

Marketing in the Internet environment



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sell

buy



How it works in E-Marketing ?





Nowadays, Internet marketing is a part of an effective advertising campaign.

What is the main objective of both Internet marketing and traditional marketing ?- getting the customer commitment. As a result, the manufacturer of the goods or services increases sales and profits. On the other hand the customer due to the resulting information is the ability to choose between different manufacturers and most acceptable to get yourself product



With increasing competition in the industry for company or a person it is not enough to have simple online store, there is a need in its advertising. **On the Internet more often in the role of advertising are the little flash messages that provide links to the main store.** They should include information about the company or owner; Information about discounts; Some affiliate programs



History

The beginnings of digital marketing technology can be traced back to the 1980's, when computers became sophisticated enough to store huge volumes of

For a brief moment, no one knew what would happen in digital marketing, but by the 90's it all became clear. The history of marketing is to a large extent a product of Internet's history as markets have adapted to keep abreast of changes and keep up with the way the major Search Engines rank web pages.

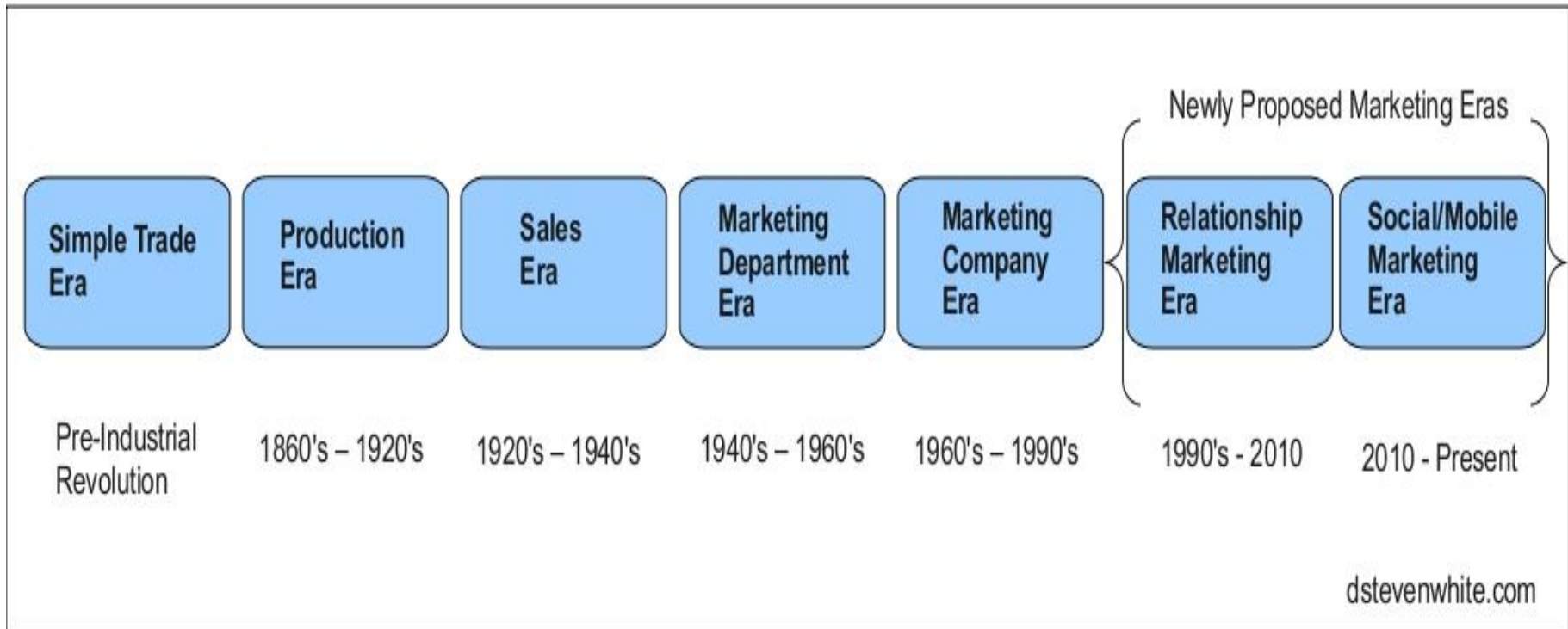
Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.

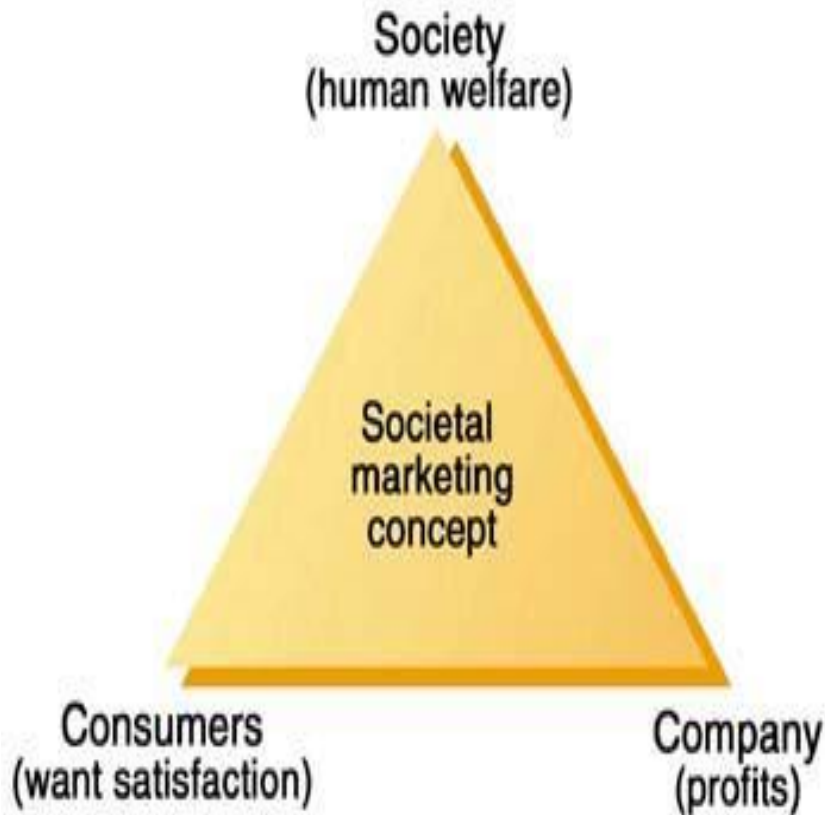


History of marketing

The history of marketing thought deals with the evolution of theories in the field of marketing, from the ancient world. Marketing historians agree that the discipline branched out of at the turn of the twentieth century, though some argue that scholars in the



The societal marketing concept



Societal marketing emerged in the 1960s. The societal marketing concept deals with the needs, wants and demands of customers: how to satisfy them by producing superior value that should satisfy the customers and promote the well-being of society. The producer should not produce products deemed hazardous to society.

Marketing mix



The marketing mix was proposed by professor E. Jerome McCarthy in the 1960s. It consists of four basic elements called the "four P's".

Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer such as distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to buy the product.

THE 4 P_s OF MARKETING



The 14 types of marketing online

- 1. Search Engine Optimization**
- 2. Pay per click**
- 3. Email**
- 4. Video Marketing**
- 5. Blogging**
- 6. Content Marketing**
- 7. Social Media**
- 8. Network Marketing**
- 9. Community Building**
- 10. Location Based Marketing**
- 11. Contextual marketing**
- 12. Affiliate (performance based) Marketing**
- 13. User Experience Branding (UxB)**
- 14. Interactive Advertising**

Email marketing

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build

renewal.



Social video marketing (SVM)

Social video marketing (SVM) is a component of an integrated marketing communications plan designed to increase audience engagement through social activity around a given video. In a successful social video marketing campaign, the content, distribution strategy and consumer self-expression tools combine to allow an individual to “add their voice” or co-create value to a piece of content - then further propagating it out to their social circles. Social video typically benefits from ahalo effect cast by the "influencers” of a given social grouping.





Advantages of eMarketing

- Internet provides 24 hours and 7 days service to its users.
- The cost of spreading your message on internet is nothing.
- You can easily and instantly update your registered customers or subscribers through email.
- Visitors or potential customers of your website can get up to the minute information on each visit.
- Tracking

Disadvantages of eMarketing



- **Dependability on technology**
- **Security, privacy issues**
- **Maintenance costs due to a constantly evolving environment**
- **Higher transparency of pricing and increased price competition**
- **Worldwide competition through globalisation**

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Market share

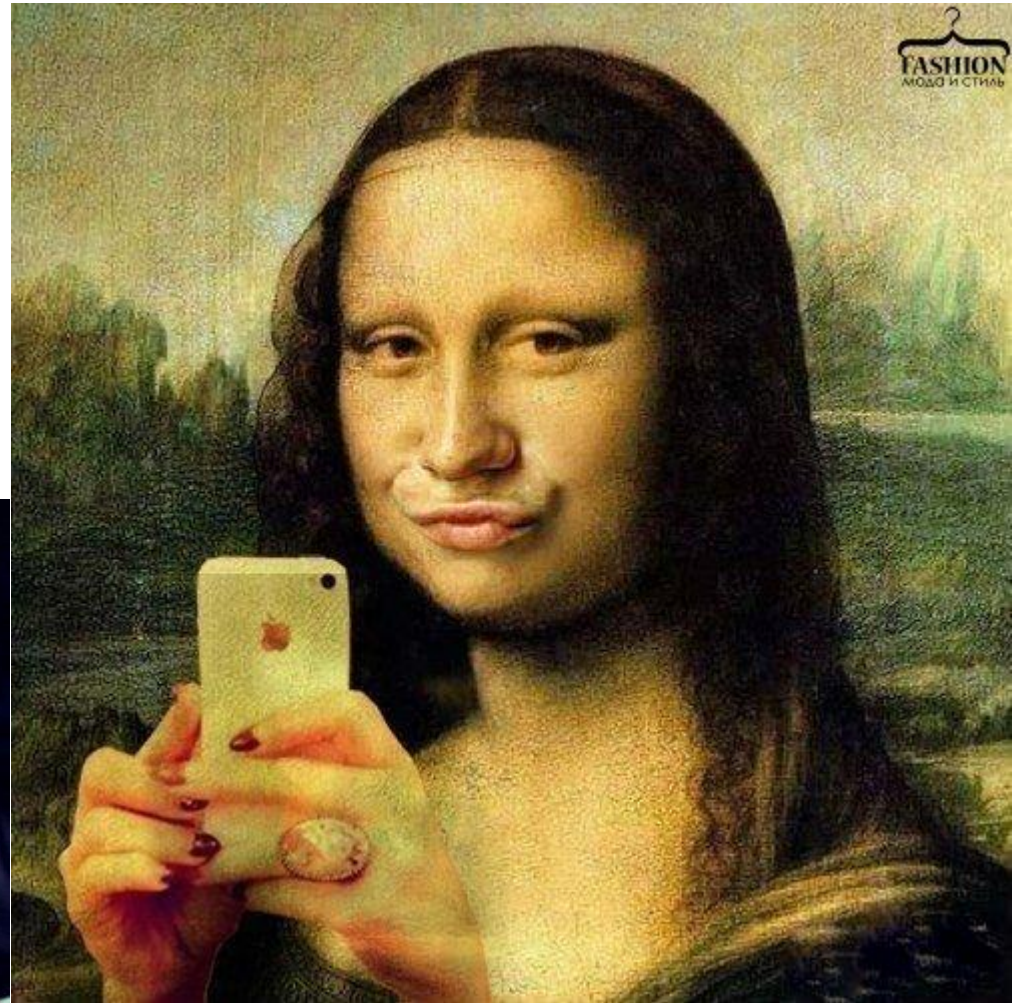
- 2013 – 2014



16-27 years old



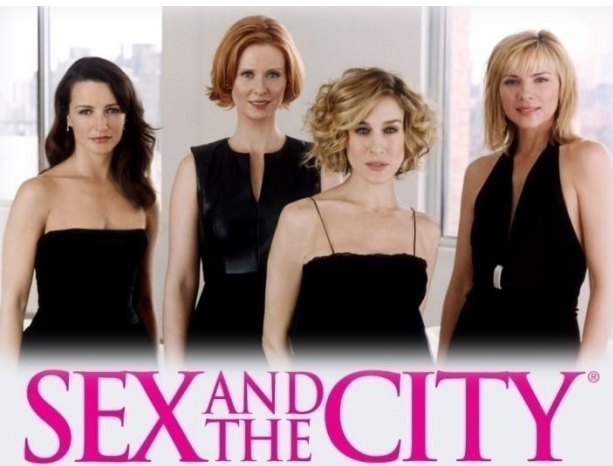
21 century



Google



YouTube







Results 2015

- *brand №1 in Russia*
- *13 million views in three months*





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