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Electronic Business

E-marketing

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- Internet marketing (e-marketing, online marketing, web marketing) is the marketing of products or services conducted through computer networks, especially the Internet.
- Almost all websites have a marketing function, and there are specific opportunities for advertising and promotion on the Internet.
- Company web presentations provide information about products and services, but also allow visitors to inquire about the offered assortment, make purchases, ask questions, etc.....



E-marketing is a set of all activities aimed at selling products and services to a targeted category of consumers using the Internet and online services, utilizing available online tools in a way that aligns with the overall marketing strategy of the company.

The advantage of Internet technology lies in the fact that it now enables multimedia and hypertext presentation of information and interactive communication.



On the web, there is the possibility of two-way communication with users. For example, it is possible to create an interactive brochure that allows the client to choose the information they want and when they want it. Based on the client's selection, conclusions can be drawn about their preferences, enabling the future distribution of precisely the information that interests them. Unlike the traditional situation, this approach follows a one-to-one model.



Four pillars of web marketing - 4C

Content

The quality of content on the web is the foundation of a successful online presence.

Clickstream

By analyzing all visitor actions on a website, it is possible to improve interaction with potential users.

Communication

The user receives content specifically tailored to the keywords they searched for.

Conversion

When the previous elements are achieved, it becomes possible to accurately calculate the direct effects of the online presence.



Web presentation

It is necessary to ensure fast loading (HTML code should be as short and simple as possible, and graphic elements must be optimized and adapted for web use).

The presentation design should be as universal as possible, compatible with a wide range of browsers and various user computer configurations.

Enable easy and simple navigation and access to desired information.

It is also recommended to have a so-called F.A.Q. list.



Conceptualizing a web presentation

Purpose of the page,

Target group,

Competitor research,

Tools,

Keywords,

Site plan (three-click rule),

Creating a storyboard page (providing text for each page without animations, highlighting keywords),

Testing,

Final design and launch.



Some models of web marketing

Elektronski oglasnik - Electronic bulletin board

Elektronska brošura - Electronic brochure

Elektronski katalog - Electronic catalog

Izvrnuti elektronski katalog - Reverse electronic catalog

Banner - Banner

Portal - Portal

Elektronske čestitke - Electronic greeting cards

Web kalendari - Web calendars



Web marketing models.

Electronic bulletin board

"It provides information about products and services offered by companies (individuals), and enables contact with company representatives and ordering a physical catalog (if available) or making a purchase.

Virtual companies profit by collecting, classifying, processing, and distributing electronic advertisements."



Electronic brochure

A company's web presentation is used as an interactive brochure through which news about the company is shared. Users are enabled to exchange data with each other or contact company representatives, as well as receive discount coupons.

The goal of the e-brochure is to present the company in the best light."



Electronic catalog

Linking information about products and services with ordering.

An e-catalog is usually connected to a database of inventory, so it is always known whether the observed item is available or not. It is essential to regularly update the catalog and enable searching by keywords.



Inverted electronic catalog

"Information about products and services is not offered directly, but in the form of engaging content related to the products and services of the company."

Banner

"The word 'banner' is translated as 'flag' or 'transparent' and refers to an advertisement on highly visited websites in the form of a specially designed and marked space on them. It must be very effective and capture as much attention as possible."



Portal

"A site that represents an 'entrance gate,' i.e., the starting point for browsing the internet. A portal collects various contents and offers them to users in one place. The following types of portals are distinguished:

- Horizontal
- Vertical
- Corporate
- Transactional
- B2B portal"



Web marketing techniques

The most significant techniques we encounter today:

- Affiliate marketing
- Viral marketing
- Referral marketing
- E-mail marketing
- Blog marketing
- Vlog marketing
- Web forums"



Affiliate marketing

Small website owners place links or banners of large companies on their pages."

Viral marketing

Many companies allow users to open free email accounts or offer other benefits, where the user receives promotional material from the company or its advertisers."

Referral marketing

It most often comes down to the 'tell a friend' method, i.e., a website visitor can send an email to a friend and inform them about an interesting product or promotion."



Email marketing

It falls under proactive internet marketing techniques because the advertiser seeks consumers, while in other passive techniques, the advertiser waits for the consumer.

Quality business communication via email involves obtaining prior consent, and it is called permission-based marketing, i.e., Permission marketing. There is a special categorization of user sign-up and sign-out, known as Opt-in and Opt-out services."



Email circular mail is divided into:

- Promotional (commercial)
- Informational (commercial and non-commercial)
- Discussion (commercial and non-commercial)

In the first two cases, there is a one-way flow of information, while in the third case, it is a two-way flow.

Autoresponders are also frequently used."



"Blog marketing

A blog is short for web log, i.e., a web diary. The advantage of this approach lies in the simplified addition of changes and new content, as well as in the interactive communication with users."

"Newsgroups and web forums

They represent a combination of online ads and email discussion groups. The biggest disadvantage of this service is the short lifespan of the message's relevance.

Web forums are a very good solution in terms of their placement strategy on a website and from the perspective of participating in discussions on relevant forums in the chosen field. They function similarly to email discussion groups."



INTERNET MEDIA PLAN

An Internet media plan is the schedule of advertising across different internet services, with specific times and locations for advertising.

Based on the internet marketing plan, one or more internet media plans are created. The internet marketing plan defines the strategy for online promotional activities, while the internet media plan outlines their execution.

Preparation phase Initial phase Phase of maintaining constant attention Evaluation phase Final phase"




"Preparation phase

The preparation phase of promotion represents the period that begins after the completion of the presentation creation and lasts until the official website launch. This phase is characterized by studying existing websites for potential advertising. During this phase, internet media that will participate in the campaign are selected."



Initial phase

The initial phase of promotion represents a period of coordinated intensive promotional activities based on the selected focus of promotion. In this phase, which usually lasts from one to three months, but can be much shorter, it is necessary to reach as much of the target population as possible, through various internet services and different promotional methods. The duration of this phase depends on the assessment of the target market and the characteristics of the products or services being promoted."



Phase of maintaining constant attention

In the phase of maintaining constant attention, the focus is on promoting specific content on the website. In this part of the campaign, the goal is to draw attention to content through which the entire site is promoted. For this phase, it is important to determine why users typically visit the site and what they view the most. Data for this phase is gathered based on monitoring the effects from the previous phase.



Evaluation phase

The evaluation phase is the period that begins on the second day after the campaign launch and lasts until the final report on the project's results. Based on statistical reports about the visited content on the website, we will derive further guidelines for the development of the project related to its promotion



Final phase

The final phase takes place during the last week of promotion. This is the time to, if necessary, adjust the effects based on the reports from the previous phase.





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Questions & Answers

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