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INTERNET MARKETING

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INTRODUCTION

The rapid growth of the Internet, and the incredible flow of information that the Internet has made possible, has transformed the business of advertising. Today it is difficult to surf the web without seeing online advertising, often in the form of visual display ads on web sites (including pop-ups and pop-downs) and textual ads on search sites. There is little doubt that on-line advertising has taken business away from traditional modes of advertising, such as newspapers, snail mail, and radio. What is less clear is whether the shift is price driven and whether traditional advertising channels constrain the pricing of Internet ads.

In this paper we will analyze the concept of marketing of Internet and its characteristics. We will present the constituent elements and the future of the internet.

CHAPTER 1. INTERNET MARKETING APPROACH

1.1 DEFINITION OF INTERNET MARKETING

Internet marketing is the fastest growing and most exciting branch of marketing today. As the world becomes ever more connected, keeping up with developments and trends is vital for marketers trying to reach new audiences – who are more discerning, fragmented and cynical than ever. Technology and software are changing at such a high rate that it seems almost impossible to keep up with trends. Products and services are evolving and adapting to the online sphere. The web is constantly shifting, growing and changing – everything is fleeting.

Internet marketing – often called online marketing or e Marketing – is essentially any marketing activity that is conducted online through the use of internet technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too¹.

Internet marketing has three cornerstone principles:

- Immediacy. The web changes at a blistering pace and online audiences, whose attention spans are short, expect on-the-minute updates and information. To keep the favor and attention of this group, you must respond to online messages and interact with communities as quickly as possible.
- Personalization. Customers online are no longer faceless members of a broad target audience – they are individuals who want to be addressed personally. Use the wealth of personal information available online to your benefit by targeting the relevant people precisely and personally.
- Relevance. Communication online must be interesting and relevant to the reader, otherwise it will simply be ignored. With all the information that is competing for your audience's attention, you must find a way to stand out and engage readers. The best way to do this is by giving them exactly what they want, when they want it.

1.2 THE HISTORY OF INTERNET MARKETING

¹ Statics in internet growth: www.internetworldstats.com/emarketing.html

The internet is the newest and youngest medium, having been around in its current form for just about 20 years. The very first interconnected computer network was developed as a joint project between the US military and several research organizations, and went live in 1969. New advances came slowly at first: network email was invented in 1971 (though the system was very slow and primitive), international connections were established in 1973, the term “internet” was first used in 1974 and the first real online protocols were introduced in the 1980s.

Everything accelerated in the early 1990s as Tim Berners-Lee, acknowledged as the creator of the internet as we know it today, built on his earlier revolutionary work and released the UR L protocol, web browser software and the World Wide Web to the public. By 1993, businesses started taking an interest in the internet. The debate raged about whether they were permitted to use the internet for commercial purposes, since it had been established as a strictly educational and non-commercial arena. Eventually, however, the businesses won out and the last of these restrictions were dissolved in 1995.

Early internet giants like Yahoo and Amazon launched their online platforms in the mid-1990s amid a wave of new search portals, including Alta Vista, Excite and Info seek. Google launched in 1998, taking search to a new level of accuracy and convenience. Other commercial websites, like the auction site eBay, began to dominate the web, solidifying the interactive and global commercial potential of the internet².

In 2004, the concept of “web 2.0” – the interactive, commercial, cooperative and user-centric web – exploded into public consciousness. Its main characteristics were the rise of social networking, the invention of tools that made creating and customizing personal pages increasingly simple, and the big push by online marketers to make their advertising and products more accessible and desirable to online markets. Commercial strategies have become more prevalent and innovative since then. Recent years have seen a growth in web consciousness as users become more adept at filtering and steering online content.

² Alistair, D. and Copulsky, J. Managing web mavens: *relationships with sophisticated customers via the Internet can transform marketing and speed innovation*. *Journal: Strategy and Leadership*, Issn 10878572, Volume 34, Issue 3, Pages 14-22, Provider Catchword, Year 2006

The first marketing activity online started in the early 1990s with the creation of simple, text-based websites with basic information about a product or company. These were complemented with basic emails – often unsolicited spam – that shared information in a rudimentary way. As web tools evolved, so too did the websites, incorporating images, sounds, videos and more advanced formatting styles.

As regulations fell away in 1995, internet marketing – and especially advertising– boomed. To put the growth in perspective, US online advertising spend in 1994 was zero dollars, and leapt up to \$301 million in 1996. Another year later, the market was worth \$1 billion. Search engine optimization (SEO) started tentatively in 1995, relying on luck and guesswork before hackers managed to crack the first algorithms in 1997. Companies began thinking about advert placement and started buying advertising space on related websites, with links back to their pages and often accompanied with data-gathering measures such as asking customers to enter their contact information. In 1998, Hotwired began selling banner advertising space to large corporate clients and achieved a remarkable 30% click-through rate³.

Online search portal Yahoo capitalized on this trend and offered advertising space on its massively popular home page, quickly developing extra software for tracking user preferences so it could target the advertising more effectively; it became one of the few “dotcom” companies to earn a tidy profit from online advertising. Google took the idea, streamlined it and improved the advert-targeting algorithms.

In 2000, it introduced Ad Words, an advertising service that allowed marketers to pay only for adverts that were clicked on by a customer. The strategy, which accounts for 95% of Google’s current revenue, became phenomenally successful and is now the benchmark search engine advertising method.

The dotcom phenomenon

The rapid improvement of online technology and the new business ideas that it inspired led to the “dotcom boom” of the late 1990s. The boom was a time when enthusiastic but inexperienced businesspeople conceptualized and financed – through loans, advertising and venture capital – radical and exciting new web based companies. Unfortunately, because the medium was so new and the strategies

³ Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. 2006. Internet Marketing: Strategy, Implementation and Practice. Third edition, Pearson Education Limited

untested, many dissolved into nothing and a lot of investment money was lost (a well-known example is Boo.com, a fashion retailer that burned through R1,5 billion in just one year and then went bust) – the dotcom bubble had burst. This had a massive effect on online advertising spend, which fell 33% from 2000 to 2002 and made companies much more cautious of advertising online⁴.

The rise of the social web

Despite some failed marketing strategies – the annoying pop-up adverts that appeared in 2001 were quickly neutralized by pop-up blocker programs – online marketing recovered and grew rapidly in tandem with the rise of the social, sharing based web 2.0. The corresponding rise in online commerce – notably auction websites, online retailers (entailers) and banking – has added to the financial focus of the web. The last and most profound change to the marketing space was the rise of social media, which was gradual from 2004 and meteoric from 2006. Social media platforms, such as social networking sites, opened the space for user-filtered and recommended content – including marketing material. As the social media platforms grew and people created exponentially more connections with each other, the vision of viral marketing – the online equivalent of word of mouth – became real. On the other hand, it made the necessity for online reputation management clear, a lesson that computer company Dell learned the hard way during the infamous “Dell hell” scandal in 2005.

Dell received a series of complaints after it had changed some of its products and services, and one disgruntled blogger, Jeff Jarvis, vented his frustration on his well-known blog. Other voices joined the online outcry, sharing stories and linking blog posts and articles. Dell ignored the issue completely and remained silent in response to complaints, but the mainstream media picked up on it and catapulted it into public view⁵.

⁴ The short history of internet marketing: www.fastcompany.com/magazine/139/click-here.html

⁵ Alistair, D. and Copulsky, J. Managing web mavens: *relationships with sophisticated customers via the Internet can transform marketing and speed innovation*. *Journal: Strategy and Leadership*, Issn 10878572, Volume 34, Issue 3, Pages 14-22, Provider Catchword, Year 2006

1.3 INTERNET MARKETING - 4PS

Internet is used as a communication channel as a part of direct marketing. It has had a large impact on marketing since it was invented and realized to be an effective marketing tool. But the meaning and usage of it has changed through the years. In the beginning it has been used mainly for communicating to customers through e-mailing and getting response from them. It has helped the companies to be able to target their potential customers more personally and knowing more about them has helped in knowing how to approach different customers to get to their needs⁶.

Nowadays the concept of Internet marketing has extended and opened more opportunities to companies in their marketing. The website of the companies online has got a lot of attention and has become a very common media for presenting the company, its offerings and image. Internet has become a strong marketing tool in itself which can be compared separately to other marketing tools. This growth can be seen both on a technical level and accessibility of it for customers.

Today many people have access to the Internet. 65% of all male and 53% all female population of Sweden use Internet daily⁷. With this large amount of possible customers, the companies have access to a larger audience. The technical development of the Internet and computers has made it possible for businesses to communicate their message and image with no limitations.

Internet is a new marketing tool that can be used by companies in order to reach their customers⁸. Internet marketing is defined as “the application of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept”⁹. Internet marketing is often presented as a new theory of marketing however some argue that basic concepts from the traditional marketing are still valid. The basics of marketing mix are still applicable and Internet offers new opportunities to adapt them¹⁰.

➤ PRODUCT

⁶ Philip Kotler, 2003, Marketing Management

⁷ <http://www.scb.se>

⁸ Hoffman and Novak, 1995

⁹ Chaffey, 2000

¹⁰ Chaffey, 2000

The Internet leads to faster discovery of customer needs, greater customization of the products to the customer needs, faster product testing, and shorter product life cycles¹¹.

Internet offers the opportunity of developing new products or services. To develop a product, there is a need for research on customers' needs. Internet provides the opportunity of offering a core product that satisfies the customers' fundamental needs, but it also enables the companies to offer additional services such as interactivity or more information about the company's core product.

On Internet, a picture or description will replace the physical product offered in the traditional marketplace or in stores. Providing a complete and relevant product information is crucial in order for the customers to get a realistic picture of the product and to make the product offered more attractive¹².

Since customers can not touch, feel or try the products chosen on Internet, companies that have online shops should offer warranties for products sold¹³. This practice increases customers' confidence thereby their willingness to buy on Internet. Companies that have an online store should offer services of high quality to their customers. Services offered on Internet by a company should reflect the following factors in order to satisfy customers: reliability, responsiveness, competence, ease of use, security, and product portfolio¹⁴.

➤ PRICE

Compared to the other elements of the marketing mix, Price is the most flexible element since it can be adapted quickly to the market's demand than other elements. Price on the Internet has become very competitive. There are two reasons for that ; one is price transparency on the Internet as it is much quicker and easier to compare prices by visiting companies websites or by using price comparison sites¹⁵. The other reason is the ability to reduce costs such as store space and staff costs. In this sense, Internet is considered as the most cost-effective marketing tool¹⁶.

¹¹ Rivad Eid, 2002

¹² Hoffman, Lindgren, 1999

¹³ Pui-Mun Lee,2002

¹⁴ Zhillin Yang, Minjoon Jun, Robin T Peterson, 2004

¹⁵ Hagel & Armstrong, 1997

¹⁶ D P S Verma ,2003

Internet offers new methods of payment. The online payment that uses mostly credit cards is seen as an efficient, convenient and flexible payment method for both companies and customers¹⁷. In fact, customers are the ones who fill all the needed information such as their personal and credit card information. This helps companies to save money and time by reducing administration work. Moreover, customers have the possibility to pay their bills at any time and any place they wish if only they have access to the Internet. However, security and privacy issues make customers less confident when using this method.

➤ PLACE

The Place element of the marketing mix traditionally refers to where the product is distributed to customers. Internet offers a new way for distributing products through online selling. Allen and Fjermestad argue that the Internet has the greatest implications for Place in the marketing mix because it has a large market place¹⁸. People can make a purchase decision anywhere they are thanks to online selling.

With Internet, companies can expand from local market to both national and international markets. Internet can also be used to exploit new markets¹⁹. Companies can gain the advantage of the low cost of advertising internationally without the necessity of a supporting sales infrastructure in different countries.

➤ PROMOTION

The Promotion element of the marketing mix refers to how marketing communications are used to inform customers about an organization and its products. Internet can be used to review new ways of applying each of the elements of the communications mix which are advertising, sales promotions, PR and direct marketing by using new media such as the web and e-mail²⁰.

Internet offers a new, additional marketing communication channel to inform customers of the benefits of a product and assist in different stages of the buying process. By using promotional tools on the Internet such as online offers, frequently

¹⁷ Fang He and Peter P Mykytyni, 1997

¹⁸ Allen and Fjermestad, 2001

¹⁹ Chaffey, 2000

²⁰ Chaffey, 2000

updated information and direct e-mail reminders, companies can encourage customers to visit their sites.

1.4 THE INTERNET MARKETING TREE

1. SOCIAL MEDIA

Social media is very simple. It's really about people networking online and how you communicate with people online. People are networking online with a range of different tools such as LinkedIn, Facebook, and Twitter. As people spend more time on social networks they are starting to recommend products and services, share out information on their holidays, trips, products purchased and much more. There are many ways of taking advantage of this and generating sales.



❖ **Twitter**

Twitter is the answer to the question ‘what are you doing now’. It allows you to create a text like message of up to 140 characters through a PC or on your phone and send it to your followers. It’s a mix of business and social. You could be at home communicating what you are doing or in work. It can be a very useful tool to market your message to a lot of people at the same time very quickly. It can also be used to find out if people are actively looking for your services.

❖ **LinkedIn**

LinkedIn is a business networking tool with over 150 million users worldwide and over 66% of them are considered influencers or decision makers. You create your personal profile (similar to a CV) on the site and then network with other people. One big advantage with LinkedIn is that when you connect with someone through the site they become part of your network and you are made aware of who is in their network. This can be a very powerful way of getting warm leads.

❖ **Facebook**

Facebook is a social network with over 800 million users and is ideal for companies in the tourism industry to promote their business. You can create a personal profile to connect with your friends and a business page to connect with your customers. By marketing through your business page you can communicate directly to your fans of that page.

❖ **Google+**

Google+ is a social networking service from Google. The project is currently in limited release, and you must receive an invitation from Google or another Google+ member in order to join. The idea is pretty similar to other social networking

services, but Google attempts to differentiate Google+ by allowing more transparency in who you share with and how you interact. It also integrates all Google services and displays a new Google+ menu bar on other Google services when you're logged into a Google account²¹.

❖ **Blogging**

Blogging is very popular today because it allows people to interact with each other. Blogging has also become a popular search engine optimization (SEO) tool because search engines like Google and Yahoo know that a blog is frequently updated with content or visitor comments, so their spiders visit blogs frequently looking for new content to include in their index. Additionally, blog content can be delivered automatically via electronic RSS (Really Simple Syndication) data feeds. Visitors subscribe to a blog's feeds in order to stay up to date with content that's being posted on subjects that interest them. Blog feeds are then read by what's known as blog feed reader software, widely available for free, so users can scan for recent blog posts of interest on the blogs to which they subscribe. Finally, blogging doesn't require that writers and contributors know a lot about HTML. If a blogger or visitor can fill in an online form, they can blog and post comments on other blogs.

❖ **Social Bookmarking**

Social bookmarking is the practice of saving bookmarks to a public Web site and “tagging” them with keywords. Bookmarking, on the other hand, is the practice of saving the address of a Web site you wish to visit in the future on your computer. To create a collection of social bookmarks, you register with a social bookmarking site, which lets you store bookmarks, add tags of your choice, and designate individual bookmarks as public or private. Some sites periodically verify that bookmarks still work, notifying users when a URL no longer functions. Visitors to social bookmarking sites can search for resources by keyword, person, or popularity and see the public bookmarks, tags, and classification schemes that registered users have created and saved²².

²¹ Mohammed, R. A., Fisher, R. J., Jaworski, B. J. and Paddison, G. J. 2002. Internet Marketing: Building advantage in a networked economy. Second edition, Mc Graw Hill/ Irwin

²² <https://net.educause.edu/ir/library/pdf/ELI7001>

❖ **Podcasting**

Podcasting is the preparation and distribution of audio files using RSS to the computers of subscribed users. These files may then be uploaded to digital music or multimedia players like the iPod. A podcast can be easily created from a digital audio file. The podcaster first saves the file as an MP3 and then uploads it to the Web site of a service provider. The MP3 file gets its own URL, which is inserted into an RSS XML document as an enclosure within an XML tag.

Once a podcast has been created, it can be registered with content aggregators, such as podcasting.net or ipodder.org, for inclusion in podcast directories. People can browse through the categories or subscribe to specific podcast RSS feeds which will download to their audio players automatically when they next connect. Although podcasts are generally audio files created for digital music players, the same technology can be used to prepare and transmit images, text, and video to any capable device.

❖ **Video**

Visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen.

2 ELECTRONIC MARKETING

E- Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. With e-Marketing, responses can be analyzed in real-time and campaigns can be tweaked continuously. Combined with the immediacy of the Internet as a medium, this means that there's minimal advertising spend wasted on less than effective campaigns. Maximum marketing

efficiency from e-Marketing creates new opportunities to seize strategic competitive advantages²³.

3 E-MAIL MARKETING

Email marketing communications are separated into two categories: outbound email marketing and inbound email marketing, in which, outbound email marketing refers to emails are sent to customers and prospects from an organization, and inbound email marketing is the management of email from customers by an organization. This method of communication to customers through e-newsletter or periodic email blasts is considered as a vital communications technique for companies. According to the Doubleclick website, there are three key measures for email marketing: delivery rate (non-bounce rate), open rate and click through rate (click rate). Delivery rate simply shows the percentage of delivered emails.

Emails will bounce when the email addresses is no longer exist or blocked by a spam filter. Open rate indicates how many emails are opened, however these figures are not accurate. It can be explained that a number of users have preview panes in their email reading programs which load the image even though it is deleted without reading. Besides that, some email readers such as Window Live Mail block images by default. It results to the open rate decline gradually through time. Clickthrough rate or click rate refers to the number of delivered emails are clicked through by readers. Marketers have three choices for email marketing to acquire new visitors and customers to their web pages from recipient's point of view: cold email campaign, co-branded email and third party e- newsletter . In Cold email campaign, recipients receive an opt in email (opt in refers to an Individual agreement to receive email communications) from an organization that has rented an email list from a provider of a customer email list or trade publishers and event providers. When a recipient receives an email with an offer from a company which they have interests

²³ Richard Gay, Alan Charlesworth, and Rita Esen, *Online Marketing: A Customer - Led Approach* (Oxford, England: Oxford University Press), 8 – 9

in, it is called co-branded email. The third option of email marketing is third party e-newsletter.

A company advertises itself on a third party e-newsletter in form of an advertisement, sponsorship or PR which links to its website. For any company, managing the number of inbound emails is absolutely important since it influences directly on the customer service quality. To be successful, an inbound customer contact strategies needs to be developed by organizations to reduce the cost of customer contact and improve the quality of customer enquiry management.

4 ONLINE ADVERTISING

Although permission based marketing (e.g. social media) is growing and advertisements are not as appealing as they were, targeted online advertising can still be very effective. The following gives an outline of some of the most popular ways of advertising your products online.²⁴

- Google Adwords
- Banner Advertisements
- Facebook Advertising

5 SEARCH ENGINE MARKETING

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines. SEO is not necessarily an appropriate strategy for every website, and other Internet marketing strategies can be much more effective, depending on the site operator's goals. A successful Internet marketing campaign may drive organic search results to pages, but it also may involve the use of paid

²⁴ Barbara K. Kaye and Norman Medoff. Just a Click Away: Advertising on the Internet, MASSACHUSETTS: ALLYN AND BACON (2004). (Cited by David S. Evans, The Online Advertising Industry: Economics, Evolution, and Privacy, (23:3), JOURNAL OF ECONOMIC PERSPECTIVES, 38 (Summer 2009)

advertising on search engines and other pages, building high quality web pages to engage and persuade, addressing technical issues that may keep search engines from crawling and indexing those sites, setting up analytics programs to enable site owners to measure their successes, and improving a site's conversion rate.

Search Engine Marketing, or SEM, is a form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine results pages (SERPs) and has a proven ROI (Return on Investment). According to the Search Engine Marketing Professionals Organization, SEM methods include: Search Engine Optimization (or SEO), paid placement, and paid inclusion. Other sources, including the New York Times define SEM as the practice of buying paid search listings, different from SEO which seeks to obtain better free search listings²⁵.

6 PUBLIC RELATIONS

PR stands for “public relations”. In some cases, it is also used as an acronym for “press release” or “press relations”. According to Chaffey et al(2006, 384 -388), online PR refers to maximizing favorable mentions of an organization, its brands, products or websites on third-party websites which are likely to be visited by its target audience. Online reputation management, which controls the reputation of an organization through monitoring and controlling messages placed about the organization, is another aspect of online PR. There are many activities which belong to Online PR. Communicating with media (journalists) online is one of Online PR activities. It uses the Internet to spread out press releases via email and on-site.

A company can create a press-release area on its webpage or send email alerts about news that journalists and other third parties can sign up to. It also can choose to submit its news stories or releases to online new feeds. Link building is another activity of Online PR since it aims to make your brand visible on third parties' webpage. It must be well-structured effort to achieve as many links as possible into a website from referring websites. The third activity of Online PR is blogs, podcasting and RSS. Blog is an online diary or news source prepared by an individual or a group

²⁵ Kaci Bower, 2012 Search Marketing – Research and Insights on Creating and Capitalizing on a Rich End -User Search Experience,SEO Edition

of people. It is an easy method to disseminate information. Business blogs can be created by people within the company but need to be under control to avoid releasing harmful information.

Podcasts are set up by individuals and organizations to post online media (audio and video) which can be viewed in appropriate media players. However, it is difficult to make podcasts visible because their contents are usually only be recognized by tags. Moreover it is not easy to assess quality without listening to the start of a podcast. Really Simple Syndication (RSS) is an extension of blogging where blogs, news or other content areas published by an XML standard and syndicated for other sites or read by users in RSS reader software services. Another activity of Online PR is to manage how your brand is presented on third party websites. It is necessary to establish monitoring services as well as have resources to deal with negative PR. Creating a buzz online viral marketing is part of Online PR which is discussed separately in this paper since it plays an important part in attracting more visitors to a site.

CHAPTER 2

2.1 INTERNET MARKETING TODAY

Throughout its history, the internet has reinvented itself many times – and the changes are far from over. The current web is dominated by socializing, cooperation, sharing and personal entertainment. It is a space both for work and play – an essential tool for virtually every business and the go-to repository for all forms of media culture products. People of all ages are spending more and more time online, and are turning to the internet for better services, convenience and life-enhancing tools: just consider how people use online shopping, online banking, web communities that cross all boundaries, instant news and updates, social networks and chat, self-expression and any of the dozens of other things that the web makes possible. 2010 was the first year where online advertising spend overtook the amount of money spent on newspaper advertising in the USA. It was the same year that online readership overtook traditional newspaper readership, which illustrates just how large an impact the internet has had on the marketing and advertising industry.

The internet marketing field hasn't stood still. Here are some of the current trends:

- Social media marketing.

Whether it is a fad or here to stay, social media has made an indelible mark on the web landscape and, concurrently, on marketing tactics. Social media marketing involves using peer recommendations, sharing, building brand personality and addressing the market as a heterogeneous group of individuals. It also uniquely encourages customers to create content and buzz around a product themselves.

- Viral marketing.

This form of marketing involves the exponential spread of a marketing message by online word of mouth (sometimes referred to a “word of mouse”). A major component of viral communication is the meme – a message that spreads virally and embeds itself in the collective consciousness. Viral marketing is closely tied to social media, since social media platforms and their sharing functionality are the main way that a message is able to “go viral” online. Keep in mind, however, that viral

marketing does not make a holistic online marketing campaign and should be just one of many tools used to create awareness and encourage interaction.

- Brand as product.

More than ever before, brands are creating personas and identities around themselves rather than the products they sell. The online space allows customers to interact and converse with the brand personally and directly²⁶.

2.2 THE FUTURE OF INTERNET MARKETING

Naturally, it is impossible to predict what the future of internet marketing will hold, but two things are certain:

- The field is growing and will become the largest and most important marketing sector in coming years.
- The growth will be driven by new innovations in technology.

On top of that, web users are becoming more aware and marketing savvy, and their attention spans are shortening as desirable content becomes ever more quickly available. This market is more likely to challenge, debate and denigrate a brand – but it is also more likely to share good content and products with an exponentially growing social circle.

- Technology and convergence

Convergence is the process by which many technologies meld into one. Consider your cell phone: it makes calls, has a small camera, functions as a web browser and calendar and probably does a range of other software-based tasks. This is a good example of a basic convergence device: many functions are compressed into one piece of technology. Many devices are far more complex. Apple's new iPad tablet computer performs thousands of possible function and can be used as a portable computer, document reader, web browser, media platform and so on. Convergence also happens between seemingly unrelated devices. For example, some advanced refrigerators include a small computer and internet connection: the appliance monitors what food is in stock and automatically orders the necessary replacements at an online grocery shopping site when you run low. Child-protection devices monitor a child's location over GPS and its vital signs with a range of sophisticated equipment. Content

²⁶ Advice on holistic web marketing: www.flyte.biz/resources/

can now move seamlessly between desktop and mobile devices. In an always-connected, converging world, marketing will have to adapt constantly and spread along these new technological lines.

- Future trends

1. Consumer control

The internet has already effected a radical shift in the way that media and consumers interact. Traditional media have a one-to-many approach: the media outlet beams its message down to a host of passive consumers. The web, however, relies on many-to-many interaction: anybody can post content or comment on what they see, and media outlets no longer have complete power over their broadcast message. In the world where everything is social and shared, the consumer has a lot of power – and it is likely to grow. Marketing agencies foresee that they will need to hand even more control over to customers, who want to engage on deeper and more significant levels with content. The trend may go so far as letting customers create and mediate marketing content, with agencies keeping oversight and steering from the sidelines.

2. Always on the move

Technological devices are shrinking in size, lending themselves more and more to portability. Already, powerful computers can fit inside wristwatches and cell phones, hide in car dashboards and meld seamlessly with work and home tabletop surfaces. Consumers will expect to have round-the-clock access to all of their data, regardless of where they are and what device they are using. Marketing messages will have to be just as flexible. There are many opportunities here for even more specific and user-relevant content. A device with GPS will know exactly where it is and where the nearest restaurants, cinemas, shops, utilities and user's friends are; it will store user preferences and recommend nearby locations. Large billboards can gather user data from the people in the area, average out the demographic statistics and display adverts that are most relevant to the largest number of customers who are passing by.

3. The rise of web 3.0

Nobody is quite sure what web 3.0 will entail, or even whether it hasn't already started. General consensus is that it will involve the advent of the truly semantic web. The semantic web is a concept that means the exponentially growing amount of data will be categorized in personal and human-usable ways, enabling even better, more meaningful and more accessible content than ever. In other words, raw data will become real information. Web 3.0 also involved the concepts described above, especially portability, control over marketing and customization of everything. In the far future, experts even predict the invention of web-based artificial intelligence that will think ahead and source information before a user even knows it's needed. Since web 3.0 is all about "me", marketing must take personalization and engagement to a new level²⁷.

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