, online marketing, has grown at an incredible pace. Seeing how quickly this new marketing paradigm is taking off, it's hard to believe that it's still so new. In truth, "In 1994, internet marketing spending was practically nonexistent, but by 1995, it had grown to more than $300 million. Nearly $500 billion has been spent on advertising and internet marketing in the last decade (according to Forrester Research). An organisation that doesn't have a presence on the internet is practically unimaginable in 2017." Shirvastav and Alam (2014: 25) state that "

We'll wrap up this brief history lesson by noting how, over time, online marketing has evolved into an increasingly sophisticated practise. There have been many developments in internet marketing since the early days of online advertising and email marketing, such as search engine optimization or social media marketing.

4. Different methods of online marketing

A number of methods and techniques are used in online marketing, which is also known as internet marketing and e-marketing. The following methods and techniques are briefly discussed:

Online Advertising

Online advertising is the most common method of online marketing. To attract internet users, virtual space is used to place marketing messages on websites. The primary goal of online advertising is to increase sales and

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raise awareness of a brand, much like other forms of marketing, both offline and online. Advertisements that appear on computer screens via the Internet are known as online advertising and include "deliberate messages placed on third-party websites... search engines and directories available via Internet access." (Duguay, 2012) (Ha, 2008: 31).

Interruption is a key component of online advertising, just like in television commercials. That's not the case here, however. Adverts on the Internet don't force the recipient to watch them, but rather try to persuade or entice them to do so by placing them alongside or among other non-marketing content rather than interrupting them. The recipient of the ad still has the option of ignoring it, and it is entirely up to her/him to decide whether or not to click on it.

Online advertising, also known as display advertising, employs a variety of techniques to promote a product or service. It goes without saying that as technology advances, new approaches to the art of online advertising emerge. Adverts that appear in the middle of a website's content can also include pop-ups and pop-unders, as well as interstitial banners, floating ads and banner ads (stokes, 2009: 30).

Email-marketing

As a form of online marketing, e-mail marketing has long been considered one of the most effective methods of sending promotional messages to internet users. Several studies have shed light on the advantages of online marketing in this manner (Wreden, 1999; Jackson & DeCormier, 1999; Raad et al., 2010; Nial, 2000). Among the advantages that email marketing has, say Peppers and Rodgers (2000), are that it gets high response rates and is inexpensive. They see this as "quickly turning email marketing into an invaluable tool" (4).

The advantages of email marketing are not without flaws. There are a number of issues with online advertising, one of which is that customers can simply ignore it, and some email clients will decide to put it in the spam folder. As a result, it is necessary to take action to prevent customers from ignoring promotional emails. Email marketing alone isn't the only way to get your message out. Different marketing channels and methods should be used to increase the likelihood of success. Using permission email marketing is another way to get around the email-marketing woes. Godin coined the term "permission marketing" (1999). In this method, the commercial marketers ask permission from the recipients to send them marketing messages. In other words, they will not send commercial emails unless the recipients have given their permission.

Search Engine Optimization (SEP)

In today's world, it's nearly impossible to imagine a company that doesn't have a website. However, a well-designed website does not guarantee an ideal number of visitors. SEM (Search Engine Marketing) is a type of online marketing that can help achieve this goal. Search engine optimization, also known as search engine marketing, is a popular method of promoting products and services over the internet. Davis (2006) explains it thusly in his text: "Short for Search Engine Optimization, SEO focuses on increasing web traffic to a website's ranking in search engine results pages (SERPs). Any web-based business relies on web traffic for everything from food, drink, and oxygen to survive " (2). "Search engine optimization can be described as a cluster of strategies and techniques used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP)" says Parikh and Deshmukh (2013). (1).

Because customers frequently use search engines as their primary gateway to the internet, search engine optimization is critical. As a result, search engine optimization (SEO) techniques have been developed to improve the ranking of targeted business websites. SEO strategies are designed to increase traffic to a website by placing it among the top results returned by search engines. Therefore, let me explain "Traffic from search engines is desired by site owners, webmasters, and online marketers. Consequently, it is essential for them to ensure that their sites are relevant in the eyes of both search engines and users alike." The (2009:70) (Stokes)

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Affiliate marketing

Affiliate marketing refers to the practise of earning a commission by promoting the products or services of another company as an important part of the overall online marketing strategy. As a result, two or more website owners can form a mutually beneficial partnership. Defintion-by-definition "A web-based marketing practise in which a business rewards its affiliates for each visitor, customer, or sale that is brought about as a result of the affiliate's marketing efforts is known as affiliate marketing. The most common form of compensation is a monthly check. In most cases, a well-designed affiliate programme is simple to implement, requires little or no set-up, is free, and can immediately generate income for you" (Brown, 2009:17). In many businesses, affiliate marketing has been used to promote offline products and services. However, the internet has opened up a whole new world of possibilities for this method. Because affiliates and referrals are so easy to track online, this is the main reason. Using this system of marketing, affiliates are paid for every "visitor, subscriber or customer" they bring to a website. In some cases, affiliates are referred to as "an extended sales force" because they work on behalf of a website. Affiliate marketing is sometimes referred to as "performance marketing" because affiliates are compensated based on how well they promote a product or service (stokes, 2009:46).

Social Media Marketing

Social media has radically altered every aspect of our lives. Indeed, it has evolved into "the statement method of the twenty-first century, enabling us to express our beliefs, ideas, and manner in an entirely new way." Apart from transforming our social interactions, social media presents the world of marketing with unprecedented opportunities and "also has a significant impact on corporations, which have realised that without a sound plan and social media strategy, they will struggle to compete in the rapidly changing digital freedom" (Saravanakumar and SuganthaLakshmi, 20012: 44).

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Thus, social media marketing has become a growing priority, without which marketing cannot achieve its objectives. Social media, in particular, is advantageous for small businesses because it helps them maintain a competitive edge. This innovative and lucrative form of marketing, social media marketing, is easily defined as "a term that refers to the process of increasing website traffic or brand awareness by utilising social media networking sites... The majority of social media marketing campaigns revolve around the creation of unique content that captures the viewer's attention and encourages them to share it with their friends and contacts on social media. Your business message spreads from user to user and has a stronger impact on the user because it appears to originate from a trusted source rather than from the brand, business, or company itself " (2014: 2).

As the preceding citation indicates, a critical component of social media marketing is involving users of social networks. When users / readers come across appropriate and relevant content, they are more likely to share it with others in their social networks. Therefore, if a marketing organisation succeeds in convincing social media users to share its promotional content with others in their network, it has gained support from a credible source and is likely to be regarded favorably by the recipient. Clearly, promotional content shared by a close friend has a significantly greater impact than content directed by a marketing party. The impact of the contents shared by social network members is significant because they originated as a form of "word of mouth" in the online environment.

There are a number of different types of social media, including blogs and microblogs (Twitter), social networks (Facebook, Link) and media-sharing sites (YouTube, Flickr) as well as social bookmarking and voting sites (Digg, Redit) and review sites (Yelp) and virtual worlds (Second Life) (Zarella, 2010: 3).

Viral Marketing

Viral Marketing is a form of online marketing that has a lot in common with social media marketing because of the importance of "word of mouth" in it. Viral marketing, in fact, is a great way to get your message out to a large audience "Influential marketing is an approach in which word-of-mouth spreads quickly and widely. It bears a striking resemblance to a virus because of its ability to be easily transmitted. There has been an exponential increase in the number of people infected" (Stokes, 2009: 150)

With the rise of the Internet, a new type of marketing known as viral marketing was born. Viral marketing is a type of word-of-mouth marketing that is disseminated via social media. Traditional expensive marketing campaigns are unnecessary if you use this inexpensive method of marketing. If you've ever wondered how a viral marketing campaign can work, it's all about enticing people to share, pass along, and forward your marketing message. You can be sure of success by using word of mouth and enlisting others to spread the word about your products, regardless of whether or not you use traditional marketing methods.

In addition to images, jokes, e-carts, and other promotional methods, viral marketing campaigns use creative digital videos as well. Kirby (3006) believes that digital videos are most useful for the following reasons:

As a result of their small size and the ease with which they can be shared amongst friends via email after being downloaded from a variety of sources, these files have the potential to be widely disseminated through word of mouth.

5. Advantages of Online Marketing

Empowering effect

Small businesses, in particular, can benefit from online marketing because "the internet can extend market reach and operational efficiency for small and medium enterprises (SMEs)" (Dholekia and Kshetri, 2004: 311). Since the internet has democratised marketing, even small businesses now have an opportunity to promote and brand their products on a much larger scale. Internet (Jobber, 2001; Tapp, 2008). "the internet has created unprecedented opportunities for small businesses to engage in national and international marketing campaigns that could have been unaffordable due to the huge amount of resources required" should be emphasised

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because of this (Poon and Jevons, 1997: 29). Inter-fossered channels like email marketing, bogging, and launching websites can help small businesses survive and compete.
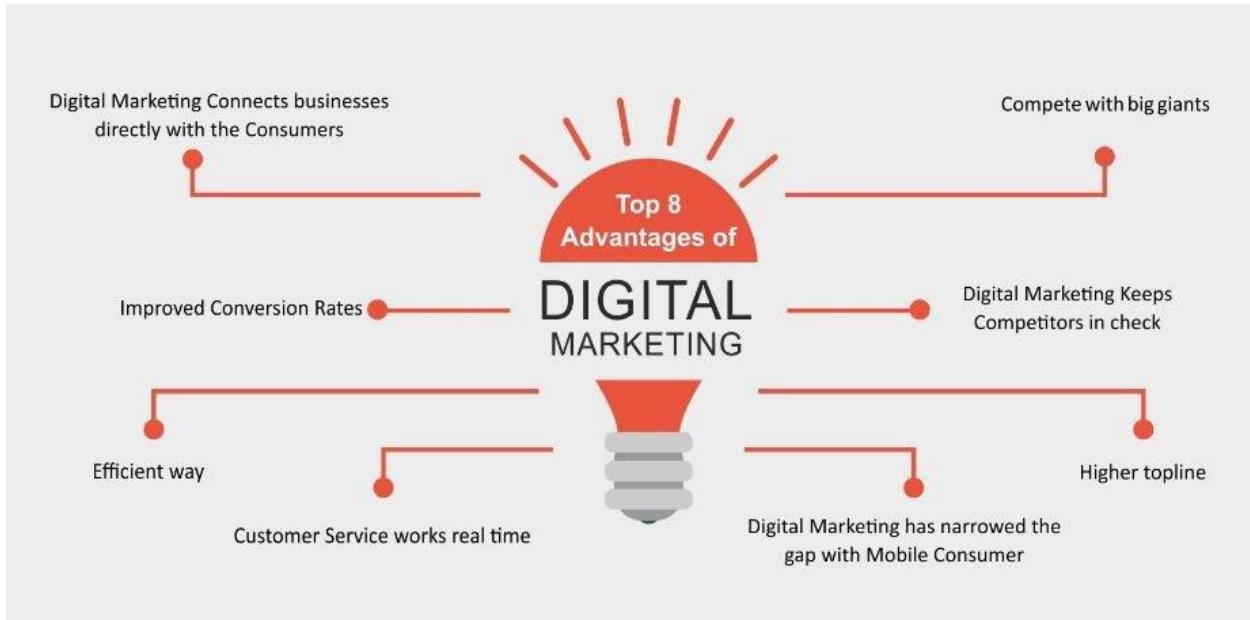
Elimination of geographic barriers

Online marketing has the added benefit of removing all geographical restrictions from the buying and selling process. According to Allen and Fjermestad, 2001; Teo and Tan, 2002; and Sigala (2008), the internet provides an unlimited global reach at an incredibly low cost. Small businesses can now enjoy global reach thanks to cost-effective internet technologies, which have previously been out of reach for smaller businesses because traditional media was prohibitively expensive. The internet has made it possible for marketers to reach customers around the world, regardless of where they are located, as long as they have internet access (Mohammed, 2010: 2).

Now that the Internet is accessible around the clock, seven days a week, customers can get timely information (Lane, 1996). The establishment of online shops has made it possible for customers to get information and shop around the clock. As a result, there are no time constraints for doing business online because there are no specific closing or opening hours. People may go to physical markets after doing internet research, or the reverse may be true: they may go to physical stores and then do internet research for the best deals. (Sharma, 2011: 203; Sharma, 2011) Online shopping is also more convenient because it eliminates the need to leave the house, visit multiple stores, and deal with the hassle of comparing various products and prices. Customers can shop more efficiently from the convenience of their own homes. It goes without saying that this saves a significant amount of time and effort.

Cost-effectivity

To put it simply: Compared to traditional advertising media channels, online marketing via the internet is clearly more cost-effective and can achieve its goals at a fraction of the cost (Paul, 1996; Hamil, 1997; Godes and Mayzlin, 2004; Sheth and Sharma, 2005; Buhalis and Law, 2008; Poon and Jevons, 2010). As an example, launching an ad online is far less expensive than putting it in the newspaper or on the billboard. Establishing a virtual presence, networking with other institutions, and communicating with customers is significantly less expensive than in the past. As a result, internet marketing allows businesses to conserve resources, which is highly valued by businesses due to the low investment required for online marketing campaigns.

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Trackability

Another benefit of online marketing is the ability to monitor and measure results. "The track-ability of Internet Marketing is one of its greatest assets," in fact (2014). Everything that happens on the Internet can be measured thanks to the Internet. In this way, the number of clicks a specific promotional piece receives as well as the amount of website traffic can be easily measured. This gives the marketer the ability to keep tabs on the people who come to their website and learn about their habits. The Internet also enables companies to find out if their campaigns are working, what kind of customers are interested in their products, and where they come from. Because of this, tracking online customers has never been easier "The internet is the most transparent medium ever. It is possible to track the number of people who view a page, the location of previously visited pages, the dates and times they were viewed as well as how long they spent looking at a page " (Granitz and Greene, 2003: 19).
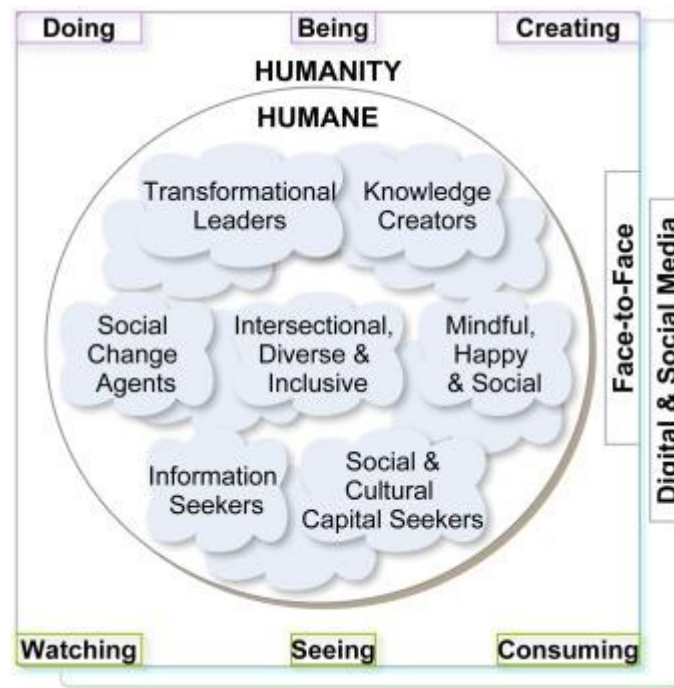
Personalization

Another important aspect of internet marketing is personalization, which comes with customising. As a result, online marketing is also known as "one-to-one marketing" or "marketing to the segment of one" (Peppers and Rogers,1993). What is personalization? Products and services that are tailored to the customer's preferences based on their online, registered purchase history are known as personalised products or personalised services. Electronic interaction with customers enables firms to automatically tailor products and services to each individual customer's specific needs because of this information (Karavdic and Gregory, 2005:80). Customized products can be offered to customers as a result of this process. Customers receive messages that are unique to them, which has a much greater impact than impersonal, generic messages that are sent to everyone's mailbox.

In order to build customer loyalty, personalization is about establishing a meaningful one-to-one relationship; by understanding the needs of each individual and helping satisfy a goal that efficiently and knowledgeably addresses each individual's need in a given context," according to Riecken (2000). (26). A customer, for example, can be greeted with personalised offers whenever they visit a website thanks to internet-based metrics. Customers preferences can be used to help marketers tailor their site to their target audience, resulting in increased interaction and the building up of "sense of intimacy" with the audience. In light of the fact that traditional modes of marketing such as mass media, television, and newspapers are unable to be shaped by their users' preferences or needs, this is especially important. For example, personalization and customization is clearly an advantage or opportunity of online marketing via the Internet (Bhui and Ibrahim, 2013: 223)

6. Challenges of Online Marketing

Problem of integrity

As a profession, integrated marketing has been a constant focus (Clown and Baak, 2013; Kitchen and Burgman, 2010; Blech and Blech, 2013). Despite this, one of the biggest problems with marketing campaigns is that they use a variety of offline and online promotion channels, such as press, brochure, catalogue, TV, cell phone, e-mail, internet, social media, etc., but lack a comprehensive, harmonising marketing framework. A separate task is completed for each item rather than a part of a larger campaign to achieve a set of specific and measurable goals. If you take a holistic approach to marketing communication, you can compensate for this shortcoming by synchronising various traditional and internet-age modes of marketing communication as integrated moments. It's also worth noting (or reminding) that like offline marketing, all aspects of online marketing are inextricably linked- and in many cases interdependent. As a result, none of the components of marketing can stand alone. To go viral, a message must be sent via email or social media websites, and search engines are worthless if they don't have links pointing to them. As a result, all components of an internet marketing strategy must work together (Charlesworth, 2009:341).

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Lack of face-to-face contact

There is a deficiency in online marketing that has been addressed in research and literature on the subject: a lack of personal contact (Goldsmith and Goldsmith, 2002; Phau and Poon, 2000). Some customers prefer the experience of shopping in a bricks-and-mortar store because of the lack of embodied, personal interaction that is present in online transactions. They'd rather interact with store employees face-to-face, hold the product they're interested in, and mingle with other customers. This offline shopping function cannot be replicated in a virtual marketplace, and there is no way for customers to interact with each other. More specifically "for the types of products relying on building personal relationship between buyers and sellers such as the selling of life insurance and products that require physical examination Internet marketing may be less appropriate" (Kiang and Chi, 2001:159).

It isn't just about special products that face-to-face contact is important; here culture is also a factor. According to Rotchanakitumnuai and Speece (2003), the lack of personal contact in online transactions can be referred to as an example. As one example, they mention Asian cultures where personal relationships play a significant role in ensuring the success of financial deals, as well as the importance of the transaction context.

Security and Privacy

In today's rapidly changing electronic world, information privacy is one of the most important issues. The fact that customers' data can be easily shared with other companies without their permission is clear enough today. Personal information such as usernames and passwords are also vulnerable to hackers (Lantos, 2011: 74). Spas and pop-up ads, which are considered by most online customers to be an invasion of privacy, are another issue (Drozdenko & Drake, 2002: 317). As a result of these security and privacy concerns, it is difficult to market online. Internet marketing success is therefore dependent on resolving these issues. "Students should be exposed to this topic" in "various courses and in varying degrees of coverage" by marketing curriculum, according to James W. Peltier et al. (2010). (225). The most important aspect of privacy is the individual's decision or permission. According to this belief, consumers whose data are collected by a company should be able to control how their information is used by that company. These individuals deserve additional control

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"over how their personal information is used beyond the purpose for which it was collected," as well (ibid, 228).

Lack of trust

Concerns about security and privacy are closely related to customer distrust, which has been identified as a major impediment to online marketing growth. Thus, "online trust is becoming a more important research topic, and its impact on internet marketing strategies is growing" (Urban et al, 2009: 179). "Online trust includes consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands," say Bart et al (2005). (134).

Despite the rapid growth of online transactions, some people still distrust electronic payment methods and wonder if purchased items will be delivered. However, the prevalence of online fraud has caused customers to be wary of online transactions.

There is clearly more to be done to build trust and convince customers that virtual interactions are as real and honest as offline interactions. It is a long-term process that will take time to complete. Internet marketing cannot be fully utilised unless this trust is built. So those in charge of online marketing must comprehend the new virtual world. One of the new world's major realities is that "Today, customer power and trust have revolutionised marketing. Marketers and IT managers must change the online climate to retain online consumers. This has sparked a huge interest in online trust and developing new site designs to respond to customer power " (Urban, 2008: 39).

7. Conclusion

Every aspect of life, including business and marketing, has been transformed by the advent of the internet. This study has shed light on the opportunities and challenges presented by the Internet by introducing the most important techniques and methods of online marketing. The most significant advantages of the internet are its empowering effect, the elimination of geographic barriers, the availability 24 hours a day, seven days a week, the cost-effectiveness, the trackability, and the personalization. However, the use of the Internet in the field of marketing has some distinct disadvantages, including the problem of integrity, the absence of face-to-face contact, the lack of security and privacy, and a lack of trust. If these two characteristics of the Internet are not taken into consideration, it will be impossible to utilise it to its full potential. An online marketing framework based on the insights gained from such a consideration would ensure that the company's financial objectives were met.

Acknowledgements

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