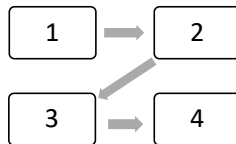


The order of contents flow is as follows (4 slides per page)



5. E-Marketing, E-Advertisement & E-Branding

2

5. E-Marketing, E-Advertisement & E-Branding

5.1 Introduction, Function, Traditional marketing and e-marketing

Marketing involves activities through which products or services of a company move from concept to the customer.

3

5. E-Marketing, E-Advertisement & E-Branding

5.1 Introduction, Function, Traditional marketing and e-marketing

- It includes advertising, selling and delivering products to people.
- People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure.
- Marketing is based on thinking about the business in terms of customer needs and their satisfaction.

4

5. E-Marketing, E-Advertisement & E-Branding

5.1 Introduction, Function, Traditional marketing and e-marketing

The marketing activities include the coordination of four elements called the **four 'Ps'** of marketing;

- identification, selection and development of a **Product**,
- determination of its **Price**,
- selection of a distribution channel to reach the customer's **Place**, and
- development and implementation of a **Promotional** strategy.

5

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

It is a broad category that incorporates many forms of advertising and marketing.

It's the most recognizable type of marketing, encompassing the advertisements that we see and hear every day.

Most traditional marketing strategies fall under one of four categories:

print, broadcast, direct mail, and telephone.

6

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Print marketing is the oldest form of traditional marketing.

Loosely defined as advertising in paper form, this strategy has been in use since ancient times.

Today, print marketing usually refers to advertising space in newspapers, magazines, newsletters, and other printed materials intended for distribution.

7

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Broadcast marketing includes television and radio advertisements, started around the early 19th century, which was quicker to adopt advertising through entertainment

Direct mail marketing uses printed material like postcards, brochures, letters, catalogs, and fliers sent through postal mail to attract consumers.

8

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Telephone marketing, or telemarketing, is the practice of delivering sales messages over the phone to convince consumers to buy a product or service.

This form of marketing has become somewhat controversial in the modern age, with many telemarketers using aggressive sales tactics.

9

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Advantages:

- Involves quite simple techniques to reach to its customers, as it involves easy and direct access to the customers.
- Real world communication:
People can touch, feel, hear and interact with this form of marketing. Therefore, every person can try to detect what other people likes better and act accordingly.

10

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Advantages:

- Face to face selling:

Unlike social marketing, people have the opportunity to meet their salesman face-to-face.

A great salesman can sell a lot of products this way.

People also feel less reluctant to try and buy a product because they can experience it with their own hands what the product really do and not only from some images that can be fabricated.

11

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Disadvantages:

- Traditional marketing is often expensive.

It can cost a lot of money to produce and print brochures, product sheets and catalogues. It further requires a lot of money in postage and shipping fees to send information to the prospective customers.

- It can be a very time consuming process.

Besides normal printing & distribution, if there occurs any mistakes, it may need to go back to the ad agency or printer to revise, add, delete or correct the details and it may take long duration to publish and distribute it back to the customers.

12

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Disadvantages:

- It often has a “hit and miss” quality.
Marketers often send out bulk of mails to customers and yet receive a tiny response.
- It is very difficult to promote the products, services or business globally.
- More resources are required, which in terms require more funds.

13

5. E-Marketing, E-Advertisement & E-Branding

Traditional Marketing :

Disadvantages:

- Traditional marketing approaches do not offer access to services, products and businesses 24/7.
- Hiring professional marketing or advertising agencies are pretty costly.

14

5. E-Marketing, E-Advertisement & E-Branding

eMarketing :

eMarketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet.

The terms eMarketing, Internet marketing, web marketing and online marketing, are frequently interchanged, and can often be considered synonymous.

15

5. E-Marketing, E-Advertisement & E-Branding

eMarketing :

It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers. The way it differs is its wider scope and options compared to conventional marketing methods.

When implemented correctly, the return on investment (ROI) from eMarketing can far exceed that of traditional marketing strategies.

16

5. E-Marketing, E-Advertisement & E-Branding

eMarketing :

It includes the use of a website in combination with online promotional techniques such as search engine marketing (SEM), social media marketing, interactive online ads, online directories, e-mail marketing, affiliate marketing, and so on.

The digital technologies used as delivery and communication mediums within the scope of e-marketing include:

- Internet media such as websites and e-mail
- Digital media such as wireless, mobile, cable and satellite.

17

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Online Marketing or Internet marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce

Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines.

18

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

It uses the power of online networks, computer communications and digital interactive media to reach the marketing objectives.

Internet marketing can also be broken down into more specialized areas such as *Web marketing*, *email marketing* and *social media marketing*:

19

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).

Email marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.

Social media marketing involves both advertising and marketing efforts via social networking sites like Facebook, Twitter, YouTube, etc.

20

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Advantages

- ***Fast availability of the information.***

The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at any time of the day.

- ***Allows companies to save money.***

The online marketing campaigns don't require a large amount of investment. Electronic versions of catalogues, brochures and specification sheets don't need to be printed, packaged, stored or shipped.

21

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Advantages

- ***Gives customers alternate way to buy, while enabling them to take control of the purchasing process.***

in recent times, customers want more information about the products they buy, more input into the product itself, and support after the sale which is readily available through online marketing.

- ***Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.***

22

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Advantages

- ***It can lower barriers to entry and offer equal opportunity for access to all ethnic background or gender or even the size of business.***
- ***It is continuously available.***

23

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Disadvantages

- ***Slow internet connections can cause difficulties.*** If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.

- ***The e-commerce doesn't allow the user "to touch" the merchandise before purchasing it.*** Because of this, some salesmen are starting to guarantee the possibility of returning the product.

In Germany, where a law, that regulates e-commerce and guarantees the customers the total refund of the money, exists since 2000, the electronic commerce is very popular.

24

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Disadvantages

- **Users may not be well adapted with the online payment systems**
many users still don't trust in the electronic methods of paying and give up buying online because of this.

One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.

25

5. E-Marketing, E-Advertisement & E-Branding

5.2 Online Marketing

Disadvantages

- **Other disadvantage is the cash on delivery system**
since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.

26

5. E-Marketing, E-Advertisement & E-Branding

5.3 Guidelines to prepare the good website & maintaining a website

Creating websites first started during 1990s, whereby sites conveyed basic information about their businesses.

But now websites create an organization's complete presence on the web.

One Example of bad response -

Some firms had e-mail address links on their sites, and they often understaffed the department responsible for answering visitor's email messages, and thus many of visitor's emails remained unanswered, which led to the failure in Web Objectives.

27

5. E-Marketing, E-Advertisement & E-Branding

5.3 Guidelines to prepare the good website

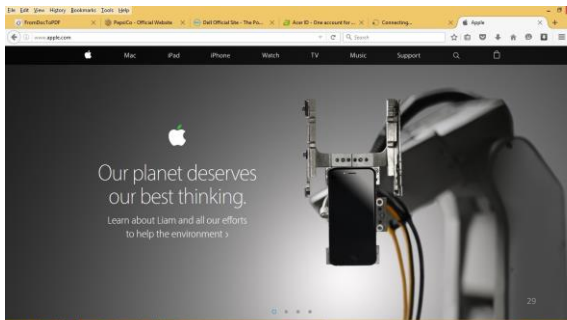
First thing is to think on making a distinctive presence.



28

5. E-Marketing, E-Advertisement & E-Branding

5.3 Guidelines to prepare the good website



5. E-Marketing, E-Advertisement & E-Branding

5.3 Guidelines to prepare the good website

Should create attractive presence which is very important. Website should be so much interesting that visitors stay and explore.

Should have convincing contents for visitors to follow the site's links to obtain information.

Should create an impression consistent with the organization's desired image.

30

5. E-Marketing, E-Advertisement & E-Branding

5.3 Guidelines to prepare the good website

Should build a trusting relationship with visitors.



31

5. E-Marketing, E-Advertisement & E-Branding



Assignment 5

32

5. E-Marketing, E-Advertisement & E-Branding

5.3 Guidelines to prepare the good website

Should reinforce positive images that the visitor might already have about the organization

Should encourage visitors to return to the site.

Any website should be capable of handling the **site adhesion**.....

33

5. E-Marketing, E-Advertisement & E-Branding

Site Adhesion :

Any website has the following linkages;

Content, Format & Access

Content

A customer accesses a website for the content of that site.

Customer will want to navigate quickly from general to detailed information. Site should match the user's psychological & technological sophistication profile.

34

5. E-Marketing, E-Advertisement & E-Branding

Site Adhesion : Content, Format & Access

Format

Format of an organization's site is important with respect to the customer's technical sophistication.

Vendors need to create a balance between information provision and information delivery speed.

Capable to attract interest and engage the viewer in a prolonged interaction.

35

5. E-Marketing, E-Advertisement & E-Branding

Site Adhesion : Content, Format & Access

Access

Another necessity is the bandwidth it takes to access online data.

It is better to user as minimal bandwidth as is feasible to facilitate as wide an audience as possible.

36

5. E-Marketing, E-Advertisement & E-Branding

5.3 Maintaining a Website

Site Adhesion should be maintained.

Website visitors can have different needs, variation in experience and expectation levels;

Technologies used may vary in terms of connectivity, bandwidths and data transmission speeds;

Wider array of browser add-in and plug-in software may be used;

So flexibility is another requirement for the websites.

37

5. E-Marketing, E-Advertisement & E-Branding

5.3 Maintaining a Website

*Site using graphics can give the visitor the option to select smaller versions of the images so as to *adjust with the low-bandwidth connection* in reasonable amount of time.*

Site using streaming audio or video clips can give visitor the option to specify a connection type so that the streaming media adjusts itself to the bandwidth of that connection

38

5. E-Marketing, E-Advertisement & E-Branding

5.3 Maintaining a Website

A good site design lets visitors choose among information attributes such as level of detail, forms of aggregation, viewing format and downloading format.

Websites can present one page for each line of products – hyperlinked.

*It adds value to the websites having *interactive communications*. Based on technology changes and upgrades, the websites should overcome the compatibility issues.*

39

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Internet is a powerful and cost-effective tool for conducting market research regarding consumer behavior, identifying new markets, and testing consumer interest in new products.

Internet can provide interactive research methods, with more efficient, faster and cheaper methods for research.

40

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

One key factor that determines the accuracy and predictive capabilities of any research is the sample size. The larger the sample size, the larger the accuracy and the predictive capabilities of the results.

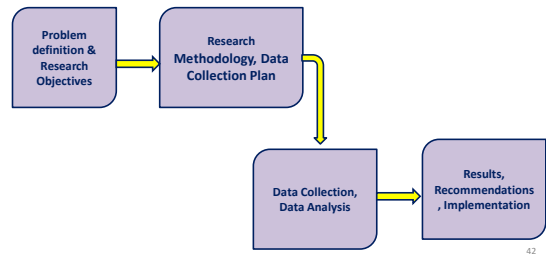
Internet allows researcher to access a more geographically diverse audience than those found in offline surveys.

41

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Steps needed in Online Research



42

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Steps in Collecting Market Research Data

1. Define the research issue & the target market
2. Identify news groups and Internet communities to study
3. Identify specific topics for discussion
4. Subscribe to the pertinent groups; register in communities

43

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Steps in Collecting Market Research Data

5. Search discussion group topic and content lists to find the target market
6. Search e-mail discussion group lists
7. Subscribe to filtering services that monitor groups
8. Enter chat rooms, whenever possible.

44

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Content of Research Instrument

1. Post strategic queries to groups
2. Post surveys on your website. Offer rewards for participation
3. Post strategic queries in your website
4. Post relevant content to groups with a pointer to your website survey
5. Post a detailed survey in special e-mail questionnaires
6. Create a chat room and try to build a community of consumers

45

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Reference for Target Audience of the Study

1. Compare your audience with the target population
2. Determine your editorial focus
3. Determine your content
4. Determine what Web services to create

46

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Thus through online market research, responses can be validated as they are entered, and other elements can be added to the questionnaire, such as graphics, logos, and links to other web pages.

Participants have the flexibility of responding at any time, at their own convenience.

Real-time information and reporting can also be accomplished.

47

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Limitations

Online research is not suitable for every client or product.

It is still skewed towards certain population groups; such as those with Internet access.

So products of common use may not reach the company's target market through, as people may be uneducated or unfamiliar with internet access and usage.

48

5. E-Marketing, E-Advertisement & E-Branding

5.4 Conduction of Online Market Research

Limitations

Also there is possibility that customers or target audience may refuse to answer certain questions, may be due to lengthy queries, or may be due to their slow internet connection; which further may lead to loss of respondents and future sales.

49

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

E-advertisement, also called Online advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

It includes *email advertising*, *advertising through search engine*, *social media advertising*, *many types of display advertising* (including web banner advertising), and *mobile advertising*.

50

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

Just like other advertising media, online advertising frequently involves both **a publisher**, *who integrates advertisements into its online content*, and **an advertiser**, *who provides the advertisements to be displayed on the publisher's content*.

Advertising agencies also help to generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

51

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

Web-based advertising has become an important part of a company's media mix as due to following reasons:

- People increasingly prefer to surf the internet rather than watch TV.
- The target audience goes to the advertisement, rather than the other way around.
- Development of business search engines by companies such as C2B technologies, which aim to link buyers with online bargain sites for over a million products for comparison-shopping purposes.

52

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

- Some web sites offer contests and prizes to online participants for which the participants must provide certain data including their preferences of advertisements and tastes, which finally presents a valuable database as to customer preferences.
- Since the internet is not geographically restricted, the product gets explored to more and more customers, which finally results in large business volumes.

53

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

Example:
In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television.

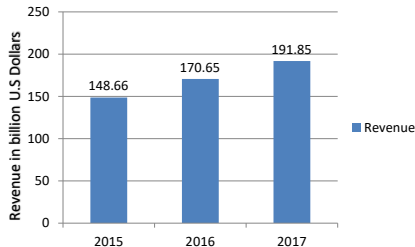
In 2013, Internet advertising revenues in the United States totaled **\$42.8 billion, a 17% increase** over the \$36.57 billion in revenues in 2012.

U.S. internet ad revenue hit a **historic high of \$20.1 billion for the first half of 2013, up 18%** over the same period in 2012.

54

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement



Digital advertising spending worldwide from 2015 to 2017 in billion U.S. dollars

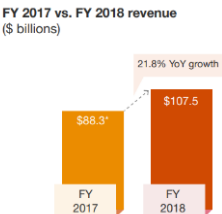
55

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

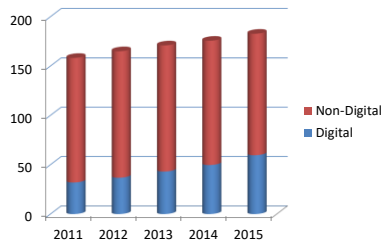
Internet advertising revenues in the United States totaled \$107.5 billion for the full year ("FY") of 2018. Revenues for FY 2018 increased 21.8% over FY 2017

Advertising revenues from digital video totaled \$16.3 billion for FY 2018, up 37% from the prior year. Revenues from digital video now make up more than 15% of total revenues.



56

5.5 E-advertisement

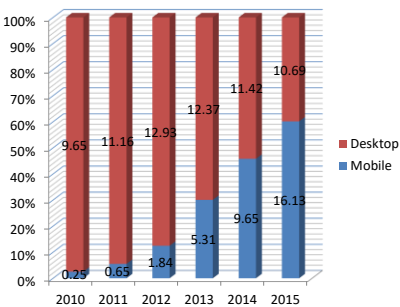


Annual total advertising spending in U.S. dollars

Digital now accounts for one-third (33%) of all ad spending

57

5.5 E-advertisement



Annual total advertising spending in U.S. dollars

58

5. E-Marketing, E-Advertisement & E-Branding

5.5 E-advertisement

Some More Facts:

- Global spending on digital advertising is expected to reach **571.16 billion** USD in 2022.
- The U.S. spends the most on digital advertising with **\$197.47 billion** alone.
- Mobile Advertising Will Significantly Outpace Desktop Advertising
- Mobile Digital Advertising Revenue Grew by 37.4% in 2021
- Among the largest global digital ad sellers, **Google** topped the list with **31.1%**

<https://woosuite.com/stats/ad-spend/>
<https://influencermarketinghub.com/internet-advertising-statistics/>

59

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

Email – send emails as per list from customer database

Search Engine Advertising

Mobile Advertising

Affiliate Marketing/Advertising

Loyalty Programs

60

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics.

Display advertisers frequently target users with particular traits to increase the ads' effect.

61

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Web banner advertising

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server.

Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

62

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Frame ad (traditional banner)

Frame ads were the first form of web banners.

The general usage of "banner ads" often refers to traditional frame ads.

Website publishers incorporate frame ads by setting aside a particular space on the web page. The Interactive Advertising Bureau's Ad Unit Guidelines proposes standardized pixel dimensions for ad units.

63

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Pop-ups/popunders

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window.

A pop-under ad opens a new browser window under a website visitor's initial browser window.

The pop-up opens the window in front of the current site, so it is visible right away, while the pop-under opens the window "below" the current window so that the users sees it when closing the window.

64

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Floating ad

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content.

Floating ads may disappear or become less obtrusive after a preset time period.

65

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Coupons

Companies may offer their members discount coupons which they can print out and then use for both online and offline retailers.

Coupons can be an attractive marketing mechanism as they encourage product trial, and they are a way of selectively discounting prices to the most price sensitive customers.

66

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Expanding ad

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad.

Expanding ads allow advertisers to fit more information into a restricted ad space.

67

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Display Advertising

- Interstitial

An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load.

Interstitial ads are a form of interruption marketing.

68

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Search Engine Advertising

Search engine marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs).

Thus Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query.

Advertising through Search engine includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

69

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Email advertising

Email advertising is ad copy comprising an entire email or a portion of an email message.

Email marketing may be unsolicited(unwanted), in which case the sender may give the recipient an option to opt out of future emails, or it may be sent with the recipient's prior consent (opt-in).

70

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Social media advertising

Social media advertising is commercial promotion conducted through social media websites.

Many companies promote their products by posting frequent updates and providing special offers through their social media profiles, such as Facebook, twitter, etc.

71

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

Mobile advertising

Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers.

Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games.

72

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

▪ Affiliate marketing/advertising

This form of advertising removes even the risk of PPC.

With affiliate marketing, your advert is displayed for free.

If a visitor clicks on your advert to visit your site, that is free also. You only pay if that visitor buys from your website, or signs up to your mailing list, or satisfies whatever your predefined goal is.

73

5. E-Marketing, E-Advertisement & E-Branding

5.5 Various means of e-advertisement

▪ Affiliate marketing/advertising

All of the biggest e-commerce sites run an affiliate marketing campaign.

Amazon pioneered this method in the mid 1990s and it is commonly acknowledged that this was a major contributory factor in them becoming the world's largest online retailer; a title they still hold to this day.

74

5. E-Marketing, E-Advertisement & E-Branding

General Discussion

E-advertisement Types -Compensation Methods

▪ Old-style, offline-style advertising (newbie advertising/wally advertising)

A significant amount of money is wasted on the first form of online advertising as it is identical to the old-style and offline advertising. You basically pay a fixed fee for your advert to appear on a website for a fixed period of time.

You are taking all of the risk and the company displaying your ad is taking no risk at all. It's advertising for people who really don't "get" the internet.

75

5. E-Marketing, E-Advertisement & E-Branding

General Discussion

▪ CPM

CPM, or cost per mille, is slightly a better way to advertise which means that rather than paying for a fixed period of time that your advert will be displayed, you pay for a fixed number of times that your advert will be displayed.

This number is usually a multiple of 1,000 and you pay per thousand, or "per mille".

76

5. E-Marketing, E-Advertisement & E-Branding

General Discussion

■ CPM

This takes a little bit of the risk out of the advertising because if the advert isn't displayed to the numbers of people they claimed it would be, then it doesn't cost you for the people who never saw your advert.

However, ***you are still taking a risk on whether the advert will generate any clicks*** through to your website or not.

77

5. E-Marketing, E-Advertisement & E-Branding

General Discussion

■ PPC

Pay-per-click advertising (sometimes called **cost per click, CPC**) takes away all of this risk, because you are effectively getting your advertising for free.

You only pay for the visitors that actually click on the advert and visit your website.

This is how advertising on Google works (and Bing and Yahoo).

However, this isn't just restricted to search engine advertising, there are many other websites where you can advertise using this method.

78

5. E-Marketing, E-Advertisement & E-Branding

General Discussion

■ PPC

The ***only risk*** you are taking here is that once the visitor reaches your website, you are hoping to convert them into a lead/enquiry or sale.

79

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

During early days of e-marketing, companies used direct mail to contact customers, regardless of whether the products or services were appropriate for the individuals on the company's mailing list.

For example;

Cost of direct mailing = \$1 per customer

Response = only 1 to 3%

Cost per responding customer = \$33 to \$100

Result : Too much costly. Less cost-effective.

80

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

So better approach identified was segmentation.

Market segmentation is an integral part of a company's marketing strategy.

It is the process of breaking down a larger target market into smaller, more homogeneous groups of customers that we can more efficiently market to.

Both consumer-oriented and business-oriented companies should segment customers using one of several common approaches as follows:

81

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

- Demographics
- Geographics
- Psychographics
- Behavioral

82

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

Demographics

Demographic market segmentation is one of the most common approaches to segmenting markets.

A company simply divides the larger market into groups based on several defined traits such as Age, race, gender, marital status, family size, occupation, education, religion, linguistic groups, income.

As a simple example of usage, a company that sells feminine hygiene products will include "female" in its description of its primary market segment.

83

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

Geographic

Geographic segmentation is used by companies that sell products or service specific to a **certain community, state, region, climate zone, population density, country or group of countries.**

Local businesses usually get no benefit in paying for national or international advertising.

84

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

Geographic

Companies that operate nationally can often save by delivering the same marketing messages to a national audience through television, radio, magazine or newspaper ad.

Global businesses typically decide whether to maintain a universal message or tailor messages to each country's marketplace.

85

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

Psychographics

Psychographics or lifestyle segmentation has become increasingly common as companies look to identify consumers based on interests and activities instead of demographics.

Target customers are identified based on their **lifestyles, personality and social classes**.

86

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

Behavioral

Behavioral segmentation is based on **user behaviors, including patterns of use, price sensitivity, brand loyalty and benefits sought**.

A company may have customers with a similar demographic makeup but distinct behavioral tendencies.

87

5. E-Marketing, E-Advertisement & E-Branding

5.5 Market Segment

Behavioral

Some may use the product daily, while others use it weekly or monthly. Higher-income earners may have more interest in higher-quality models versus low-cost models.

This may prompt the provider to target higher-end products and services to one group and more value-oriented offerings to lower-income or budget-conscious customers.

88

5. E-Marketing, E-Advertisement & E-Branding

5.5 Measuring the effectiveness of e-advertisement

In general, mass media efforts are measured by estimates of audience size, circulation, or number of addressees. When a company purchases mass-media advertising, it pays a dollar amount for each thousand persons in the estimated audience.

This pricing metric is called cost per thousand or cost per metric (CPM).

89

5. E-Marketing, E-Advertisement & E-Branding

5.5 Measuring the effectiveness of e-advertisement

Whereas, measuring web audiences is more complicated because of the web's interactivity and also because the value of a visitor to an advertiser depends on how much information the site gathers from the visitor (eg-name, address, telephone number, email address, and other demographic data).

All visitors are not of equal value since each visitor voluntarily provides or refuses to provide their information.

90

5. E-Marketing, E-Advertisement & E-Branding

5.5 Measuring the effectiveness of e-advertisement

Some web-specific metrics have been developed;

When a visitor requests a page from the website, it is counted as one visit. Further page loads from the same site are counted as part of the visit for a specified period of time.

The time period is chosen by the administrators of the site and is dependent on the type of the site.

91

5. E-Marketing, E-Advertisement & E-Branding

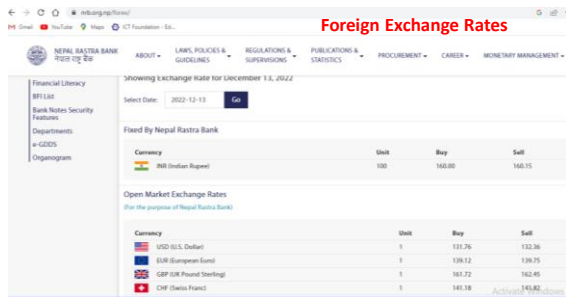
5.5 Measuring the effectiveness of e-advertisement

A site that features stock quotes or foreign exchange rates, might use a short time period, because visitors may load the page to check the price of one stock, and reload the page 15 minutes later to check another stock's price.

A museum site would expect a visitor to load multiple pages over a longer time period.

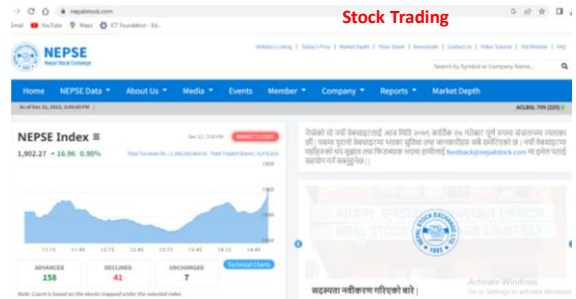
92

5.5 Measuring the effectiveness of e-advertisement



93

5.5 Measuring the effectiveness of e-advertisement



94

5. E-Marketing, E-Advertisement & E-Branding

5.5 Measuring the effectiveness of e-advertisement

The first time a particular visitor loads a website is called **trial visit**.

Subsequent page loads are called **Repeat visits**.

Each page loaded by a visitor counts as a page view.

If the page contains an ad, the page load is called an **ad view**.

95

5. E-Marketing, E-Advertisement & E-Branding

5.5 Measuring the effectiveness of e-advertisement

Some web pages have banner ads and each banner ad loads is called **impression**, and if the visitor clicks the banner ad to open the advertiser's page, that action is called a **click or a click-through**.

Banner ads are often sold on a cost per thousand impressions or CPM basis.

Rates depend on how much demographic information the website contains about the visitors.

96

5. E-Marketing, E-Advertisement & E-Branding

5.5 Measuring the effectiveness of e-advertisement

Determining the costs and benefits of advertising on the web is another difficult task.

Simple logic could be – instead of comparing the number of click-through that companies obtain per dollar of advertising, *they measure the number of new visitors to their site that buy for the first time after arriving at the site via a click-through.*

Calculate the ad cost of acquiring one customer on the web and compare it to the cost of acquiring one customer through traditional channels.

97

5. E-Marketing, E-Advertisement & E-Branding



5.6 E-Branding

Branding, simply, is the process involved in creating a unique name, image, slogan or design for a product that consumers connect with.

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

A known and reputed brand name can present a powerful statement of quality value and other desirable qualities and it gets easy to advertise and promote with brand names.

It may involve tremendous amounts of money to set up brands, however, the value of these brands far exceeds the cost of creating them.

98

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding



99

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

Some world class common brands are (2014);

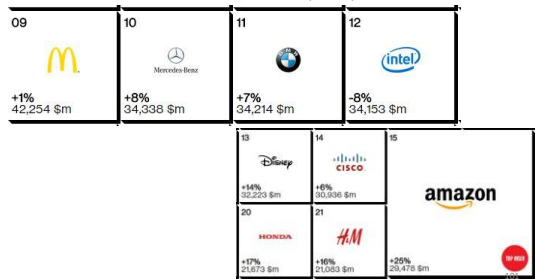
Interbrand ■■■

| | | | |
|-------------------------------|-------------------------------|------------------------------|------------------------------|
| 01 +21% 118,863 \$m | 02 +15% 107,439 \$m | 03 +3% 81,563 \$m | 04 -8% 72,244 \$m |
| 05 +3% 61,154 \$m | 06 -3% 45,480 \$m | 07 +15% 43,482 \$m | 08 +20% 42,392 \$m |

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

Some world class common brands are (2014);

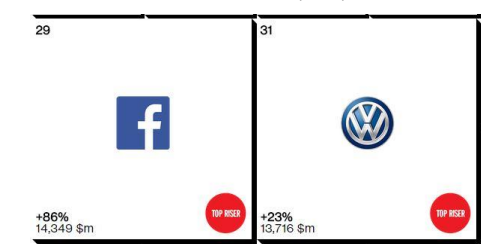


<http://www.bestglobalbrands.com/2014/ranking/>

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

Some world class common brands are(2014);



<http://www.bestglobalbrands.com/2014/ranking/>

102

Some world class common brands are(2015);

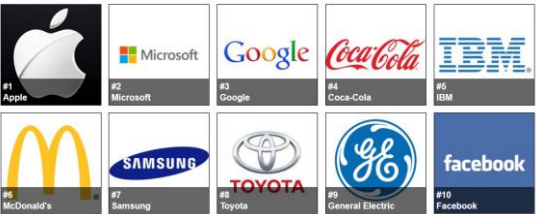
Interbrand



Updated – 2015 Top Brands

103

Filter list by: Rank Company All industries



Updated – 2015 Top Brands :
http://www.forbes.com/powerful-brands/#/tab:rank_page:2

104

Filter list by: **Rank** Company All industries ▼



Updated – 2015 Top Brands :

http://www.forbes.com/powerful-brands/#/tab:rank_page:2

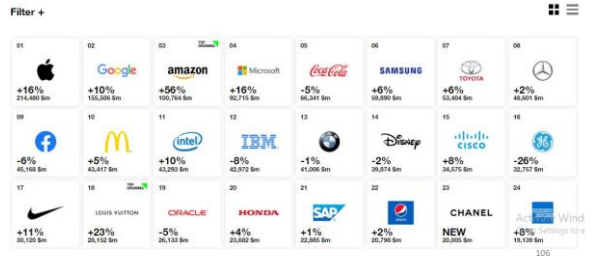
105

<https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/>

5.6 E-Branding

Some world class common brands are (2018);

Best Global Brands 2018 Rankings



106

5.6 E-Branding

Some world class common brands are (2022);

Best Global Brands|2022
By: [Interbrand](#)

Interbrands' annual ranking of the World's Most Valuable Brands. The three key indicators that determine the brand value are: the financial performance of the branded products or services, the role of brand in the purchase decision process and the strength of the brand.

<https://www.rankingthebrands.com/The-Brand-Rankings.aspx?rankingID=37>

| | Logo | Name | Brand Value (\$bn) | Last | SynForce |
|----|------|---------------|--------------------|------|----------|
| 1 | | Apple | 482,215 | 1 | |
| 2 | | Microsoft | 278,288 | 3 | |
| 3 | | Amazon | 274,819 | 2 | |
| 4 | | Google | 251,751 | 4 | |
| 5 | | Samsung | 87,689 | 5 | |
| 6 | | Toyota | 59,757 | 7 | |
| 7 | | Coca-Cola | 57,535 | 6 | |
| 8 | | Mercedes-Benz | 56,193 | 8 | |
| 9 | | Disney | 50,325 | 10 | β |
| 10 | | Nike | 50,289 | 11 | G |

5.6 E-Branding

Some world class common brands are (2022);

Best Global Brands|2022
By: [Interbrand](#)

Interbrands' annual ranking of the World's Most Valuable Brands. The three key indicators that determine the brand value are: the financial performance of the branded products or services, the role of brand in the purchase decision process and the strength of the brand.

<https://www.rankingthebrands.com/The-Brand-Rankings.aspx?rankingID=37>

| | | | | | |
|----|--|---------------|--------|----|----------|
| 11 | | McDonald's | 48,647 | 9 | |
| 12 | | Tesla | 48,002 | 14 | |
| 13 | | BMW | 46,331 | 12 | |
| 14 | | Louis Vuitton | 44,508 | 13 | |
| 15 | | Cisco | 41,298 | 16 | |
| 16 | | Instagram | 36,516 | 19 | |
| 17 | | Facebook | 34,538 | 15 | |
| 18 | | IBM | 34,242 | 18 | |
| 19 | | Intel | 32,916 | 17 | |
| 20 | | SAP | 31,497 | 20 | Ac Gp |

205

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

Internet branding (also referred to as Online branding or E-Branding) is a Brand management technique that uses the World Wide Web as a medium for positioning a brand in the marketplace.

Website creation and optimization, social media, blogs, online press releases, and video marketing are all methods used for online branding purposes.

109

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding



110

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding – Elements of Branding

The Key elements of a brand are;

Differentiation,

Relevance, and

Perceived Value

111

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding – Elements of Branding

| Element | Meaning to Customer |
|-----------------|---|
| Differentiation | In what significant ways is this product or service unlike its competitors? |
| Relevance | How does this product or service fit into my life? |
| Perceived Value | Is this product or service good ? |

112

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

If a brand has established that it is different from competing brands and that it is relevant, and inspires a perception of value to potential purchasers, those purchasers will buy the product and become familiar with how it provides value.

So brands become established only when they reach this level of purchase-understanding.

113

Did you know that Hitler helped found Volkswagen?



According to the Hitler Museum, Hitler wanted to create a “people’s car” because, at the time, only one in fifty German families was able to afford an automobile. So while sitting in a Munich restaurant in 1932, he sketched the first design for what became the Volkswagen Beetle.



5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding – Elements of Branding

World’s some Top Brands

Apple

It’s speculative but at the time, Steve Jobs worked on an apple farm. Also, some say Jobs wanted it to be in front of Atari in the phone book. While others claim that Jobs wanted it to be a tribute to Apple Records, the music label for the Beatles.



115

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding – Elements of Branding

World’s some Top Brands

IBM

IBM’s logo has a hidden message for the whole world hidden in the Big Blue logo that represents it’s company. The white lines passing through give the appearance of the equal sign in the lower right corner, representing equality.



116

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

Google



A googol is equivalent to a 1 followed by 100 zeros. When Larry Page and Sean Anderson came up with the name, Sean misspelled it as Google when seeing if the domain was available.

Another report claims that Andy Bechtolsheim, co-founder of Sun Microsystems and Google's first investor, misspelled the name on his \$100,000 investment check.

117

5. E-Marketing, E-Advertisement & E-Branding

5.6 E-Branding

Amazon.com



Originally named Cadabra but people got it confused with cadaver. Jeff Bezos chose Amazon.com after the world's largest river and also in part because it starts with A and will come up at the top of alphabetical lists.

The arrow which looks like a smiling face in Amazon's logo has another meaning behind it. It is a representation of the wide range of items available for retail by Amazon, from A to Z.

118

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage.

Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing.

The different marketing Strategies are;

- Permission-Marketing Strategy
- Brand Leveraging Marketing
- Affiliate Marketing
- Viral Marketing
- Social Media Marketing
- Content Marketing

119

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Permission – Marketing Strategies

Many businesses would like to send e-mail messages to their customers and potential customers to announce new products, new product features, or sales on existing products, which consequently may have to face legal action or considered as spam.

120

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Permission – Marketing Strategies

So instead of interrupting the customer with unrequested information, permission marketing aims to sell goods and services only when the prospect gives consent in advance to receive the marketing information.

Opt-in email is a prime example of Permission marketing, where Internet users sign-up (in other words give permission) to receive information about a certain product or a service.

121

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Permission – Marketing Strategies

To induce the potential customers to accept or opt in to advertising information sent via e-mail messages, the seller must provide some incentive like entertainment, a chance to win a prize, or even a direct cash payment.

122

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Brand-Leveraging Strategies

A brand leveraging strategy uses the power of an existing brand name to support a company's entry into a new, but related, product category.

Brand leveraging is an important form of new product introduction as it provides consumers with a sense of familiarity by carrying positive brand characteristics and attitudes into a new product category.

123

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Why - Brand-Leveraging Strategies

Instant recognition of the brand is established, and consumers with a favorable brand opinion likely will try a new product they perceive to have a similar quality level and attributes as their original favorite.

Additionally, because the products are in different categories, they will not compete for market share – one important aspect of a successful branding strategy.

124

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Why - Brand-Leveraging Strategies

More products mean greater shelf space for the brand and more opportunities to make a sale.

The cost of introducing a brand-leveraged product is less than introducing an independent new product due to a much smaller investment in brand development and advertising designed to gain brand recognition.

125

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Brand-Leveraging Strategies

Eg;

Yahoo.com was one of the first directories on the Web, later added a search engine function

Amazon.com expanded from its original book business into CDs, videos, and auction features useful to the existing customers

126

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Affiliate-marketing Strategies

It is seen that leveraging approach only works for firms that already have websites that dominate a particular market.

As the web matures, it will be increasingly difficult for new entrants to identify unserved market segments and attain dominance.

The better option left in such case is affiliate marketing.

127

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Affiliate-marketing Strategies

In affiliate marketing, one firm's (the affiliate firm's) website includes descriptions, reviews, ratings, other information about a product that is linked to another firm's website that offers the item for sale.

The affiliate site receives a commission for every visitor who follows a link from the affiliate's site to the seller's site.

128

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Social Media Marketing Strategies



133

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Social Media Marketing Strategies

Social media marketing is the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks.

134

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Social Media Marketing Tips

Planning

Consider **keyword research** and brainstorm content ideas that will interest your target audience.

Content is King

Make sure you are offering valuable information that your ideal customers will find interesting. Create a variety of content by implementing social media images, videos, and infographics in addition to classic text-based content.

135

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Social Media Marketing Tips

Consistent Brand Image

Your business' core identity should stay consistent.

Blog

Blogging is a great social media marketing tool that lets you share a wide array of information and content with readers. You may blog about your recent social media efforts, contests, and events.

136

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Social Media Marketing Tips

Links

Besides your own unique and original contents to gain followers, fans, and devotees, it's also great to link to outside articles as well.

If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Linking to outside sources improves trust and reliability, and you may even get some links in return.

137

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Social Media Marketing Tips

Track Competitors

It's always important to keep an eye on competitors—they can provide valuable data for keyword research

Measure Success with Analytics

Google Analytics can be used as a great social media marketing tool that will help you measure your successful **social media marketing techniques**, as well as determine which strategies are better off abandoned.

138

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Content Marketing



139

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

140

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Content Marketing

It's purpose is to attract and retain customers by consistently **creating and updating relevant and valuable content** with the **intention of changing or enhancing consumer behavior**.

This information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, etc

141

5. E-Marketing, E-Advertisement & E-Branding

5.6 Marketing Strategies

Content Marketing

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate.

Quality content is part of all forms of marketing.

80 percent of business decision-makers prefer to get company information in a series of articles versus an advertisement.

142