

What is traditional marketing?

Traditional marketing refers to the conventional methods of marketing used ever since the concept of advertisements or marketing came into existence. This primarily includes the following modes for brand promotion:

- Newspaper
- Flyers
- Radio
- Television
- Billboard advertising along roads and highways
- Magazine ad

What is digital marketing?

Digital marketing is the new age marketing method of the global realm. With internet finding its application and benefit in every aspect of life, marketing too has managed to not only create awareness or promote brands through it, but also give them a global platform to reach a wider customer base. It includes the following:

- Business networking sites such as LinkedIn
 - Social media sites such as Facebook, Instagram and Twitter
 - Email marketing
 - Paid pop-up ads
 - Blogs
 - Click baiting URLs for viral content marketing
- Although all the marketing techniques used in digital marketing appear similar, online marketing is a far more versatile mode of marketing than conventional one.

Traditional marketing has its own advantages but there is no doubt that internet marketing has set a revolution ablaze. It has some clear winning benefits over traditional marketing and some of those are mentioned below.

1. Low Cost

While newspaper, television and other such media ads cost a lot, advertising through the internet is quite affordable. This in turn means greater fraction of the budget to enhance business.

2. Real Time Result

Digital marketing has an edge over traditional marketing since it is able to give quick results, while the latter keeps you waiting for long before showing any results. With online marketing you can measure and view everything from number of visitors, conversion rate, and busiest period of the day and bounce rate too with ease.

3. Brand Development

When the question of brand image arises among digital marketing vs traditional marketing, digital marketing has an added advantage. Due to the limitation of space and low frequency of advertisements as is the case with conventional marketing, it loses at the hands of the online marketing. Instead of a small column in a newspaper, you can own an entire website and showcase your ads or promote your brand whenever you want with the help of a social media page or your blog, unlike traditional marketing. This helps to build an image of your brand consistently.

4. Non-intrusive

People do not purchase a newspaper to look at the ads or watch a television to be interrupted by commercials; hence usually advertisements featured through such media go ignored. However, with online ads, one has the power to choose to see an ad or not, participate in a social media discussion group or read or ignore a marketing email. Besides, you can also target a specific audience for these ads which. All of this makes these ads more wanted and far more likely to generate leads. Hence by being non-intrusive and non-annoying as opposed to the traditional marketing, digital marketing has more potential to give desirable results.

5. Greater Exposure

Any traditional form of marketing device, be it television commercials or a newspaper ad, can only cover a certain area or population sector of a region. As opposed to this, an online advertisement has the ability to reach out to a widespread population, even the whole of world.

6. Better Engagement

No traditional marketing mode, allows you to interact with your audience and really engage them with your brand. With such marketing channels you have to wait to gain response only after which can you take any further step. However, with digital marketing strategies, you can not only interact with your targeted audience in the real time, but also make prompt and fruitful steps based on their quick feedbacks. You can also engage your audience in chats and discussions for registering better brand presence and gain passive advice to improve your product or service. Of course, the latter means that you need to be available and invest in more time for the engagement through a PR team.

7. Quicker Publicity

Owing to real time results with digital marketing, you get instant publicity and even if you do not, you can instantly know which of your ad isn't working. The debate for traditional vs. Digital marketing is out of question here since the former falls way behind in this regard due to lack of such a scope. On the other hand, the latter works like a chain reaction giving you newer audience and earning you a newer customer with every passing nanosecond.

8. Works for Every Stage or Field

Digital marketing vs traditional marketing battle often falls in the winning hands of online marketing arena with certain benefits you cannot ignore with the former. Digital marketing allows even small businesses with a handful of staff members to expand their brand presence and manage advertising and marketing front, which of course cannot be held true with traditional marketing methods which renders the small businesses and start-ups at disadvantage.

9. Easy Analytics

With digital marketing measuring the marketing efforts becomes very easy and quick. You can instantly see which strategy is working and which isn't through Google Analytics, besides other aspects too such as general trend, inbound traffic, conversion rate, interested audience, bounce rate and profit. This all makes the digital marketing vs traditional marketing debate, highly unfair by putting the former on the winning side by a wide margin.

Achieving Web Presence Goals

For creating a web site that is effective, the following objectives should be considered:

- To attract visitors to the Web site.
- To make the site interesting so that the visitor stay and explore.
- To persuade the visitors to follow the site's links to obtain information.
- To create the desired image of the organisation in the visitors mind.
- To reinforce positive images that the visitor may already have about the organisation.

Why do Visitors arrive at a Web site?

- To obtain general information about the company or organisation.
- Learning about the company's products or services.
- Buying the products and services offered by the company.
- Finding out the services conditions and warranties applicable for the products they have purchased.
- Obtaining financial information helpful in making investment or credit granting decision.
- Identifying the people who manage the company or organisation.

Business should try to meet the following goals while constructing their Web Sites:

- Convey an integrated image of the organisation
- Offer easily accessible facts about the organisation.
- Allow visitors to experience the site in different ways and at different levels.
- Provide visitors with a meaningful two way interactive communication link with the organisation.
- Sustain visitor attention and encourage return visits.
- Offer easily accessible information about products and services and how to use them.

Uniqueness of the web

- Video Customer Testimonials
- A Defined User Experience
- Clear Mission
- Great Customer Service Options
- Employee Photos
- Relevant And Timely Video
- A VR App

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What does *Online Marketing* mean?

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements

than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM).

Achieving Web Presence Goals

An effective **site** is the one that creates an attractive presence that meets the objectives of the business or the organization. These objectives include:

1. Attracting visitors to the website
2. Making the **site** interesting enough so that visitors stay and explore
3. Convincing visitors to follow the site's links to obtain information
4. Creating an impression consistent with the organization's desired image
5. Building a trusting relationship with visitors
6. Reinforcing positive images that the visitor might already have about the organization
7. Encouraging visitors to return to the **site**.

The Toyota website given **in** Figure 4.4 is a good example of an effective Web presence. The **site** provides a product showroom feature, links to detailed information about each product line, links to dealers, and links to information about the company and the ancillary services it offers, such as financing and insurance. The page also offers a help link and contact information. A good example of how Toyota has created a presence with this page that is consistent with its corporate philosophy is the statement that appears on the page: "...we've built a website that illustrates why Toyota's Cars and Trucks are ideal for your life..." The website lives up to this and it is a proof of the indelible corporate presence that Toyota wants to establish through the Internet to all potential customers.

Identifying Web Presence Goals

When a business creates a physical space **in** which to conduct its activities, its managers focus on very specific objectives. Few of these objectives are image-driven. An ambitious businessman must find a location that will be convenient for customers to access, with sufficient floor space features to allow the selling activity to occur, and they must take into consideration, the room space to store inventory and provide working space for employees. An added feature is the interior decoration which could enhance the business ambience, and at the same time attract customers. The success of a business relies on fulfilling these objectives **in** a tangible, physical location.

On the Web, businesses and other organizations have the advantage of creating a space of their own choice, design and other embellishments, good enough to make a distinctive presence. A website can have images, and can activate them by animation, thus making the customers feel and enjoy its presence. It can serve as a sales brochure, a product showroom, a financial report, an employment ad, or a customer contact point. Each entity that establishes a Web presence should decide which tasks the website must accomplish, and which tasks are most important and need to be included for promoting their business.

Different firms, even those **in** similar business, may establish different Web presence goals. For example, Coca-Cola and Pepsi are two companies that have established very strong brand images and are **in** the same business, but have developed very different Web presences.

In Figure 4.2, you can see the website of Pepsi.

After that, have a look at their competitor's **site**, given **in** Figure 4.3. These two companies change their Web pages frequently.

The Coca-Cola page usually includes its corporate image such as the Coke bottle, while the Pepsi page is usually filled with hyperlinks to a variety of activities and product-related information.

To be successful **in** conveying an integrated image and offering information to potential customers, businesses should try to meet the following goals when constructing their websites:

- Convey an integrated image of the organization.
- Offer easily accessible facts about the organization.
- Allow visitors to experience the **site in** different ways and at different levels.
- Provide visitors with a meaningful, two-way (interactive) communication link with the organization.
- Sustain visitor attention and encourage return visits.
- Offer easily accessible information about products and services and how to use them.

A good **site** design lets visitors choose among information attributes such as level of detail, forms of aggregation, viewing format and downloading format. Many e-commerce websites give visitors a selectable level of detail, presenting products information by product line. The **site** presents one page for each line of products. A product line page contains pictures of each item **in** that product line, accompanied by a brief description. Using hyperlinked graphics for the product pictures, the **site** offers visitors the option of clicking the product picture to get the page containing a detailed description of that product.

Websites can also offer visitors, multiple information formats by including links to files **in** those formats. For example, the page offering financial information could include links to an HTML file, an Adobe PDF file, and an Excel spreadsheet file. Each of these files could contain the same financial information, though **in** different formats, allowing visitors to choose the format that best suits their immediate needs. Visitors looking for a specific financial fact might choose the HTML file so that the information would appear **in** their Web browsers. Other visitors who want a copy of the entire annual report as it was printed would select the PDF file and either view it **in** their browsers or download and print the file. Visitors who want to conduct analyses on the financial data would download the spreadsheet file and perform calculations using the data **in** their own spreadsheet software.

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Maintaining a Website

Creating a website that meets the needs of visitors with such a wide range of motivations can be challenging. Not only do website visitors arrive with different needs, but also they arrive with different experience and expectation levels. In addition to the problems posed by the diversity of visitor characteristics, technology issues can also arise. These website visitors will be connected to the Internet through a variety of communication channels that provide different bandwidths and data transmission speeds. They also will be using several different Web browsers. Even those who are using the same browser can have a variety of configurations. The wide array of browser add-in and plug-in software adds yet another dimension to visitor variability. Considering and addressing the implications of these many visitor characteristics when building a website can help convert those visitors into customers.

One of the best ways to accommodate a broad range of visitor needs is to build flexibility into the website's interface. Many sites offer separate versions with and without frames and give visitors the option of choosing either one. Some sites offer a text-only version. As researchers at the Trace Center (<http://trace.wisc.edu/>) note, this can be an especially important feature for visually impaired visitors who use special browser software, such as the **IBM Home Page Reader**, to access website content. The **W3C Web Accessibility Initiative site** includes a number of useful links to information regarding these issues.

If the site design uses graphics, the site can give the visitor the option to select smaller versions of the images so that the page will load on a low-bandwidth connection in a reasonable amount of time. If the site includes streaming audio or video clips, it can give the visitor the option to specify a connection type so that the streaming media adjusts itself to the bandwidth of that connection.

Site Adhesion: Content, Format, and Access

Content

A customer accesses a website for the content of that **site**. Initially a customer will want to navigate quickly to gain a clear understanding of the site's progression to more detailed information. The key to this is to match a user's psychological and technological sophistication profile with that of the site's initial and subsequent impact.

Format

The 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. The selection of data format is crucial, as initially the goal is to create viewer interest and engage the viewer **in** a prolonged interaction.

Access

Online data access depends on the bandwidth requirement. The clear rule **in** the initial interaction phase is to use as minimal a bandwidth as is feasible to facilitate as wide an audience as possible.

- Advertising 'captures'
- Most-active, authenticated organizations accessing the **site**
- Most-active countries, states, cities, and regions by authenticated users
- Organizational breakdown of **site** access by authenticated users
- Maximal, minimal, average number of authenticated users per period
- Most-used browsers
- Spiders or bot activity
- Most-used platforms
- Successful form submissions
- Failed form submissions
- Server error log (404 errors and the like)
- Top referencing sites

Examples of indirect metrics can be seen **in** Table 4.2.

TABLE 4.2 Examples of Indirect Metrics

- Number of hits per page
- Number of successful hits per page
- Number of hits for total **site**
- Number of hits per page, per session, per individual user
- Average user session time **in** seconds
- Most-accessed segments
- Top paths through **site**
- Views of banners
- Hits by user groups
- Total hits
- Cached hits

Metrics Defining Internet Units of Measurement

The e-commerce world has, since inception been attempting to measure parameters associated with the Web and websites in order to assess two things:

1. Advertising—how many people saw our banner ad?
2. Visitation—how many people came to our site?

For advertising, the metrics measured and their interpretation depend on the position of the measurer. The advertising perspective is that metrics can give the advertiser the most accurate interpretation of the customer-to-site usage ratio, but this has come under increasing scrutiny as the technology and systems associated with Web interfaces and networks become well understood by the advertisers. There is a problem with using hits as a measuring tool. What advertisers want to measure includes the number of unique visitations to a site, as well as multiple other parameters, such as the duration of each visit. The number of hits (visits) is calculated based on a frame of text or image file. Sometimes, a single page may be made up of many of these. Thus, it distorts the hit count. An alternative is to use a metric calculation which uses the whole page as a metric. The problem with this is that a page is cached into the memory of a 'reader' or a Web browser. One visit to the page counts as one hit. But if the user then swaps between tasks and pages, this page may actually be read many times, which should be counted as multiple hits. Another problem is the user who utilizes a 'bot' or a self-propelled search engine to find some information. This search agent will visit sites on the owner's behalf, but will not actually report anything about the sites visited back to the owner, thus throwing off the hit count.

In software metrics theory, one problem is the separation of direct and indirect metrics or measurement. Direct measurement of an attribute is the measurement that does not depend on the measurement of any other attribute. Indirect measurement of an attribute is the measurement that involves the measurement of one or more other attributes. Examples of direct metrics are shown in Table 4.1.

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TABLE 4.1 Examples of Direct Metrics

Number of individual, authenticated user sessions
Authenticated user sessions by location
Authenticated user profiles by region
Top 'entry' and 'exit' pages by authenticated users
Most-downloaded files
Advertising 'captures'

Meeting the Needs of Website Visitors

Businesses that are successful on the Web realize that every visitor to their website is a potential customer. Thus, an important concern for businesses crafting a Web presence is the variation **in** the visitors' characteristics. People who visit a website seldom arrive at it by accident; they are at it for a specific reason. The Web designer who makes a **site** useful for everyone, needs to keep **in** mind some of the possible reasons listed as follows:

- Learning about products or services that the company offers.
- Buying the products or services that the company offers.
- Obtaining information about warranties or service and repair policies for products they have purchased.
- Obtaining general information about the company or organization.
- Obtaining financial information for making an investment or credit-granting decision.
- Identifying the people who manage the company or organization.
- Obtaining contact information of a person or a department **in** the organization.

The Uniqueness of the Web

When firms first started creating websites **in** the mid 1990s, they often built simple sites that conveyed basic information about their businesses. Few firms conducted any market research to see what kinds of things potential visitors might want to obtain from these websites, and even fewer considered what business infrastructure improvement would be needed to keep the **site** alive. For example, few firms had e-mail address links on their sites. Those firms that did include an e-mail link, often understaffed the department responsible for answering visitors' e-mail messages. Thus, many of the visitors' e-mails remained unanswered. The failure to understand how the Web is different from other presence-building media is one reason why so many businesses fail to achieve their Web objectives. The scenario has changed for the better **in** the recent times with the prominence of Internet technologies over others.

Now, most of the websites that are designed to create an organization's presence **in** the web medium include links to a fairly standard information set. The sites give visitors easy access to its history, statements about its objectives or mission, information about products or services offered, financial information, and means of communication with the organization. Such sites achieve varying levels of success, depending largely on how they convey these information. Presentation is important, so also is realizing the fact that the Web is an interactive medium.