

**T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ**

**APPROACHING CUSTOMERS THROUGH
ONLINE MARKETING**

Master's Thesis

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BAHÇEŞEHİR ÜNİVERSİTESİ

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Thesis Supervisor: PROF. ÇİSİL SOHODOL

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ÖZET

ONLINE PAZARLAMA YOLUYLA MÜŞTERİLERE YAKLAŞMAK

Mühenned Elkürdi

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Bu çalışma, Çevrimiçi pazarlama biliminin derinliklerine inmekte ve tüketici satın alma davranışını nasıl önemli ölçüde etkileyebileceğini, çevrimiçi pazarlamanın farklı yollarını ve yöntemlerini ve bu araçları müşteri hedefini seçmek ve ürün ve hizmetlerin satışlarını artırmak için nasıl kullanabileceğimizi araştırmaktadır. İnternetin, insanların kolayca ürün veya hizmet satın alması için çok büyük bir ticaret alanı haline gelmesi ve şirketlerin düşük maliyetler ve etkili sonuçlar nedeniyle çevrimiçi pazarlamaya daha fazla odaklanmaya başlaması. Doğru tüketicileri başarılı bir şekilde hedeflemek için sosyal medya, e-posta pazarlaması, viral pazarlama, SEO ve daha birçok araç gibi araçlar kullanılabilir. Çevrimiçi pazarlama ve onu kullanırken karşılaşılabilecek zorluklar ve ayrıca çevrimiçi pazarlamayı kullanmanın avantajları. Çevrimiçi pazarlamanın maruz kalmasını ve artılarını ve eksilerini öğrenmek için yapılan bir anketle

ANAHTAR KELİMELER: Çevrimiçi Pazarlama, sosyal medya, SEO, E-posta Pazarlama, Tüketici Davranış

ABSTRACT

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This study goes deep inside the science of Online marketing and how it can significantly affect consumer buying behavior, the different ways and methods of online marketing and how we can use these tools to choose the customer target and increase the sales of the products and services. Internet became a very huge trafficking area for people to consumer and buy products or services easily and that how companies are starting to focus more on online marketing due to low costs and effective results. Tools like social media, email marketing, viral marketing, SEO and many more tools can be used to successfully target the right consumers. Online marketing and its challenges that can face while using it and also the advantages of using online marketing. With a survey made to find out the exposure of online marketing and its pros and cons

KEYWORDS: Online Marketing, social media, SEO, Email Marketing, Consumer Behavior

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1. INTRODUCTION

Marketing is well known as the tool for most companies that use to advertise their products or services to attract their customers and increase the sales of their products or services, it is became well known that by the time, new marketing tools emerged through advancements of modern electronics and new establishments of internet sites, it became more challenging and better for marketers to use the online platform to connect with customers. In this thesis we will go through most known online marketing tools and methods which are: SEO, Social media, Viral, affiliate marketing and many more, and how these marketing tools can target customers. Also, the advantages of online marketing and how high its impact on businesses and companies, also the thesis will go through on the challenges of online marketing and what the cons of using it or what must the marketers and customers be cautious about it when using it. The history of internet marketing and how it can come to this point. In this thesis a research is made related to how consumers and business owners react to online marketing and online platforms and the comparison, the aim of this research to study online marketing and see how well it has proven to consumers and marketers and the study that is made on Instagram which is a survey to determine what people prefer and what kind of conclusions we can have through the hypothesis made and the 7 questions asked to these people to proof and study the problem of which online marketing help marketers to increase exposure to their brands and consumers have a better option other than visiting real life stores.

2.LITERATURE REVIEW

Marketing Platforms options are many and it is important to know which one to use, the channels are including indirect and direct approaches to online tools of marketing (Kiang, Raghu and Shang 2000, p.384). Most companies are informative that the use of direct marketing is costly and difficult and may lose focus on the business plan itself since its need of high budget (Kiang, Raghu and Shang 2000, p.384). The main idea of classifying direct and indirect marketing methods is based on the internet marketing; some products or services are determined into one type of marketing approach which cannot be applied to the other one. There are a lot of ways marketing can reach customers through transactions, channels of communications and distribution (Kiang, Raghu and Shang 2000, p.384).

2.1 ONLINE MARKETING

The use of internet and social media to perform marketing on it and achieves objectives based on the technological use is called Online Marketing (Chaffey et al 2000, p.784). Promoting Products and services and engaging with customers through online platforms is what online marketing does their activities on (Bostanshirin 2014, p.784). It can also be known as targeting customers through online marketing and deeply engage with them through various online marketing tools while being cautious (Burrett 2008, p.784). One Comprehensive definition can be taken from (Chaffey 2007, p.784) as the creating of online channels by engaging customers using online like emails, phone messages and notifications, websites and TV advertisers with the help of technology to give a positive impact on customers and attracted them closer to the product or service then creating a customer form based on their reaction and their interest which online marketing helps to make a stronger relationship with them. The increase in the usage of internet helped online marketing to be more effective tool for marketers to showcase their products or services (Schwarzl and Grabowska 2015, p.188). The use of social media and websites

extended the opportunity of investing in online marketing and made it easier to perform online advertisements (Owen and Humphrey 2008, p.3). It was used as a tool first for companies and firms only where they apply their marketing campaigns but now it is open to anyone (Bach Jensen 2008, p.502).

2.2 HISTORY

Internet before was used as an academic tool to make research and developments and also to find the commercialization side of it which then in the middle of nineties it become a powerful business tool that have the ability to open businesses (Oksana 2007, p.784). Entrepreneurs started to gain the advantage of using the internet to reach their marketing objectives starting from 1990s (Bostanshirin 2014, p.784). Banner Ads were introduced in 1994 and the emerge of online shops or electronic shops like Amazon.com in 1995 (Bostanshirin 2014, p.784). The significant growth of the internet and online shopping was very clear as 1994 the statistics were nothing in compare to 1995 which were 300 million dollars which then jumped to almost 500 billion dollars after a decade because of the expansion of business and online marketing (Shirvastav and Alam 2014: 25). It has been shown that online marketing has no barriers and it is a fast-growing concept and it opened access to more methods of reaching customers through online marketing tools (Bostanshirin 2014, p.784).

3.METHODS OF ONLINE MARKETİNG

3.1 ONLINE ADVERTISING

It is based on the use of website to add a certain commercial message to bring the attention of the internet users as it is widely known as one of the most used tools in online marketing (Bostanshirin 2014, p.784). Increasing the exposure to the company's product or service and boosting its sales is the main goal of online advertising (Bostanshirin 2014, p.785). Online Advertisement ways of showing the message is by giving the viewers the option to check the ad or not without forcing it but with much persuasion to the customer more than TV and same as TV in the term of interrupting customers in the thing they are checking or watching (Bostanshirin 2014, p.785). With the advancement of technology, online advertising has opened many options other than text messages, now it includes pictures logos and videos which framed into pop-ups, pop-under, floating advert, map adverts and banner advert (stokes 2009, p.30).

3.2 EMAIL MARKETING

One of the most useful ways of promoting marketing messages is to send emails to online users which is called email marketing (Bostanshirin 2014, p.785). Email marketing is effective as it has higher rates of replies from customers and the cost are very low which make it a tool that is useful for all types of businesses (Peppers and Rodgers 2000, p.785). The use of email marketing also has some cons. Using email marketing can be found to be very spammy to some customers and can eventually mark them as spam email. thus, what can be considered here is to not rely on email marketing only. Most companies use different ways or channels of promoting their product or service. The use of "Permission marketing" is one way made by (Godin 1999, p.785). It is a way in which the company asks the customer to give consent for their promotional

emails to be send to them. The new approach shifts the focus from the product to the customers more directly in which the aim here is to create a meaningful relationship between the company and the customer (Rust and Espinoza 2006, p.1191). The use of email marketing has been growing at An increasing rate of annual rate of 10%; most of retailers currently use this approach (McCloskey 2006, p.1191).

3.3 SEARCH ENGINE OPTIMIZATION (SEP):

It is widely known these days that despite the website being very customized and well-structured it may not get the expected number of visits as it should be. so as for this goal to be accomplished another variety of online promoting. In fact, program promoting is known to be one of the main strategies to be used. (Davis 2006, p.785) defines it during this way: "SEO - short for program Optimization is the exposure of internet traffic to a certain website by the use of art and science of internet." (2). (Parikh and Deshmukh 2013, p. 785) additionally provide this definition: " Increasing the quality of programs are often known in a different of ways and techniques want to increase the number of tourists to a web site by getting a top placement in the search results by using the search engine optimization (SERP)" (1). As customers normally when they search, they aim for the top results and that how important to businesses for their websites to be in the top search results to be clicked on. Gaining more traffic and clicks on the specific website is what the SEO function do. So, "Search engine tools are what are needed for marketers to work on their traffic rate. Therefore, Relevancy and quality are what essential to attract and gain the attention of consumers." (Stokes 2009, p.70). It is also been proven that it can be helpful for the niche market as well (Pan and Li 2011, p.11). SEO helps by placing the website in more relevant search results and in a very unique style. ("organic" or "algorithmic") is how Wikipedia addresses the SEO terms that can be interpret in natural or not paid Search results ([http://en.wikipedia.org/wiki/Search engine optimization](http://en.wikipedia.org/wiki/Search_engine_optimization)). SEO is dampened into five major categories: keyword, research, and choice, getting the program to index the positioning, on-page improvement, and off-page improvement (Malaga 2008, p.529). The strategy of SEO is is based on the website search result comes in and how it will be shown to relevant consumers. A lot of

visitors check the web everyday looking the information they need using search engines (Dou et al 2010, p.529). Increasing the number of links is how companies promotes their websites. The individual visits made to a website is what SEO aim to provide (Kisiel 2010, p.529), in which exposure and more visibility will be helpful to the company. Moreover, more interaction between customers and the site will occur. SEM, has known to have a high increase of usage alongside paid traffic and SEO. Having a high rank search result is the aim of SEO in which including searchable words or phrases. New website terms and alternative will emerge from using this method. SEM is a new target audience marketing strategy that aim to place ads on the search engine to attract new visitors. A high Return on investment and more link clicks is what SEM can do. SEM is a whole new concept to paid advertisement. A lot of conversions happened through the use of SEO that ended it up with visitors buying the product or service from that search result (Malaga 2009, p.530). It increased the awareness of the brands that they are using this method. Improving the Profile persona of the brand is what SEM aim for other than increasing the clicks (Dou et al 2010; Lee 2010; Lee & architect 2011, p.530). A lot of changes happened to the search engines since then. The only dominant company in this field in which have the most search results is Google (Burns 2008, p.530). There are two other alternatives engines that comes after Google in which they are Yahoo and MSN. The increase use of SEM made the tool more exposed in which create the chance for its prices to be extremely high. Eventually, More keywords and terms are being evaluated than normal and the competition between brands increased on how effective this marketing tool can be in which made a lot of high return on investments with low costs (Shih, Chen and Chen 2012, p.530).

3.4 SNS

It is well known that online marketing is an essential tool for every brand (Raisinghani 2005, p.530). Search engine, SNS and website are the main 3 necessities in order to run a brand's advertisement. As noted, Exposure and the ranking of the website are very important to consider for marketers as a study showed 19 percent of people search to find information and 84 percent of them do not check the second website on the search

engine results. SNS has been known by many marketers, it became an essential tool in any computer of any marketer. In the SNS platform users share , text and upload pictures (Correa, Hinsley, & Diamond State Zuniga 2010, p.530). It is known as a alternative communication tool for a faster experience. SNS best projects can be known from the famous company Facebook (Kane, Fichman, Gallagher, & Glaser 2009; Kang & Lee 2010; McGee 2010, p.530). Recently, many known international companies uses SNS as a tool of communication between them and customers in which they are Nike, Amazon and others. One of the main research topics are discussing brand names and how to implement online marketing techniques. Currently, per the Association of National Advertisers (August 2009, p.530), Facebook YouTube and 66 percent of U.S. companies use microblogging. Microblogging helps the consumers to find the product and services of the brand, to improve brand image, and to promote products (Boyd & Ralph Waldo Ellison 2007, p.530).

3.5 AFFILIATE MARKETING

Affiliate promoting could be a major element of a package of online promoting ways in which the promoter gains a percentage of the profit from the sale of the product or service from a different company. additionally, during this technique, two or more web site house owners will build relationships to extend mutual monetary edges. With relevancy its definition, "The collaboration with a website to advertise and promote their product or service or specialized package during which profits can be made for each individual sale made. A monthly reward can be given in affiliate marketing. It can be considered as an additional income for you when working in professional affiliate programs that are easy to work with and ad-free (Brown 2009:17). It is also known in the offline world that affiliate marketing is also being used. In which a better platform and better quality for marketers other than the offline one. the explanation is that referral or affiliates square measure terribly simple to trace online. this technique of selling is wide accustomed promote websites and affiliates square measure remunerated for his or her effort to draw in each single "visitor, subscriber, or customer". Affiliates try to gain as much sales as possible which can be a positive turnout for both the

website and the marketer. as a result of affiliates square measure rewarded supported their performance, affiliate promoting is additionally referred to as "performance marketing" (stokes 2009:46). As the emerge of e-commerce happened, a lot of excitement was occurring in the community. The e-commerce platform was not centralized and not regulated by any official institute. No verified sources were proven and also word of mouth was not as known as it is now. For instance, Ad banners and other e-commerce tools were hard to evaluate and hard to implement. An operator of advertisement is what it was known for. Marketplace is a very volatile nature, as a result, the need for a new way of evaluation and adapting the new nature of the marketplace is always a main objective of the marketers. 2 things were known following the impressions and progression: payment for interest (clicks) and e-mail marketing. Their promise was not delivered. The increase in sales in related with how many clicks were clicked on the website. The already sent emails are most likely to be shown in spam section of the email. With all of the frustration, several within the marketplace search for true obtain performance promoting. The payment of commissions will happen once conversions occurred and that's what the affiliate marketers are aiming for. Everybody wins. It is widely known that affiliate marketing the best and efficient way of online marketing and expected to last the longest between any other online marketing tool as development and new methods can emerge related to this tool.

A lot of affiliate marketing programs are already settled and configured, in the same time advertisers and collaborating and working together, for the extra commission that was already agreed on in return for new sales and website traffic (Duffy 2005, p.162). Networks already linking between the marketers and affiliates. The activity of the networks is highly-technological supported for affiliate marketing process (when associate degree affiliate sends a potential client to associate degree advertiser's website) and also the sales transaction (Duffy 2005, p.162). Commission's calculation is also managed and, in most cases, the supply of the payment(s) to affiliates and also the supply of 1099s to affiliates for payments created (Duffy 2005, p.162). The process of the application is also managed by the network (when associate degree affiliate seeks to hitch associate degree advertiser's affiliate selling program)

and the process of providing access to ads (banners, text links, product information file) to affiliates so that they will adequately promote the advertiser's merchandise and services (Duffy 2005, p.162). The affiliates and marketers are well organized in a highly known network and process. In order to gain the promised commissions, the affiliates start advertising for the brands product or service in their network (Duffy 2005, p.162). Affiliates do that during a kind of ways that. sure, large-scale affiliates (companies like Upromise, My Points, iGive, Net Flip and eBates) have a definite following among an oversized the population of customers. Customers are expecting to receive the promised advertised product or service when shown by the affiliates. within the case of Upromise, consumers receive a proportion of their looking bucks deposited in associate degree account to procure future school tuition (Duffy 2005, p.162). within the case of iGive, a portion of the bucks spent is also deposited in associate degree account that is ultimately disbursed to the consumer's non-profit organization of selection. Companies whose market exposure is not well known are classified in another tier (Duffy 2005, p.162). It is widely known that this type of marketing is highly used by marketers and entrepreneurs who want to increase their income. A lot of tactics are used in this second-tier. In order to gain traffic to their website some users use google advertisements. To make a profitable process a lot of analysis and research to target the right audience in order for the clicks and site traffic to become conversions (Duffy 2005, p.162). The improvement of the search engines is what matter the most for affiliates. The clicks and sales can emerge through engines like Google and Yahoo by customizing the website to make it attractive and eye-grabbing for the consumers (Duffy 2005, p.162). Despite the less risk and less funds this method needs, it is a slow process to be earning commissions. ``data feeds`` is a new common way of the affiliates. Picture's description and prices and others are included in this data information (Duffy 2005, p.162). Advertiser's website can be easily tracked and clicked in this way which creates a new of gaining attention from consumers (through the acceptable network for tracking) for the particular shopping cart dealings and cargo. during this case, no inventory is needed when cargo companies and shopping websites are provided, in which shipping orders and operational activities are all covered by the cargo companies (Duffy 2005, p.162). All the parties involved in the process of the

affiliate marketing are profiting and increasing their revenue. It's a win-win situation for all the parties involved. A certain marketing cost are included when calculating commissions (Duffy 2005, p.163). Since no inventory and stocks required to become affiliate, it became a highly profitable business with low risk. All that's needed is that the ability to form websites with adequate charm to draw in enough customers that have an interest within the merchandise and services that area unit sold by the affiliate's advertisers. The win-win will breakdown if the advertiser's price the proposition is insufficient. Affiliates conduct their business assuming that every publicize can generate a comeback that's somewhat certain over time. The variables that issue into this sure thing is that the conversion rate (percentage of your time that a client buys when clicking on associate degree advertiser's link) and the average commission (the average dealings size for a particular publicize increased by the commission percentage) (Duffy 2005, p.163). If the worth proposition is insufficient for affiliates, it's generally as a result of the publicize offers a commission proportion that's too low or the conversion the rate for purchasers once they need been directed to the advertiser's web site is simply too low. Low conversion rates occur for a variety of reasons, however at the highest of the list area unit characteristics such as issue navigating the positioning, poor product pictures (if you cannot simply discover the visual characteristics of the product, you're less probably to shop for it), poor product descriptions and noncompetitive shipping policies (free shipping, albeit offered supported a minimum purchase the amount may be a key contributor to conversion rate in e-commerce). (Duffy 2005, p.163).

3.6 SOCIAL MEDIA MARKETING

In the 21st century social media became the most necessary asset for any individual out there. Beyond ever-changing our approach of conducting social life, it is widely known that companies use social media more than before, as strategies needed to set social accounts and aim for the objectives, as more digital freedom and less control is taking over social media" (Saravanakumar and SuganthaLakshmi 2012: 44). Marketing objectives is also included in social media audience build up strategy in which is called

social media marketing. A competitive edge is also provided for small businesses when they social media in the marketing strategies. This new gratifying sort of promoting, social media promoting, can be easily outlined as" increase in website traffic to gain more customers, or bring awareness to the brand, through the employment of social media networking sites...Encouraging viewers and making eye catching content is what most social media brands aim for as it is can increase traffic and sales to their website. Social media approaches can vary depending on the number of supplies and support given the platform (2014: 2). In social networks bringing users who already use the social media platform is a key option for social media marketing. Social network attraction will increase if the correct and relevant content get to the target audience. thus, It is widely known that sharing in social media has a huge effect and it can spread the brand message quicker than the normal marketing process, if the audience shared the brand's content with others, the website traffic increase and the attention will be high. 'word of mouth' originality came from the fact social media have a huge impact on its users and in a lot of cases it can bring people together. With relation to pillars of social media, it ought to be noted that "social media comes in several forms ... like video sharing sites main company which is YouTube, Facebook, reddit, forms and websites that are specialized in reviewing specific topics or products or service like Yelp, twitter and many more. (Second Life)" (Zarella 2010: 3). There has been a radical shift in however business is conducted and the way folks cooperate. The preface of personal computers, the Internet, and e-commerce have had an excellent impact on how businesses operate and promote. The preface of social media technology is fast and it will expect it to possess an identical impact on businesses currently and into the prospect. As new technologies become existing, business that learn to use innovative technologies increase nice compensation (Saravanakumar and SuganthaLakshmi 2012, p.4445). Some of the known examples embody technology-driven companies like Microsoft, eBay, Amazon and Google. Finally,' the explosive growth of the good phone market and mobile computing affects the strategy, as social media property is turning into easier and helps social media glow even quicker. Social media is being wide utilized by the majority and even the businesses, in spite of their size have started exploitation social media to advertise and promote themselves. massive brands build

use of the social media to convey their sturdy existence and friendly customer relationship (Saravanakumar and SuganthaLakshmi 2012, p.4445). massive brands like IBM, Dell and Burger King have created use of the social media to a greater extent. IBM owns over one hundred totally different blogs, a dozen islands within the virtual world, several official Twitter accounts, and a accepted forum known as Developer Works. It publishes a machine series on YouTube, and several other workers transfer presentations to the media-sharing-site SlideShare. Dell has broached the facility of social media with its vastly widespread Idea Storm web site, wherever users add thoughts for brand new creation lines and sweetening, choose them up or down, and investigate submission (Saravanakumar and SuganthaLakshmi 2012, p.4445). due to the positioning, dingle has in progress to ship computers with UNIX operating system install, and has additional community carry. My Starbucks campaign came into a huge success when it declared by Starbucks. The social media campaigns of Burger King has also shown real effectiveness and success in the social media marketing world. Unfriending 10 of your social media networks on Facebook will give you a free Whopper as a part of social media campaign. firms have quickly learned that social media works: thirty-nine % of firms surveyed by McKinsey Quarterly use social-media services as their primary digital tool to achieve customers, and that proportion is probable to extend to forty-seven % within successive four years (Saravanakumar and SuganthaLakshmi 2012, p.4445). fuel this growth may be a growing list of success stories from majority companies: Creating buzz: Eighteen months before Ford re-entered the North American country subcompact-car market with its Fiesta model, it began a broad promotion movement called the feast Movement. a significant half concerned giving one hundred social-media influencers an ecu model of the automobile, having them whole "missions, and ask them to paper them observe on a range of social channels. Videos associated with the feast campaign generated half dozen.5 million views on YouTube, and Ford received fifty,000 requests for data about the vehicle, largely from non-Ford drivers (Saravanakumar and SuganthaLakshmi 2012, p.4445). When it finally became accessible to the general public, in late 2010, some 10,000 cars oversubscribed within the initial six days. Learning from customers: PepsiCo has used

social networks to gather client insight via its DEW McCray promotions, that have LED to the making of recent kind of its Mountain condensate complete (Saravanakumar and SuganthaLakshmi 2012, p.4445). Since 2008, the corporate has oversubscribed over thirty-six million cases of them. Targeting customers: St. Matthew Strauss has used social media to supply location-specific deals. In one instance, direct interactions with simply four hundred customers led 1,600 folks to show up at the company's stores an example of social media's viva-voce result (Saravanakumar and SuganthaLakshmi 2012, p.4445). The number of firms with Facebook pages, Twitter feeds, or on-line communities continue to grow. promoting primary objective is to achieve consumers at the moments, or bit points, that influence their getting behavior. Social media may be an exclusive part of the patron call journey: it is the solely style of promoting that may finger customers at every and each stage, from when they're reflective brands and product all over the period once a sale, as their expertise influences the brands they like and their potential advocacy influences others (Saravanakumar and SuganthaLakshmi 2012, p.4445).

3.7 BLOGGING

A diary could be a variety of content management system that makes it straightforward for anyone to publish short articles called posts. diary software package provides a range of social options, together with comments, blog rolls, trackbacks and subscriptions that build it excellent for marketing functions (Saravanakumar and SuganthaLakshmi 2012, p.4446). Blogs build nice hubs for different social media selling efforts, as they'll be integrated with nearly each tool and platform. Every company with a web site ought to have a diary that speaks to its current and potential customers as real people. Blogs don't seem to be the correct place for corporate speak press releases; blogs ought to be informal in tone. Mashable is one amongst the 5 preferred blogs on the web, in step with Technocratic, and is the leader within the social media niche (Saravanakumar and SuganthaLakshmi 2012, p.4446). Blogs influence roughly one in 5 readers at vital purchase decision stages, in step with Buzz Logic and Jupiter Research's "Harnessing the facility of Blogs" report. Specifically, blogs

facilitate shoppers discover merchandise and services, refine decisions, get support and answers, and decide on a particular product or service. From a direct marketing perspective, these findings build sense as a result of blogs mixture customers The analysis done here is also in role with united Nations rules and terms, In social media users trust the story-telling process in which it became of the most loved and attractive ways of creating content that increases traffic and sales (Saravanakumar and SuganthaLakshmi 2012, p.4446). This is sensible, since shoppers hunt for elaborated information to assist them build a call instead of engage with random posters United Nations agency could have opinions about merchandise. While now not the newest, most well-liked sort of online communications, blogs may be extremely effective and efficient in driving sales. however, they are not a quick selling fix (Saravanakumar and SuganthaLakshmi 2012, p.4446). they seem to be a sort of online media that requires a long investment to assist and engage the shoppers and make additional interest within the product giving. By their nature, blogs additionally aid search optimization and scale back the burden of post purchase support and client service (Saravanakumar and SuganthaLakshmi 2012, p.4446).

3.8 TWITTER AND MICRO BLOGGING

Posts are limited in this method; for example, Twitter updates can contain solely one hundred forty characters (Saravanakumar and SuganthaLakshmi 2012, p.4446). Twitter began to take off in terms of recognition within the half of 2009 as a results of high-profile celebrity members and a mention on Oprah, and currently it's become a lot of main stream than alternative social media tools. Most corporations should get on Twitter; it is easy, needs little investment of your time, and may quickly prove worthwhile in raised buzz, sales and shopper insight. Twitter also can be wont to announce offers or events, promote new journal posts, or keep the readers within the grasp with links to big news stories (Saravanakumar and SuganthaLakshmi 2012, p.4446). Twitter is a technique of staying on high what the competition is doing. The

corporate also can show support for his or her Twitter-loving customers by subscribing to their tweets. Briefly, Twitter for businesses may be a quick, straightforward (and free) manner to:

- a. Increase of competition;
- b. Be their own brand (subscribe to their Tweets and see what they're doing);
- c. Announcement of sales and discounts also distributed;
- d. Employees and internals get a special updates and offers;
- e. new and trends and other opportunities can be matched with this method (Saravanakumar and SuganthaLakshmi 2012, p.4446).

As the World-Wide internet grew in quality, social networking affected to web-based applications. The first wave was engineered for specific functions or audiences. In 1995, Classmates.com and Match.com were created; each remained fairly fashionable sites in their niche. In 1999, additional targeted networks were launched. the trendy era of social networks began in 2002, once Jonathan Abrams launched Friendster (Saravanakumar and SuganthaLakshmi 2012, p.4446). In 2003, mingle Media developed the social network, MySpace. It duplicated the core functionality of Friendster. at first battery-powered by Intermix Media's massive mailing lists, MySpace quickly became a pacesetter among social networking sites. In October 2003, Facebook was established by Mark Zuckerberg, a social network that began as an exclusive web site for Harvard Students. Finally, in 2006, Associate in Nursingyone with an e-mail id will sign in. Sometime between 2008 and 2009, Facebook overtook MySpace. Facebook would be a natural acceptable net marketing. however, would a trafficker take advantage? Some ways that might include:

- a. Establishing and enhancing the complete image □ Establishing and enhancing the company's authority within the market, an inspiration leader □ exploitation the network for marketing research (opinions and viewpoints, smart for surveys)
- b. making a Facebook cluster of individuals of similar interest. nice for networking

c. Targeted Advertising

Facebook is working on a system to permit targeted advertising to specific networks of individuals with similar interest (Saravanakumar and SuganthaLakshmi 2012, p.4447). Social-networking information processing system Facebook opposition. is quietly working on a replacement advertising system that will let marketers target users with ads supported the huge amounts of data individuals reveal on the positioning about themselves. Eventually, it hopes to refine the system to permit it to predict what merchandise and services users could be curious about even before they have specifically mentioned a locality (Saravanakumar and SuganthaLakshmi 2012, p.4447). EBay's cluster Gifts service, employs Facebook platform technology. To use cluster Gifts, users log in with their Facebook credentials, that hundreds up the list of their Facebook friends? The user will then choose the friend for whom she needs to induce a present and then proceed to seem for Associate in Nursing applicable item. The site offers generic gifts; however, a savvy user will raise the application to seem at the gift recipient's list of Likes on Facebook and advocate a group of things that match the recipient's interests. Once the gift is chosen, the user will decide what quantity to contribute herself and the way abundant to go away for others to contribute (Saravanakumar and SuganthaLakshmi 2012, p.4447). Then, she will be able to mechanically post a standing update on Facebook that alerts others that they will contribute to that gift. once these friends see the update, they can click on that to travel to the cluster Gifts web site and add their contributions. Once the ad of all contributions equals the acquisition worth of the gift, the dealing is dead and also the recipient receives the gift, a list of all the buddies World Health Organization contributed thereto, and transient notes from them (Saravanakumar and SuganthaLakshmi 2012, p.4447). It is really social. It overcomes some real off-line difficulties associated with cluster gift giving - like having to solicit individuals directly and risking embarrassment when you raise somebody to contribute World Health Organization doesn't want to try and do thus. the net application merely puts it out there for individuals to contribute if they want. Also, it seeks to strengthen relationships between friends. It also has real strategic advantages for eBay (Saravanakumar and SuganthaLakshmi 2012, p.4447). The company will sell a bigger volume of dearer items. And since people square measure, in

essence. it lowers eBay's value of feat customers. In alternative words, this kind of social strategy produces a win-win for Facebook users and a corporation (Saravanakumar and SuganthaLakshmi 2012, p.4447).



4. USING FACEBOOK AS TO CAPTURE CUSTOMERS

A central religious doctrine of marketing is to place stores close to customers. currently that 600 million potential customers are on Facebook, retailers square measure flocking to the location and aggressively experimenting with new communication strategies. Here square measure 5 ways in which they are connecting with customers on Facebook (Saravanakumar and SuganthaLakshmi 2012, p.4447).

4.1 PROMOTIONS

For retailers, the secret is to treat "fans" otherwise then alternative customers by providing special access to offers and knowledge. victimization Facebook as a unidirectional the communications channel could be a baby step, but broadcasting deals already found in alternative channels isn't a very effective engagement model. A smarter approach is to reward fans by, for example, providing Facebook-only discounts and sneak peeks at future product (Saravanakumar and SuganthaLakshmi 2012, p.4447). Participatory promotions square measure notably effective as they add excitement to on-line getting and AN incentive for purchasers to ask alternative friends. Most discounts were within the vary of ninetieth and were restricted to the primary one hundred folks to envision out with the item at lowes.com. Not solely did this interact existing customers, however it drove new customers to "like" Lowes' Facebook page, permitting Lowes to post future deals-on their newsfeeds (Saravanakumar and SuganthaLakshmi 2012, p.4447).

4.2 CROWDSOURCING

Facebook crowdsourcing tactics is being used by companies like Walmart and GAP, strategies and suggestion are made by massive of collected teams. Getting enough likes on a promoted post on Facebook can help the fans of Walmart of Facebook to get discounts and promotions while the company get higher followers (Saravanakumar and SuganthaLakshmi 2012, p.4447). Similarly, the new brand style of Gap was getting a lot of attention from its Facebook fans. The brand offered its followers to style and create a new logo for GAP in which it made a huge success due to the feedback gained from customers (Saravanakumar and SuganthaLakshmi 2012, p.4447).

4.3 CHECK-INS

Facebook Deals permits retailers to provide electronic coupons and loyalty points once customers' arrival at arrival, increasing store traffic and sales, and giving retailers a clearer image of their customers' behavior (Saravanakumar and SuganthaLakshmi 2012, p.4447). Last year REI drove traffic to its stores by providing \$1 donations to charity for every arrival, with a ceiling of \$100,000. American Eagle has offered two hundredth discounts to customers World Health Organization check into its stores (Saravanakumar and SuganthaLakshmi 2012, p.4447).

4.4 GAMES

Gaming industry has highly developed especially in Facebook gaming like Farmville and Mafia Wars, making a perfect opportunity for retailers to try to one thing they grasp well: marry recreation and mercantilism. Items such as Slurpee and large Gulps were branded with Farmville, Mafia Wars, and YoVille styles that had redemption codes for

in-game rewards. Meanwhile, teen-fashion distributor Wet Seal has been developing its own Facebook game, stylish store. The distributor is hoping customers can vie with one another online to style outfits compiled from things in its catalog, increasing awareness of Wet Seal's offerings and driving sales (Saravanakumar and SuganthaLakshmi 2012, p.4447).

4.5 SOCIAL SEARCHING

The most obvious use of Facebook is additionally the most elusive - to form quite simply associate degree e-commerce store inside a Facebook frame (Saravanakumar and SuganthaLakshmi 2012, p.4448). Over the past 2 years many retailers have created it doable for customers to browse a set of products on the company's Facebook page, however they sometimes have faith in their e-commerce website to complete the dealing. This is a step within the right direction, however to require real advantage of Facebook, retailers should build it easier for individuals on the location to speak with one another about product, promotions' and reviews, and seamlessly build purchases. To that finish, JCPenney recently opened a storefront on Facebook containing its entire catalog of product. the United Kingdom merchant ASOS quickly followed suit (Saravanakumar and SuganthaLakshmi 2012, p.4448). Facebook is testing a Buy-with-Friends program' currently restricted to virtual product, that publishes users' purchases on friends' newsfeeds and, by offering discounts encourage those friends to create the same purchase (Saravanakumar and SuganthaLakshmi 2012, p.4448). All firms, not simply retailers, should be exploitation social media like Facebook to pay attention to what client are expression concerning their product and brand; attract them by exploitation promotions, contests, and games; and involve them to stay them loyal and take advantage of the ability of influential (Saravanakumar and SuganthaLakshmi 2012, p.4448). These are the first days, and whereas it's unsure what is going to work best, it's seemingly that retailers that do not experiment with social commerce can notice their customers defecting to those who do (Saravanakumar and SuganthaLakshmi 2012, p.4448).

5.MEDIA SHARING SITES

The help of Media Sharing sites is essential as it improves the sending and transferring of your photos, videos, and audio to an internet site which will be accessed from anyplace within the world. Most services have extra social options like profiles, commenting, etc. the foremost fashionable far and away is YouTube (videos) and Flickr (pictures) (Saravanakumar and SuganthaLakshmi 2012, p.4448). whether or not it's Pinterest, Instagram, Flickr, or one among the various picture sharing sites shooting up on-line, image-driven social media networks and sites are an excellent resource for B2B firms. on-line selling does not simply consist of Facebook, PPC efforts, and banners. Online selling is concerning providing current and potential customers with attention-grabbing, informative content (Saravanakumar and SuganthaLakshmi 2012, p.4448). This includes pictures. as a result of several picture sharing sites are free, a business's biggest investment is time. B2B firms will actually have the benefit of having corporate accounts on variety of those photo-sharing sites (Saravanakumar and SuganthaLakshmi 2012, p.4448).

5.1 SOCIAL BOOKMARKING AND BALLOT SITES

Online bookmarking is a good strategy of online marketing. the strategy began in Apr 1996 when the web site it List was launched giving users the capability of getting public or non-public bookmarks (Saravanakumar and SuganthaLakshmi 2012, p.4448). Over successive few years on-line marker services began to travel head to move with one another and therefore the industry became terribly competitive with venture-backed establishments (Saravanakumar and SuganthaLakshmi 2012, p.4448). In 2003, Delicious was fashioned and pioneered a term referred to as 'tagging' that allowed users to look for bookmarked things by a keyword, Delicious conjointly coined the phrase

'Social Bookmarking'. Social bookmarking could be a terribly helpful thanks to access a compiled list of bookmarks from a spread of computers, manage an outsized variety of bookmarks and share the bookmarks with contacts. Many bookmarking sites have enforced a legal system where users are inspired to point bookmarks that they found to be attention-grabbing or of use. As a bookmark receives a lot of votes its visibility will increase on the web site that successively generates a lot of and more votes (Saravanakumar and SuganthaLakshmi 2012, p.4448).

5.2 REVIEW SITES

Services and products and even individuals are a part of any review website that check and analyze their process and see their legitimacy (Saravanakumar and SuganthaLakshmi 2012, p.4448). authors or writers can share their opinion on the review site. Location of the concern can be anywhere. Early review sites enclosed Epinions.com and Amazon.com. Advertisement support the review websites. Paid advertisement are also option for businesses to expose and reach higher audience by enabling their products and services to the open critics (Saravanakumar and SuganthaLakshmi 2012, p.4448). A new integration happened between review websites and affiliate programs in which after a honest review, it can be a chance to earn profit by advertising it. This type of website is sometimes professionally It is a high profitable . It's typically supported a diary platform like WordPress, incorporates a privacy and speak to page to assist with SEO, and has commenting and interactivity turned off. it'll even have associate degree e-mail gathering device within the kind of associate degree opt-in, or dropdown list to assist the aspiring e-commerce business person build associate degree e-mail list to plug to. It is not objective for marketers to review their products or services but it can be a good way of earning trust (Saravanakumar and SuganthaLakshmi 2012, p.4448).

5.3 VIRAL MARKETING

Another technique of conducting on-line promoting that uses the word-of-mouth strategy to overlaps marketing content. thereto, viral marketing is a term used for it. It is the high number of shares of a specific content that can bring a lot of consumers to your website or content in a very short-time. An outbreak is what it can be called too, simply because the increase of the new potential customers in a framed time-limit(Stokes 2009: 150) Viral promoting could be a new conception that has been developed with the arrival of the net. infectious agent promoting spreads through social networks and it's a virtual version of word of mouth. it's a really low-cost mode of marketing and if you utilize it there's no got to spent huge amounts of cash on ancient costly promoting campaigns. infectious agent promoting works through encouraging individuals to share, pass along, and forward a promoting message; it's supported a high rate of pas-along from a user to a different user. it's clear that harnessing such a strong instrument, word of mouth, and having others share your product and sell them, guarantees success, even compared with launching a classical promoting campaign. Among alternative suggests that of promotion and building whole awareness like pictures, jokes, e-carts, etc, viral marketing campaigns use inventive digitalvideos likewise. Digital videos square measure most helpful in line with Kirby (3006) thanks to the subsequent reasons:

- a. A larger user-driven approach is given here as more Word-of-mouth distribution is provided in this marketing method
- b. A large campaigns can be provided from brands as its downloads are more traceable.
- c. Agents have a lower risk interface.
- d. A lot of interaction and activity can be performed through the video format

Online page links can be provided here) (94-95).

6. ADVANTAGES OF ONLINE MARKETING

6.1 EMPOWERING EFFECT

Small of medium businesses can be benefits of online marketing as it shares the same platform with the big brands (SMEs)"(Dholekia and Kshetri 2004, p.311). In fact, larger scales and same online marketing tools are provided for the small businesses as the big ones in which it can help give same results which the make the online platform justified (Jobber 2001; Tapp 2008, p.787). It ought to be, therefore, the reach to international customers and making huge exports are also beneficial and usable by small businesses in this platform which gives high hopes for small companies to go global and be more successful" (Poon and economic expert 1997, p.29). Small businesses can survive the online mania because of the many available online marketing tools like email marketing, blogging, social media and affiliate marketing.

6.2 ELIMINATION OF GEOGRAPHIC BARRIERS

Buying and launching e-commerce websites is available to all businesses without limitations which makes online marketing a very useful method for marketers. A world reach can happen despite the geographic location of the company (Allen and Fjermestad 2001; Teo and Tan 2002; Sigala 2008, p.787) at AN remarkably lower price. Corporations' benefits from the large scale of online marketing, reach can be made with the right methods and target of online marketing in which small businesses can be competitive. The reach to customers through online platforms is easier (Mohammed 2010, p.2).

6.3. 24 HOURS / SEVEN DAYS AVAILABILITY

24 hours availability is one of the main advantages of online marketing, 7 days a week (Lane 1996, p.787). So, thanks to the institution of on-line retailers, transactions of online process and searching or buying online is not timeless, customers can buy in anytime they want. Physical shops are tied to specific times whereas online shopping is available all the time, they will surf the net for competitive prices when visiting physical stores. (Sharma 2011: 203). Besides that, comparing products when visiting physical stores can be tiring for customers especially when they have limited time, in online marketing you get enough time to think and reevaluate your decisions regarding buying specific good or service. A lot of energy and time is saved when buying from online stores and it is known to be more effective.

6.4. COST-EFFECTIVITY

The terrible resource intent for old advertisement channels is known to have a lot of defectives, the value provided in online marketing is higher with same impact given in relation with old marketing channels (Paul 1996; Hamil 1997; Godes and Mayzlin 2004; Sheth and Sharma 2005; Buhalis and Law 2008; Poon and Jevons 2010). as an example, it's obvious that the value of launching an advertisement on-line is far but putting an advertisement in a very magazine or on a poster. the value of building one's virtual presence, networking with different establishments, and act with shoppers is considerably low. Consequentially less resources were used in the online marketing method, which is online marketing can save budgets and the spending will be less than necessary (Bostanshirin 2014, p.788).

6.5 TRACKABILITY

You can follow your online selling process. in truth "the biggest advantage of online marketing is the availability of tracking online marketing process" (Bostanshirin 2014, p.788). everything happening on the website can be measured and tracked. So, the {amount the quantity} of clicks that a specific promotional piece receives and also the amount of web site traffic square measure simply measured. during this means, the behaviors of the website visitors can be traced at the same moment. Measures of the websites whether they are correctly operating or not is also allowed for the marketers, the preferences of their customers, in which section? Internet will be different as customers can be easily traced while being active on the website. computing device log software package and period identification track the quantity of users World Health Organization read each page, location of antecedently visited pages, date of read, time of read, period of viewing, links followed, and so on" (Granitz and writer 2003, p.19).

6.6 PERSONLALIZATION

The internet platform comes with a lot of options and customizations that make the user experience much better. thus, One to one marketing is one of the personalized selling methods (Peppers and Rogers 1993, p.788). however, what's personalization? The online crafting and support to the product or services to the online platform is what we can call it as a personalization, The individual clients who marketers try to reach can have a less detailed information by using the proper online communication, The target audience needs for products or service can be customized by the companies to meet their needs (Karavdic and Gregory 200, p.80). Customers can get customized product or services in this method. during this manner, Custom emails are also being crafted to for special requests from customers to avoid spammy emails. Customers relationships with the brands will increase in this method; as (Riecken 2000, p.788) the personalized connection in which causes a loyalty and strong relations with the brand itself; Solving

individual's concerns and needs for the brand's product or service creates the high-trust bond between the two connections"(26). Marketers and customers get enough support from the newly developed online platform, for example, websites offer the visitors special offers once they land on the first page. thus, a sense of healthy relation between brand and customers can be built by providing the personalized messages and deliver the needed changes. TV, media and newspaper were the first step and the influence to the changes made for the online platform, preferences and customizations can be made by newspapers. So, online marketing has the advantage of making customs feed and personalized websites for the audience (Bhui and Ibrahim 2013, p.223).



7. CHALLENGES OF ONLINE MARKETING

7.1 PROBLEM OF INTEGRITY

The main professional problem was the integration of promoting (Clown and Baak, 2013; room and Burgman 2010; Blech and Blech 2013, p.788). The many options of online and offline promoting channels are provided in which campaigns can be a little bit challenging to do., a certain framework is missing. The marketing channels have different approaches and are specific in which your marketing campaign can be associated with. This changes the idea of how to approach the marketing channels whether they are online or offline. Although the mutual benefit between the online and offline channels are linked, it is very specific to provide. Therefore, substitution of obvious channels is not going to solve the integrity problem. Emails and search engines are important with the help of social in order to get traffic as people will not click on a link that is already established and not shown online. Therefore, the components of online marketing must be linked (Charlesworth 2009, p.341).

7.2 LACK OF FACE-TO-FACE CONTACT

Marketing researches and articles shows that online marketing lacks the ability of face-to-face contact while promoting products and showing it to consumers (Goldsmith and Goldsmith 2002; Phau and Poon 2000, p.789). Unlike physical stores, online marketing does not provide any direct contact between the customer and the marketer while doing the online transactions. It is best for the marketer to avoid any face-to-face obligations. The lack of personal interaction is well known in the online marketplace. To be a lot of specific It is not appropriate to advertise and sell services like insurances to consumers online in which a more personal interaction must be made in which could cause some

ethical concerns (Kiang and Chi 2001:159) Relevant products must be kept in the face-to-face contact option. as an example, (Rotchanakitumnuai & Speece 2003, p.789) Online transactions are lacked in the united nations and it is diffuse to monitor them. Among alternative things, Successful economical terms and transaction are most shown in the Asian culture in which personal relations with customers are important.

7.3 SECURITY AND PRIVACY

In this electric world, the security and privacy is a major topic that always on the headlines Without taking the permissions of the customers, it is wildly known that corporates share personal customer data information with third-party cooperation. Hackers can also easily obtain the passwords and usernames of the customers (Lantos 2011, p.74). One of the known privacy destructions is the pop ups advertisers that keep showing on websites in which they could infiltrate your website and get hacked (Drozdenko & Drake 2002, p.317). Online selling faces this problem regularly and it is the major problem that online marketing is facing. These connected issues are related also with the power of the website security. (James W. Peltier et al. 2010, p.789). consent and other alternatives must be provided to ensure privacy. It is a common use that companies will use your personal data in order for you to use their website or buy from their products or services which gives no option for the customer (ibid, 228).

7.4 LACK OF TRUST

The method of online marketing growth can go in contrast with customers as they can suspect of how much they trust the marketer of the main product or service. It is challenged for online marketing method to be trusted by customers following the use of the online marketing tools (Urban et al 2009: 179). Bart et al (2005) outline trust in virtual atmosphere as follows: The location of the website and how the data is collected there are also a major component of what to expect from consumers' behavior " (134). Payments not going through or delivered to the promised source is still a main concern for customers in which it can creates a lack of trust. Online transactions are still not

customers' favorite option as a lot of frauds and stealing is happening to this day so real world transaction in physical stores are still a favorite for more consumers, offline world. No doubt, it's associate degree in progress, long method and desires longer to comprehend. The full potential of online marketing cannot be achieved if the lack of trust issues is still a concern for customer.



8. DATA AND METHOD

The approach used for this study is the quantitative method which helps to identify patterns and make more generalized outcome of the research. Online Marketing is in fact a more practical problem than theoretical as it involves conducting marketing tools to observe consumer's behavior. Although the research question we are trying to proof can be done through qualitative methods as well, it is more certain that numbers and surveys is more assuring to marketers to know whether their online approach is effective or not. There can be some ethical concerns while conducting online marketing tools but thanks to technology and laws, these types of concerns can be solved to avoid spams and scams. Since it is a quantitative method, a survey was made by creating a google form survey that consists of 7 questions that compare the preferences of consumers and marketers between choosing online marketing tools or normal real life marketing tools, the questions were basically a yes or no questions and also choosing between two options that one resembles the online world whereas the other one resembles the real-life world whether it is for business or shopping or preferred sites. The google form survey was shared through my social media accounts (Instagram, Facebook, twitter, LinkedIn and WhatsApp) and also my thesis instructor shared my survey with her students to gain as much responses as possible. The sampling method used here is non-probability sampling method since it is a random selection and everyone can participate if they want to, since it is a survey method and has been shared to all social media sites where anyone can participate then we can call this the Voluntary response sampling. When analyzing the data gathered in this survey there were two observations here: the consumer side and the marketer since both get exposed to these tools from different perspectives and try to connect whether online marketing tools is more preferred to both consumers and marketers and help with the exposure of the company's product or services and whether the consumers prefer it over typical

marketing tools. Although this is not the strongest method to obtain the results, it is in fact the most logical one as the questions were straight forwarded questions and anyone can participate in the survey, it can help us understand the opinions from marketers and consumers directly our created research questions are as follows:

- a. Research Question: Does Online Marketing help increase the exposure of the company to which affect the Sales pattern?
- b. Research Question: Do Online Marketing Methods lacks the privacy and security and can share personal information of customers?
- c. Research Question: With the traceability and personalization of advertisement, does online marketing attracts more customers?
- d. Research Question: Did Online Stores made it easier for customers to buy online and prefer it over real life stores?

In this study, we go through 7 different questions and what people prefers and compare them with our research questions we made to know whether the people agree or not with authors. The aim of this research is to proof online marketing and advertisements is good for both marketers and consumers and help increase the exposure of the companies. The questions were asked are as follows:

- a. As a business owner do you believe online marketing and social media give real results for your business: Yes or No
- b. As a business owner do you think your company needs a social media site to be successful: Yes or No
- c. As a business owner do you prefer Facebook or Instagram to run your business: Facebook or Instagram
- d. As a consumer do you prefer going to shopping malls or to buy online: shopping malls or Buy Online
- e. As a consumer would you prefer to get recommendations about a product or service from people you know or from online Reviews: People I know or Online Reviews
- f. do you prefer to watch TV or watch from Online Websites: TV or Online Websites

- g. As a consumer would you trust online advertisements more or ads that are shown in real life (street boards, on walls ..) : Online Ads or Real life Ads.



9. FINDINGS AND DISCUSSIONS

- a. As a business owner do you believe online marketing and social media give real results for your business: Yes or No

Figure 9.1



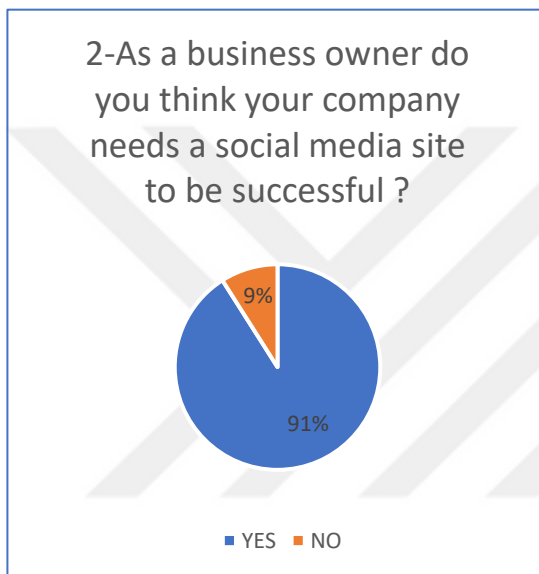
Online Marketing got a lot of support from the survey takers as 92 percent of them believed that it is an effective tool to use it with the help of social media as well, this goes well with our research question 1 in which it is shown that online marketing does really increase the sales of companies whether it is for their products or services. This significant number implies that the new online marketing tools is preferred for business owners and marketers. As discussed in the literature review about

social media and how different concepts can made to use the online social platform as a business tool to either make a start-up company or to extend the business reach to new customers. Online marketing is widely known to be less risky and low expense in compare to marketing in which businesses find it as a huge opportunity to use to showcase their products or services to new target audiences. The excessive use of technology and mobile interactions made it easier for companies to use their marketing budgets on the online channels. The high positive impact of online marketing made it clear for marketers to use it as a main marketing tool to run their businesses. The aim of the question here is not about whether the companies are using the online marketing and social media to market their product or services, it is about whether online marketing

and social media really impact and signifies the changes in businesses to make them successful and have a high profit and revenue as same as traditional marketing in which it is shown that businesses owners really believe in the idea of online marketing and social media concept.

- b. As a business owner do you think your company needs a social media site to be successful: Yes Or No

Figure 9.2



As the technology develops, a new way emerges to advertise and companies starts to adapt to these changes as 91 percent of people agrees that it is a necessary tool that should be used in their companies to run their businesses and make it successful. The overuse of consumers to technology and surfing the online platforms using mobiles of computers can help the companies to gain a potential new customer by advertising online using SEO, affiliate marketing and many other marketing

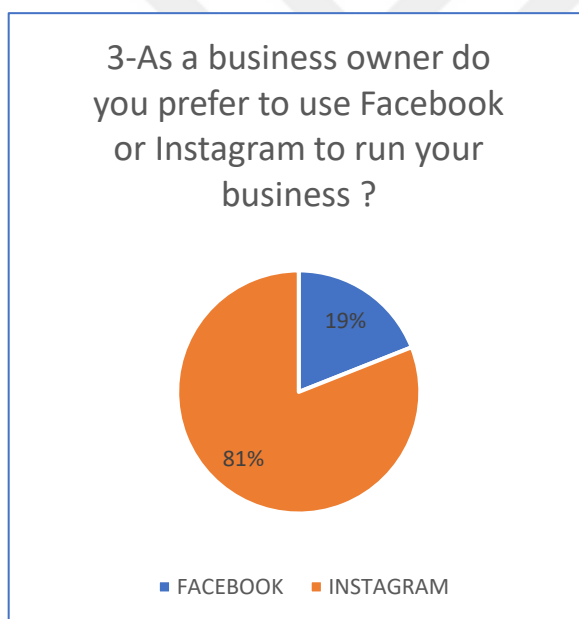
tools. My research question a. Does Online Marketing help increase the exposure of the company to which affect the Sales pattern? Can back up this survey question in which the majority of participants agree on as well. Despite some companies are well known in real-world other than their online presence, it is known for a fact that most companies success come from the use of social media to connect and interact with customers easier. The reliability of social media and different methods of reaching customers made it easier for businesses to use social media marketing tool to run their businesses. Consumers are more social media focused than before and spend a lot of time checking posts, stories and comments. It is very logical for companies to invest their money and time and on creating social media accounts and advertise their products and services theirs. The new integrations added on social media platform for shopping made it easier for customers to buy through the online channels and especially through social media.

The online presence of the companies made the young-aged consumers even more attracted to the company and would be ready to buy any of their online products and services. The majority here agrees on the importance of social media and how effectively can influence the businesses to increase the reach new customers and increase profits.

- c. As a business owner do you prefer Facebook or Instagram to run your business:
Facebook or Instagram

Instagram is being preferred by more young age participants than Facebook as its accessibility is more customized and easier to use than Facebook, the Instagram advertising

Figure 9.3



process is simpler but also effective than the Facebook Ads program despite Facebook ad program brings more wide and higher audience. 81 percent of participants prefer Instagram to run their businesses other than Facebook as this goes well with our research question: With the traceability and personalization of advertisement, does online marketing attracts more customers? Instagram with the new shopping integration enhanced the ability of reaching the products and services easier for customers, although

Facebook have the competitive edge regarding the different tools and plugs for advertising and creating customized audience targets with many options to choose and narrow the target from geographics, age, gender and many other options as well. Instagram is more favorable for young aged people and teenagers as the customizable platform and the ease of use of its futures and its trending posts make easier for business owners to focus more on using Instagram as their marketing tool other than Facebook. The trackability and ease of use of Instagram make a very powerful social

media platform that can be used by marketers and companies and it helps ruin either individuals who run their own business or companies who want to even reach more customers. Instagram helps here with the advantages of online marketing in which it is less costly and more affective as a marketing tool, some simple steps can help marketers expand their businesses and reach any person globally. The number of active users on Instagram is much higher than Facebook in which a lot of interactions can happen and with the help of the shopping integration you can view prices and different products and access directly to the shopping cart of in the website of that company.

- d. As a consumer do you prefer going to shopping malls or to buy online: shopping malls or Buy Online

Figure 9.4



Despite the majority preferring to buy from online stores, there were some participants prefer to buy from shopping malls too, this indicates that going to shopping malls is still preferred to some consumers as buying online is either not technological available for the consumer or the use of this technology is still unknown for some consumers. Still, it supports our research question 4: Did Online Stores made it easier

for customers to buy online and prefer it over real life stores? In which the new marketing tools can help advertise and expose these stores to more users and increase the sales of the products or services that the company is offering to the public. It is highly known that surfing the online platforms and buying from online channels is more profitable for brands and a better opportunities and competitive prices for customers. Brands aim to give better deals and discounts from their online stores since it is easier for customers to buy from there and reach their needs other than the physical stores. Online stores the advantages of email marketing in which when customers visit the online store or make an online purchase, the email that was used to make the purchase

will be provided by offers and promotions and even discounts for specific products and services, also in case there is new collections or events related to the brand, the customer will have the advantage of being informed firstly so opportunities can not be missed. As the votes here shows that consumers prefer to visit online stores more than going to shopping malls in which it will save both time and money for consumers. Consumers have the ability to select and customize their search for the specific product or service in the online store and also can choose them to add to their favorites or enable the notification bell for that product or service in case of offers or promotions. They can also keep their shopping cart and visit their history of what they searched for in which online stores provide this feature and many other useful tools.

- e. As a consumer would you prefer to get recommendations about a product or service from people you know or from online Reviews: People I know or Online Reviews

As the use of technology develops and new ways are evolving, searching for products or services became much easier and trying to learn about how good or bad the product or service became easier like checking blogs and online reviews from different websites and

Figure 9.5



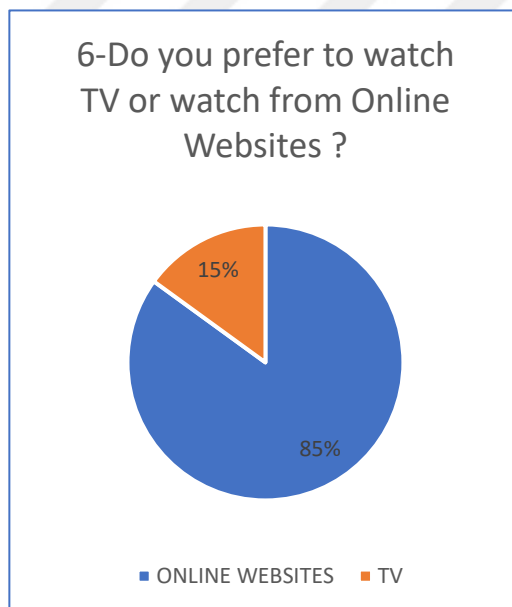
seeing peoples' opinions on social media sites like Facebook groups, social media influencers and many other options made considering the strangers' opinion more trustable than before and decision making much better for the consumers as 61 percent of voters said they would prefer the online reviews as their recommendation and advice target rather than asking people around you for advice and this also goes in line with our research question 4: Did Online Stores made it easier for customers to buy online and prefer

it over real life stores? But also, can expose consumers to online frauds and scams as our research question 2 mentions it: Do Online Marketing Methods lacks the privacy

and security and can share personal information of customers? the online reviews can be manipulative in some websites and can put the consumer personal information into the risk of being exposed and shared and can also help the scammers to steal money from the buyers once they make their online payments into websites that are not confirmed to be secured and not known. The huge influence of bloggers regarding reviewing products or services has showed in this survey that consumers tend to prefer to hear their idea better than asking around, it is also widely known the word-of-mouth impact is significant as even normal reviews from ordinary people on the pages of the products or services is very effective and it can affect the consumer behavior here more than the traditional recommendations form people in the real-world. Product or services criticism is not really well shown in real-life as there is not enough control and inspection happening whereas in online platform it is more free and more honest reviews are shown whether they are on YouTube or blogs or any general websites.

- f. do you prefer to watch TV or watch from Online Websites: TV or Online Websites?

Figure 9.6



This question was aimed to see if the online platforms is more accessible and preferred to

users than the typical traditional TV consuming. In watching from online websites, it is proven that it gave the consumers better watching experience than TV because in TV, the ads are much longer and you can only watch from the living room while checking online websites you

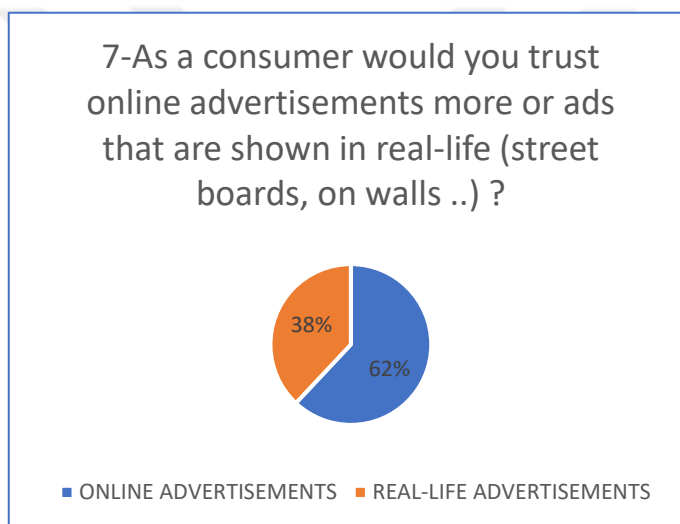
can watch in your own comfort and place anywhere anytime. It helped the marketers to attract the customers through the online advertisements and helped with the online

consumption and higher search and surfing rates on the internet which gave the opportunities to marketers to use the online platform to target their audience more as 85 percent of consumers to watch from online websites and this goes well with our research questions 1 and 3 together. Brands with the help of online advertisements can insert their own campaigns by either google ads or other advertisement services into these online websites. Big brands who have online shows, series or films that can be viewed in the online platform can either be shown as skippable ads during the stream or can be viewed as posts on the page which can be either on the upper or the down side and sometimes left or right sides as well. The excessive use and stream of online shows helps the brands to have more exposure to consumers and new audiences since the online presence is more active and approachable than traditional TV shows. The special personalization of the online platforms makes it better for customers to have a better experience watching online shows with the advancements of websites and high-quality videos provided. Marketers who want to advertise have a higher advantage to market their products and services while keeping reports and tracks on whether these advertisements are useful and being clicked on and making conversions for their brand.

- g. As a consumer would you trust online advertisements more or ads that are shown in real life (street boards, on walls ..) : Online Ads or Real life Ads

Although Online ads can be less secured than real-life ads as we mentioned in the previous questions, the online platform is also known to be decentralized as any product or service can be exposed to complaints or criticism from many different areas which makes the online advertisements more transparent and open to viewers other than real-life ads, in

Figure 9.7



which most our voters (62 percent) agree that they would trust online advertisements more than real-life ads. As we mentioned earlier in the literature review regarding the challenges of online marketing is whether the consumer can trust online advertisements and how secured these ads are. Despite authors

being suspicious from online advertisements that some companies do, it is still shown here as a way of trust from most voters as they believe that it can be trustful. Real-life ads do not mean it would always be legit, a lot of big brands can also deceive people from ads as well. Online marketing with the help with the advancement of technology enabled consumers to report on any advertisements that are either not relevant or inappropriate or scams in which in the same time helped the websites to put limits on the advertisements and are being tested and controlled before launch in which it can give a better experience for both online marketers and consumers.

From all these questions and votes we can understand that the approach of the companies through online marketing can be as much effective as authors claimed, it is

true that these approaches helped their products and services to get more exposure and impressions from online viewers and helped their businesses to be expanded by opening online stores and advertise with lower costs than real life ads which gives customers more options to decide from other than visiting real life stores. So the research problem we were trying to prove is correct with all the votes and explanations made. With the advancements of technology and the emergence of new online marketing strategies, further studies will showcase people to get even more attracted to online shopping as consumers or to use the online platforms as a way to run businesses. If people learned how to browse the web and use the online websites, it would be easier for them to shop from there and with the increase in sales of companies from online platforms, the well-known companies gain the trust of online consumers more. Same like these studies can be made to see the next generations choices will be which most likely to be online marketing and online platforms as their favorable destinations. Although the lack of face-to face contact in the online presence is a very known potential in the online market, it is still shown in this survey that both consumers and marketers trust the online platform and online marketing methods of either surfing the internet or using the online marketing tools. Email marketing helped marketers to reach to their clients and increase the conversion rate by updating their customers of the newest products or services and also offering promotions and challenging offers and discounts to customers. affiliate marketing from the other side and as shown in the question results increased the trust of potential customers to the brand by inputting a third-party moderator between both the brand and the consumer in which it helped connect them to each other and increase the sales and revenue of the brand and the satisfaction of the consumers. Blogging is a major role for brands to increase conversion rates despite the niche market for it. As also shown in the survey, social media marketing got a lot of positive reviews of it being as a necessary marketing tool that every business and individual must have in order to be successful. As Instagram got the most favorite social media marketing tool because of its modernity and simplicity and special personalization of ads, Facebook remains as a major social media marketing because of the many ways and methods you can approach and target your audience and because of no geographical barriers to both social media sites. This survey showed us what the

authors said regarding online marketing and how it can help increase the exposure of the company including the advantages of online marketing and how it can increase conversions and make brands successful and make big marketing campaigns in low budgets. The potential of online marketing is huge and the development of new ways of online marketing is significant.



10 CONCLUSION

Online marketing proved to be a very effective marketing tool to target customers as there are many ways and methods of using online marketing tools to advertise to specific markets whether they are big or niche or target customers, as the time passes by, it gave many options for marketers to expand their businesses and attract more customers and have even higher impressions from online viewers. Also it helped consumers to give them more option when sometimes geographic locations can be a hurdle for the consumers and the cargo companies which helps deliver them right to the consumer door is an asset for the online. The more people learn to use the online platform the higher options and attraction customers will get to these brand. online marketing will have even a higher impact as new online marketing tools will emerge and the use of internet and online shopping will increase as well which it will be become a massive market where a lot of transactions and investments can be made. Online marketing can be complicated but if you used it wisely and chose your target customers correctly then it will generate the sales and revenue you need; it is the startup to many companies and in the same time it can be the advanced step to any company that need to scale up their businesses, any companies whether it is small or huge or individual customers can use it to reach their goals with the endless creativeness and innovation that can be made through using it and the different methods and approach that can be took to effectively use it. Search engine optimization online marketing tool helped the brands to be more exposed in the online sites and search engines by putting them in the top search results according to a specific key-terms and popular word searches. With the advancement of technology and the increase use of consumers and surfers it is assured that new online marketing tools will emerge along-side more companies who relies more on the online platform and online marketing tools as it will become more and more challenging for both consumers and customers to cope with these changes and make the necessary changes according to their behavior towards the

online perspective. More studies and researches will be conducted to follow up with the development of new online marketing tools and study the consumer behavior more in order to increase their profits and make the decision making for consumers more settled and decided and increase customer's satisfaction.



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