

E-Marketing (Electronic Marketing) as a tool of communication with the customer

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Abstract

Electronic marketing is intended to provide value to customers by using information technologies. It provides additional tools for traditional marketing. The constant changes in the internet market have a direct impact not only on the instruments, but also on the objectives and goals of the market and consequently require new tools and the use of new strategies.

Communication, itself, is a part of human life, which almost exists since the very existence of his own life. Communication is done with different tools and forms, where one of the most modern forms of communication is the global network we call the Internet. Among the major internet services used by businesses is electronic marketing, by which we mean advertising products and services through the computer. This is an excellent opportunity for businesses to inform potential customers of their goods and services. In this paper we will discuss the easiest and most widely used forms of online advertising as well as the advantages of this form of advertising to other forms of advertising such as print media and television. Internet Marketing, otherwise E-Marketing is a marketing of products or services through the internet, which brings multiple and unique marketing benefits, including low cost of information distribution and thus plays the role of a media to the global audience. The newest and most honest form for a safer and more successful business is undoubtedly today the Electronic Marketing.

This paper mainly tries to present internet marketing concepts, forms and gives special attention to the ways of how to analyze and understand the advertising of products and services across the internet for businesses to inform potential customers about their goods and services.

Keywords: Marketing, Internet, communication, customers, advertisement, businesses, products, services

Introduction

Online Marketing is a process that builds and maintains customer relationships through on-line activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties. Revolution in information and communication technology has changed not only our lives but also the way people do business. In recent years there has been an increase in the number of economic operators using the Internet and other electronic media to realize their marketing efforts by giving priority to electronic marketing as a new philosophy and phenomenon. Communication is part of the human life that exists since the existence of life itself. Communication is done with different tools and forms: speaking, viewing, writing / reading letters, gestures, and many other forms. One of the modern forms of communication is the global networking, the Internet. One of the major Internet services used by businesses is electronic marketing, which means advertising products and services through the computer. Internet is an excellent opportunity for businesses to inform potential customers of their goods and services. The most effective way of obtaining information to the customer is to have a well-designed web site that provides and delivers information to potential customers. The most successful way is through e-mail that is addressed to many potential customers, designed to inform them on the web site and connect customers directly to that site. By email the customer is generally informed about the purpose of our business and how to get more information about our company. In this paper we will talk about the easiest and most widely used forms of internet advertising and the advantages of this form to other forms of advertising such as print and television media.

1. Internet Marketing

Internet marketing, e-marketing or online marketing¹ is the marketing of products or services via the internet. Internet brings multiple and unique marketing benefits, including low cost and information distribution, and thus plays the role of a media to the global audience. This kind of marketing brings together creative and technical aspects of the web, including design, development, advertising and sales.

Methods of electronic marketing² include:

- Marketing through search engines
- Marketing of shows
- Marketing through e-mails
- Diversified marketing

¹ HubSpot, Online Marketing Opportunity Report: Social Media, Blog, and Search Engine Activity by Industry, https://www.hubspot.com/hs-fs/hub/53/file-13221985/pdf/docs/ebooks/online_marketing_report_by_industry.pdf

² Moser, Denise, *Marketing Tools for the 21 Century*, Semaphore Inc., 2002

- Advertising
- Blog-marketingu

Electronic Marketing is the process of growth and promotion of an organization using online media. This does not mean that this form involves just building a web site or promoting it. Often behind this web site is hidden a really purposeful organization. Strategies of this form of design include all aspects of online products, such as advertising, e-mail marketing, direct sales etc. The Internet offers companies two ways of advertising. In addition to simple banner advertising, the internet offers highly popular advertising in key words, which allows advertisers to display the advertisement only when the seeker requires a definite notion. Advertisement by keywords is paid per click (PPC model), which means that the advertiser pays the site only when the user clicks on that part. When a user asks for a notion (one or several words), the seeker at a moment finds internet connections that correspond to the required notions³.

Online marketing offers us fast communication with the buyer, who can immediately order the required product. The potential buyer can at any time return to the advertisement and check once again the services they provide. Advertising on the Internet is an advertisement that can be weighed about how productive it is because we can know exactly how many times advertisements are viewed and how many times visitors visited the site through internal advertising

2. Advertisement through website

Advertisement through website (Web Marketing⁴), first of all, is not a number game. It's an activity that serves people. We will not succeed in online advertising until we see a large number of people with every need, desire, and preference. If we can approach marketing as a way to help people and meet their needs, we will not only have a more accessible approach to people, but we will get many, many clients. Advertising on the web site should be seen as building relationships between people. The closer we get, the stronger we will have the relationship⁵.

2.1. Confidence building forms

Confidence building forms are:

- An attractive, well-designed site that demonstrates that we are an ingrained business and not an immediate disappearance.

³ Smith, P.R. and Chaffey, D., *E-Marketing Excellence: at the Heart of E-Business*, 2nd ed. Butterworth Heinemann, Oxford, 2005

⁴ Wilson, Ralph F., *Elements of a Web Marketing Philosophy*, Que Publisher, 1998

⁵ AdJuggler Inc., *Guide to Online Advertising*, www.adjuggler.com

- The physical address, phone number and e-mail address indicate that we welcome the communication.
- Introducing well-known brands, trust is transferred from those brands to us.
- Owner and employee photos show that we are real people: we are no longer among some unnamed pages in the internet area.
- Clearly stated delivery and return policies show that we have not developed the ingrained ways of behaving towards problems that may arise.
- Clearly stated prices clearly show that we have nothing to hide.
- Updated information (up-to-date) indicates that we have not left the page to go to the wind blowing.

We have some marketing goals at this stage of relationships:

1. Good information should be given so much that they are impressed and wish to come back.
2. Must make them to register the page. How? It should be sought to do so by using a graph of page indications to remind you⁶.
3. Give a reason to leave their e-mail address. People who have visited the site at least once are self-selected because they have interest in what is offered to you.
4. We must leave them with good impressions and trust in us. Most of them do not buy goods and services on the first visit. Do not expect this. But if you want them to return back, you've done your marketing job.

3. Advertisement through the Internet

Online advertising can lead to significant increases in revenue, number of customers and the spread of the company's name. Not only that, but they are a low-cost marketing channel that small businesses can use to directly penetrate consumers and sell products⁷.

Online advertising can lead to significant increases in revenue, number of customers and the spread of the company's name. Not only that, but they are a low-cost marketing channel that small businesses can use to directly penetrate consumers and sell products. Unlike most of the marketing programs that are difficult to follow, online advertising gives a direct marketing investment profit and helps build a larger client base and revenue. Today's customers visit the Internet not only for news from technology or to buy products/services, but also as a source for recognizing different products and services. New studies from "Kelsey Group" and "ConStat" show that 80 percent of American adults use the Internet as a source of

⁶ Maguire, J., *Starting your own E-Business*, 2005

⁷ Google, *The Small Business Online Marketing Guide*,

https://static.googleusercontent.com/media/www.google.com/en/ads/pdfs/small_business_online_marketing_guide.pdf

information seeking to buy products and services in the area they live in. Internet advertising not only helps to add traffic to a certain Internet site, but also positively affect sales in traditional ways as they serve as a source to spread the name of the company. Many large companies with traditional marketing campaigns choose the way of online computing and have so far achieved great success. This number of online advertising companies is growing steadily.

4. Reasons for advertising on the Internet

It may sound like a surprise, but many small and big companies have already developed an advertising strategy including Internet. Given the fact that the internet has been used by many advertising companies since 1994, any organization that does not have a strategy using the internet for advertising is likely to be making a big mistake. There are at least ten reasons to support this.

1. Entry point for information

The most compelling reason why companies need to have an active internet marketing strategy is due to the transformation that has taken place in the way consumers search for information. While consumers are still visiting stores, talking with sales representatives, looking through warehouses, and talking to friends, an ever-growing number of consumers has turned to the Internet as the primary source of information⁸.

2. What do the customers expect?

The Internet is transforming itself not only into the source of choice for individualizing information, but over the next few years it is likely that it will become the place where consumers can learn about products and make purchases. This can happen especially for customers under the age of 25. In many countries, almost all children and adults have managed to learn how to use the Internet⁹.

3. Information on customer activities

Every time a visitor enters a web page, he leaves a trace of information that includes: how he arrived on this site, how he navigated to this site, what article he clicked, what he bought and other information. Recognizing the behavior and preferences of the customer, advertisers are given tremendous opportunities to serve their needs. If this job is done fairly then the customer will respond to the company with a permanent loyalty.

4. Identifying potential buyers for purchase

⁸ Boyd, Harper W. and Westfall, Ralph, *Marketing Research: Text and Cases*, Homewood, Irwin (2002)

⁹ Beqiri, Edmond, *Internet – Computer communications*, Dukagjini, Pejë, 2002

The most efficient way for advertisers in terms of spending money is to orientate the budget to those consumers who are likely to be more interested in the products that the company offers. Unfortunately, attempts to target only consumers that offer the opportunity to buy is not easy. To illustrate, we ask a question: How much money was spent on television advertising for a population that probably will not buy? Now the internet is enabling to identify consumers who exhibit the greatest potential for buying products.

5. Promotes impulsive purchases

Whether a customer likes a product/service or not, the internet turns out to be the last venue to convince impulsive purchases. Much of this can be attributed to advertisers who benefit from improvements in technologies, such as:

- » Allow a web site to provide suggestions for product based on customer behavior in an online purchase and
- » Determine the trajectory of the online purchase process. But impulsive online purchases also give the "buy now, pay later" advantage, the overwhelming move of a company that spends much through credit cards.

6. Offer by order of goods and services

Companies know they can create loyal customers when product and service bids are designed to satisfy customer needs. This has made many sellers to set up a massive adaptive strategy by offering customers online product or service configuration.

7. Purchase right after reading the advertisement

No other kind of communication as the internet comes so close to the promotion conversion process in an immediate action of the client. In other words, the internet gives consumers the opportunity to make purchases right away after it is made aware through the advertisement. Before the internet, the most productive "call to purchase" was through television, sellers advising the viewers to call the free phone numbers.

However, moving consumers in an inactive state (ex. watching TV) in an active state (ex. going to pick up the phone to make a call) is not as effective as persuading people to click a Internet advertising, while they are actively using it.

8. Image as a "Full-Service"

For distributors and retailers, the internet offers the easiest opportunity to be a complete supplier. Unlike brick-and-mortar suppliers, often judged by the inventory they have available or the services they have done somewhere in a warehouse, e-commerce sites may give the illusion of disposing of an inventory endlessly answering the bidding.

9. Lower costs, better services

Internet technologies are replacing the most cost-effective methods of transporting goods and services and managing information of consumer needs. Reducing costs may be apparent to products and services that can be digitally distributed (eg music, publications, graphic design etc.) where production and transport costs are essentially deleted from the cost equation. Cost cuts can also be seen in other marketing areas where the volume of customer calls can be reduced as companies provide the opportunity to be informed about the product online through such services as "Knowledge Basics" and through Frequently asked questions. People who deal with sales can also benefit from encouraging perspectives to share information about online products before they meet the client¹⁰.

This can contribute to reducing the time it takes to explain the basic information about the product and the company and to allow more time to understand and deliver customer solutions to the problem.

10. Create a global presence

The Internet is a communication and distribution channel that requires the global access to company products and services provided. Through a web site a local seller can quickly become a global seller and by doing so it widens the potential target market many times more than the actual size.

Unlike ahead of electronic commerce when international-scale marketing took a lot of time and effort, uploading files to create a web site is more than necessary to create a global presence. While the creation of a web site does not guarantee international extensions , compared to the early times - the internet offers the chance of a giant leap in the world business.

4.1 The advantage of online advertising and comparison with other media

Online advertising offers us quick communication with the buyer, who can immediately order the required product. The potential buyer can at any time return to the advertisement and check once again the services we provide or the information of our company. Any change in our product information will first be viewed by the Internet visitors.

Advantages of the Internet are:

1. Costs are reduced while advancing and organizing marketing in the company.
2. The company takes a strategic position in the market with which we retain old customers and obtain more new clients, and we are always competitive.
3. With the constant presence on the Internet, with various marketing activities and web presentations, we build an image of a modern, reliable and strong company .
4. Through the Internet we can easily ask customers for their requirements and wishes and thus strengthen and professionalize our service.

¹⁰ Kotler, P., *Marketing Management: Millenium Edition*, 10th Edition

5. Recommendations

- The study has a strong practical orientation, building a profile of electronic services present on economic operators' websites to enhance customer satisfaction. So it is important to know what electronic services should a website contain from a consumer perspective in order to provide the best results.
- Despite the strategic importance of the Internet and website as a means of attracting and retaining consumers, understanding the needs of consumers in this area remains subject to study. However, these knowledge are valid mainly for operators, which have limited resources to undertake search or marketing campaigns.
- The field of electronic services can be considered as one of the fastest growing new search fields. There is still no common consensus as to how various electronic services affect perceptions or consumer behavior by different industries¹¹.
- The informational aspect of the website makes consumers get the right and timely information at any time, which is an important quality criterion.
- The success of e-marketing depends on electronic services. Despite the strategic importance of the Internet and website as a means of attracting and retaining consumers, understanding the needs of consumers in this area remains subject to study.
- The intensity and pressure of competition both inside and outside the country has increased considerably, therefore different companies should not rely solely on their assets but should be differentiated through electronic services to provide competitive advantages.

6. Conclusion

From all that was said on this paper we conclude that we need to increase the interest in advertising our activities through the internet. With this kind of marketing we make the right choice. The field of electronic services can be considered as one of the fastest growing new search fields. There is still no common consensus as to how different electronic services affect consumer perception or behavior in different industries. Internet enables us to advertise quickly worldwide, to anyone who is interested in our products or services. Online advertising is the best way to make our activity recognized, a new and extensive information tool that has been successfully applied for many years in all other countries of the world. Fortunately the same is happening now with Kosovo.

¹¹ Chadwick, Simon, *The Research Industry Grows Up – and Out*, Marketing News, p. 9, 1998

To advertise our online activity means to identify faster and more, meaning to be more successful than others, meaning to rank higher than others in the main search engines, meaning to have a bigger number of visitors, summing it all in one single sentence: the gateway that enables us to gain massive publicity.

Stop expensive advertising on TV and Radio, now we have the opportunity to pay cheaper and achieve a faster success. The Internet is increasingly becoming the main street of any business and business in the world.

Companies in Kosovo must definitely become part of this broader community, to be included in the new era of virtualization and contemporary technology. Now it is no longer difficult to open a business and advertise it with as little expense and make it as profitable as possible. Through technology, we can buy, sell, trade and compete with other firms. The newest form for a safer and more successful business is undoubtedly today Electronic Marketing.

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