The Online Marketing and 10cs for Internet Marketers

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ABSTRACT: *Some economists viewed the internet as the vehicle to achieve perfect markets as both buyers and sellers possessed full market knowledge. The result would be a shift in the balance of power towards the customer and a reduction in the ability of suppliers to control or influence market prices. However, in reality market distortions may be still be prevalent when suppliers or controllers of resources continue to retain significant market influence. The internet has led to reinter mediation in supply chains and distribution channels. This has often resulted in costs being driven out with the elimination of intermediaries. The economic feel good factor may also influence the internet's adoption generally in specific sectors. In addition to the way that the internet may shape and influence markets we should also consider some of the economic forecasts in terms of value and cost reduction.*

1. Internet

Internet is a global network of interconnected networks. Many of the computers in these networks hold files such as webpages that can be accesses by all other networked computers. However, e-marketing involves much more that these basic technologies.

2. Online Marketing Environment in the Modern Economy

The organizational response to the environment will give clear indications concerning its marketing and corporate culture, aims, and objectives. A company's marketing environment consists of the actors and forces outside marketing that affect the marketing management's ability to develop and maintain successful transactions with its target customers.

Figure 1. Online Marketing Environment in the modern economy
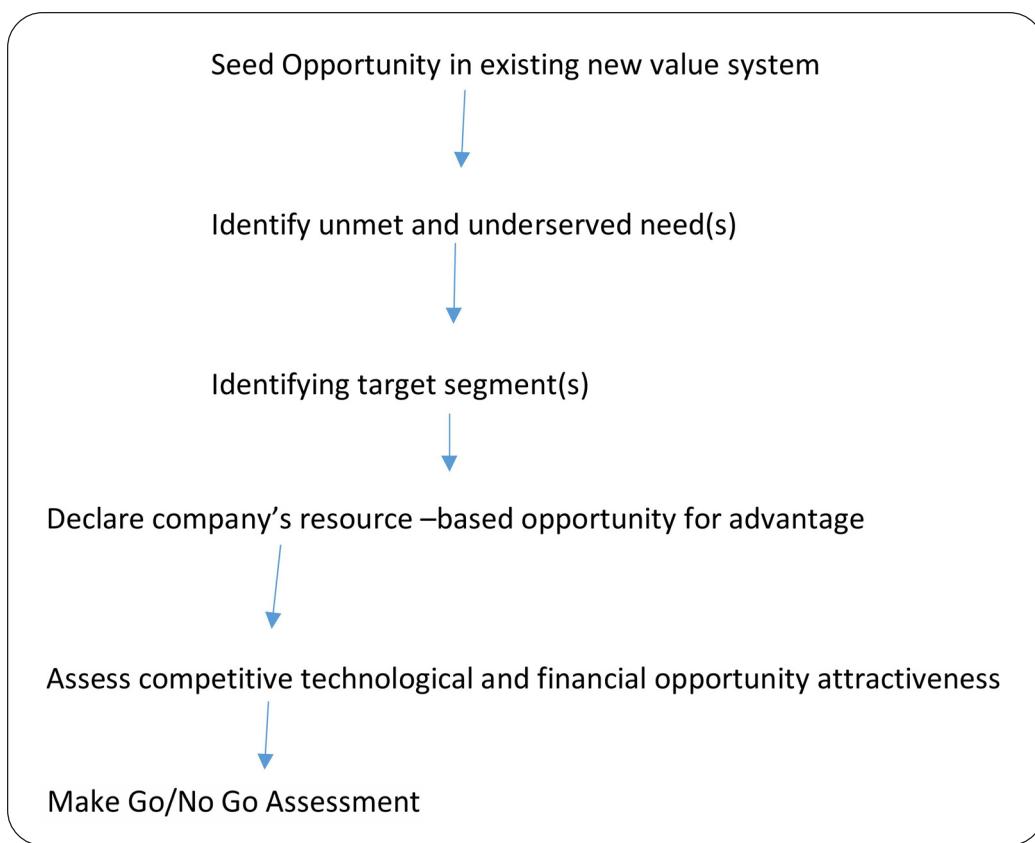
Figure 2. Framework for Market opportunity

3. Creating a Marketing Plan

The marketing plan is a blue print for e-marketing strategy formulation. It is a guiding, dynamic document that links the firm's e business strategy with technology driven marketing strategies and lays out details for plan implementation through marketing management. It is usually combined with the firms overall marketing plan. The marketing plan guides delivery of the desired results measure by performance metrics according to the specification of the e-business model imbedded in the firm's e - business strategy. The e-marketing plan also serves a road map to guide the firm in the direction it wishes to take and helps it allocate resources and makes adjustments needed.

4. A Seven Step E-Marketing Plan

• Situation analysis

Review the firms environmental and SWOT analyses.

Review the existing marketing plan and any other information that can be obtained about the company and its brands.

• E-marketing Strategic Planning
Determine the fit between the organization and its strategic planning changing market opportunities. Perform marketing opportunity analysis, demand and supply analyses and segment analysis.

Tier 1 strategies

• Segmentation

• Targeting

• Differentiation

• Positioning

• Objectives
Identify general goals flowing from e-business strategy

• E-marketing Strategy
Identify revenue streams suggested by e-business models.

Tier 2 strategies.

Design the basic offer, value, distribution, communication, and market/ partner relationship management strategies to create a competitive edge.

Modify objectives are warranted.

• Implementation plan
Design e-marketing mix tactics:

> • Product /service offering.
>
> • Pricing /Valuation.
>
> • Distribution /Supply Chain.
>
> • Integrated marketing mix.
>
> • Design relationship management tactics.
>
> • Design information gathering tactics.
>
> • Design organizational structures for implementing the plan.

• Budget
Forecast revenues.

Evaluate cost to reach goals.

• Evaluation Plan
Identify appropriate performance metrics.

Market differences are ways in which two markets exhibit dissimilar characteristics, such as different languages, cultural behaviors. Market similarity refers to ways in which two markets exhibit similar characteristics.
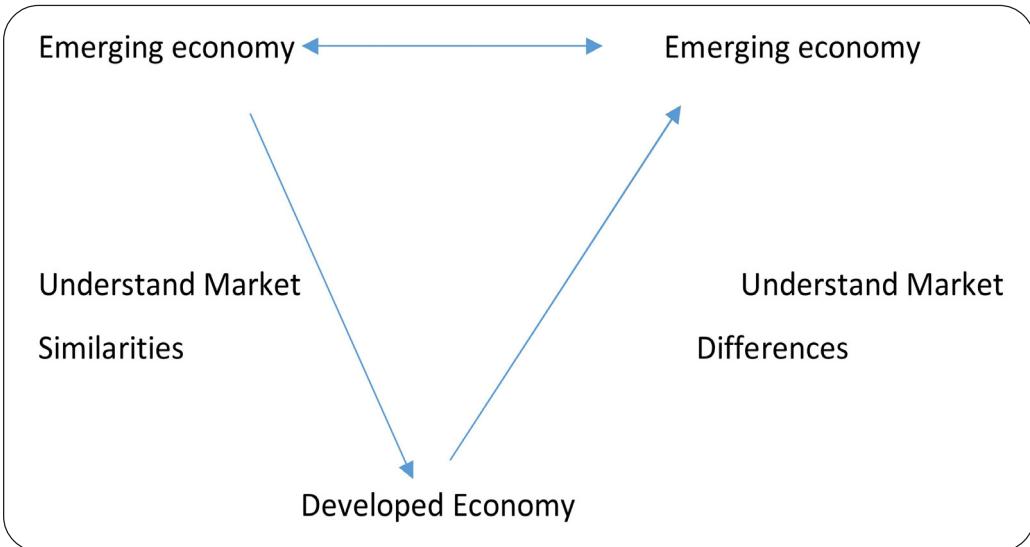
Figure 3. Market approaches between emerging and developed economies

Market Similarity

According to the concept of market similarity marketers often choose foreign markets that have characteristics similar to their home market for initial market entry. Globalization helps explain the increased migration of individuals from one country to another. Market similarity can be seen in the phenomenon called market convergence that is the process by which markets become.

5. Internet Marketing Mix
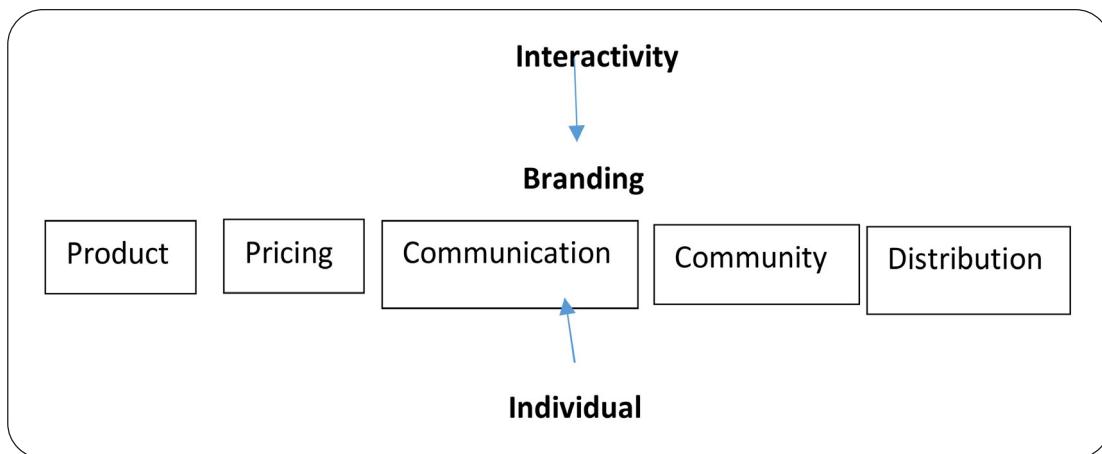
Figure 4. Impact of the 2IS on the internet marketing mix

In addition to high level of interactivity customer expect to have personal experience with the firm. Interactivity is defined as the extent to which a two-way communication flow occurs between the firm and customers. Fig:4 shows how the 2Is (Interactivity and individualization) impact the design of all of the levers of the internet marketing mix. Pricing can be both interactive and individualized –indeed, that is the essence of dynamic pricing. And market communications can be both interactive and individualized –that is the purpose of real-time customer service on the web.

6. 10Cs for Internet Marketers
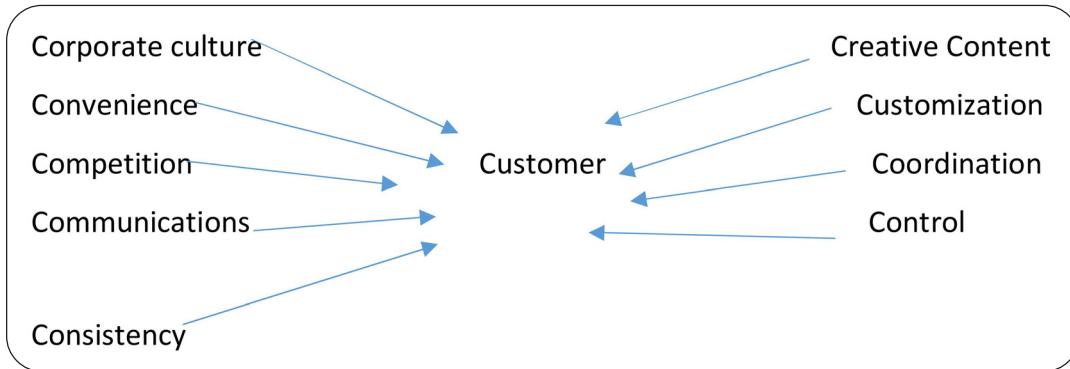
Figure 5. 10Cs for internet marketers

7. Customer

The customer should be the central focus any marketing driven organization and marketing activities must be designed to achieve high levels of customer satisfaction. From satisfaction comes loyalty and from loyalty comes improved profitability through up selling, cross selling referrals and acquisitions. The internet makes the customer even more powerful and demanding with tools like search engines, price comparison sites, an expectation of real time and multi-channel offerings fed by user friendly technology.

8. Corporate Culture

As with any business seeking commercial success, a shared vision and commitment are priorities. An internet based operation is no different though it has other issues to consider such as risk, appropriate IT architecture front and back office systems and partnerships as it moves to this new channel. On line vision goes beyond providing a corporate web site but actively seeks partnerships and strategic alliances to increase traffic, brand awareness and sales.

9. Convenience

The internet and other digital media have enabled greater freedom, flexibility and convenience. The ability to shop when the customer wants signals a notable shift in power away from retailers to the consumer which marketers have to address. Changing social and economic reasons such as longer working hours, increasing divorce rates, the demise of the nuclear family and greater geographical mobility all impact upon modern living. Instant updating of prices, e-catalogues and other web based promotional communication creates more retail time efficiencies.

10. Competition

On line marketers should view competition in a different light. They are certainly still a danger and threat but technology has made them fast and unpredictable. Competition has no physical boundaries. The internet has brought a greater transparency especially in terms of price promotions, PR and new product and organizational developments. Organizations may face competition from a number of angles.

• Traditional competitors moving online

• New online only entrants in domestic markets

• New online entrants from overseas

• Competition from newly formed online alliances and partnerships

• Competitors introducing or eliminating channels of distribution

• Revitalized traditional business

11. Communications

Communications models consider the interactions and outcomes between the sender and receiver based on the one-to many model associated with mass media. The death of mass media, the paperless office and growth in one–to-one interactions were forecasted years ago. However traditional creative marketing skills like headline and copyrighting have found a new home online. News, PR and online sales promotions come more quickly and more frequently via newsletters and e-mail marketing campaigns requiring a more succinct style in a world of sound bites and time-starved receivers. Receivers were formerly passive, now they actively seek out sites which appeal and deliver either by search engines memorable domain names, viral marketing or bookmarks. With online communities, the communications dialogue is more tow way than with traditional Push communications.

12. Consistency

Consistency is needed across all communications and all channels to secure that the brand experience is unswerving, especially if the organization is operating in both the virtual and physical worlds. A firm's reputation established over many years in the high street could be tarnished by a poorly performing web operations, perhaps on the delivery side. Brands reflect the company's personality and positioning as well as reflecting something in the customer's self-image.

13. Creative Content

Organizations depend heavily upon content management systems to provide real time information from multiple sources. On of the buzz phrase in internet marketing has been site stickiness which works on the basis that more time a customer spends online at your site, then the more likely they are to spend with you. This is important in brand building and retention but not every prospect wishes to browse languidly if they are the modern time starved consumer. Site design with creative prompts and offers may be enough to get them to checkout earlier. Creativity online has few limitations with so many multimedia tools to generate added value interactions but of course it must be relevant and timely for the individual consumer or the online community that it is aimed at.

14. Customization

The internet provides customized benefits to both buyers and sellers. The term mass customization is used to refer to more personalized, tailored communications as database systems redefine market niches with greater precision. Relevant customization should help achieve the aims of the spiral of prosperity in that the more we know about the customer, the more we can tailor and time offerings to their needs rather that tactics of interruption marketing that we often endure.

15. Coordination

Marketers have long since argued that the marketing function is the coordinating business function within the organizations. Everything such as production and finance flows from the customer and forecasted sales. For the effective operation of an e-business the real time dissemination of information from customer to shopping cart to order and dispatch requires a scalable IT infrastructure supported by organizational competence across all supporting functions.

16. Control

As another mode of direct marketing the internet has the power and debility to test events and activities. Response and measurement provide marketers with the statistical and financial accountability to further champion the electronic cause within organization. The internet through e-CRM also provides real time control down to individual account level that improves profitability resulting from enhanced customer relationship handling. (Patel, 2007) (Jakki .M. Mohr, 2014)

17. Conclusion

Much attention has been given to the economic efficiencies generated by the internet. The term frictionless economy was coined to describe how markets could work effortlessly and supposedly in perfect competition or as close as realistically possible. The commercialization of the internet has had a number of economic impacts affecting the adoption rate of web related technologies. The internet related technologies also impact upon employment levels and practices. This can be evidenced in

two ways. First automated processes can replace human labour or a combination of the two can lead to job losses.

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