

# ONLINE MARKETING THE WRIGHT CHOISE

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***Abstract:** The Internet not only facilitates the creation of effective marketing strategies, but opens up a new dimension in this field. Online marketing, as part of Digital Marketing, turns the network into a channel for communication, promotion and loyalty to customers with great possibilities. The increasing penetration of the Internet in society, as well as improved connection speed and cheaper services make it increasingly easy for all entrepreneurs and professionals, whether or not they work in e-commerce, implement online marketing campaigns to sell products and/or services as well as conduct professional and personal branding campaigns. In this section we'll talk about trends as for online marketing strategies and we'll analyze y new news of the sector. We will also look at the tools and services coming to market for creating online marketing and digital marketing campaigns.*

***Keywords:** online marketing, digitisation, strategy*

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## **Introduction**

Today, the world of Internet communications is undergoing a revolution of increasing importance, with an ever more varied range of services meeting users' needs. Behind these newly emerging services are new technologies that offer the possibility of exchanging information and data at ever faster speeds, with the possibility of accessing information and not least new ways of using resources in existing communications infrastructures.

4.95 billion people around the world use the internet in January 2022 – equivalent to 62.5 percent of the world's total population.

What's more, there are now fewer than 3 billion people around the world who don't use the internet, marking another important milestone towards universal accessibility.

This number is still growing too, with latest data showing that 192 million new users came online over the past twelve months. Internet users

are currently growing at an annual rate of 4.0 percent, equating to an average of more than half a million new users each day.

However, the coronavirus pandemic has had a big impact on internet user research, so actual growth figures may be much higher than this rate suggests. And current economic trends are subject to the effects that financial, medical or social crises can bring<sup>1</sup>.

Most internet users (92.1 percent) use mobile devices to go online at least some of the time, but computers also account for an important share of internet activity.

Roughly two-thirds of internet users in the world's larger economies go online via laptops and desktops for at least some of their connected activities<sup>2</sup>.

Brands around the world understand that the internet can be an opportunity or a threat depending on the approach they choose and this has been proven over time naturally. In the days of today's economy, „we can say that a company is performing well when it produces finished products or provides highquality services at an affordable price”<sup>3</sup> using the best distribution channel.

Moreover, digitisation has not only changed the way brands communicate and message, but has changed the preferences and dynamics of consumer needs. The new generation of consumers, who were born in the digital age and grew up surrounded by technology, are very active online and in many cases, it is possible to reach this target exclusively in a digital environment.

## **Research methodology, data, results and conclusions**

Today, when approximately a large proportion of the world's population is connected to the internet, increasing connectivity has created important changes in many industries.

And this is not necessarily a bad thing as we are glad that our lives are made easier by new technological tools. Unlike the state of society three decades ago, today you can buy what you need in your home directly from your online shop, you have platforms that help you communicate quickly and in real time with anyone in the world, and you can find information about anything just a click away.

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<sup>1</sup> Violeta Gianina Dragotă, Nicoleta Buzilă, Codruța-Daniela Pavel, Ciprian Pavel. The impact of the economic crisis on european retail.17. 2011, p. 380.

<sup>2</sup> <https://datareportal.com/global-digital-overview>

<sup>3</sup> Codruța Daniela PAVEL. Accounting depreciation versus fiscal depreciation. Quaestus Multidisciplinary Research Journal, 15.2019, p. 59.

Consumers devour digital content, but it's an uphill battle for businesses to stay visible and sell in an already crowded space. Many are trying to uncover the key to consumers and unravel the algorithms of Google, the giant that dictates the tone in the digital space, and for this they need online marketing strategies.

### **1. What is online marketing?**

In order to get a clearer picture in this sea of information we first need to understand what online marketing is. It is a set of tools and methods used to promote products and services through the internet, which gives us benefits such as

- Increased potential
- Competitive advantage
- Effective communication
- Better control
- Improved customer service.

What is the difference between online and traditional marketing?

We're probably thinking, well, what about traditional marketing? Are TV and radio promotions ineffective, or are print ads in newspapers and magazines far too outdated for current affairs? The answer can be found by comparing the two marketing models, which after all serve the same purpose. That of attracting customers, selling and building a brand image.

A different aspect is the cost, where of course online marketing is more efficient. On the one hand traditional marketing promotion channels cost a lot, while ads on websites, social media and YouTube videos etc. are affordable. You publish an ad in your local newspaper, but it is only available to your target audience on the day of publication. If you want a new connection, you have to run a new ad campaign. And in the case of flyers you have a unique exposure, compared to the website, that can bring your target audience in touch with your service or product and for years to come, at no additional cost.

Online marketing can also be free in some situations thanks to the many techniques available. Search engine optimization (SEO) provides the key to almost unlimited amounts of web traffic. The more you learn and understand SEO, this seemingly confusing and complex discipline, the more likely you are to appear organically in Google search results. And this organic search is important for online marketing. Given that most businesses don't have massive advertising budgets, online visibility is essential for long-term success.

Traditional marketing may have evolved over the last few decades, but the fundamentals have remained the same. The sales techniques we still use today rely heavily on the four Ps of marketing: product, price, place and promotion.

At first glance, online marketing may look different from traditional marketing because it uses the fourth P - promotion - more than anything else. However, digital marketing is highly effective because it does not ignore any of the four P's, but rather uses them in a unique way, and sometimes even better than traditional marketing.

In terms of results, which we certainly care about as much as costs, traditional marketing requires lead times that can take weeks or sometimes months to see improvements in the business. On the other hand, when you start using online marketing we can see significant increases in a short time.

Also, the results of a traditional marketing strategy cannot be easily measured. On the other hand, in online marketing it is simple to determine a return on investment (ROI) using Google analytics tools. You can quickly see which technique is performing and which is not through Google Analytics, as well as, for example, market trend, inbound traffic, conversion rate, interested visitors, bounce rate and profits. We can make real-time changes to our marketing strategy, we can add some keywords to better target our consumers and we can also use social media channels, which are free and almost everyone uses them, so they are more accessible. However, online marketing has a limitation in terms of direct interaction with the potential buyer.

So we have to remember that a traditional marketing strategy has some disadvantages:

- We can't time certain steps - For example, say we place an ad in a magazine to promote the latest widget. After that, we make a major update to it, which can have a significant impact on sales. Can we change the ad on the spot? Of course not. It will have to be replaced, which will add extra costs to your marketing budget.
- high costs.
- limited customisation options - This means that when we want to target a specific group in a specific industry we have very few techniques available to reach our audience. When we use online marketing, we not only have the ability to reach just the right type of customer, but also to provide them with offers tailored to their needs.
- you cannot display detailed prices of our products/services due to lack of space.
- low evaluation capacity.
- inefficient cost-effectiveness.

## **2. What are the advantages of online marketing?**

Having highlighted the downside of traditional marketing, we also need to look at the benefits of online marketing and why it would be wise to choose it as a way to promote your business.

A key advantage of using online channels to market a service or product is the ability to measure the impact of any channel, as well as how acquired visitors interact with the site. For visitors who convert to paying customers, additional analysis can be done to help us know which channels are most effective for acquiring valuable customers.

Global access - Online marketing gives businesses a broad customer base for their services or products. All types of businesses, from multinationals to small and medium-sized businesses, have access to millions of potential customers. Advertisements are accessible to many audiences through the advertising tools we use. The more users who visit our site, the more sales we will make.

Low costs - In any marketing campaign, cost is a key factor to keep in mind as it affects your company's budget. Start-up businesses can avoid the high cost of a marketing campaign, which is often associated with traditional forms of advertising by using online marketing.

Ability to manage a large number of customers - One of the basic benefits of online marketing is its ability to manage millions of customers at the same time. As long as a site's infrastructure is efficient, numerous transactions can easily take place simultaneously. This high adaptability of internet marketing is an important benefit that businesses can take advantage of in order to offer their consumers the best shopping experience.

Data collection for personalisation purposes - Whenever a customer buys a product from our website, their data is collected and the business can use it in a variety of ways. Most analyze data to find out what products and/or services they frequently sell. What's more, the data collected can help segment customers so your business can send advertisements and other promotional materials based on their buying habits and interests. Through this advantage of online marketing, brands can serve millions of customers with various items and products based on their personal interests. Thus, shoppers can easily get their desired products without having to explore all the options available on the internet.

Speed of transaction - An online transaction is almost instantaneous. You can do this through a digital payment service, so no cash is needed to buy and sell products/services. This is possible thanks to payment processing solutions through third party companies such as PayPal.

24/7 marketing - With an online marketing campaign you can promote and sell your products at any time of the day. Plus, you won't have to worry about staff salaries or store hours. Plus, time zone variations won't affect us.

### **3. Mechanisms to consider in online marketing**

Focus on the customer - your marketing strategy should revolve around the customer. The first step is knowing our customers' needs which can be a challenge in such a diverse environment. However, we will be able to create connections so that customers then receive proposals from us that are specific to their interests.

Think big - Develop a sustainable marketing strategy for our brand so that we don't just depend on small campaigns. Let's think about it all in a larger, long-term growth vision. We leverage the benefits so we can build a solid revenue stream.

Let's create our brand story - When people spend money, they think with both the rational and emotional side. The most effective marketing constructs appeal to both. Through storytelling, a powerful tool a company can use, helps us build connections with customers.

Build website traffic - There are situations where a company can afford to pay a marketing agency to handle the whole mechanism behind increasing online traffic, but what do we do if we don't have a budget available for this and need a few guidelines to implement ourselves.

Although it sounds complicated, we can take the online marketing campaign into our own hands, even if we are just starting out. Here are a few things to look out for:

Social Media Engagement - Social media is all about making connections. Don't shy away from jargon like "retweets" and "likes". Treat others the way you want to be treated, without being afraid to ask questions.

You can use tools like HootSuite or SproutSocial to schedule updates for all social platforms. We'll save time and make it look like we're constantly posting on Twitter, Facebook, LinkedIn, etc.

Developing a blog - We might be surprised by the quality of our writing. We already have an arsenal of topics to cover because we know our industry inside and out. Blogging has many benefits such as creating brand awareness, credibility and authority. It has also been shown to help increase conversion rates and even search engine rankings.

Important to understand that blogging is not the same as writing an essay in school. Let's use as simple, user-friendly language as possible that makes it easy to skim through the topics covered.

Deliver content your audience wants - Connecting with potential customers is easier when you deliver custom content they can actually use. Percentage-wise, most consumers are more likely to buy from a brand that delivers highly relevant content.

It's important to keep your audience's needs at the center of your content marketing strategy and develop articles, e-books, guides and blog posts that provide insights to your customers. We attract consumers around a particular product or marketing objective we have, then amplify it through social media.

Pay attention to Analytics - It's very clear: the channels that bring us the most traffic are the ones we need to keep. The ones that don't yield results should be eliminated.

So, it's good to set up the analytics platform to send us a weekly or monthly report so we can stay on top of how our marketing strategies are working. If, for example, guest post blog articles bring us a lot of traffic, we write more.

Making sure our emails reach the recipient - Despite all the other marketing tools we have at our fingertips, email is still a successful way to get in front of customers and get them to buy from us. And the better targeted these messages are, the more successful we'll be in sending people to our website.

So, let's give more time to the subject line; recipients open emails based on the subject line. A text of 10 or fewer characters can bring higher open rates, so let's keep it short and to the point.

Let's hone in on SEO - Let's make sure our website includes those keywords our target audience is searching for. Otherwise, we'll have a higher bounce rate and fewer conversions, not to mention placement in Google rankings.

If we have a local business, let's not overlook local search trends. That way, we'll be accessible to nearby audiences. In the case of a more remote location, a „form of commerce”, franchising can be used where the franchisee has better control over the specifics of the area<sup>4</sup>.

Produce video content - Consumers want more videos from brands. This is why most marketers produce video content online. Videos produce a massive increase in organic search traffic. What's more, consumers take action after watching a video ad.

Your company should have a YouTube channel where you upload videos regularly. It is not necessary to spend a fortune to produce video content. We can do it from wherever we are. A verified fact - People would rather watch a video about a product than read about it.

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<sup>4</sup> Codruța Daniela PAVEL. Franchising in the world of business. Quaestus Multidisciplinary Research Journal, 9.2016, p. 92.

Tap influencers - We can use this marketing strategy to build credibility. If our website is credible, we will be able to generate more traffic.

So we can look for collaborations with micro-influencers because they have higher interaction rates with their audience.

## Conclusions

A digital marketing strategy is a plan that outlines how your business will achieve its marketing goals through online channels such as search and social media. Most strategy plans will summarize what online channels and digital marketing tactics you will use, plus how much you will invest in those channels and tactics.

Digital marketing is one of the best ways to reach new customers and achieve your business goals. Plus, it offers a variety of strategies, from video to email to social, to reach your unique goals. Whether you want to increase sales, revenue, awareness or loyalty, digital marketing is the solution.

However, the success of your digital marketing strategies depends on their development and execution.

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