

Online Marketing

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Introduction

- What is online marketing?
- Experience with online marketing
- Why do we need it? Why go online?

Why Go Online?

- Many products and services are initially found by customers on the Internet (online),
- The location of providers is found online,
- People travel; they look for what they need on their destination online (accommodation, food, shops, etc.),
- Prices are compared online,
- Quality is compared online (photos of accommodation facility),
- Description of product/service is initially checked online,
- If you are not online, you are INVISIBLE,

Why Go Online?

- Your competitors are already online,
- If a customer can not find you online, and can find your competition instead, he will go to them,
- Online marketing has a number of advantages to traditional (offline marketing),
- **Discussion:** can you point to some advantages?

OM Advantages

- **COST:** Online marketing often costs less than traditional marketing
- **SPEED:** Setting up an online marketing effort can be very fast
- **FLEXIBILITY:** Online marketing is flexible: it can be changed, updated easily,
- **MEASUREMENT:** The results of online marketing can be measured more easily than the results of offline marketing,

Online Marketing (OM) Today

- We are surrounded by online and mobile technology
 - webpages
 - social networks/media: Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, etc.
 - mobile technology: mobiles, mobile apps,
- There are so many possible channels and ways, it is difficult to decide what to use, ...and there is more every day...

How Did It All Start?

Short History

- Early 1990s – the Internet (Tim Berners-Lee),
- Early 1990s – debate whether the Internet should be used for business at all,
- Mid 1990s – Yahoo and Amazon,
- 1998 – Google – online search becomes more accurate and fast,

Short History

- 1995 – 16 million users of the Internet,
- 1998 – 100 million+ users,
- 2005 – 1 billion+ users,
- 2010 – 2 billion+ users,
- 2018 – 4 billion+ users,
- 2019 – 5 billion users of cell phones,

Short History

- 1998 – first paid banner (ad) on the Internet,
- 1998 – Yahoo is the first company to make strong profits from selling online ads,
- 2000 – Google introduces AdWords (payment only for ads clicked by the customers; paid ad appears with key search words),
- 2000-2001 Dotcom bubble bursts (e-businesses collapse),
- 2000 onward – Google takes the lead in online advertisement,

Short History

- Hotmail
 - launches in July 1996; gets 500k users by the end of that year,
 - introduces a short info and a link (for opening a Hotmail account) in each mail its users sent,
 - it reaches 8.5 million users by the end of 1997; 12 million by the end of 2008
 - the strategy is considered a great marketing success,
- Google
 - introduces AdWords in 2000,
 - payment only for clicks,
 - the ad appears only with key search words,
 - the higher bid ads are more visible,

Short History

- At the same time there is rise in e-commerce:
 - auction websites (E-Bay)
 - online sales (e-commerce)
 - e-banking
- Then comes the rise in social media
 - 2004 – starts slowly
 - 2006 onward - it explodes

Current Trends

- Social media marketing – recommendations, sharing, creating content related to the product or service,
- Viral marketing – very fast spread of a key message (by word of mouse),
- Ad Fatigue - use of Ad blockers on the rise,
- Targeting - online targeting can be very precise and done automatically and very effectively (in the past the targeting was limited to selecting the show or the paper),
- Classic tools remain: web page and email,

Goals and Strategy

Goals and Strategy

- Marketing strategy depends on:
 - types of products and services
 - the needs they are designed to satisfy
 - the market (size, geography, trends, etc.)
 - the type of customer served
 - location
 - and a lot more...

Customer Profile

- We need to know who is our main customer and what are his/her needs
 - man or woman
 - young or old
 - individual or a company
 - local or not, etc.
- If we have different services/products, they may cater to the needs of different types of customer; we need to know our main customers by product or service,
- **Exercise**: describe your main customer

Customer Profile

- How do your customers find you?
- **Exercise:** discussion
- How do you find your customers?
- What have you done and/or can you do both offline and online to find customers?
- **Exercise:** short description/discussion

Marketing Goals

- What do you want to achieve?
- Everyone one needs more sales and more customers.
- This needs to be further specified:
 - find new types of customers
 - find customers from new locations
 - promote new products/services
 - promote loyalty or discount packages
 - retain existing customers
 - get ahead of the competition (think about a specific competitor)
- **Exercise:** describe your marketing goals

Online Marketing Tools

Online Marketing Tools

- Web page
- Email
- Ad listings and portals
- Social media (Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.)
- Geo-targeting (Google My Business)
- Paid ads
- Search advertising (Google AdWords)
- Search engine optimization (SEO)
- Contextual advertising
- Mobile apps

OM In Hospitality and Tourism

- Booking.com
- Airbnb
- TripAdvisor
- and many more...

Webpage

Webpage

- The webpage remain a central instrument of online marketing,
- Many people do not want to use it any more; they go for easier options,
- The webpage is a worthwhile investment,
- There is a large number of cost-effective options,
 - Webstrian
- The webpage needs to be professional-looking and up to date,
- **Exercises:**
 - review several webpages,
 - find your business online (Google, Trip Advisor, etc.)

Webpage

- The webpage should be used actively:
 - content about the products/ services should be created,
 - interaction with customers should be steered towards the webpage (newsletter, questions, comments, etc.)
 - the webpage should be integrated with the social media profiles of the business,
- Even if you do not actively use ICT, you can still have and manage a professional webpage.

Email

Email

- The email remains a core instrument of online marketing
- Advantages
 - low cost
 - fast
 - easy to track/measure
 - proactive (the ad waits on the customer to find you; with the email, you reach the customer directly)
 - targeted (you can specifically select the recipients)
 - can be professionally branded; include images, links to video content,
- Spam – people do not like it in general; they ignore it,

Email

- The email should be branded,
- The business should have its **own domain**
- Lack of own domain is often seen as an indicator of small size, lack of professionalism, etc.,
- The domain should reflect the nature of the business
- There are other demands of business domains:
 - short and effective
 - easy to remember
 - etc.,
- **Exercise:** find several business domains

Email

- Visual identity
 - email template (logo, images, text)
 - tailor-made/ paid service (Campaign Monitor)
- Customer segmentation
 - dividing customers into groups based on certain characteristics:
 - type of product or service they are buying from you
 - age, gender, location, interests, etc.
- Creation of mailing lists
- Emailing
 - frequency
- **Exercise:** design an email template

Ad Listings/Portals

- They can produce significant visibility,
- Lots of them are free; additional services (top of page, color, photo, etc.) are available for payment,
- **Exercise:** identify several ad listings/portals,

Social Media Marketing (SMM)

- Facebook
- LinkedIn
- Twitter
- Instagram

Exercises:

- get your brand name on these social networks
- discuss ways (strategies) in which they can be used for online marketing
- discuss paid advertisement options

Geo-targeting

- Geo-targeting means focusing online advertising to a certain geography, delivering ads to customers who are in certain locations,
 - A lot of the online search is local – people search for something nearby,
 - If a business sells only locally, it is logical that advertisement should be focused locally,
- Paid ads can target people in specific locations, as well as define target customers according to other criteria,
- **Exercise**: Google My Business

Paid Online Advertisement

- There are many different possibilities:
 - news portals
 - specialized/thematic portal (contextual advertising)
 - web pages with high visibility
 - etc.
- The major social networks offer good value for money:
 - Facebook
 - Instagram
- **Exercise:** paid ads on Facebook

Search Advertising/ Google AdWords

- The ad appears when a person uses key words during a search,
- Payment is per click (PPC),
- Ads bid for visibility; stronger bids show first,

Exercise: Google AdWords

Search Engine Optimization (SEO)

- SEO means increasing the webpage visibility through use of key words,
- This can involve more complex technical work (building site map, tags, etc.), but part of this can be done by:
 - regular work on the web page,
 - producing relevant content,
 - including relevant links,
 - selecting a reputable hosting provider,
 - having a relevant domain,
 - defining key words for different pages, etc.

Contextual advertising

- Contextual advertising means placing ads in the context which is consistent with your business:
 - if you sell sports shoes, you advertise at a sports portal,
 - if you sell book, you advertise in the appropriate context, etc.
- **Exercise:** think of your contextual advertisement strategy

Mobile Marketing

- Mobile technology offers huge opportunities in online marketing,
- A lot of what was already said relates to mobile marketing in that a lot of the online activity by customers is done on mobile phones,
- The numerous mobile apps open further space for marketing,

Measuring Results

- Website analytics (Google Analytics)
- Click through rates (how many people click your ad)
- Conversion rates (how many people take the action your ad wants them to take?)
- Landing pages
- Google AdWords, Facebook have advanced measurement (example of Google AdWords)

OM in Hospitality and Tourism

- Booking.com
 - Airbnb
 - TripAdvisor
 - other...
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- **Exercise:**
 - work with Booking.com and Airbnb
 - work with TripAdvisor

Tips

- keep a consistent profile/ one domain
- use as few accounts as possible
- manage passwords carefully
- keep professional communication (do not argue with customers)
- create content
- insist on quality of text and images, (note of quality on music)
- regularly communicate
- regularly create content (mind the frequency)

Thank You😊

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