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**Introduction**

Marketing is "the activity, collection of institutions, and procedures for generating, communicating, delivering, and trading products and services that are beneficial for consumers, clients, partners, and society at large," according to the American Marketing Association( Naveen 2020). The marketing industry has seen significant change during the past few decades. The relationship marketing age of the 1990s followed the 1950s marketing era before giving way to digital marketing in the 21st century. As you browse the internet, you will come across a lot of adverts whose objectives are to convince users to buy their products or utilize their services( Salehi et al. 2012). Have you ever wondered why most people prefer online businesses to invest their dollars in local markets? Some marketing strategies can compel you to believe in the power of online business. In this essay, you will get to know about different strategies of online business marketing like Email marketing, influencer marketing, and webinars. Although, there are other strategies as well but these are the ones that have gained more popularity and are known by most people in the world. One of the oldest and the most powerful tactics is email marketing which helped millions of people to grow their businesses. Influencer marketing is the strategy in which the business is promoted by the influencers of different platforms like YouTube, Facebook, and Instagram while Webinar marketing uses webinars to advertise different brands, and services, raise brand awareness, and inform the audience about their expertise in a certain field. These strategies have made it easier for small businesses to get on the way to success.

**Marketing Strategies in the 21st Century**

E-marketing campaigns and tactics may promote a variety of goods and services while also having the quick and inexpensive capacity to reach people(Jaas 2022). It has become normal for you to do business online but not everyone gets success through online businesses but success could be achieved in it by promoting certain strategies like email marketing. Marketing a product or service to several people via email is known as email marketing(Mohammadi et al. 2013).

Email marketing is the strategy that is used by most people to promote their business and to aware consumers of their brands. This is one of the strategies that has gained so much importance in the 21st century that almost all brands prefer email marketing. There are approximately 4.6 billion email subscribers worldwide, and 51% of them are interested in receiving emails from various companies to learn more about the brands. (Anderson 2021) It has been famous since 1978 but its popularity bolstered during the pandemic when people were not able to go to the markets but through email marketing, they got updates related to different businesses and brands. It is an easy way to get connected to consumers because people check their emails every day and one can not tell how much time they spend reading those emails.

Email marketing strategies support the growth of product sales in electronic stores and provide efficient and legal client targeting(Sabbagh 2021). The overwhelming majority of internet users, particularly e-mail users, who are growing at an accelerated rate every day, urge businesses to employ this capability in their operations, primarily in their marketing and advertising aspects(Dehkordi et al. 2012). It is one of the most cost-effective marketing as well. Organizations receive an average revenue of $42 for each $1 they spend on email marketing, as per data from the Data and Marketing Association in 2019. (Naveen 2021). Instead of investing in printed media like flyers, and posters and going to different places to promote your business, having this strategy can make a big difference. There are more advantages of email marketing than its disadvantage.

Data Collection is easier to get through emails to promote the business because it is a platform that provides easy access to get in touch with the clients and to collect data to improve the brand according to the preferences of the consumers as the conversation rate is higher as compared to the other platforms.

Through email marketing, you can get to know about your audience and their needs by sending them an email. When businesses have a thorough understanding of their customers, they can create digital marketing plans that are both fit for their profile and are likely to help them reach their goals(Veleva and Tsvetanova 2020). This is the easiest way to boost the business because when you know about the buyer personas ( data based on the client's needs, habits, and interests) it would get easy for you to sell them what they want by just sending them an email.

It requires quite lesser time to send emails to thousands of people than to make them aware of your brand in local markets. This is one of the reasons why most people want to invest in this marketing strategy because when the clients get updates related to their favorite brand, it helps the seller to strengthen the relationship with the clients.

Email marketing is the best opportunity for beginners who do not have any expertise in online business marketing because it is easy to get into the world of email marketing without knowing plenty about it.

Email marketing provides an average return on investment (ROI) of $38 for every dollar invested, based on the 2017 Email Marketing Metrics, Cost estimates, and Graphs study(Amitabh 2022).So it is safe to invest in a reliable source that is known by millions of people.

People prefer email marketing because it is quite inexpensive and anyone can start it and get the benefits of it without emptying their bank accounts. This platform does not require extra fees for advertisements and sending multiple emails at once. Those who do not have that much money can start their business by joining this platform.

Promoting the business through email marketing can provide benefits to the sellers to share their content and information related to their business with the consumers and enable them to share it further with other consumers. There are other tools as well that can make it easier to have more sharing options for the consumers to enhance the awareness of the brand.

It can also drive traffic to the website that the seller shares with their consumers. By just clicking on the link, consumers can get access to the desired website and buy the products of their own choice. By offering discounts, this rate can be increased and you can get unexpected profit from it.

Having a good conversation rate with the clients can build loyalty between you and the consumers as they get to know you and your brand and become familiar with the products. The consumers will gladly buy those products due to the good relationship with the seller.

Every brand wants to have a name that is known by people all around the world but there are only a few brands that get the chance to be that much famous. The main cause of it is the reputation of the brand which can be easily improved through email marketing.

The customers do not have the time to read all the emails that they receive but through personalization, they can select the emails of their interest and can personalize them to get only the required ones. This platform also saves the time as well as efforts of the customer to search for the specific emails of the brands.

These are the pros of email marketing but there are some cons of it as well. The first con of it is undelivered emails. This happens when you use characters or keywords in the content of the email and that email is not sent by the services of email. Due to this disadvantage, you can not get the response of the desired customers and your sale rate would decline.

Having trouble getting the creative to appear as intended in the inbox with various email reading programs. An email with "unsecured" elements, such as colors, images, and links which not all browsers can handle, may be desired by your subscribers (Fariborzi and Zahedifard 2012). So to send an email with the desired design is quite difficult as most of the users do not have the same devices.

In 2022, new features have been introduced in the email app that has been liked by most of the users like the dark mode that helps to protect the eyes from bright harmful rays but on the other hand, it has become difficult for email marketers to send the email according to the different modes. The majority of email layouts aren't designed for dark mode, therefore your content doesn't display on mobile devices according to what you expected. ( Tocci 2021)

As the compilation has reached its peak, it is quite difficult for marketers to show their dominance in email marketing. Standing apart from the competitors in email marketing ranks is one of the major hurdles ( Dorman 2019). Brands and product marketers have to work on their content, choice of email format, colors, and everything that can attract consumers to buy their products.

You may occasionally break the rules of avoiding spamming your email marketing list and receivers by sending them a large number of emails all at once. Readers frequently decide to ban your mail in their email inbox as a result of this spamming. They can also report the web server or mail service provider regarding your website ( Jonas 2021). So it is important to follow the rules or otherwise, your websites could be temporarily suspended or permanently shut down.

 There are other marketing strategies as well that are mostly used to promote small businesses like influencer marketing. An influencer is recognized as someone who has amassed a sizable following on a social media network like Instagram( Grafström, Jakobsson and Wiede).

Influencer marketing is the process of paying people to post on social media about a product or service ( Campbell and Farrell 2020) Individuals spend the majority of their time on various online platforms like Facebook, Instagram, and YouTube, where they frequently come across several commercials with celebrities or influencers. Under this new marketing paradigm, "influencers" have a considerably greater commercial impact on people( Bognar, Puljic and Kadezabek 2019). Those who trust the influencers buy those things without thinking twice. So, small companies use influencers to publicize their brand on their accounts.

Influencer marketing is expected to be worth $10 billion by 2020 and is becoming more and more important for many businesses, especially those engaged in business-to-consumer services( Haenlein et al. 2020). Influencer marketing has gained so much importance in the 21st century that it is quite impossible to think the online businesses without its impacts. Influencer marketing, in the opinion of 71% of marketers, is more successful in generating quality traffic and leads( Barker 2022).

If we talk about the big brands, they collaborate with the celebrity influencers because of their great impact on the audience of different parts of the world but there are small businesses as well that work with Instagram influencers to promote their brand.

By selecting this strategy, companies can get the attention of their relevant audience by collaborating with the influencer who support that particular niche or brand. This makes it simpler for you to locate influencers who have the audience you're aiming to reach (Barker 2022).

People does not trust whatever they see online but they trust those brands that are recommended by their favorite influencers. You may get in touch with influencers that support products that are relevant to what you are selling.

Influencers with large fan bases may take a brand to the next level since they know how to persuade audiences to purchase a certain product, and if they are successful at it, a small business can achieve more success. Brands will be able to connect with hundreds of thousands of followers who otherwise could not have been capable to do so quickly or on such a huge scale without the cooperation of influencers who have enormous followings on various social media platforms(Branca 2019).

Those who start their business on a smaller scale can work with micro-influencers who do not charge a fortune to promote their brand. That can help the marketer to invest that amount to improve his brand. This strategy also saves time in the way that the marketers do not have to create the content, they just depend on the skills of the influencers, and how they manage to promote their brand to the relevant audience.

There are cons as well of this strategy and they should be handled to safeguard small enterprises from losses of any type. In a previous study, McCracken found that using the brands that their favorites promoted helped people build an optimistic self-concept(Yeung 2021). This is the fact that people prefer those brands that are used by the people they follow but it is the hardest part to choose an influencer having a good reputation because ignoring it might damage the reputation of the company. Consider Johnny Depp's high-profile court dispute and the difficult situation this placed the businesses he advertised in(Palmer 2023).

Influencer marketing has been famous among people for its influence on a huge audience but that does not necessarily mean that those accounts have a real fan following. Instead of building genuine audiences over time, some social media accounts jumped to the influencer level by buying false followers(Pfund 2019). A brand can be scammed by investing in an influencer who can not influence his audience and this is one of the reasons that can cause the downfall of any brand.

When you hire an influencer, you lose control over your brand since, in the end, the influencer decides how he will represent your brand through his content. While you may offer advice and recommendations, it is ultimately the influencer's responsibility to produce content that is relevant to your brand's values and appeals to its audience( Toan 2023).

Email marketing and influencer marketing are well-known strategies that can give fruitful results but there are other strategies as well that can be beneficial for the growth of the brand like webinars. Large businesses are more well-known, have more resources, and most crucially, have more money. They have been able to steer the debate because of this. Due to the equal voice that Web technologies have given small businesses, the playing field has been leveled (VanRysdam 2010).

A webinar is an online presentation offering something of value to your target audience to achieve a particular goal (Johnson 2020). You and your company may get several benefits from using webinars as just a component of your marketing plan. Using webinars, you may establish connections with people, increase your credibility, and involve your audience(Biswas 2021). Webinars are used to promote the business by inviting people from different parts of the world to attend online or recorded meetings. It has become more familiar to the people after the pandemic when all the businesses were stopped and the only way that was left was to conduct webinars. It is the combination of two words: web and seminars. Those meetings made a huge difference in online marketing is still growing every day.

Small businesses prefer webinars because it is the 21st century in which the internet has become so cheap that anyone could get access to the internet and can start their business without investing a lot in different strategies to promote their brands. Everyone has access to the technologies required to "virtually gather together" thousands of people for a webinar at any given moment for a relatively low cost( Lande 2011).

Webinars help people to participate in a virtual meetings and enhance the chances to communicate and interact with the relevant audience. According to the poll, 95% of marketers feel webinars boost their marketing effectiveness(Zhou 2023). All the people can get the information about a particular brand at once in the webinar and the marketers do not have to go to the local markets to promote their brand.

Through webinars, the host can also get the chance to know about the recommendations of the audience and can make changes in his content according to the preference of the audience. That will ultimately increase the number of participants in the next sessions of the webinars.

By developing and presenting webinars that are jam-packed with useful information for your audience, you can position yourself or your business as just an authority in the marketplace you serve (Bell 2019). When your targeted audience gets informative content from your webinars, they will try to get the products of your brand as they get satisfied with the answers to their questions through webinars.

Conducting online webinars enables you to reach numerous participants simultaneously. These guests are qualified leads since they are all prepared to do something after your presentation (Bell 2019). Having such kinds of consumers who participate actively in the webinars can help in the promotion of the business. They can also help the host by promoting their business in their circle and on their other social accounts.

Online webinars also save money for both the host and the participants in the way that they do not have to go to the location of the seminar. In this way, small businesses can save money and time as well. For an organization, eliminating the requirement for travel will result in considerable cost savings for both the trainer and the trainees. There is also no requirement to reserve a suitable location for the seminar(Hadjisoteriou 2020).

There are also drawbacks of the webinars that can result in the loss of small businesses. You rely on technology a lot more, and it's not always trustworthy. Some people who can not afford to buy gadgets can miss the chance to start their online business or those who have mobile phones and other devices but do not have the facility of proper internet connection can also face huge losses. If the participant’s device is broken or the internet connection is not working properly, they can not take part. The webinar may need to be postponed or canceled if the organizer is having technical difficulties (Ionos 2020).

**Conclusion**

In the nutshell, marketing strategies of the 21st century for small businesses can be beneficial as well as harmful for the promotion of different brands. To increase sales and gain a sustainable competitive advantage in the targeted market, an organization's marketing strategy involves promotional activities to spread its resources over a variety of platforms and channels. Certain marketing strategies may persuade you to believe in the potential of Internet commerce including, influencer marketing, email marketing, and webinars. Although there are other methods as well, these are the ones that have become more well-known and are understood by the majority of people worldwide. One of the most traditional and successful marketing techniques, email marketing has aided millions of people in expanding their businesses., influencer marketing is a method in which the business is pushed by influencers of multiple platforms including YouTube, Facebook, and Instagram. For a wide audience, tactics like webinars have been adopted since they save both the time and money of the marketer and the interested audience.

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