



Co-funded by
the European Union

E-MARKETING

Developing Marketing Strategies for Tourism Enterprises

Doc.dr.sc. Ermina Habibija
SVEHERC



UNIVERSITY OF LJUBLJANA
Faculty of Electrical Engineering



University of Pristina
Kosovska Mitrovica



Digital Marketing

The strategy will dictate the direction that organizations should take over a specific period of time. It will also indicate which tactics and resources should be used to implement this direction. In marketing, the strategy starts from the outside, considering the needs and expectations of consumers, and moves inward toward the brand itself, to see how the business can develop and create additional value.



Key Terms and Concepts

Application Programming Interface (API) - A specific set of rules and specifications for software programs. It serves as an interface between different software programs and facilitates their communication, similar to how a user interface facilitates communication between people and computers. APIs are often used by third-party developers to create applications for social networking websites like Twitter and Facebook.

Cluetrain Manifesto - A set of 95 theses organized as a call to action for businesses operating within the newly connected market.

eMarketing - Brand marketing using digital channels.

Market Share - In strategic management and marketing, market share refers to the percentage or portion of the total available market or a segment of the market that a company serves.

Metric - A unit of measurement.

Online Reputation Management (ORM) - Understanding and influencing online perception. This implies that companies know how to manage communication through digital channels.

Pay Per Click (PPC) - A type of advertising on search engines where advertisers pay only for each click on their ad.

Return on Investment (ROI) - The ratio of costs to profits.

Really Simple Syndication (RSS) - RSS allows you to receive information without having to constantly open new pages in your browser. Also known as a feed reader.



Search Engine Optimisation (SEO) - SEO is the practical work of improving a website's ranking through specific keywords in search engines.

Short Message Service (SMS) - Electronic messages sent over a wireless network.

Simple Object Access Protocol (SOAP) - A simple XML protocol that allows the exchange of structured information over HTTP.

Strategy - A set of ideas indicating how a product line or brand will achieve its goals. It is a guide on how to create, distribute, and promote the pricing of a product or service.

Tactic - A specific action or method that contributes to achieving a goal.

WebPR - Public relations on the internet. Online news and articles that promote brands.

eXtensible Markup Language (XML) - A standard used for creating structured documents.



What is Digital Marketing?

If marketing creates demand, digital marketing creates demand by leveraging the power of the Internet. The Internet is an interactive medium.

Online business can gain value in the form of time, attention, and attracting consumers. For the user, the value is reflected in entertainment and communication. Thus, the exchange is a two-way street that provides benefits for both parties simultaneously.

The Internet has changed the world of sales. It is a new channel for marketing, enabling consumers to connect with brands and with each other. The online medium provides consumers with more choices, more influence, and more power. Brands have new ways to sell, new products and services to sell, as well as new markets to sell to. The roles played by marketing agencies have also changed. Traditional agencies are becoming better at digital marketing, while agencies that started as digital shops already have their role in this space. More than ever, integrated brand strategies create its identity, leading to the achievement of organizational goals.



What is a Digital Marketing Strategy?

A digital marketing strategy builds upon and adapts the principles of traditional marketing, leveraging the opportunities and challenges offered by technology and digital media.

A customer-oriented mindset is vital in building a successful digital marketing strategy, which involves placing the customer at the core of all decisions. The existence of new technologies, in addition to offering numerous tactical opportunities, also provides the ability to measure the effectiveness of chosen strategies and tactics.

Digital marketing has an empirical nature, which is one of its greatest advantages.

Everything can be measured: from behaviors to actions and pathways, to results. This means that a digital marketing strategy also supports a return on investment (ROI).



If we define a strategy as "an action plan to achieve a specific goal," then a digital marketing strategy should align with the business objectives of the organization.

For example, if one of the overall business goals is acquiring new customers, a possible digital marketing goal could be building brand awareness online.

Tactics differ from strategy. They are specific actions or methods that contribute to achieving the goal. For instance, if the overall business goal is customer acquisition and the digital goal is increasing awareness, a paid search campaign could be a potential tactic to achieve this goal.



Traditional Marketing Mix on the Internet

An effective strategy involves making the right choices because if a brand tries to offer all its products to everyone, it risks becoming unfocused or losing its true value. To make a smart choice, it's necessary to consider: what are the factors that affect the business? This includes the market, competition, customers, etc.

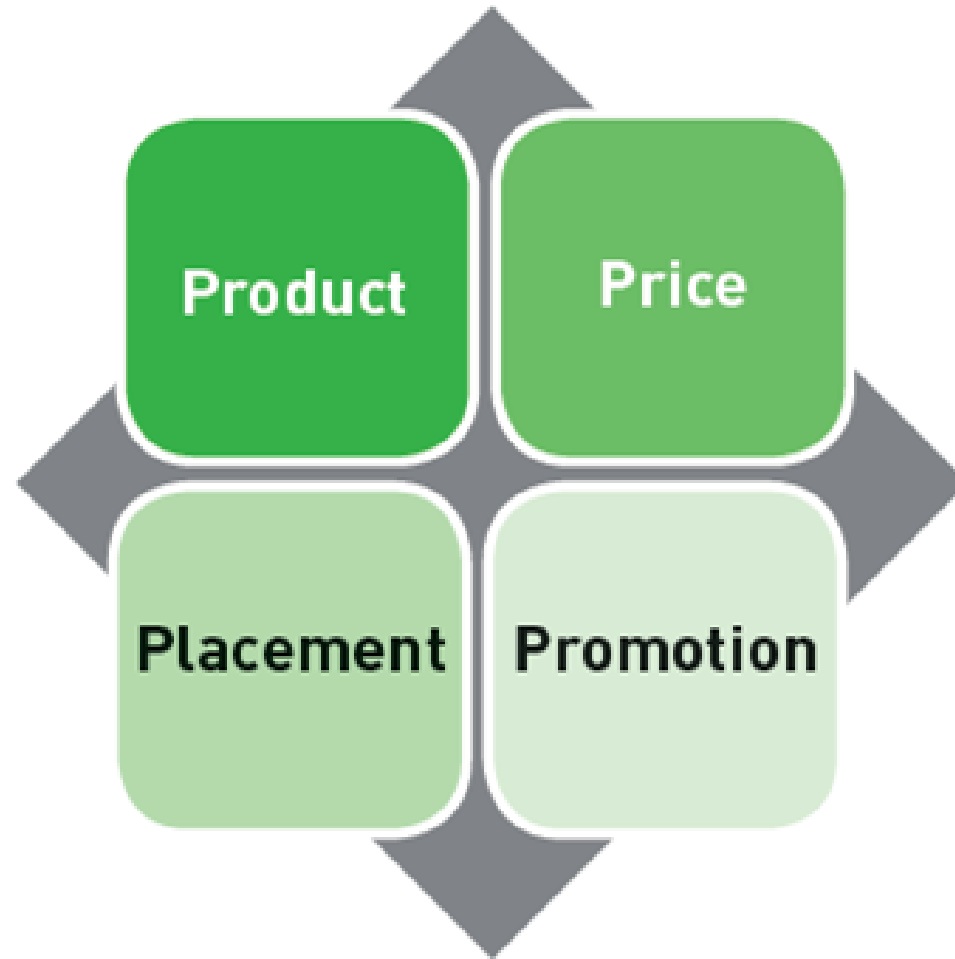
For example: A new airline, before launching, should consider whether it will offer domestic or international services; whether its customers will be budget travelers or international and business travelers; whether it will use smaller or larger airports, and so on. Each of these choices will result in an entirely different strategic direction.



There are different models used to assist in formulating business strategies. Two of the most well-known traditional models are The Four Ps (Product, Price, Place/Distribution, and Promotion) and Porter's Five Forces Analysis. However, the internet significantly impacts the use of these models, leading us to reconsider and adapt traditional models to changes in the market and shifts in consumer behavior.



THE FOUR PS



The Four Ps have been fundamentally changed by the advent of the Internet and the use of digital technologies, as well as shifts in consumer awareness.

Products and Services

Products and services are what a company sells. Technology enables mass customization of products, as online platforms allow businesses to track consumer behavior and needs much faster and influence the product before it is created.



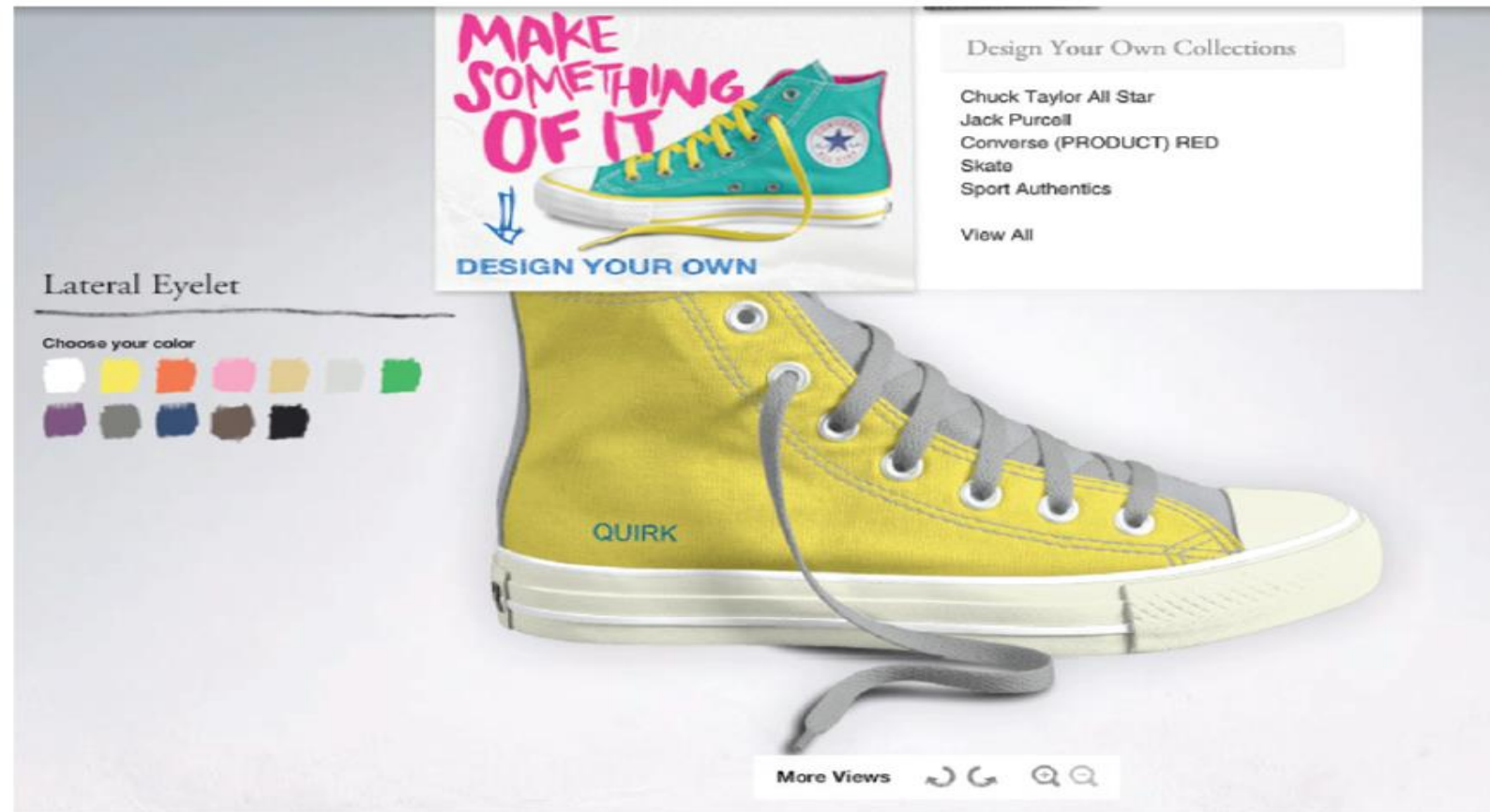


Figure 1.3 Converse.com allows for the personalisation of products. This involves customers and gives them a sense of ownership.



The internet has enabled the existence of digital products. It allows the distribution of products such as software and digital music, which characterizes the internet as a distribution medium.

Price

Online, customers can quickly receive offers with prices from multiple suppliers, increasing competition among them. There are also websites where prices from different companies can be easily compared. This has led to lower prices, as customers can influence prices and access information more quickly.

Price differentiation is particularly important for smaller players in the market, as they have the opportunity to prove their value. Value is a combination of service and price, where a customer may be willing to pay a higher price for better service or a product.



Place or Distribution

The internet has provided companies with access to the global market. The distribution of products and markets is no longer limited by location. With efficient delivery and transport channels, even non-digital products can benefit from a much broader market.

Promotion

The online promotional mix is an extension of offline promotion, but with significant differences. Online promotion can be tracked, measured, and targeted in a much more sophisticated way. Advertising, personal selling, market promotion, and public relations can all be conducted through online media.



New P: People

In addition to the existing Four Ps model, the internet has contributed to the consideration of a new P: People. The reason for this is that people can influence the entire brand narrative much more than before, as they can directly impact manufacturers through the internet.



Porter's Five Forces Analysis

This model helps determine competitive advantages and market attractiveness. The low barriers to entry on the internet have allowed businesses to expand into the online space, providing endless options for customers in terms of products and services.



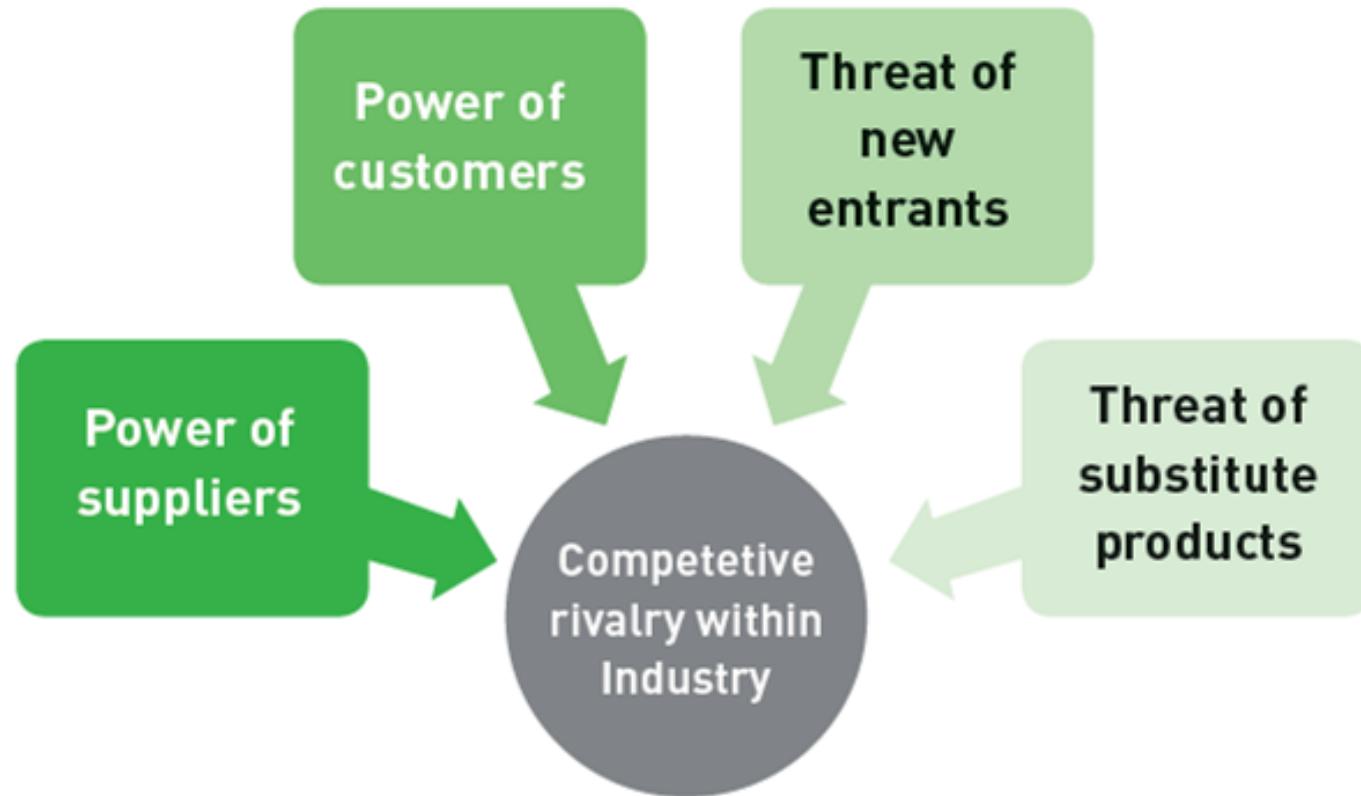


Figure 1.5 Porter's Five Forces. The Internet has allowed for an incredibly competitive market place.



World-renowned seller and best-selling author on business and marketing, Seth Godin, recommends five elements to consider for a digital marketing strategy:

Data: Raw facts about a product or service. Online advertisers use data to compare products and marketing campaigns, offering customers and other market participants the best opportunity to access the right information about a product or service.

Stories: Brands create stories, myths, and legends about their products and services. Ultimately, what people say about your product or service is the story, and today, more than ever, consumers help shape the stories that define organizations.

Products: Products are the physical manifestations of your story. If your story is that your products are simpler, faster, and better, your products must be that way, or your story will be rejected as a lie.



Interactions: Interactions are tactics used to connect with the consumer and encompass every touchpoint of the brand: from TV advertising to emails, SMS, and the way your staff communicates with customers.

Connection: This is the unofficial "fifth P" of the Four Ps. Connection is the nirvana of marketing strategy. It is the point where the successful application of the first four elements leads people to fall in love with your brand. Once an organization successfully connects with its customers, the real magic happens—customers connect with each other because they believe in the brand's story.



The strategy should answer the questions of who you are, what you offer, to whom, as well as why and how you do it. There are certain steps that need to be taken for an organization to create and implement a strategy that will achieve its goals.

The steps refer to:

- Context
- Objectives
- Market value
- Tactics and assessments
- Measurements
- Ongoing optimization



Thank you for your attention!



Questions & Answers

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Network of centers for regional short study programs in the countries of the Western

Balkans Call: ERASMUS-EDU-2023-CBHE

Project number: 101128813