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Tools of online marketing

Md. Shamim Hossain and Mst. Farjana Rahman

Abstract

Online marketing is the most crucial issue in the modern marketing era but there was no previous research that could identify the tools of internet marketing before this study and it was the first study on the field of online marketing tools. This research was descriptive in nature and it has attempted to identify the major tools of internet marketing from the concepts of traditional marketing tools. Worldwide network is known as Internet that can exchange information between users and world wide web is the subset of internet that caters specifically to Web sites. Marketing is the process of creating and maintaining the need and want of customer and maintaining long term profitable customer relationship. online marketing, internet marketing and e-marketing is the interchangeable term. when marketing activities are conducted by internet is called online or internet marketing or e-marketing. There is no doubt about it- internet has changed the marketing activities in the modern world so this study identified and classified the tools of online marketing (online product, price place and promotion).

Keywords: Online, Internet, Marketing, E-marketing and Tools

Introduction

Marketing tools are essential factors of marketing activities. with the increasing user of internet its essentials to categorize the tools of internet or online marketing. Internet is changing the activities of marketing and users of online marketing are growing day by day so online marketing tools should be identified. Marketing mix can be identified as the mixture of marketing tools (four Ps- product, price, place and promotion) that the firms produces to conduct their marketing activities. Product is goods-and-services combination that company offers to customer and that can satisfy the needs and wants of target customers. Such as- processor, mouse, laptop and service of laptop. Amount of money that customers pay for using the utilities of product is called price. Customer pays money to company and company sells product to customers. Place indicate the distribution system of company's product to the target customers- such as wholesalers, retailers and showroom. And promotion includes activities (Advertising, personal selling, sales promotions, public relations and direct marketing) that can communicate the product information with the target customers. Users of online marketing tools is growing rapidly so tools of online marketing should be identified. The objective of this paper is to identify and classify the tools of online marketing.

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Result and discussion:

Online or internet marketing or e-marketing tools

Online marketing is the process of doing marketing activities through internet. Online marketing tools are crucial part of internet marketing because after introducing World Wide Web (www) the users of internet are growing rapidly. According to Internet World Stats an estimated 3,366,261,156 are using the internet worldwide as November 30, 2015. So internet market is growing day by day and most of the organizations are trying to conduct their marketing activities by using internet. Internet or online marketing tools are online product, price, place and promotion

Online product: online product are any goods and service that company offer to target customer by using internet. Online product includes website, product image, product features brand name and service information. Online product are two types one is digital product (software, information) and physical product (Cloth, watch, laptop etc.)

i) Website: Website is collection of product related web pages that are published on web server with a specific domain name. website is the most important tools of online marketing system. customers can choose the product and service on website. website can reduce the number of intermediaries in marketing channel. company decorates their website with product image, audio, video and information regarding product and service.

ii) Product image: picture or diagram that delineate a product being offered for sale. eye-catching image can attract more customer. In online marketing product image represents the original product. company tries to decorate their website with attractive image.

iii) Product features: Descriptions of product is an important tools for online marketing. customer tries to find more information of product form online. company provides product features on website or email.

iv) Brand name: A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. (Wood, Lisa. "Brands and brand equity). online marketing is the most competitive field so company should publish their brand name with other information in the website or email.

v) Service information: company should publish the details service information with or without warranty.

online price: price is the amount of money that customer wants to pay for getting the product. online price includes the price information, payment method, payment process system, discount, offers and details of credit system. company publishes a details list of price on website or sends mail to customer. customer can compare the price and quality of product through internet so online pricing strategy is more sensitive than traditional marketing.

i) Price information: Price information provided by the company on their website or email. customer select product on the basis of price information and quality of the product.

ii) Payment method: which methods are accepted by the company should be specified.(cash or credit)

iii) Payment process: how customer can process the payment should be précised (product delivery on cash or credit card)

iv) Discount and Offers: if company has any offer or discount and when the current offer will be finished.

v) Credit system: if there is any credit facility available should be specified. Company can publish credit related information on website.

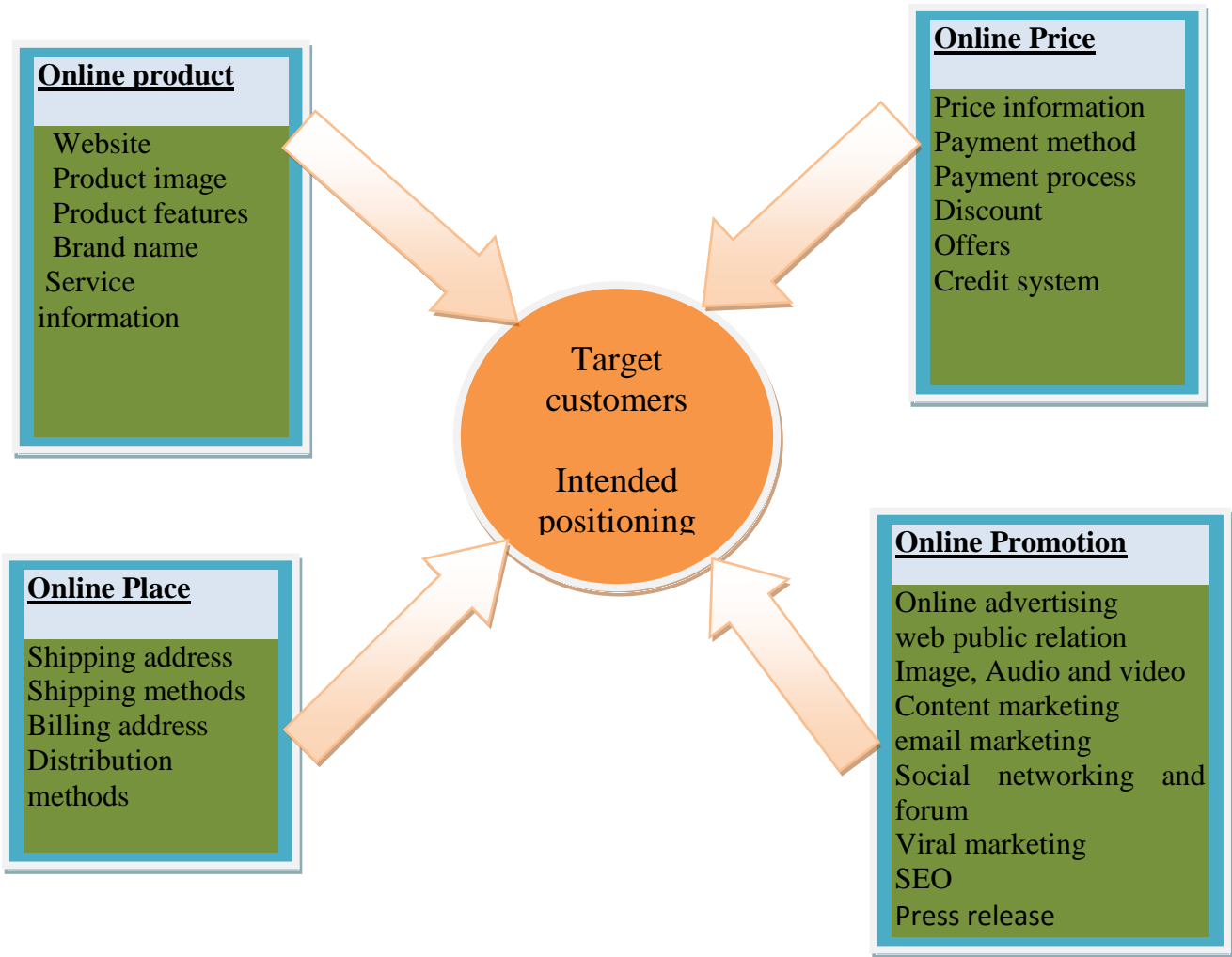


Figure : online or internet marketing tools

Online place: Online place is the distributions system of internet marketing. there are few or limited intermediaries in the online marketing system. zero level marketing channel or direct marketing is most appropriate method for online marketing system. Most of the companies sell their product directly through website or email and deliver the product directly through internet (for digital product- such as software, information) and courier (for physical product).



Figure: online marketing channel

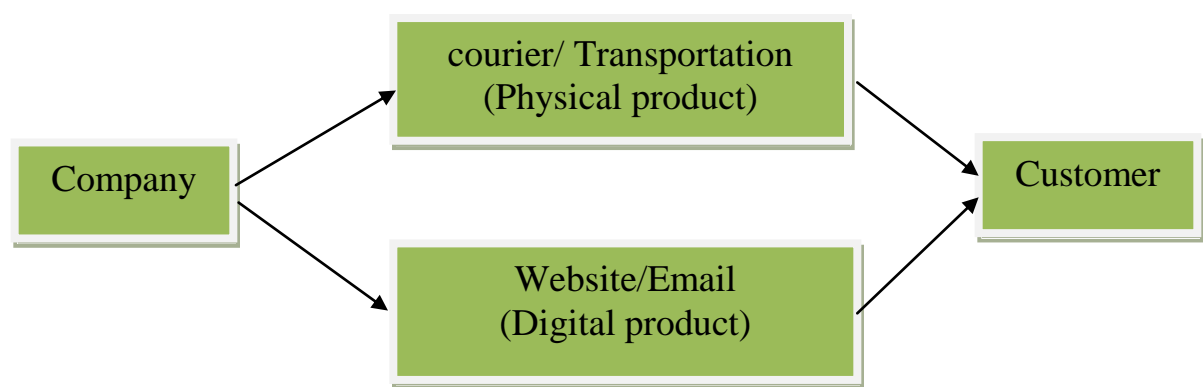


Figure: online product delivery system

Online promotion: online promotion includes Online advertising ,Image- Audio and video, Content marketing ,email marketing ,Social networking and forum ,Viral marketing, SEO and Press release. Marketing company uses the online promotional tools to communicate the product information with customer through internet. The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. (Stokes, Rob. EMarketing. Рипол Классик, 1995. Р.2) so most of the marketing organizations are trying to promote their products and service through internet because it reduces the warehouse and promotional costs.

i) Online advertising:

online advertising is the process of publishing advertisement on the Internet. the types of online advertising are

Interstitial Banners: This types of advertisement is displayed before or after an expected content page. when customer clicks on any link on page then the ads will be shown. sometimes, customers are able to disable this types of Ads. This types of ads is shown in the hiatus time of two pages visiting time.

Pop-Ups advertising: Pop-ups ads appear in a new and smaller pop-ups windows of browser in the time of Web page being viewed. User can block this types of ads by using “pop-up blockers” built into most good Web browsers.

Map Advertisement: Map advertisement is shown in the any side of online map. This types of advertisement is shown during the location or map browsing time. Such as - Google map.

Floating Advertisement: Floating advertisement appears in the any place of the webpage. This types of advertisement is made by dynamic hypertext markup language (DHTML) or Flash. Generally, the user can close this advertisement by clicking in the close button. Usually this types of ads is shown between the space of two objects, contents or articles.

Banner Advertisement: Animation and graphic image is considered as a banner advertisement that are shown on website. static advertisement is created by graphics interchange format (GIF) or Joint Photographic Experts Group (JPEG) images, and dynamic is created by as Flash, video, JavaScript, and other interactive technologies. Major types of banner advertisement are top banner, footer banner, side banner, vertical tower banner, content banner, specific page banner, and square banner.

Social media Advertisement: This types of advertisement is shown on social media. Such as facebook, Twitter, MySpace and LinkedIn

ii) web public relation: Traditional PR (public relations) has focused on crafted press releases and company image. and web PR is the process of creating and maintaining long term relationship with target customer. company can send mail or greeting message to the customer. webPR is very important tools for online marketing activities.

iii) Image, Audio and video: company can promote product and service through internet as a image , audio and video contents.

iv) Content marketing : Content marketing is a strategic marketing approach focused on creating, publishing and distributing content for a targeted online audience to drive profitable customer relationship. company publishes different contents in different websites to attract target customer. Usually, company publishes content regarding the new product or brand. Content marketing is a useful tools for positioning the product image.

v) email marketing : Email marketing is the process of sending product related information to the target group of customer. Email marketing is another most effective tools of online marketing. Email marketing is a time efficient process because Company can deliver their product and service related message to many customer in few second.

vi) Social networking and forum or blog:

now a day social media is considered as a strong online marketing tools. Internet-based social media and networks are used as tools for online exchange, connection, and communication, allowing users to manage existing relationships while creating new ones (Ryan & Jones, 2009). This creation of relationships forms online communities where interaction and socializing are the main focus, with members sharing similar interests and learning about each other by exchanging information (Buss & Strauss, 2009). This information is often referred to as social media, which is simply the content embodied in social networks; namely photos (product), status updates (marketing promotion), video and links (Marketing place) to websites (Eley & Tilley, 2009). They also pointed out that the combination of the concepts of social media and networks has seen the rise of social networking websites such as Facebook, Twitter, MySpace, LinkedIn, Wechat and Orkut, all of which aim to connect groups and individuals such as friends, relatives, and business colleagues. Social networking is becoming more popular than other communication methods such as through phone, mobile, face-to-face, and email (Gil-or, 2010a). so marketer can easily conduct their marketing activities through network.

Blog is another form of social media where any topic can be published. Blog contains with feature text, images, promotional messages and links. company can publish their message in blog that can magnetize customers easily.

vii) Viral marketing: Exponentially video, image or any content sharing process is called viral marketing. Viral marketing is the digital form of word-of -mouth marketing that can spread communication message exponentially. company uses different techniques to encourage public to share positive message regarding the product and brand of the company. Now a day viral marketing is another popular marketing tools that can build strong brand image.

viii) SEO: search engine optimization (SEO): SEO is the process of increasing visibility of website and its content on search engine. SEO techniques help to visible the company's website or page on the search engine.

ix) Press release: Company publishes their press release or news regarding the current product and service on website to inform customers.

Conclusion

Online marketing is growing day by day and online marketing tools are important factors of online marketing. Marketing is the vital part of any company after few years all activities of marketing will be conducted with internet so we can articulate marketing term as online or internet marketing or e-marketing. online marketing tools allow to connect customers anytime from anywhere. Internet marketing tools are more flexible and convenience than traditional marketing tools. online product has two types digital and physical product and product image is considered as a original product. online pricing strategy is more sensitivity than traditional marketing price because customer can easily compare price on internet. online distribution system (place) is more direct than traditional marketing distribution system because company can distribute their product through online or courier. and online promotion is more competitive than traditional marketing promotion but it's more convenience, flexible and cost effective.

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