ONLINE MARKETING

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Blue Academy for Professionals
of the Seafood Industry

CONTENT

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1. ONLINE COMMUNICATION

CONCEPT

- Online marketing or electronic marketing takes marketing techniques and concepts, and applies them through internet. In general terms, it threads the technical and graphical aspects of online tools together, allowing for advertising, brand development, promotion and sales.

- It offers the possibility to track almost every action a potential customer or visitor takes in response to marketing messages, and how they navigate through the online content.

- One of the most desirable aspects of online marketing is its low barrier to entry.

1. ONLINE COMMUNICATION

TOOLS

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	Live chats

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1. ONLINE COMMUNICATION

1.1. VIRAL MARKETING

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	Live chats

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1. ONLINE COMMUNICATION

1.1. VIRAL MARKETING

Viral marketing: A communication marketing tool that uses social media to communicate a product, brand or service, aiming to create interest among consumers through messages that spread like "virus".

❑ The goal of viral marketing is to inspire individuals to share a marketing message to friends, family and other individuals to create exponential growth in the number individuals receiving the message.

❑ The reason to use this communication tool is the ease and speed with which the messages are spread and disseminated.

❑ The key factors of successful viral marketing campaigns is the message's ability to connect with consumers and persuade them to engage and interact with the marketing content, and ultimately the product or service; if it is successful it creates an emotional bond between the consumer and the product.

1.1. VIRAL MARKETING

EXAMPLES

❑ Most of the challenges that exist online tend to end being viral, some examples are:

1) "Ice bucket challenge": to increase awareness about ELA.

2) "Mannequin Challenge": the idea is to stand still while a video is being recorded.

3) "Water bottle flip challenge": throwing a bottle causing it to spin in the air and fall on its feet.

Hillary Clinton
@HillaryClinton

Don't stand still. Vote today: hillaryclinton.com/locate
#ElectionDay #MannequinChallenge

3,5 M reproducciones   0:46 / 0:57

Mannequin Challenge - Example
(Hillary Clinton)

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1.1. VIRAL MARKETING

EXAMPLES

Viral music video with great worldwide awareness and impact

Spanish artist Rosalia achieved global awareness and impact throug viral videos on Youtube

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1.1. VIRAL MARKETING

EXAMPLES

Mercadona removes the mochi ice creams from its stores and customers begin a campaign in Change.org asking other customers to sign for having them back.

Wholefoods began to commercialize peeled fresh fruit in plastic packages and its customers claimed to stop the plastic containers for fruit in Twitter

Que vuelvan Los Mochis a mercadona

1.263 personas han firmado. ¡Ayuda a conseguir 1.500!

Carlos Golbano ha firmado hace 25 minutos

Miriam Cerrato ha firmado hace 26 minutos

Nombre

Apellidos

Correo electrónico

Villarejo De Salvanés, 28590 España

José Luis Sánchez ha iniciado esta petición dirigida a Mercadona

Desde hace unos meses hemos disfrutado de los Mochis hacendado. A la vuelta de verano y a nuestra ruinosa rutina semanal, Mercadona nos ha puesto las cosas un poco mas grises, si cabe, quitando ese pequeño placer de coco y mango.

Por favor, apoya está solicitud para que vuelvan los Mochis.

○ Quiero saber si esta petición gana y cómo puedo ayudar a otras peticiones ciudadanas

○ No quiero saber cómo avanza esta petición ni otras peticiones importantes

🔒 Firma esta petición

☐ No mostrar públicamente mi firma y mi comentario en esta petición

Procesamos tus datos personales de acuerdo con

Nathalie Gordon @awlilnatty · Mar 3

If only nature would find a way to cover these oranges so we didn't need to waste so much plastic on them.

Red Mom of R'hllor @zhinxy · 8 hrs

Gosh, whole foods, if only pineapples had a natural container that... Oh, that's not silly either? Oranges are. okay

1. ONLINE COMMUNICATION

1.2. VIDEO/YOUTUBE MARKETING

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	Live chats

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1. ONLINE COMMUNICATION

1.2. VIDEO/YOUTUBE MARKETING

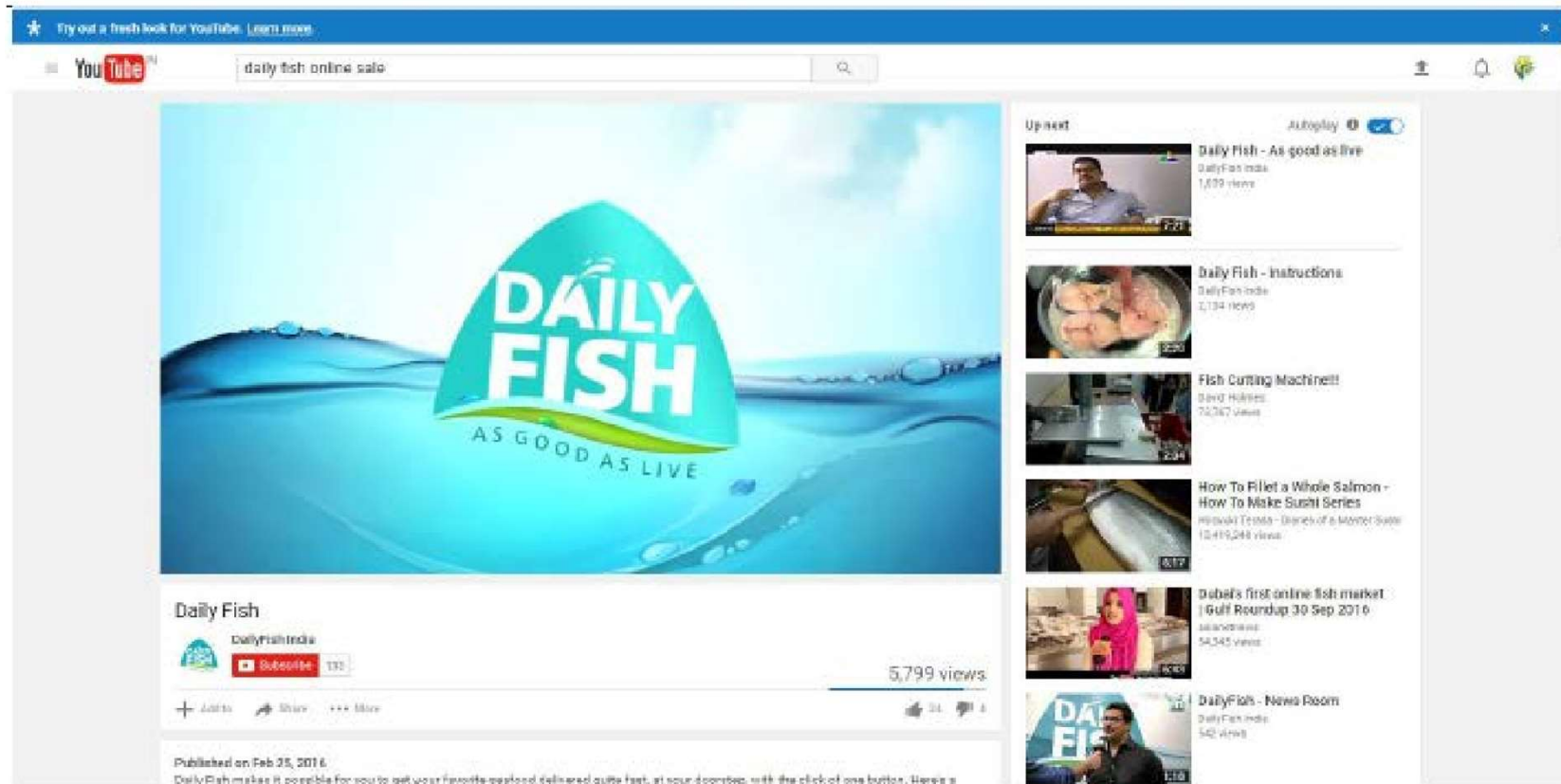**Online video marketing:** all uses of video contents to promote a brand, product or service.

❑ YouTube is the second biggest search engine and the third most webpage went to the website; so, it could be the most effortless route for a company to increase awareness. Online videos could be highly effective to convey the correct message to the target market and pull in the target customers from the earliest starting point.

❑ Online video marketing is no longer limited by strict advertising on television, and in turn, companies are creating more varied types of video content to engage their potential customers. These videos do not need to be direct advertisements of products, but can rather be about anything which can help strengthen a brand and bring a marketing story into life.

1.2. VIDEO/YOUTUBE MARKETING

EXAMPLE

1. ONLINE COMMUNICATION

1.3. DISPLAY ADVERTISING

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	Live chats

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1. ONLINE COMMUNICATION

1.3. DISPLAY ADVERTISING

Display advertising: a mode of online advertising where companies use banner ads along with other visual ad formats to advertise and promote their product on websites, apps, or social media.

❑ It often develops generous use of visual media in the form of texts, images, or even videos to attract individual's attention. The reason is that it is driven by the visuals used to attract attention and increase product or brand awareness across the internet.

❑ Most successful display advertising campaigns develop a combination of images, text, gifs, and videos to stand out on the internet, and send their message to the targeted audience. In addition, the company can play around with language, design, shapes, and sizes of banners to create engaging display ads.

❑ The company often displays ads in designated corners of webpages and social media platforms, and they are usually showcased in the form of a banner ad (graphic or text). These ads are the most common display advertising format; and they are named after their shape, which is "banner-like". More precisely, banner ads are a hyperlinked, image-based ads in the shape of a strip, and they are usually placed on the top of a web site to immediately draw the user's attention.

1.3. DISPLAY ADVERTISING

BANNERS - EXAMPLE

1. ONLINE COMMUNICATION

1.4. E-MAIL MARKETING

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	Live chats

1. ONLINE COMMUNICATION

1.4. E-MAIL MARKETING

E-mail marketing: one of the most important types of online marketing tools, and can be understood as a link between the company and its customers.

❑ This form of online communication can make the customers on the company's email list aware of new products, discounts, and other services. In addition, it is often used to inform, drive sales, and build a community around a brand.

❑ This tool allows the company to make fully targeted messages providing insights of where customers are in the purchasing cycle; and developing campaigns for each stage of the customer life cycle allows the company to increase their loyalty.

❑ The company e-mail managers gather the private e-mail correspondences and treat their e-mail subscribers more special compared to non-subscribers. This could be possible by offering subscribers special access to elite content, unique e-mail subscribers' rebates, customized bargains or other products not available to the non-subscriber audiences.

❑ The main disadvantage for this online marketing tool is the steady development of spam channels in e-mail programs.

1.4. E-MAIL MARKETING

EXAMPLE
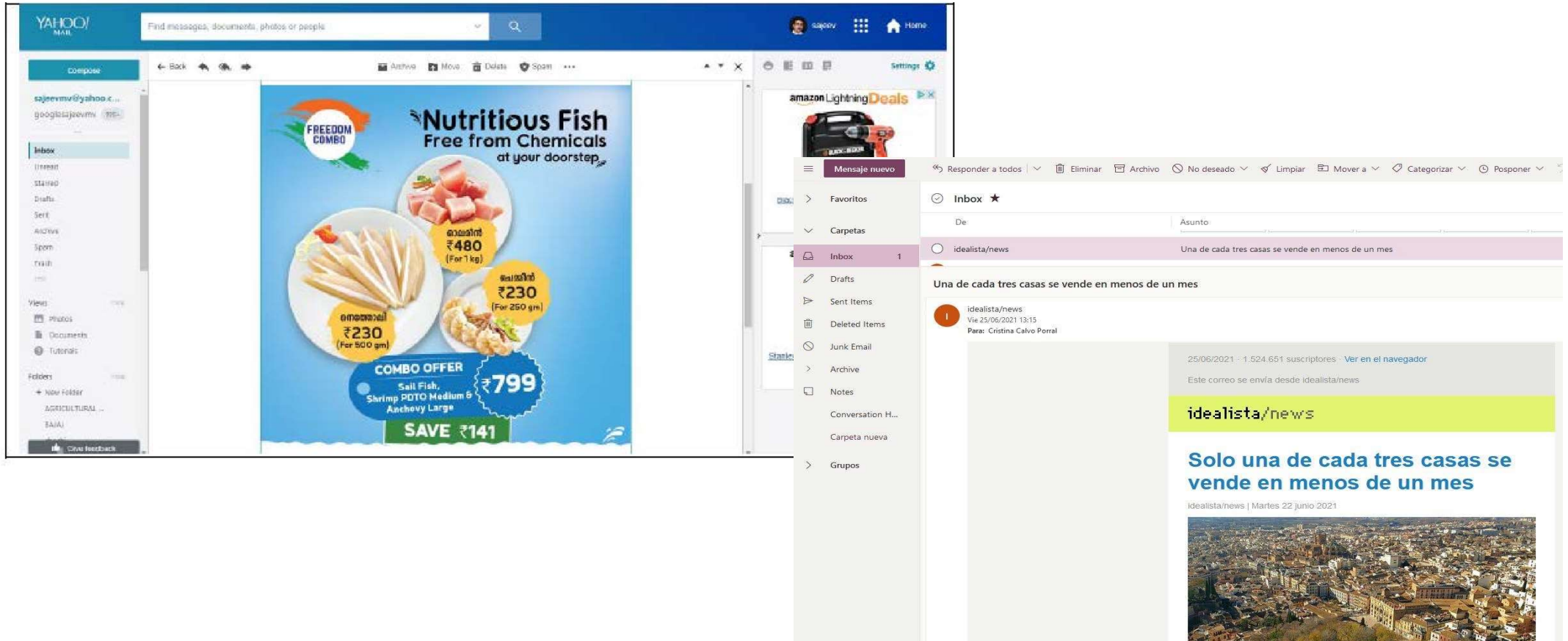
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1. ONLINE COMMUNICATION

1.5. AFFILIATION MARKETING

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	**Affiliation marketing**	Landing pages
App communication	Location/Geolocation marketing	Live chats

1. ONLINE COMMUNICATION

1.5. AFFILIATION MARKETING

Affiliate marketing: the process by which an affiliate earns a commission for marketing and promoting a company's products or services that drive a sale.

❑ So, with this is marketing tool a company compensates economically third parties for generating store traffic to the company's products and services which finally drives sales. In fact, companies typically pay per sale and less frequently by click or impression.

❑ The company developing affiliate marketing can track the links that bring in leads; and through internal analytics, see how many links are converted into sales. The goal of using affiliation marketing is to increase sales.

❑ Affiliates redirect visitors who click on one of these links or ads to the e-commerce web site. If the consumer finally purchases the product or service, the affiliate will receive a commission which is often of 5% to 10% of the sales price.

1. ONLINE COMMUNICATION

1.5. AFFILIATION MARKETING

❑ There are different types of affiliation marketing:

- <u>Unattached affiliate Marketing</u>: the affiliate has no connection to the product or service they are promoting. In addition, they have no known related skills or expertise and do not serve as an authority or make claims about its use. This is the most uninvolved form of affiliate marketing.
- <u>Related affiliate marketing</u>: the affiliate promotes the products or services as there is some type of relationship to the offering. Generally, the connection is between the affiliate's niche and the product or service. So, they have enough influence and expertise to generate traffic and their level of authority makes them a credible source. However they don't make claims about the use of the product or service promoted.
- <u>Involved affiliate marketing</u>: the affiliate has a deeper connection with the product or service being promoted as they have used or currently use the product, and are confident that their positive experiences can be shared with other consumers. So, affiliates serve as trusted and credible sources of information. On the other hand, because these affiliates are providing recommendations, their prestige and reputation could be compromised with any problems arising from the offering or product promoted.
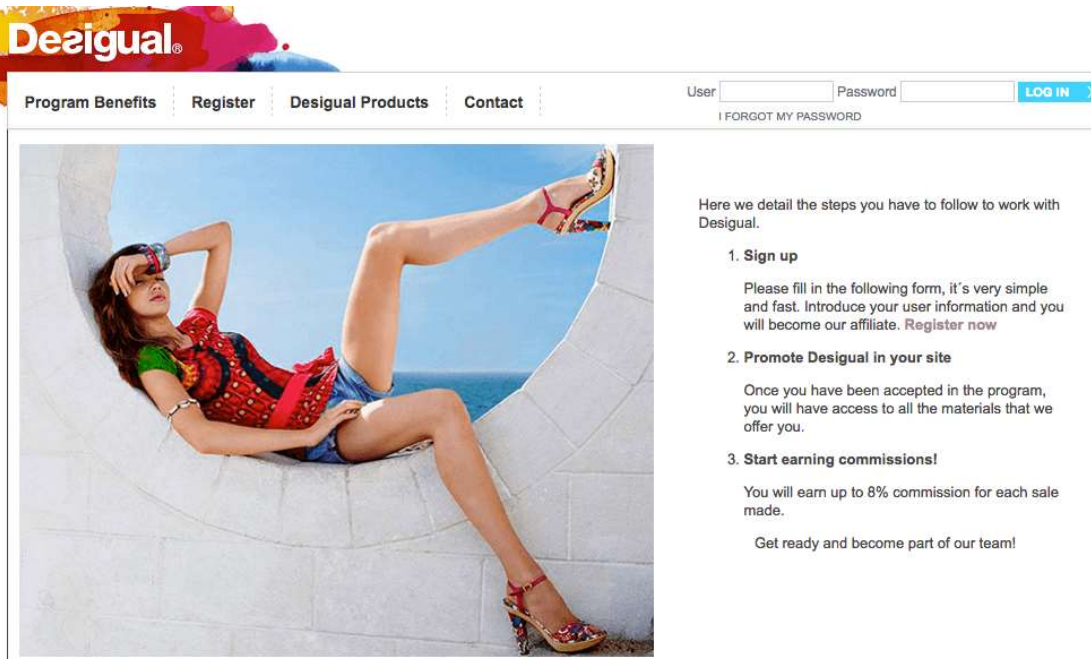
1.5. AFFILIATION MARKETING

EXAMPLES

The fashion retailer Desigual promotes and encourages affiliation marketing among consumers.

Tripadvisor encourages affiliation marketing among users

Desigual

Program Benefits | Register | Desigual Products | Contact

User [ ] Password [ ] **LOG IN** »
I FORGOT MY PASSWORD

Here we detail the steps you have to follow to work with Desigual.

1. **Sign up**

   Please fill in the following form, it´s very simple and fast. Introduce your user information and you will become our affiliate. Register now

2. **Promote Desigual in your site**

   Once you have been accepted in the program, you will have access to all the materials that we offer you.

3. **Start earning commissions!**

   You will earn up to 8% commission for each sale made.

   Get ready and become part of our team!

Tripadvisor   Hotels   Things to do   •••   ⊕ Post   ♡ Trips   ▢ Inbox

Tripadvisor Travel Affiliate Program

WHY JOIN?

Joining the Tripadvisor Travel Affiliate Program enables you to partner with the world's largest and most trusted travel community. Leverage our brand to enhance your existing travel programs, earn additional revenue, and provide your users with access to 760+ million reviews, plus 500,000 city and hotel pages.

WHAT CAN YOU EXPECT?

- 50% Commission
- Incentive programs
- Deep linking to over 500,000 city and hotel pages
- Partner with a brand people trust
- Continuous addition of products and promotions
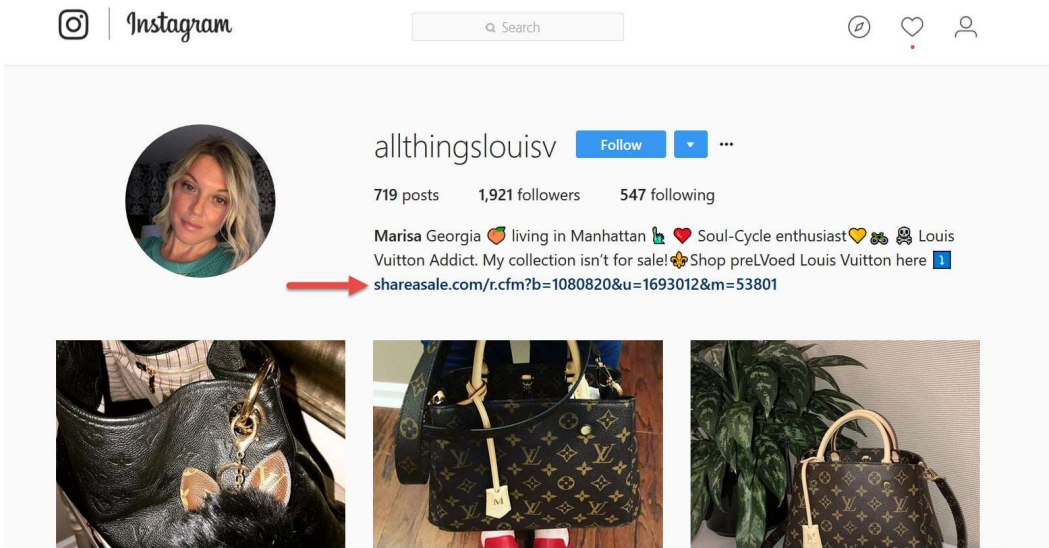- Access to a dedicated and experienced team

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1.5. AFFILIATION MARKETING

EXAMPLES

Louis Vuitton affiliation marketing on Instagram	Affiliation marketing on Instagram done by consumers

1. ONLINE COMMUNICATION

1.6. LANDING PAGES

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	**Landing pages**
App communication	Location/Geolocation marketing	Live chats

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1. ONLINE COMMUNICATION

1.6. LANDING PAGES

Landing page: a standalone web page created specifically for marketing or advertising purposes, where a visitor "lands" after clicking on a link in an email, ads from social networks (for example, Twitter, Instagram or Facebook), search services such as Google.

❑ Unlike web sites, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal, known as a "call to action". The goal of these pages is to generate attraction while the company pulls prospects further into the customer. While the company homepage has dozens of potential distractions, the landing page is super focused.

❑ Rather than serving as a basic advertisement that shows a customer a product, a landing page aims to engage and delight a customer by offering something that relates to the product or the company's industry. For example, if customers are offered a promotion when they fill out the form and receive a reward of interesting content, they might be even more likely to trust the brand and become a customer. Consequently, landing pages usually offer potential customers a resource, such as an e-book or webinar signup, in exchange for their basic contact information.

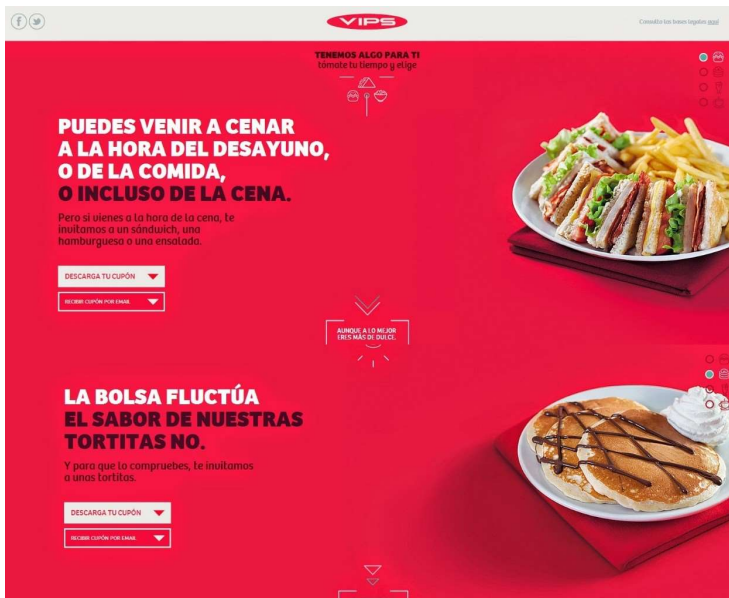# 1.6. LANDING PAGES

FUNNEL ONLINE MARKETING COMMUNICATION

It shows that landing pages aim to transform visits to a web site into sales.
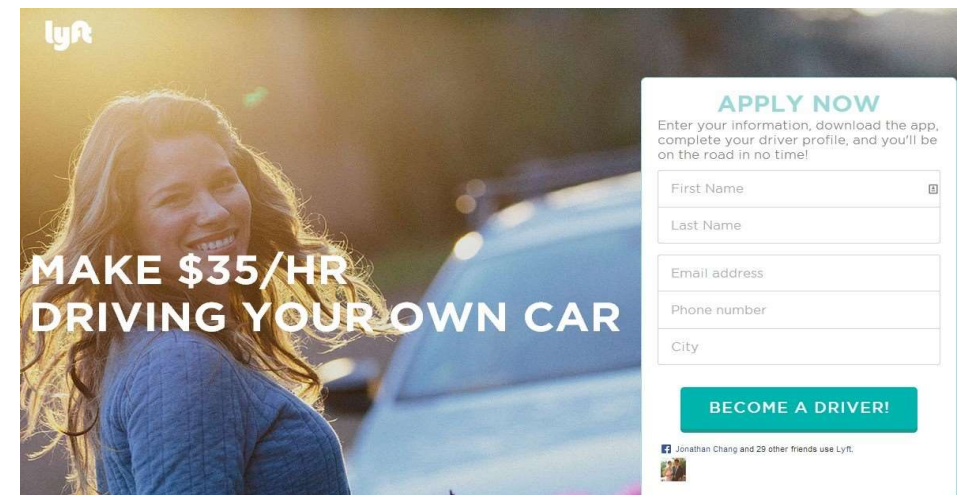

AD IMPRESSIONS

BIDS INTO IMPRESSIONS
- The keywords you bid on
- Negative keywords you add
- Bid amount

CLICKS

IMPRESSIONS INTO CLICKS
- Which ad serves for which keyword
- Ad text, call to action, URL
- Ad group structure

LANDING PAGE VISITS

CLICKS TO LANDING PAGE VISITS
- This just happens (because you paid for it!)

ON-PAGE CONVERSIONS

LANDING PAGE VISITS TO CONVERSIONS
- The landing page flow and order of actions
- Landing pages targeted to specific ads
- On-page elements

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1.6. LANDING PAGES

EXAMPLES

Landing pages of the
Spanish restaurants VIPS.

Landing pages of the
US shared rides Lyft

1.6. LANDING PAGES

EXAMPLES

Initial landing page of the food delivery company Just Eat that vary according to the selected country
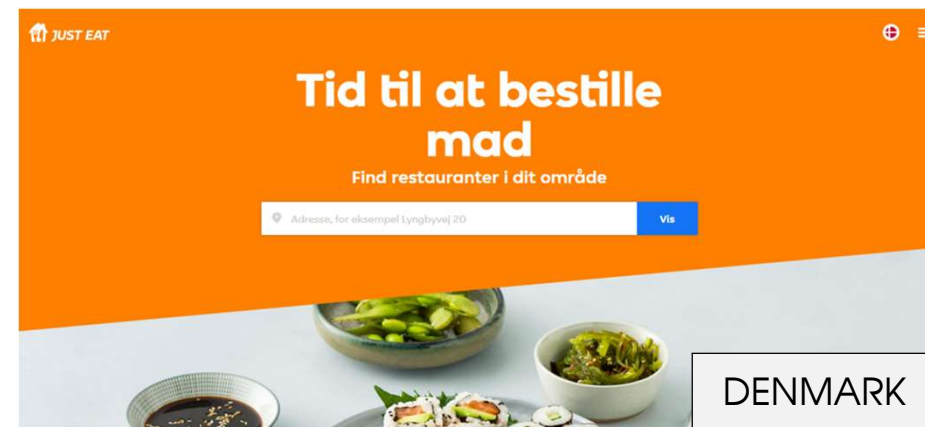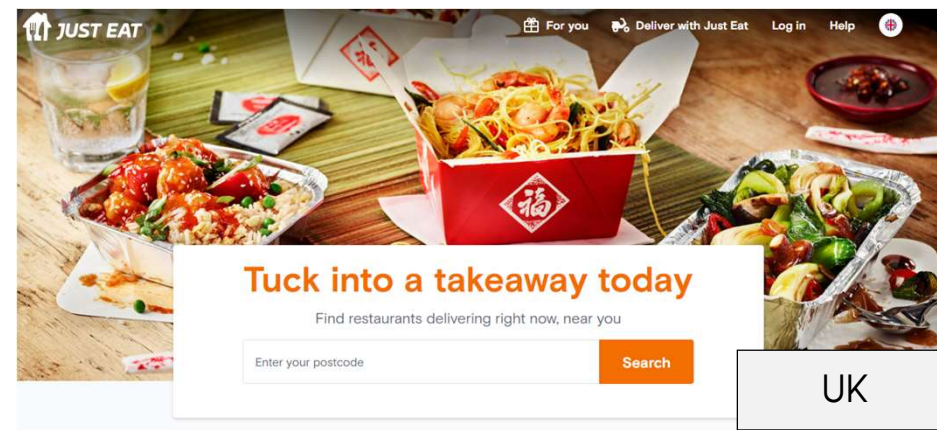
SPAIN

UK

FRANCE

DENMARK

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1. ONLINE COMMUNICATION

1.7. APP COMMUNICATION

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	Live chats

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1. ONLINE COMMUNICATION

1.7. APP COMMUNICATION

App Marketing or App communication: the process and set of communication techniques developed to promote and increase the awareness of a mobile application.

Mobile app marketing: the process of engaging app users throughout their entire experience with an app. This includes: discovering the app, downloading it, completing the onboarding process and staying engaged.

❑ The main goal of this communication is to attract the greater number of consumers as possible.

❑ In addition, the company should develop an attractive and appealing landing page for the app, since the company website is often the first impression of the business for many individuals; and in turn, it can act as a "showroom" for the company app. Therefore, the app landing page should be attractive, user-friendly, and should work well across all browsers.

❑ App viral loops are great tools to increase the number of users for a mobile app, since they help spread the word about an app because they invert the traditional online marketing funnel, enabling the app users to market an promote the app. More precisely, viral loops can be created through an attractive app design and the offering of incentives, share experiences and other referrals. For example, companies like Dropbox, which gave 16GB of storage space for free when users invited friends, or CandyCrush, which allowed users to share their scores, used viral loops to grow their brands exponentially.

1.7. APP COMMUNICATION

APP STORE OPTIMIZATION

App Store Optimization (ASO): the process of improving the company's app's visibility in the App Store and Google Play Store; so it is the process of optimizing mobile apps to rank higher in an app store search results.

❑ This is critical to the company, since he higher the company app ranks in an app store search results, the more visible it is to potential customers. So, if the marketing campaign directs a large number of potential customers to the App Store, the company app still needs to be well-presented and attractive to complete the installation.

❑ Main factors that influence this process are:
  • Title: the app title should be readable, focused and it should have high recognition for consumers
  • App description: make sure to point out what problems your app solves and use keywords.
  • Icon: the company or store app should focus on one element that reflects the app's essence, and have a design it in a unique shape.
  • Screenshots: they must show the app's core features and most important functions.

1.7. APP COMMUNICATION

EXAMPLES

| App landing page of Hyundai | App page of Coca-Cola |

1. ONLINE COMMUNICATION

1.8. LOCATION / GEOLOCATION MARKETING

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	**Location/ Geolocation marketing**	Live chats

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1. ONLINE COMMUNICATION

1.8. LOCATION / GEOLOCATION MARKETING

❑ In order to create an interactive experience, companies and retailers target the consumer directly at or near the point of engagement. This could be considered as a method of mobile targeting, which allows companies and brands to target relevant audiences with ads based on demographics and geolocation information. That is, this is a communication tool that pinpoints an audience based on their location.

Location or geolocation marketing: the collection of data about the individual's physical location, usually provided through GPS satellites and internet protocol (IP) addresses, and based on the use of Bluetooth technology.

❑ This online marketing tool allows companies to send push notifications to nearby mobile devices and smartphones, attracting the attention of the target audience to specific retail locations or nearby restaurants, among other locations.

1. ONLINE COMMUNICATION

1.8. LOCATION / GEOLOCATION MARKETING

❑ There are multiple reasons to use location-based marketing, for example the following:

- <u>To increase store traffic</u>: it uses consumers' mobile devices and smartphone data to allow them to use their applications effectively. The main objective of location marketing is to attract new customers to visit the store located near them.

- <u>Deliver more relevant ads</u>: delivering more ads based on the consumer geographic location can help the marketing actions of a company or brand towards a certain demographic point.

- <u>Drive away from the competition</u>: due to this tool, the company not only is attracting more consumers but also driving them away from competitors.

- <u>Creation of a better user experience</u>: smartphone users have access to cool features that the internet offers especially for mobile apps. When using them, users have and feel a better experience with the company or brand app, making it more likely for them to come back and constantly use it again.

1. ONLINE COMMUNICATION

1.8. LOCATION / GEOLOCATION MARKETING

❑ There are different types of location-based marketing:

- IP Address Marketing: uses IP addresses to communicate with devices located within household and business locations. It addresses work through technology that matches up IP addresses to lists of names and street addresses in order to display advertisements on websites that users tend to visit.
- GPS Marketing: When addresses are registered into search engines, this makes it easier for businesses to lure in customers to nearby locations of their business. It works through devices that offer GPS features to smartphone users.
- Proximity Marketing: Distributes advertising content associated with a specific place. So, consumers using Bluetooth enabled devices or mobile apps in that area will receive local promotions from businesses.
- Beacon Marketing: Beacons are small physical objects that receive wireless data through Bluetooth from nearby devices; and in turn, they can be used to promote a business or a brand by engaging customers in the interiors of physical retail stores. It is useful for retailers that own businesses with poor cell reception, which strategically lures in customers to use their smart devices.

1.8. LOCATION / GEOLOCATION MARKETING

EXAMPLES

Examples of mobile geolocation

1. ONLINE COMMUNICATION

1.9. LIVE CHATS

Viral marketing	Video/YouTube	Display advertising
E-mail marketing	Affiliation marketing	Landing pages
App communication	Location/Geolocation marketing	**Live chats**

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1. ONLINE COMMUNICATION

1.9. LIVE CHATS

❏ **Live chats** are easy to use and enjoyed by many customers. One key factor is to ensure that the company has enough staff to handle the volume of their potential, as it requires a sufficient number of employees to be available when customers access the web site.

❏ Some drawbacks of this online communication tool is that if the company employee tries to handle too many customers at on time, it may slow responses and become frustrating for the customer. In addition, it is frustrating for customers when they access live chat and receive a message that make them wait a considerable amount of time, before an answer by an employee is available.

1.9. LIVE CHATS

EXAMPLES
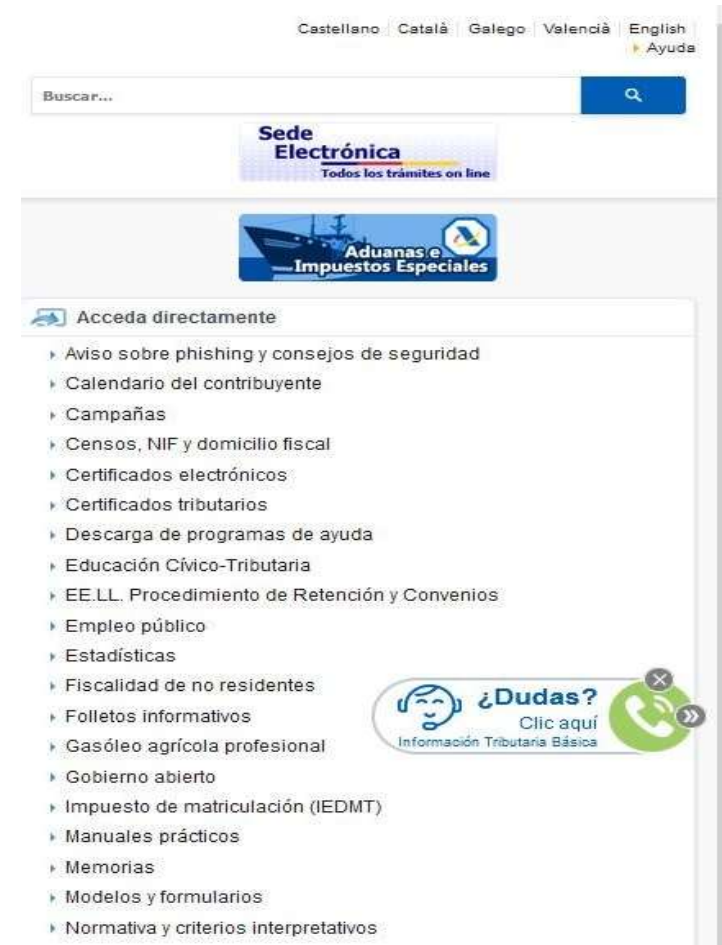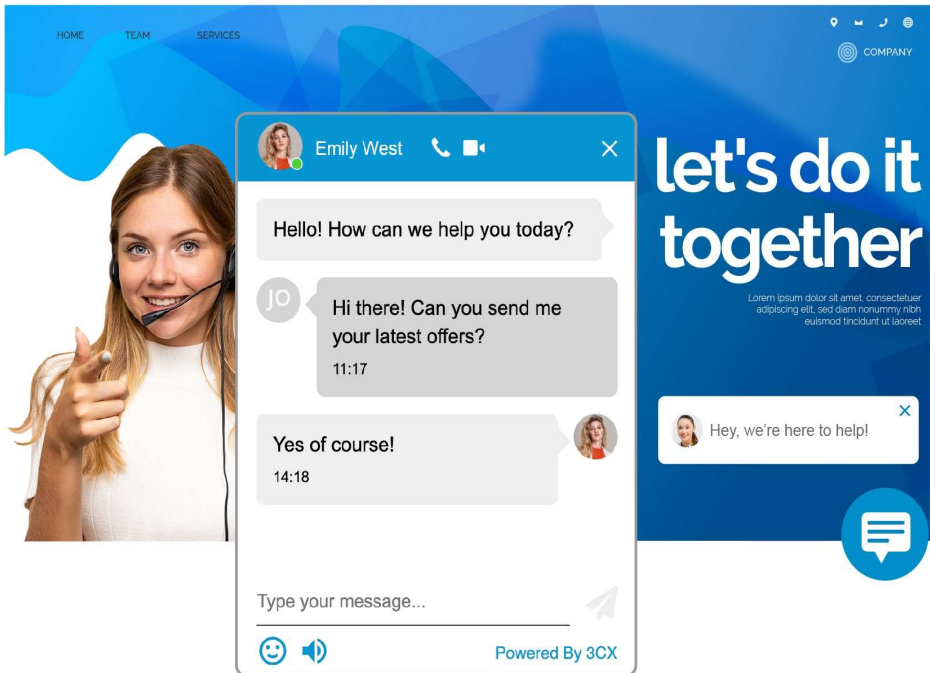
1.10. OTHER TOOLS

PAY PER CLICK

Pay per clicks: is one of speediest types of marketing tools to drive targeted traffic to web pages and related services.

❑ The main objective is to transform latent users into engaged users, and then transform engaged users into purchasers.

❑ It first lures consumers to tap on a promotion or advertisement and send them to the planned "landing page" with content that matches the advertisement. The process behind this tool is that the company needs to keep similar phrasing all through the experience so new consumers stay engaged and involved all through the experience.

❑ Its promotions are no longer displayed on the sidebar on search engines; nowadays they can be displayed on niche sites or they may act as sponsored stories on different social media networks.

1.10. OTHER TOOLS

FREQUENT ASKED QUESTIONS (FAQs)

Frequent Asked Questions (or FAQs): is a list of questions and answers relating to a particular subject, especially giving basic information for users of a website.

❑ It is often used in articles, websites, email lists and online forums where common questions tend to recur. It is a good method of online communication, because customers access a web site and receive information without talking to or communicating with a company employee.

❑ It is used by companies because it reduces service time and costs while providing a convenient way for customers to obtain answers and information without making a phone call or sending an e- mail.

❑ Quality FAQs are produced based on previous two-way interactions and feedback communication with customers. In fact, problems or concerns that come up repeatedly should result in a new FAQ item or information placed in the web site.

1.10. OTHER TOOLS

Examples of FAQs in public organizations and private companies

SUMMARY OF THE TOOLS OF ONLINE COMMUNICATION
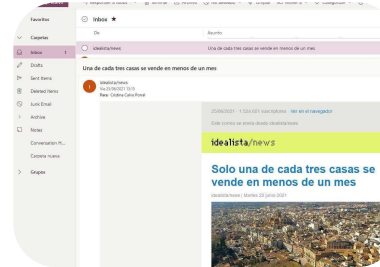

Viral marketing
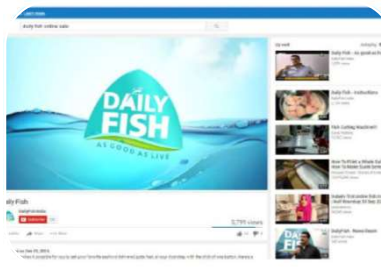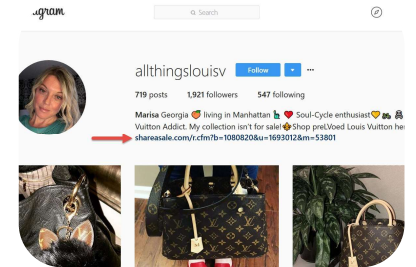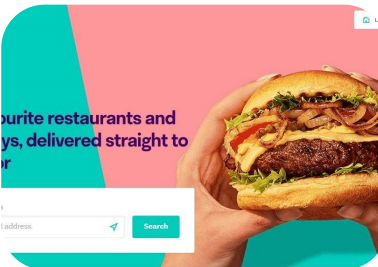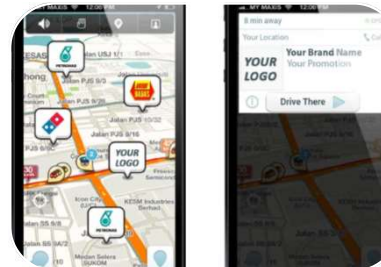

Video/Youtube

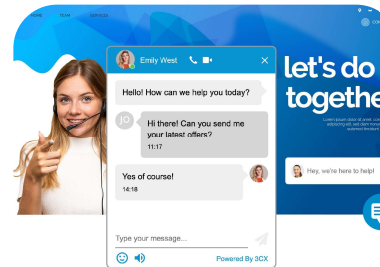Display advertising

E-mail marketing
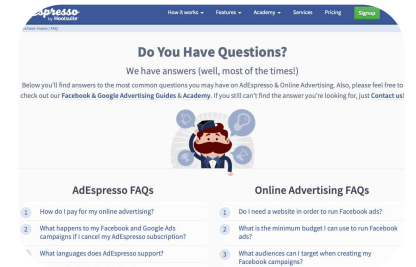

Affiliation marketing

Landing pages

App communication

Location/ Geolocation marketing

Live chats

Others

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2. WEB COMMUNICATION

2.1. CONTENT

Consumer-generated content: any form of content, such as text, videos, images, posts, reviews and so on, created by individuals and published in an online web site or social network.

❑ The company web site sometimes offers a place for customers to make comments about the company's products and marketing actions. By reading these comments the marketing manager learns how customers feel about the company and about its products, and this valuable information may then be used to improve the product and the company's service.

❑ Some companies actively encourage customers to share their concerns and suggest ways to improve its products. The reason is that this actions increase brand awareness and may result in increased sales and reduced costs; as customers share their comments and experiences, other potential customers may be encouraged to purchase the product or brand. In addition, costs can be reduced as customers point out problems and suggest solutions.

❑ Rather than being intimidated by consumer-generated content, marketing managers can embrace it and use it to gain customer insights, boost brand loyalty, increase sales and reduce costs.

2. WEB COMMUNICATION

2.1. CONTENT

Consumer-generated comments on Amazon

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2. WEB COMMUNICATION

2.2. ADVERTISING

- ❑ Most ads placed on various web sites have been generated by the company, but a good alternative are consumer-generated advertising.

- ❑ **Consumer-generated advertising:** refers to brand or product content created by people, like a picture, a blog post or a video that mention or show a product or brand. That is, brand content created by users not professional advertising managers, nor employees of the company that owns the brand.

- ❑ This online communication occurs because anyone with a smartphone or video camera can easily create content, such as pictures or videos, about a brand or product, which could be both positive or negative content. It creates and increases brand awareness among other people that see the video or blog post online, like on web sites, social media or online forums. The idea underlying these ads is that the viewers of the ad will tend to accept a this advertising as more genuine and credible.

- ❑ They can offer companies several benefits when they are accepted and integrated effectively into the company's marketing outreach. However, marketing managers should take into account that consumers will generate content with or without the company's participation.

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2. WEB COMMUNICATION

2.2. ADVERTISING

The US fashion retailer Old Navy promoting consumer-generated ads on Instagram
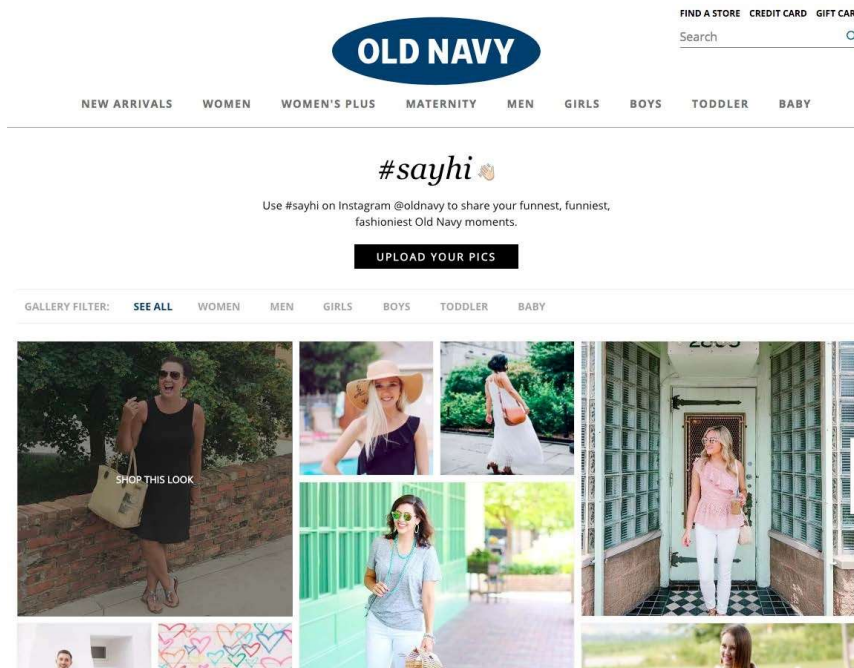
Consumer-generated advertising of lip balm on Instagram

2. WEB COMMUNICATION

2.2. ADVERTISING

Consumer-generated advertising of smartwatches and automobiles

Sucessful campaign of consumer-generated advertising of dog snacks

The Family #vivadogs

More than 500,000 happy dogs. Show us how your dog loves his box. Tag #vivadogs on Instagram or Facebook and you could see your dog here.

2. WEB COMMUNICATION

2.3. MEASURE INDICATORS

❑ When a company is starting with an online campaign, it must take the following steps: Site planification; negotiation and media buying; campaign configuration; optimization and trafficking; and campaign billing.

❑ There are four types of media hiring on digital media:

- CPM (cost per mile): certain amount for every thousand impressions a banner receives.
- CPC (cost per click): certain amount for every click achieved through a banner
- CPL (Cost per lead): certain amount for each registration obtained through an online form
- CPV (Cost per sell): a certain amount or a percentage for each sale achieved

3. SEO, SEM AND GOOGLE ANALYTICS

3.1. SEARCH ENGINE OPTIMIZATION (SEO)

❑ When individuals look for specific information on the internet, they often use a search engine. The process of increasing the probability that a particular company web site emerging from a search is called Search Engine Optimization (SEO).

Search Engine Optimization (SEO): the process of increasing the probability that a particular company web site emerging from a search on the internet.

❑ Each search engine uses a slightly different set of algorithms to develop search lists; and at the same time these programs identify key phrases that match what the person types into the search box. Web traffic increases dramatically for web sites that come up on the first page.

❑ Search Engine Optimization follows a set of principles: optimizes a page for particular keywords and manages links from different sites that utilize the targeted keywords. They are like robots and accordingly, the principal comprehension of what a page is about will be based on the content on the page.

3.1. SEARCH ENGINE OPTIMIZATION (SEO)

TECHNIQUES

❑ Search Engine Optimization (SEO) could be accomplished in three different ways:

- Through a paid search insertion that comes up when certain products or information is sought.

- The web site is identified through the natural or organic emergence of the site, which is unpaid. The underlying idea is to develop efficient and effective organic results that will arise from the natural search process, and in order to ensure that the company web site is listed first takes time and effort. When the web site is first built, it is not likely that it will be listed at the top and it takes time for search engines to locate the site.

- To make use of paid search ads. This form of advertising can be little text boxes that pop up when a particular word is typed in, or link boxes at the top or side of a search result. In addition, search advertising is growing in popularity due to its effectiveness.

3.1. SEARCH ENGINE OPTIMIZATION (SEO)

EXAMPLES

Organic emergence of sites
on search engines
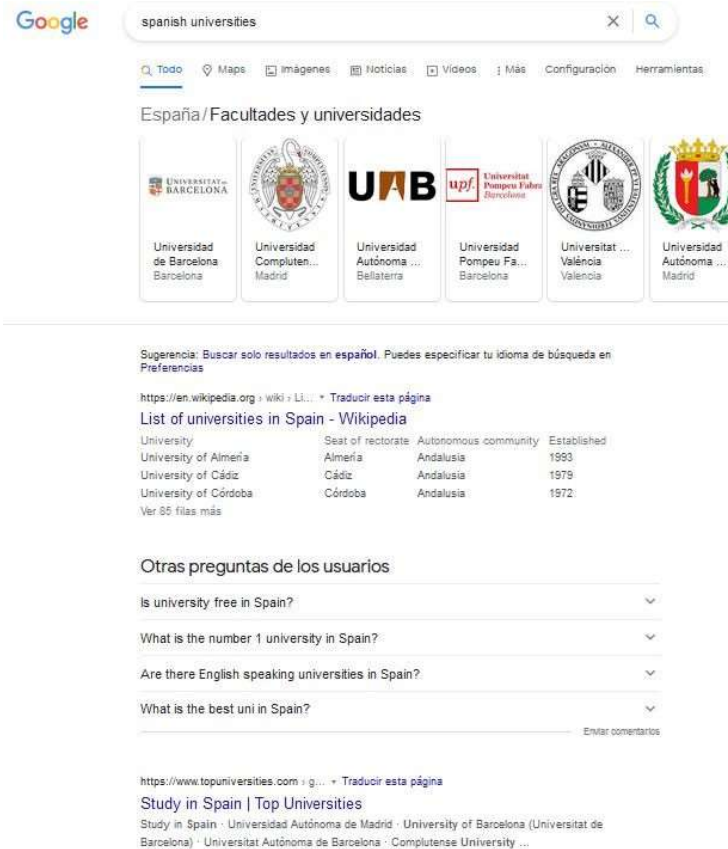
Paid search adds on
Google
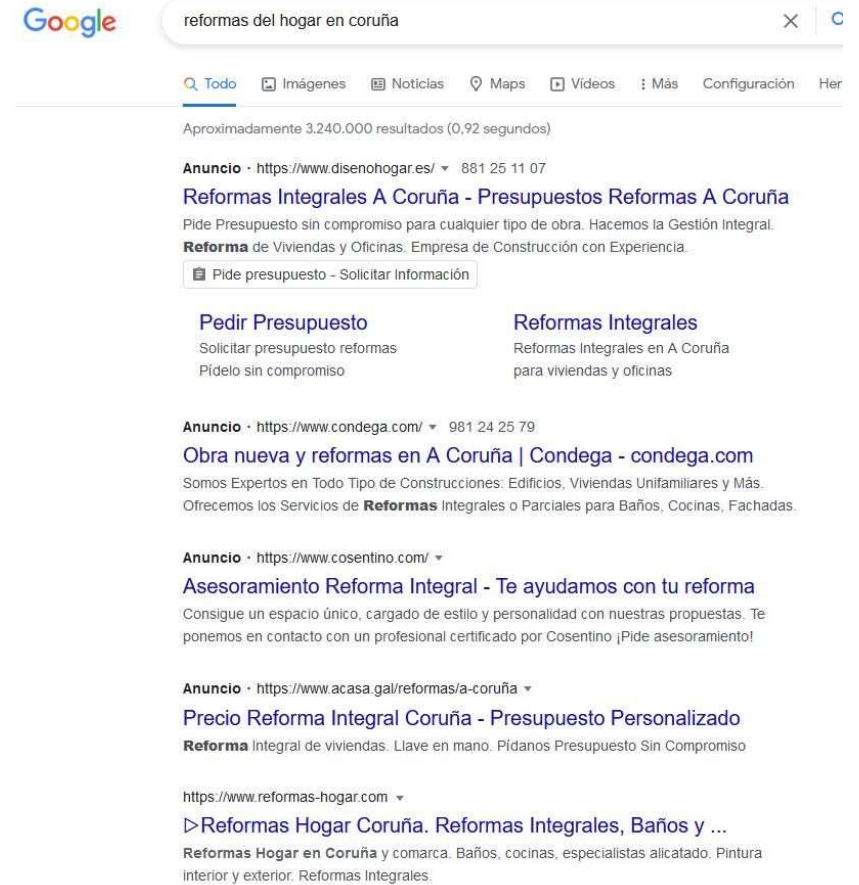

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3. SEO, SEM AND GOOGLE ANALYTICS

3.2. SEARCH ENGINE MARKETING (SEM)

Search Engine Marketing (SEM): all the marketing actions that take place within a search engine whether or not are paid. Often referred to as paid search advertising campaigns, like for example Google ads; and most marketers use SEM to refer exclusively to search engine paid advertising or paid results.

❏ Accordingly, it is defined by the set of tools, techniques and strategies that help optimize the visibility of web sites and web pages through search engines. In addition, the goal is to gain better search engine positioning on Google and other similar search sites.

❏ Search sites and Google search pages show two types of results:
- Organic results: in order to know which results to show, the search engine uses an algorithm that indicates which web sites best respond to a specific query. More specifically Google's algorithm is based on relevance (web content) and authority (links from other pages).
- Paid results: unlike organic lists, the advertiser or the company interested must pay for each click. To get web site traffic through the purchase of ads in search engines, the company needs to resort to search engine advertising solutions, such as Google Ads. This system is also called PPC (pay per click) or CPC (cost per click).

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3.2. SEARCH ENGINE MARKETING (SEM)

WHY USE IT

❑ There are different reasons to incorporate SEM in the online marketing strategy of a company, such as:

1) <u>Get highly qualified traffic to the web site page</u>: one of the purposes of the online marketing strategy is to attract the right/adequate users to the company landing page; and this tool is highly effective in attracting users' attention and generating clicks by allowing users to filter content based on the words they seek. This ensures that the web site traffic consists of people who are potentially interested in the product or brand.

2) <u>Makes the company or brand popular and widely known throughout the world</u>: the placement of a company or brand at the top of Google search is an effective way to get visibility worldwide. Further, when users see the company web site or page in the first place of Google search will allow users to associate it with the need they have and they looking to solve, even if they do not click on the web site.

3) <u>Generates conversions</u>: Google Ads offers different ways to measure conversions and thus ensure that your ads are really effective. A Google conversion could be defined as an action that is counted when an individual interacts with an ad or free product listing (for example, when a person clicks an ad or views a video).

4) <u>Benefit from data and parameters available</u>: the company can take advantage of the data and parameters available to place advertising on other web sites, allowing great possibilities of ad personalization. For example, one company can target users who have already visited its web site, users who are interested in a specific type of products, or even consumers who live in a specific geographical area.

3.2. SEARCH ENGINE MARKETING (SEM)

WHY USE IT

5) <u>Highly measurable</u>: tools as Google Ads provide highly detailed reports of the evolution of the marketing campaign, so the company is able to know what is happening with its ads.

6) <u>Real time monitoring</u>: the analytics interface allows the company to check what is happening at each moment with its advertisements, and modify them if the expected results are not achieved.

7) <u>Results obtained with a tight budget</u>: solutions can be adjusted to any budget at any time; and therefore, the company does not need a large initial investment, making these online marketing actions quite suitable for small and medium companies.

8) <u>Pay per click</u>: only pays if results are achieved; and in turn there is a control in the maximum budget that is willing to invest, as well as the maximum cost per click to be paid, allowing the company to develop a profitable online marketing campaign.

9) <u>Speed</u>: allows to achieve relatively fast, large-scale results.

10) <u>Segmentation</u>: great segmentation possibilities. More specifically, by focusing on keywords, the company will reach the target market that is actively interested in the company or the company's brands or products. The company could filter it by other variables such as customer location or consumption behaviour.

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3. SEO, SEM AND GOOGLE ANALYTICS

3.3. GOOGLE ANALYTICS

Google Analytics: a web analytics service that provides statistics and basic analytical tools for SEO and marketing purposes.

❑ So, it allows the company to track web sites, blogs and social networks; with predetermined and customizable reports. This service is part of the Google Marketing Platform and is available for free to any company and to any user.

❑ Google Analytics collects and provides valuable information on elements as the following:
1) number of visits of a web site, blog or social network
2) the duration of the visit
3) the sources of web traffic
4) the visited pages
5) the users preferred sections of a web site
6) the keywords used for their search
7) technical information and details about the users' devices
8) the browsers used on their visit to the website

3.3. GOOGLE ANALYTICS

HOW IT WORKS

Google Analytics program collects information from a web site thanks to the JavaScript code that the company must include in its web pages and the cookies that are generated once the user accesses the web site through a browser. Then the program records the activity of any user from the moment he/she arrives to the web site until he/she leaves the website. Finally, Google Analytics transforms this information into different reports with graphs and statistical data.
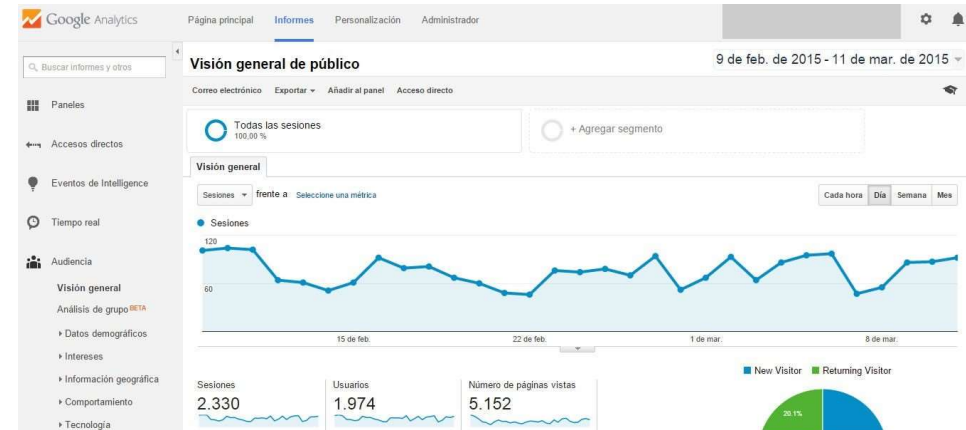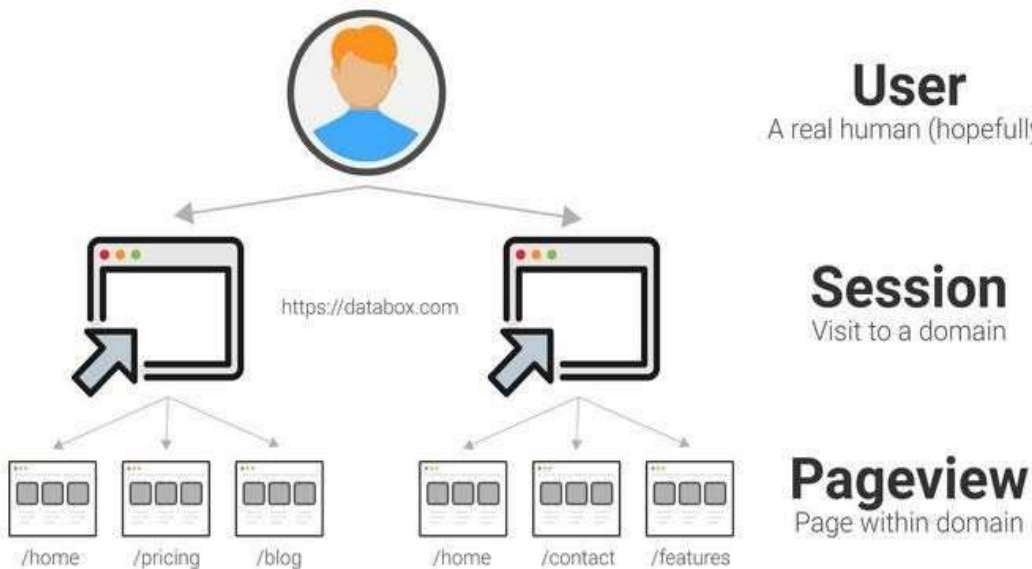
4. SOCIAL NETWORKS

4.1. CONCEPT AND CHARACTERISTICS

Social networks: *"tools that enable open online exchange of information through conversation and interaction"* (Yates and Paquette, 2011)

"a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan and Haenlein, 2009).

"as collaborative online applications and technologies that enable participation, connectivity, user-generated content, sharing of information, and collaboration amongst a community of users" (Henderson and Bowley, 2010)

❑ Social networks describe the online technologies and practices that people use to share opinions, insights, experiences, perspectives and media itself. The characteristics associated with social networks are:
- Participation: encourage contribution and feedback
- Openness: open to feedback and participation
- Conversation: facilitate two way communication
- Community: facilitate formation of communities
- Connectedness: facilitate connections through links to other sites, resources and people.

4. SOCIAL NETWORKS

4.1. CONCEPT AND CHARACTERISTICS

- ❑ Social networks have become popular among internet users, and companies use them to communicate with consumers. Two well-known social networking sites are Facebook and MySpace, which allow companies to advertise on the sites and to target advertisings to the interests, habits and social friends of members based on their profiles. This means that there are two methods of communicating through these sites:
  - Posting comments and responding to information placed on them
  - Advertising on the sites.

- ❑ One of the fastest growing network site is Twitter, which is a free social networking and micro-blogging service that allows members to send and read other users' messages, commonly known as "tweets". So, users can post a message on their profile page, that is then delivered to every user who has subscribed them; and in turn, a message is sent instantly to everyone of the user's friends circle.

- ❑ Nowadays, with ad clutter becoming a problem on these mega social networks, marketing managers have begun to look for smaller social network and blog sites with a narrower focus, that are also a better fit with the target audience.

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4. SOCIAL NETWORKS

4.2. SOCIAL MEDIA MARKETING

Social media marketing: the process of attracting attention towards specific brands or product through social platforms. Typically includes a set of activities on the use of social media as channels for promoting companies.

❑ The main focus is on creating content that individuals will distribute through social networks themselves, without the participation of the company. This tool uses social media networks as communication channels between the company and the consumers. The most popular social networks are sites like Facebook, Google+, Twitter, LinkedIn or Instagram.

❑ In these social media networks, the company should look for target audiences and give careful consideration to the dialect they are utilizing, inquiries they are asking and content they are sharing.

❑ Marketing in social networks allows the company to accurately influence the target audience, choose the sites where this audience is more represented, and the most appropriate ways of communicating with it, while least impacting those who are not interested.

4.2. SOCIAL MEDIA MARKETING

EXAMPLES

4.2. SOCIAL MEDIA MARKETING

EXAMPLES

4. SOCIAL NETWORKS

4.3. PROFFESSIONAL NETWORKS

Professional network: *"a type of social network that is focused solely on interactions and relationships of a business/professional nature rather than including personal, non-business interactions"* (Vascellaro, 2007).

❏ These networks help individuals to build and maintain relationships with other individuals in the professional context and can be used to get expert advice, exchange ideas, get a second opinion, obtain a reality check, test new ideas, gain moral support and engage in collaborative problem solving.

❏ Professional networks provide valuable information and features not available in other networks. For example, networks such as LinkedIn and AngelList, Opportunity or Branch Out facilitate professional networking and also provide data with information about users, their behaviour, interactions and posted content.

❏ On professional networks, individuals seek for updates on how to improve themselves professionally. Accordingly, updates should be about the companies they are interested to work with, and can benefit their professional careers. Despite people using professional networks are not looking to express their views and opinions, they can upload content related with their work and professional careers development.

4. SOCIAL NETWORKS
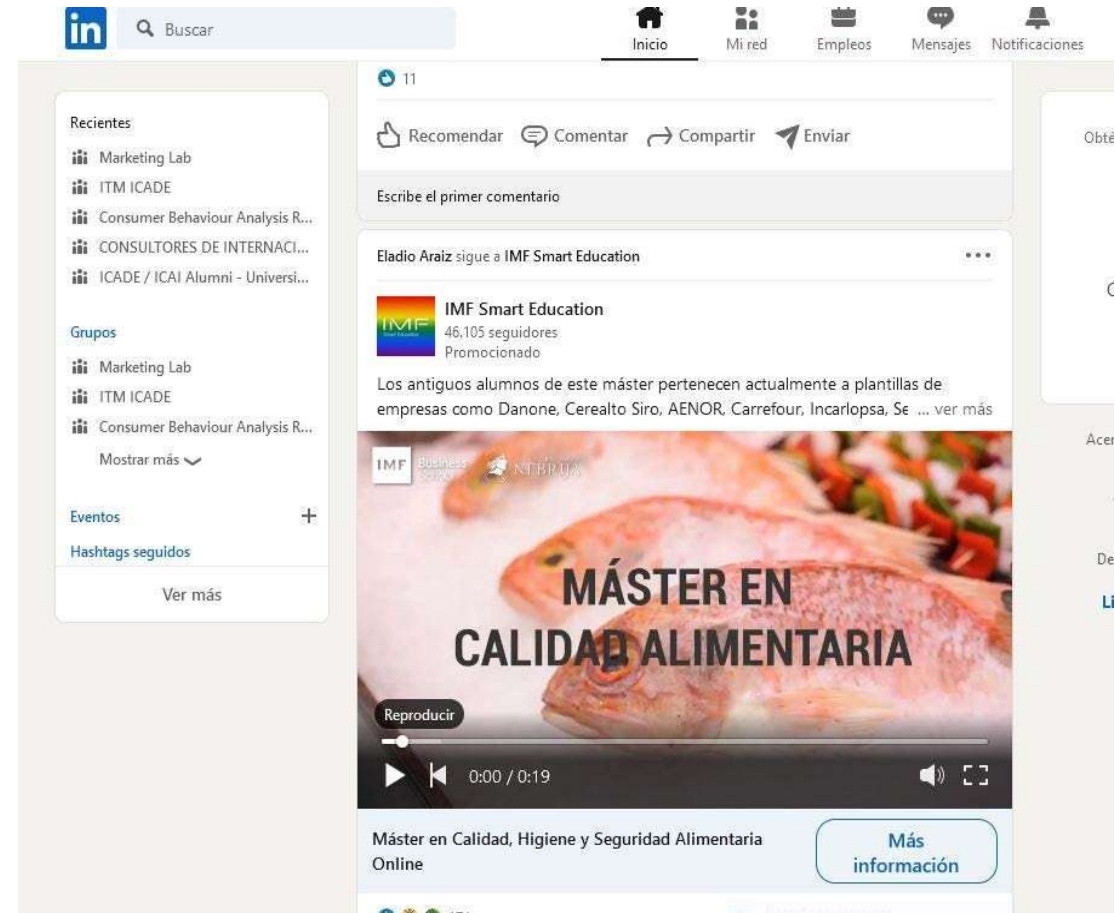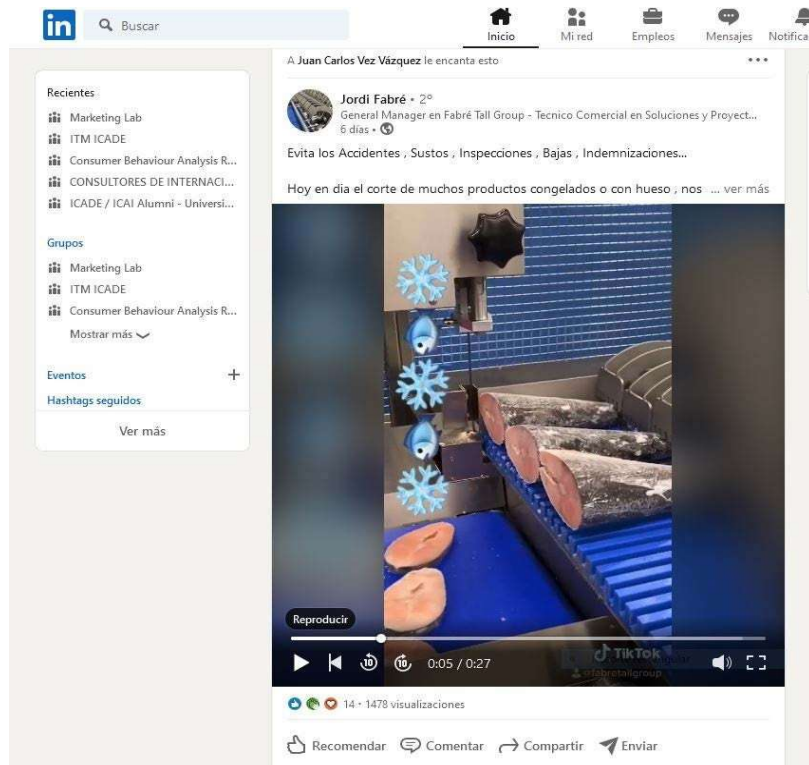
4.3. PROFFESSIONAL NETWORKS

❑ There are three types of professional networks, as follows:

- <u>Operational</u>: an internal network and the strong working relationship with colleagues in the individual's organization. To build it, the employee needs to reach out to colleagues from other departments and areas of his/her organization and create a robust network. These contacts can help in achieving short-term goals by completing work or a daily basis.

- <u>Personal</u>: relationships outside the individual's organization with people belonging to diverse groups. Its purpose is to improve the employee's professional as well as personal development and offer referrals to useful contacts. It encourages involvement in professional associations and other activities that may broaden the network outside the organization.

- <u>Strategic</u>: combination of the above two types of networking where intra-organizational and personal needs can be met adequately, because networking is both internal and external. It builds connections and keeps an individual professionally relevant with the purpose of determining priorities and creating support for it. It is essential for sharing ideas, keeping an eye on development in business, learning and helping to "see the bigger picture" of an industry or economic sector.

4.3. PROFFESSIONAL NETWORKS

EXAMPLES

Members of professional networks
upload videos and content

4. SOCIAL NETWORKS

4.4. OPINION LEADERS: INFLUENCERS

Influencer: a person who has the ability to affect the behaviour of other people as a result of the size of their audience on the internet and social networks, or their individual persuasiveness. Further, in social media are individuals who have built a reputation for their knowledge and expertise on a specific topic or product category.

❑ They can influence consumers through the overall size of their audience -total reach-, because of their knowledge, their position or relationship with their audience, or because of their authority and reputation within a smaller community of people.

❑ They make regular posts about a topic on their preferred social networks and generate large followings of enthusiastic, engaged people who pay close attention to their comments, opinions or recommendations.

4. SOCIAL NETWORKS

4.4. OPINION LEADERS: INFLUENCERS

- Mega-Influencers: with a vast number of followers on their social networks. A common reference is that they have more than one million followers on at least one social platform. Many mega-influencers are celebrities who have gained their fame offline, such as actors, sportspeople or musicians. Only major brands should approach mega-influencers for influencer marketing.

- Macro-Influencers: they are one step down from the mega-influencers, and maybe more accessible as influencer marketers. They have followers in the range between 40,000 and one million followers on a social networks. Tends to consists of two types of people: they are celebrities, or they are successful online experts on a topic or product category, being this latter type more likely to be useful for companies in engaging consumers. They generally have a high profile and can be excellent at increasing product or bran awareness.

4. SOCIAL NETWORKS

4.4. OPINION LEADERS: INFLUENCERS

- ❑ <u>Micro-Influencers</u>: ordinary people who have become known for their knowledge about some specific product niche and they have gained a sizable social media followers. It is not the number of followers that indicates their level of influence; but the close and true relationship and interaction with their followers. It can be considered micro-influencers those individuals having between 1,000 and 40,000 followers on a single social platform. They have built up specialist followings and are unlikely to want involvement with an "inappropriate" brand or product for their audience.

- ❑ <u>Nano-Influencers</u>: the newest influencer-type is the nano-influencer, they only have a small number of followers but tend to be experts in a highly specialized field. In many cases, they have fewer than 1,000 followers but they are extremely interested followers, willing to engage with the nano-influencer, and listen to his/her opinions and recommendations. They can be of extreme importance to companies who make highly specialized and niche products.

4.4. OPINION LEADERS: INFLUENCERS

EXAMPLES

A famous model promoting a cosmetic's brand on her Instagram

The Singer Rosalia in her Instagram wearing Burberry's apparel

4.4. OPINION LEADERS: INFLUENCERS

EXAMPLES

Famous chef Jordi Cruz promoting Galician shellfish on his Instagram

4.4. OPINION LEADERS: INFLUENCERS

EXAMPLES

Famous chef Jordi Cruz promoting a brand name in his Instagram

Famous chef Ferran Adriá promoting fish cooking on his Instagram

4.4. OPINION LEADERS: INFLUENCERS

EXAMPLES

Small businesses promoting seafood consumption on their Instagram

Instagram users promoting seafood

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4.5. BLOG MARKETING AND MICROBLOGGING

BLOG MARKETING

Blog marketing: an innovative way to create closer relationships with customers, and also gives the consumers the possibility to discuss among each other. Therefore, it not only allows to establish closer relationships with a small customer segment, but also with larger customer segments.

❑ They are the new way for customers to reach out to the companies. This scenario has made the companies alert to listen to their customers' demands through the blogosphere, gain new knowledge from the customer and get an idea about what the customers are saying about them and their products.

❑ Consumers use blogs throughout their purchase decision making. Within the purchase decision making, collaborative blogs were mostly used to get more input from a larger audience. Consumers were found mainly writing in the blogs when they had knowledge to contribute with, or when they needed information that they could not otherwise find in the blogs.

BLOG MARKETING

EXAMPLES

4.5. BLOG MARKETING AND MICROBLOGGING

MICROBLOGGING

Microblogging: "*a small-scale form of blogging, generally made up of short, succinct messages, used by both consumers and businesses to share news, post status updates and carry on conversations*" (Java et al., 2007).

❑ Micro-blogs are an online communication medium which allows users to exchange small elements of content, such as short sentences, individual images or video links. Accordingly, it is the general term for the concept of "posting very short status updates" as popularized by network services like Tumblr and Twitter. So, it is a way to share quickly where one person is, what one is doing, thinking or feeling.

❑ It allows users to make posts and they tend to be very short, creating an environment that is fundamentally different from blogging since it is easy for someone to read hundreds of short posts in a short amount of time.

❑ The microblogging sites create interesting social network structures. For example, the most obvious network structure is the one created by the "follows" and "is followed by" relationships. When using a microblogging service it's possible to remain as a "follower" and explore content to find valuable information.

4.5. BLOG MARKETING AND MICROBLOGGING

MICROBLOGGING

❏ The social network Twitter has a microblogging system that is similar to traditional blogs in its focus on recent posts, but differs in that its posts, called "tweets," are restricted to 140 characters of text. A user's personalized feed shows the most recent tweets of all individuals he/she is following, creating a live stream of bite-sized information posts.

❏ Microblogging could be use for the following purposes:
- Tool for mass communication: communication between one to many persons to get attention, to discuss or post anything.
- Communication through events: enhancement of events by virtual messages, using an event hashtag.
- Tool for documentation and retrieve information: tool for documentation and retrieve information from a huge number of tweets by different form of a semantical analyses as it allows the filtering and monitoring of search queries.

MICROBLOGGING

EXAMPLE

Microblogging on the social network Twitter

4. SOCIAL NETWORKS

4.6. CONTENT MANAGEMENT SYSTEM (CMS)

Content management system (CMS): a computer software used to manage the creation and modification of digital web content, allowing multiple contributors to create, edit and publish. Content is typically stored in a database and displayed in a presentation layer based on a set of templates.

❑ The basic features of a content management system are the following:
- Content creation: it allows users to easily create and format content.
- Content storage: it stores content in one place, in a consistent effective way.
- Workflow management: it assigns privileges and responsibilities in content management based on roles such as authors, editors and administrators.
- Publishing content: it organizes and pushes content live.

❑ The major advantages of a CMS are two fold. On one hand, it has a collaborative nature allowing multiple users to log on and contribute, schedule or edit content to be published; and because the interface is usually browser-based, a CMS can be accessed from anywhere by any number of users. On the other hand, the CMS allows non-technical users who don not know programming languages to easily create and manage their own web content.

4. SOCIAL NETWORKS

4.7. COMMUNITY MANAGEMENT

Community management: the process of building an authentic community among a company's customers, employees and partners through various types of interactions.

Community manager: refers to a person who engages and builds relationships within the online community, maintains the purpose of the community and acts as the medium or link between the community and the company behind it; and in turn, is responsible for managing the social networks of a company or brand on internet.

❑ The community manager is responsible for the following tasks:
- Monitor social network: listening and tracking conversations that relate to the company products or brand.
- Engage consumers: keeping conversations alive with consumers and proactively engaging with customers, prospects, and influencers.
- Moderate social network: weeding out comments and conversations that do not add value, handling and solving customer complaints.
- Measure: analysing how the company's brand is perceived by customers and obtain real, unfiltered feedback from customers.
- Entertaining and informing the users: in representation of the company or brand, in an optimum way and managing to generate the spirit and image of the company.

4.7. COMMUNITY MANAGEMENT

EXAMPLES

Answers from community managers of Media Markt, Telepizza, WestJet and Netflix to customers

Neupavert @neupavert23 · 11h
@MediaMarkt_es ¿Qué opinas de la competencia?

Media Markt España ✓
@MediaMarkt_es
.@neupavert23 Necesitamos rivales, no víctimas #RESPECT
10/07/13 23:16

No soy Elena @ElenaPG22 · 16m
Lo siento, @MediaMarkt_es, te he puesto los cuernos con @Fnac, pero aun asi te quiero a ti mas

Media Markt España ✓
@MediaMarkt_es
.@ElenaPG22 Tienes 2 horas para recoger tus cosas y luego cambiaremos la cerradura.
09/07/13 15:35
10 RETWEETS 20 FAVORITOS

Roiciño @RoiCastro_
🐦 Seguir
@telepizza_es he abierto una de las dos pizzas que pedí y en una me venia la masa sola sin tomate ni ingredientes ni nada, ¿a quién llamo?
20:53 · 4 feb 2015 · Corunna, Galicia, España
🔁 648 ★ 157

Telepizza España ✓
@telepizza_es
🐦 Seguir
@RoiCastro_ abriste la caja del revés?
22:43 · 4 feb 2015
🔁 724 ★ 296

👍 Like   🔊 Follow   ➤ Share   •••

Worst flight and experience with Westjet! Our flight was scheduled for 6:40pm to Toronto from NYC on Fri, 6/2. We board and got delayed until 9:40pm with no announcement. On our return flight, same nonsense. Our flight was scheduled for 4:15pm. It was once again delayed until 7:00pm. The beverage selection was also limited to juice, tea, wine, and coffee when asked for soda.
Like · Reply · 1 · 6 June at 10:03

WestJet ✓ Hi Chrissi, we're very sorry to hear that you've had a negative experience with us. We'd be happy to look into the circumstances of the delays you encountered if you could private message us your reservation code.
~Kelsey
Like · Reply · 6 June at 10:09

↳ View more replies

Santiago Ortiz @Santicom1989
👤 Seguir
@NetflixES Por favor necesito un justificante para que este 2017 pueda ver todas las series que vais a estrenar y poder verlas tranquilo.
RETWEETS 95   ME GUSTA 110
22:24 · 2 feb. 2017
↩ 2 🔁 95 ♥ 110

Netflix España ✓
@NetflixES
@Santicom1989 No lo malgastes.

NETFLIX
JUSTIFICANTE POST-MARATÓN
Justificamos que el/la Sr/a _____ llega tarde debido al maratón de _____ realizado durante la noche de ayer en Netflix causándole insomnio.
Disculpe el retraso.
En _____ del _____ de 2017
CENTRO DE ENTRETENIMIENTO · WWW.NETFLIX.ES

RETWEETS 2.132   ME GUSTA 2.211
23:23 · 2 feb. 2017
↩ 26 🔁 2,1 K ♥ 2,2 K

4.7. COMMUNITY MANAGEMENT

EXAMPLES

Example of relationship between the community manager and the customers

A bet for € 5,000 for the CM generated 75K fans in 3.5 hours. (Hilo en Twitter)
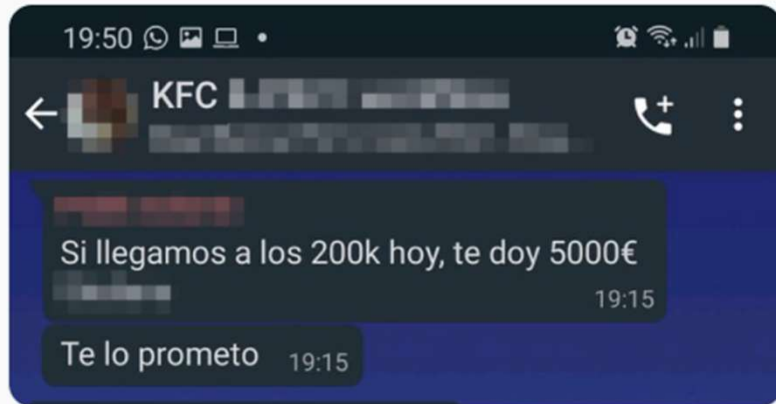
"What do we say to these?" in which they asked tweeters to help them respond to other absurd reviews.

Hilo de Twitter

5. MOBILE MARKETING

5.1. CONCEPT AND CHARACTERISTICS

Mobile marketing: *"the set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any network or mobile device " (Mobile Marketing Association, 2008).*

"communication and promotion of between a company and its customers using a medium, device or mobile technology" (Shankar and Balasubramanian, 2009).

❑ Mobile marketing is a phenomenon of great impact and relevance for marketing communications nowadays. The increased consumption of mobile digital media has allowed the expansion in the number and complexity of actions and strategies through which companies brands can create and maintain more lasting relationships with consumers through mobile devices.

❑ Today, the mobile channel emerges as a novel tool with great potential for marketing communications. The characteristics of mobile communication are largely derived from the characteristics of the internet; including ease of contact with users, the ability to send personalized content and the ability to generate interactive experiences, which are more efficient than unidirectional communication.

❑ However, there are significant challenges for mobile marketing including downloading ad-blocking software, due perhaps to the sending of non-relevant information, as well as consumer concerns regarding the handling of personal and financial information.

5. MOBILE MARKETING

5.2. MOBILE FIRST

❑ The "mobile-first" strategy involves designing a desktop site starting with the mobile version which is then adapted to larger screens, contrary to the traditional approach. In general terms, a mobile-first approach means building a website with mobile users in mind with the main goal of improving the mobile users' experience of one specific web site. It focuses on developing web sites in which the mobile-enabled version of the website is given priority over the desktop version.

❑ Companies are increasingly prioritizing the mobile versions of their web pages, due to the growing popularity of smartphone-based internet browsing and online shopping among consumers.

❑ There are two important underlying factors driving the popularity of mobile-first strategies:
1) The high percentage of web traffic attributable to smartphones has grown steadily over time.
2) The additional data and features that mobile web sites can provide to companies and organizations.

5. MOBILE MARKETING

EXAMPLES
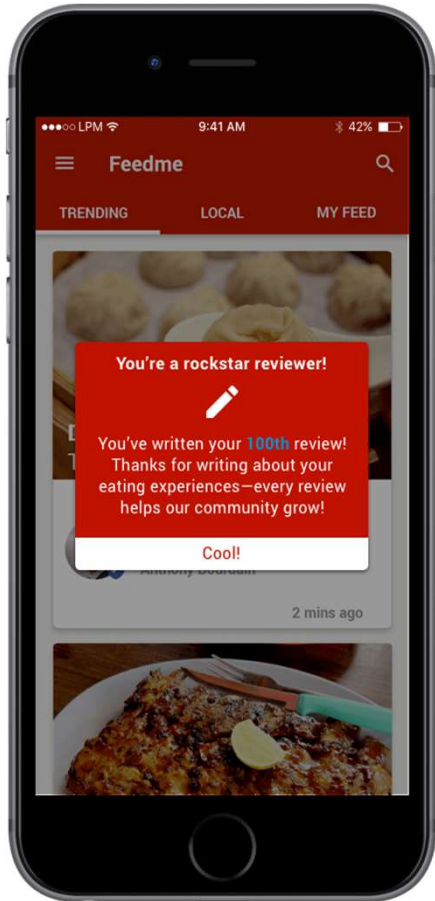
Examples of mobile marketing using QR codes and mobile applications
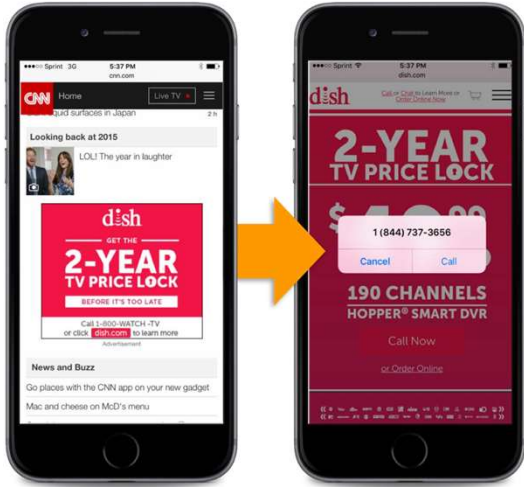
Examples of mobile marketing using QR codes and mobile applications

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6. E-COMMERCE

6.1. CONCEPT

E-commerce: the purchase and sale of goods or services on the internet; or as the development of commercial activity through electronic tools, which is based on electronic processing and transmission of information, and involving many activities such as the e-commerce of goods and services, electronic delivery of digital information, electronic auctions or direct marketing to customers.

❑ Companies can develop online stores seven days a week, 24 hours a day and do not need any special premises, sellers or stores in each country. So, it allows to have online stores accessible, visible and visited everywhere and every time, and customers do not need to leave home to buy a product, since they only need to click on the "buy" button to have the purchased item at home.

❑ In addition, e-commerce offers the user the opportunity at any time, regardless of where it is located (as long as the user has access to the Internet) information on goods and services. This characteristics remove the barriers associated with time and space constraints when acquiring goods or services.

6. E-COMMERCE

6.1. CONCEPT

E-commerce sales by product category and projected increase over time (in percentage)
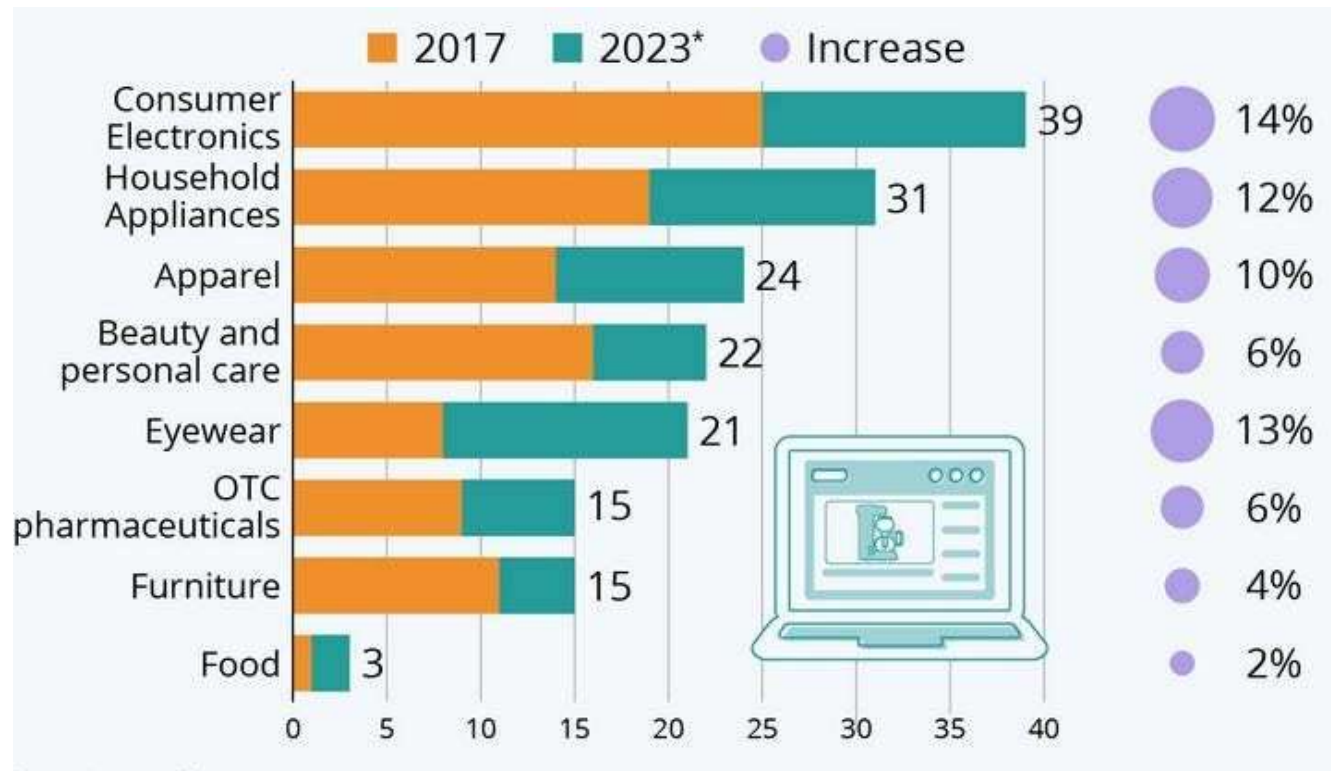
Source: Statista (2020)

EXAMPLE

❑ Carrefour supermarket adapts to the confinement

❑ Unsurprisingly, the food sector in digital business has had a large increase in the number of transactions, which increased by 218.5% peak on March 26 (2020)

❑ Actions performed by Carrefour during confinement:
  - Prioritize deliveries to people over the age of 70, people with disabilities, and pregnant women.
  - Creation of commodity kits to simplify logistics and order management to the fullest.
  - Place the order in the usual style but waiting for it to be your turn on an online waiting list, whose delay can even exceed one hour.

Kits de productos básicos

Si no puedes esperar, te proponemos estos kits de productos básicos.

Entrega en 48-72 h

Kit 1 Persona 35 €
Gastos de envío incluidos.

Desayuno
- 2 Leche Semi Lauki 1 litro
- 1 Galletas María 800g
- 1 Café Soluble natural 200g

Comida y Cena
- 2 Arroz Microondas Pack 2x125g
- 1 Macarrones Carrefour 500g
- 1 Aceite Oliva Carrefour Suave 1l
- 1 Tomate frito Carrefour Pack 3x390g
- 1 Puré de Patata Carrefour 500g
- 1 Crema de verdura mediterránea Knorr 500 ml

Kit 2 Personas 50 €
Gastos de envío incluidos.

Desayuno
- 3 Leche Semi Lauki 1 litro
- 1 Galletas María 800g
- 1 Café Soluble natural 200g
- 1 Zumo naranja Carrefour 1l
- 1 Nesquick Cacao Soluble 400g
- 1 Cereales Corn Flakes Carrefour 500g

Comida y Cena
- 4 Arroz Microondas Pack 2x150g
- 1 Macarrones Carrefour 500g
- 1 Espaguetti 500g

Kit Familiar 75 €
Gastos de envío incluidos.

Desayuno
- 6 Leche Semi Lauki 1 litro
- 2 Galletas María 800g
- 1 Café Soluble natural 200g
- 2 Zumo naranja Carrefour 1l
- 2 Nesquick Cacao Soluble 400g
- 2 Cereales Corn Flakes Carrefour 500g

Comida y Cena
- 5 Arroz largo para microondas Pack 2x150g
- 2 Macarrones Carrefour 500g
- 2 Espaguetti Carrefour 500g

6. E-COMMERCE

6.2. BUILDING AN ONLINE SHOP

Product database

Internal search engine

Shopping basket

Payment options

Customer tracking

Marketing database

Application interface

Website design requirements
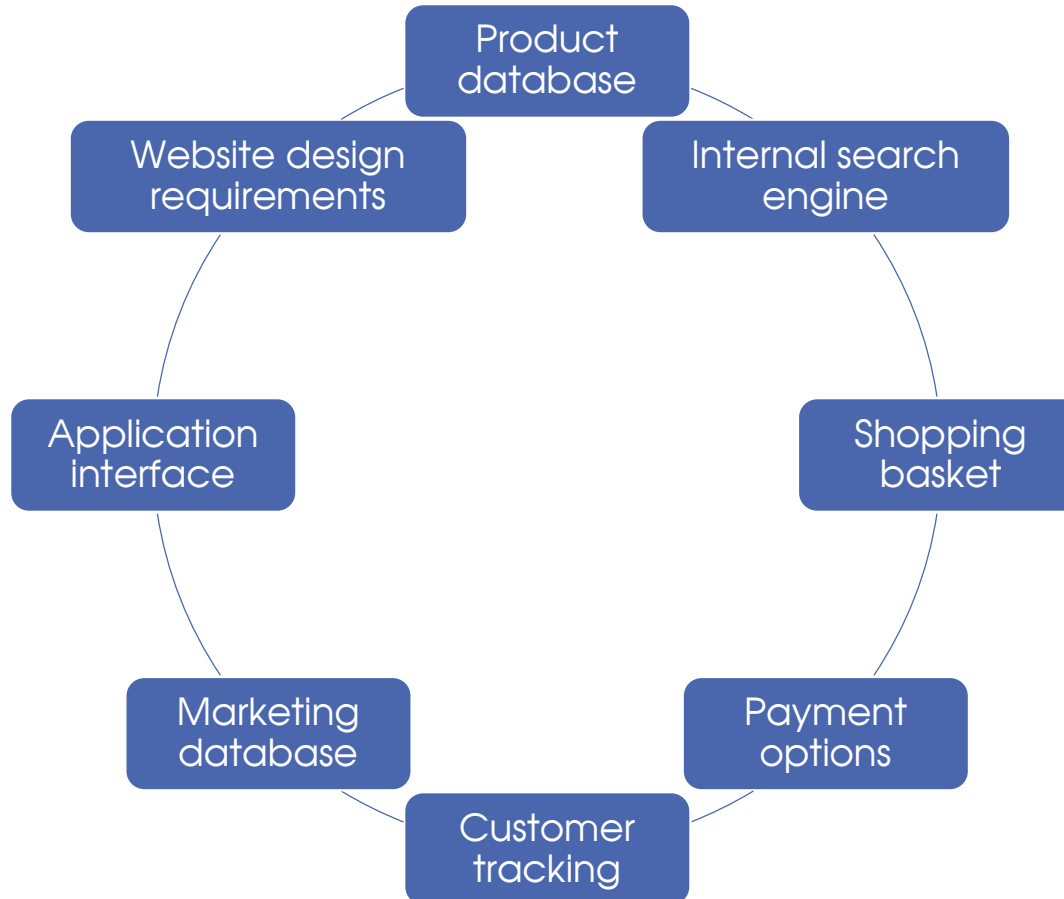
6.2. BUILDING AN ONLINE SHOP

COMPONENTS

❑ When a company has established e-commerce eight components are required, which are the following:

1) <u>The product database</u>: The first step is to create a product database which should be similar to the database of the physical retail stores. In addition, it should match items sold through the other distribution channels of the company.

2) <u>Internal search engine</u>: This system is often used by companies that sell a large number of items, so it needs the use of a tag in each item, since each product will be tagged based on how customers search for it. More precisely, customers do not always know the proper name of a product and may type a generic category into the web site's search engine. So, each product should be tagged with all the names that customers may use while shopping.

3) <u>Shopping basket</u>: The shopping basket stores the items purchased in a single place, where the customer may review what is about to be purchased, add or delete items and then signal that the order is ready. It provides a summary of the unit price, total units ordered, taxes or delivery charges and total charge; some also include the expected delivery date.

6.2. BUILDING AN ONLINE SHOP

COMPONENTS

4) <u>Payment options</u>
- *Flexible:* customer should be offered several payment options, such as credit card, PayPal, Google checkout or other online payment systems, or they should be able to use bank withdrawal or bank cards. A greater number of payment options increases sales.
- *Acceptable;* this means that the payment options are preferred by customers and business. The more the payment options resemble payment options in the physical retail stores, the better.
- *Easy:* authorizing a payment should be as simple as clicking a box or icon stating "buy now", and in addition, should be readable and understandable.
- *Secure;* this is a major issue for customers, especially as identity theft has increased. Most companies use encryption technologies to ensure that information transmitted through the internet is secure. Part of the security issue is related with trust, since customers who trust a company are more likely to trust web transactions.
- *Reliable:* refers to the payment system operating properly and correctly every time is accessed. Customers quickly become frustrated with payment systems that do not operate properly or that make errors in billing.
- *Efficient:* from the company's perspective the payment system should be efficient; that is, it should cost considerably less to operate than taking orders by phone or in person.

6.2. BUILDING AN ONLINE SHOP

CUSTOMER TRACKING

5) <u>Customer tracking:</u> Tracking customer activity on a web site is one key advantage of e-commerce, others are:
- Personalize web content for customers who visit the site with the information gathered
- The information can be added to the company's database.
- Evaluate consumer behaviour in terms of the products they examine, compare and purchase.
- Use it as the basis for developing other marketing actions.

The primary methods that can be used for customer tracking are explained next.

6.2. BUILDING AN ONLINE SHOP

CUSTOMER TRACKING

Basic authentication

Involves the individual signing into a web site and identifying themselves through login and password.

To facilitate customer service the information can be used to personalize and customize interactions.

The program should track and record every visit by login number or name

Cookies

Used to access personal information stored on the customer's computer and retrieve it when the customer accesses the web site.

The major **advantage** is that customers do not need to login and to not have to remember a password, as the web site recognizes them and pulls their personal information

Domain name

Name or e-mail used by an individual

It may be tied with a business

IP Address

The actual numerical internet address of an individual.

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6.2. BUILDING AN ONLINE SHOP

COMPONENTS

6) <u>Marketing database</u>: It can be used to identify various trends and types of customers. In addition it can be used to confirm such trends in order to develop and create better offers to entice customers to make online shopping.

7) <u>The application interface</u>: To connect the product database to the payment system, the shopping basket, internal search engine and other features of the site. This interface facilitates any search engine that allows customers to examine products; and in turn, it should be coordinated so that all e-commerce components lead to an easy navigation.

6.2. BUILDING AN ONLINE SHOP

COMPONENTS

8) <u>Web site design requirements</u>: The design is critical in order to attract visitors and browsers, to encourage interaction with potential customers and to get them return for another visits. The requirements are:

- *Quality content:* it leads individuals and companies to access the site and should include creative graphics and fancy designs.
- *Consistency:* giving each page a similar design helps to create consistency. One key reason to create consistency is that most consumers do not access a site through the home page, and consistency increases the probability of a pleasurable experience and a product purchase.
- *Attractiveness:* an attractive site is more likely to succeed; however, the site should not be distracting.
- *Ease of navigation:* customers should be able to find products within one or three clicks; otherwise, they may visit competitors.
- *Personalization/customization:* in addition to the company modifying the site based on customer activity within the page, customers should also have the opportunity to customize the site to match their personal preferences.
- *Living web site:* quite often the content placed on the web may be left for months or years with the rationale that nothing has changed. However, when the customer enters the web site he/she should see something new or different.
- *Maintenance:* the site should be accessible 24/7 and needs to work every time. It is not good that the company waits for customers to send an e-mail or make a telephone call to inform that some feature of the web site has failed or is not working properly.

6.2. BUILDING AN ONLINE SHOP

COMPONENTS

PAYMENT SYSTEM REQUIREMENTS	WEB SITE REQUIREMENTS
FLEXIBLE	QUALITY CONTENT
ACCEPTABLE	CONSISTENCY
EASY	ATTRACTIVENESS
SECURE	EASE OF NAVIGATION
RELIABLE	PERSONALIZATION/CUSTOMIZATION
EFFICIENT	LIVING WEB SITE
	MAINTENANCE

6. E-COMMERCE

6.3. LEGAL ISSUES

- <u>Customers' privacy</u>: In online trading environments, consumers are entitled to have their privacy respected. Therefore, websites should provide customers with different alternatives regarding the use of their personal information, and incorporate security procedures to limit access to customer information by unauthorized parties. Privacy policies and procedures should be clearly explained to customers. Although respecting consumer privacy rights is a legal requirement, it also represents good business practice; and in turn, if customers trust a site and business then they are more likely to purchase in it.

- <u>Electronic payments</u>: A requisite for conducting online commercial transactions including electronic payments, is that there is legal equivalence between paper-based and electronic forms of exchange, which is the goal of e-transactions laws. In this context, some laws address only the electronic signature (e-signature) component but are silent on other important contractual terms, such as time and place of dispatch and receipt, acknowledgment of receipt, party location and use of automated message systems.

6. E-COMMERCE

6.3. LEGAL ISSUES

- ❑ <u>Digital signatures</u>: It is a mathematical scheme for demonstrating the authenticity of a digital message or document.; and gives a recipient a reason to believe that the message or document was created by a known sender and that it was not altered. Further, the purpose of a digital signature is to guarantee that the individual sending the message or document really is who he/she claims to be. They have legal significance and are equivalent to traditional hand written signatures in many aspects. However, laws concerning this signature do not always make clear whether they are digital cryptographic signatures, leaving the legal definition unclear and its usage confuse.

- ❑ <u>Fraud and consumer protection</u>: Given the nature of the Internet, where important information on the seller, such as identity, location and credibility, can easily be concealed, the imbalance between businesses and consumers is accentuated in the case of e-commerce. Consumers are more vulnerable online to deceptive and fraudulent activities. Therefore, consumer laws, policies and regulations may outline consumers' rights and protection. Conversely, business practices expected online, should limit fraudulent and misleading commercial conduct and help business develop self-regulatory practices.
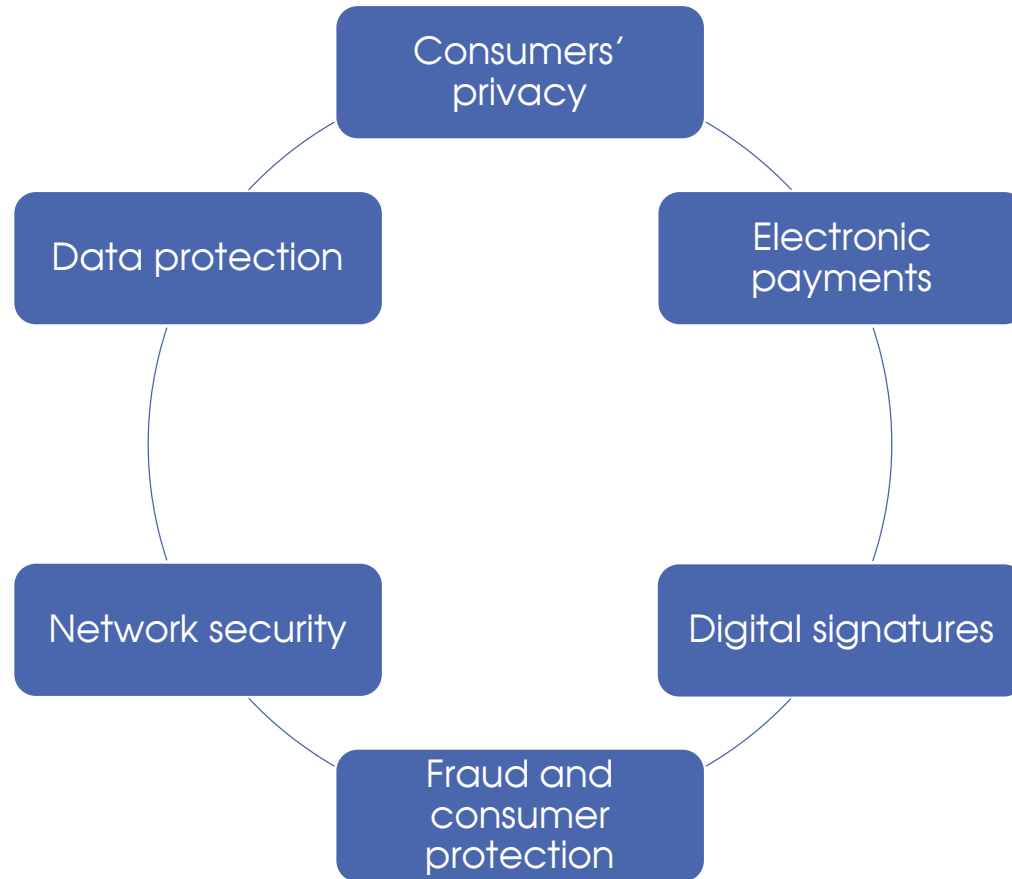
6. E-COMMERCE

6.3. LEGAL ISSUES

- □ Network security: It has become one of the biggest issues because it has decreased the progress of e-commerce. The main network security concerns are the following: 1) the system lacks an effective authentication mechanism; 2) the web server cannot determine whether the web information has been tampered with; 3) the transmission of information is not encrypted, which is easy to cause disclosure of sensitive information; and 4) the lack of user-level classification which could easily lead to excesses access control.

- □ Data protection: In the digital economy, personal data have become the fuel driving commercial activity online. Every day, vast amounts of information are transmitted, stored and collected online, enabled by improvements in computing and technologies. In this context, security of information is of growing concern to governments, companies and consumers alike. The surge of cloud services, and the growing number of data breaches accentuate the need for adequate policy responses. In addition, analyses of "big data" aimed at understanding and influencing consumer behaviour for commercial purposes, which may exacerbate these concerns. In addition, companies need to adopt policies to keep information secure, put in place technical safeguards, and develop response plans for data security incidents, as well as to avoid fraudulent, deceptive and unfair practices.

6.3. LEGAL ISSUES

- Consumers´ privacy
- Electronic payments
- Digital signatures
- Fraud and consumer protection
- Network security
- Data protection

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6. E-COMMERCE

6.4. PAYMENT METHODS

1) <u>Credit/Debit card payments</u>: Payments via cards are one of the most widely used and popular methods not only in India but on the international level. Credit cards are simple to use and secure. The customer just has to enter the card number, expiry date, and CVV, which has been introduced as a precautionary measure. The CVV helps detect fraud by comparing customer details and the CVV number.

2) <u>Prepaid cards</u>: They usually come in different stored values and the customer has to choose from them. Prepaid cards have virtual currency stored in them.

3) <u>Bank transfers</u>: Though not popular nowadays still bank transfer is considered as an essential payment method for e-commerce, which is considered as 'if all else fails' kind of payment method. Customers enrolled in internet banking can do bank transfers for their online purchases. Bank transfer is the most secure method as the transactions need to be approved and authenticated by the customers

4) <u>E-Wallets</u>: Require a sign up from companies as well as customers. After creating an e-wallet account and linking it to the bank account they can withdraw or deposit funds. Considered as an advanced and instant digital payment method, e-wallets can be integrated with mobile wallets using advanced functionalities. It needs one- time registration and eliminates the need for re-entering information every time while making payments.
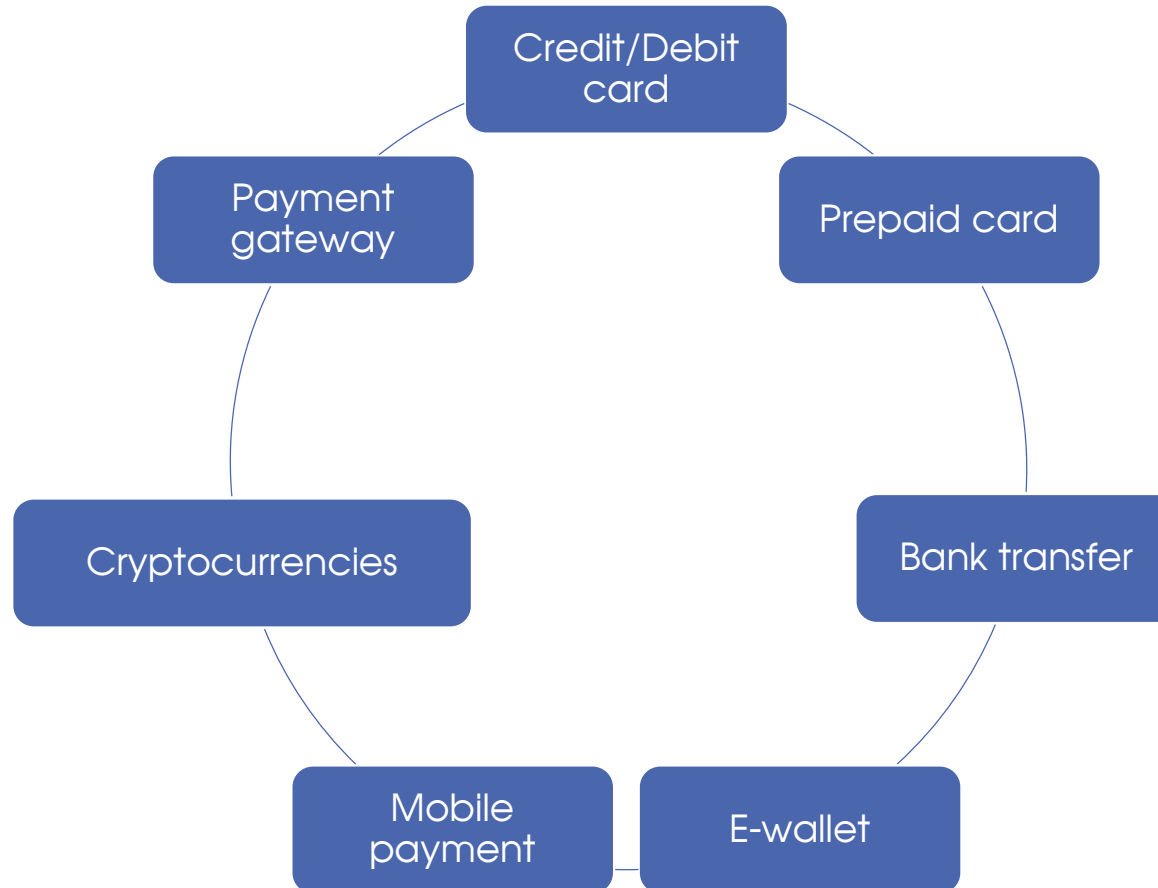
6. E-COMMERCE

6.4. PAYMENT METHODS

5) <u>Mobile payment</u>: A mobile payment (m-payment) is a money paid for a product or service through a portable or mobile electronic device such as a tablet or smartphone; so mobile devices are used to facilitate financial transactions. To set up a mobile payment method, the customer only needs to download software and link it to the credit card.

6) <u>Cryptocurrencies</u>: A cryptocurrency is a digital or virtual currency that is secured by cryptography, which makes it nearly impossible to counterfeit or double-spend. Cryptocurrency has gained popularity and consumer acceptances in e-commerce due to the lower costs of transactions and the reduced risk of fraud. However, they are high volatility products that jeopardize a constant value of transactions.

7) <u>E-commerce payment gateway</u>: An online payment service that when is integrated with the e-commerce platform, is devised as the channel to make and receive payments. They often process payment information for different websites integrated with them, such as for example the popular payment gateway PayPal. The payment gateway may be provided by a bank to its customers, but it can be provided by a specialized financial service provider as a separate service.
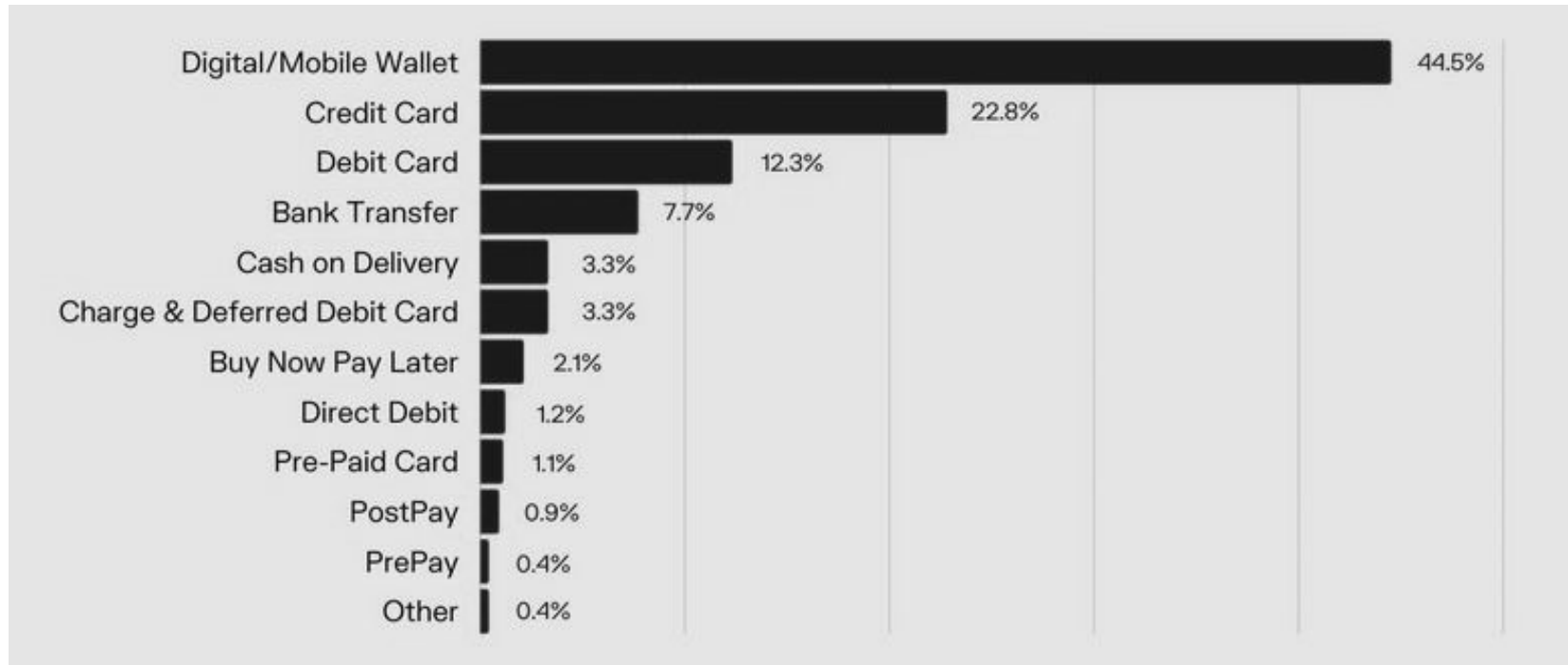
6. E-COMMERCE

6.4. PAYMENT METHODS

6. E-COMMERCE

6.4. PAYMENT METHODS

World e-commerce preferred payment methods (2020)

Source: Global Payment Report (2020)

6. E-COMMERCE
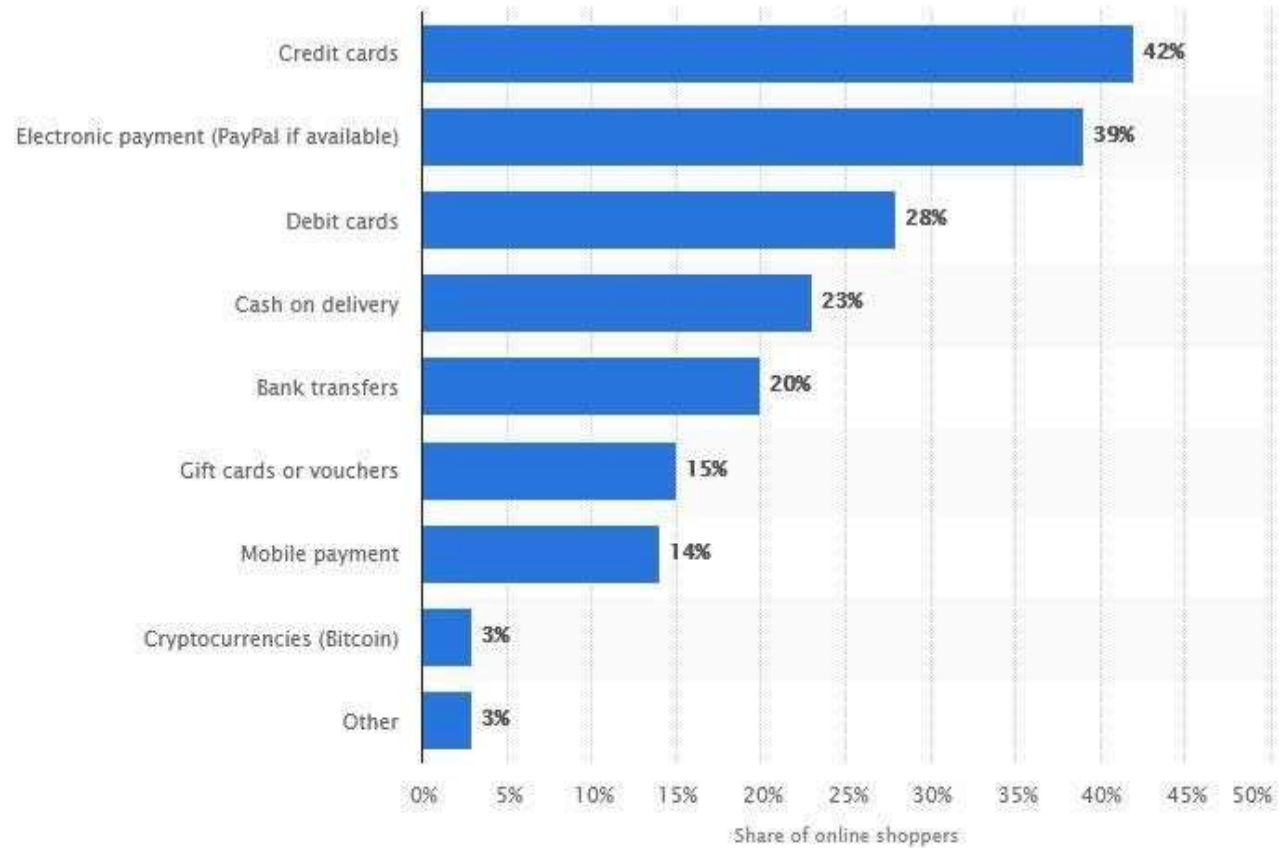
6.4. PAYMENT METHODS

Worldwide preferred e-commerce payment methods in percentage of shoppers (2020)

Source: Statista (2020)

6. E-COMMERCE

6.5. WEBROOMING AND SHOWROOMING

❑ Although showrooming and webrooming are different sides of the shopper behaviour spectrum, they're both consumer behaviours that have evolved from the growing accessibility of technology, such as for example the internet penetration and the great availability of smartphones and mobile devices.

- **Webrooming** behaviour that consists on consumers who research products online before going into the physical store for a final evaluation of the merchandise and final purchase.
- **Showrooming** behaviour opposite to "webrooming". The consumer comes into the store to browse and test products, only to subsequently go home and actually complete their purchase online (often through a competitor of the physical store). So, the "showroomer" visits a physical store to check out a product or brand, comparing product characteristics, features, prices and so on, but then purchases the product online.

❑ This behaviour takes place because many consumers still prefer to see and touch the merchandise they buy; but then, they realize that many items are available at lower prices through online platforms and web sites. Consequently, physical local stores essentially become "showrooms" for online customers.

❑ The generalized use of mobile devices combined with augmented technology allows to display and personalise the testing of products (clothes, furniture, etc.) and provide first-person experiences to engage the consumers.
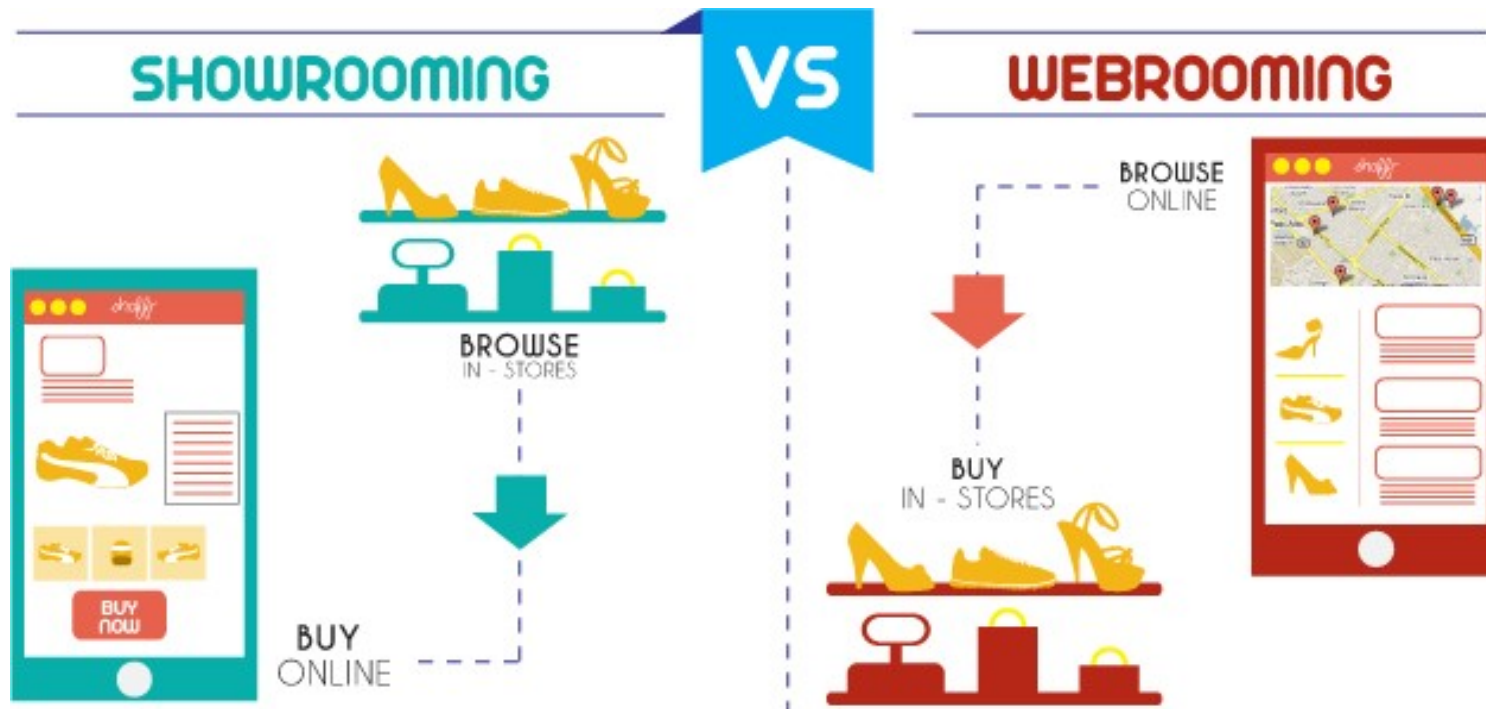
6.5. WEBROOMING AND SHOWROOMING

WEBROOMING

❑ Some of the majors reasons for the increase in webrooming (consumers browsing online and buying in-store) are the following:

- More retailers are switching to multichannel distribution, and adopting e-commerce
- A greater focus on better in-store customer experiences, such as experiential marketing or immersive purchasing experiences in store.
- Greater employee training and help, which allows a knowledgeable sales staff
- Some offline retailers have adopted "click and collect" options; that is, in-store pick-ups for online orders.
- In-store amenities and attractive atmosphere which provides an hedonic shopping experience.
- Stores are focusing on great customer services and incentives to purchase in-store.
- Smartphone discounts and price promotions for customers buying in-store.
- Some retailers have turned into showrooms, rather than traditional stores.

6.5. WEBROOMING AND SHOWROOMING

Graphic differentiation between webrooming and showrooming consumer behaviour

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6. E-COMMERCE

6.5. WEBROOMING AND SHOWROOMING

LOCATION

IN-STORE AMBIENT
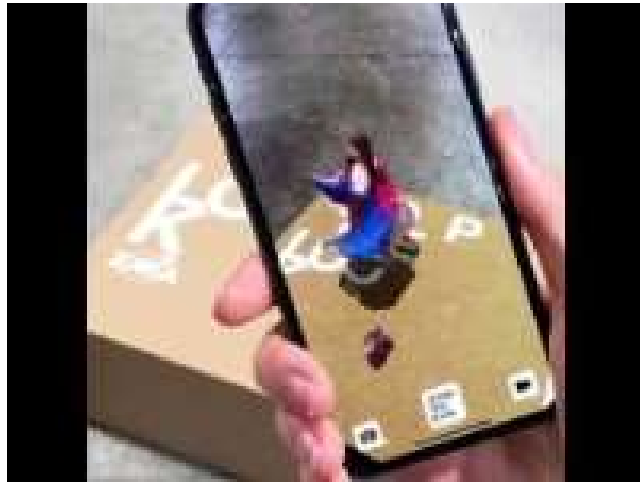

INFORMATION

ASSORTMENT

SAFE DELIVERY

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6. E-COMMERCE

6.5. WEBROOMING AND SHOWROOMING

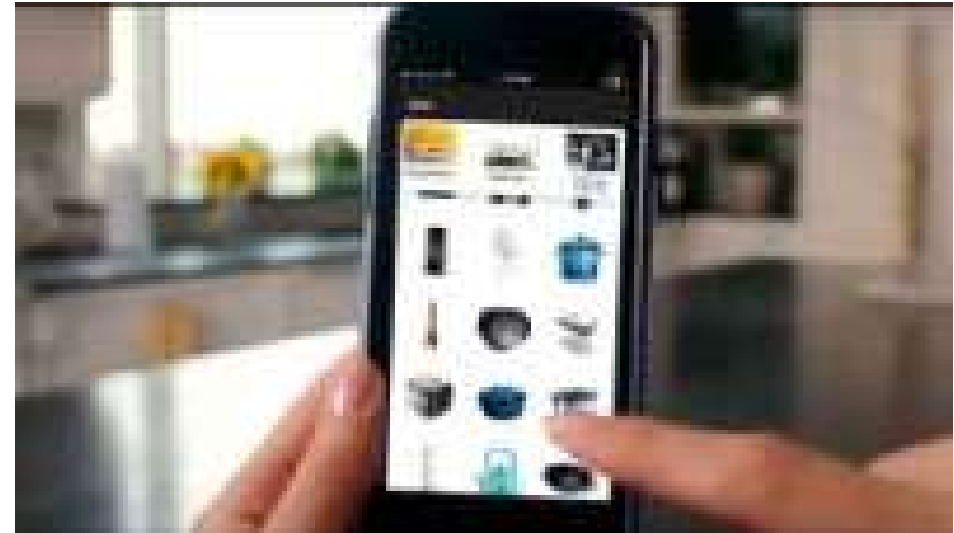First-person experience buying clothes with augmented reality in Zara.

https://www.youtube.com/watch?v=PTiT-Y4y7AI

6. E-COMMERCE

6.5. WEBROOMING AND SHOWROOMING

View in your room (Amazon) lets you view products in your home before you buy them. You can see how products fit and look in your home before you bring them home. (Amazon AR View)

View in Your Room
Design and Decorate Your Home with Augmented Reality

How it works:
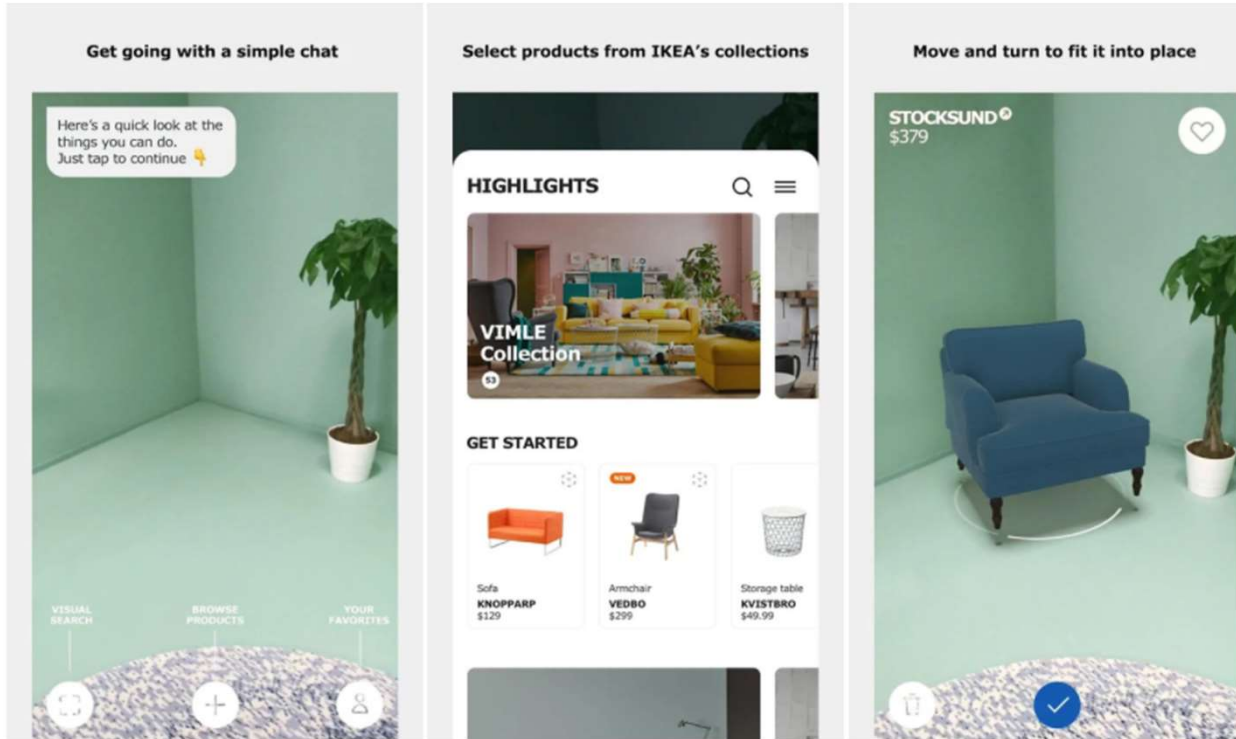https://www.youtube.com/watch?v=uhdOzpblrm0

BAPSI
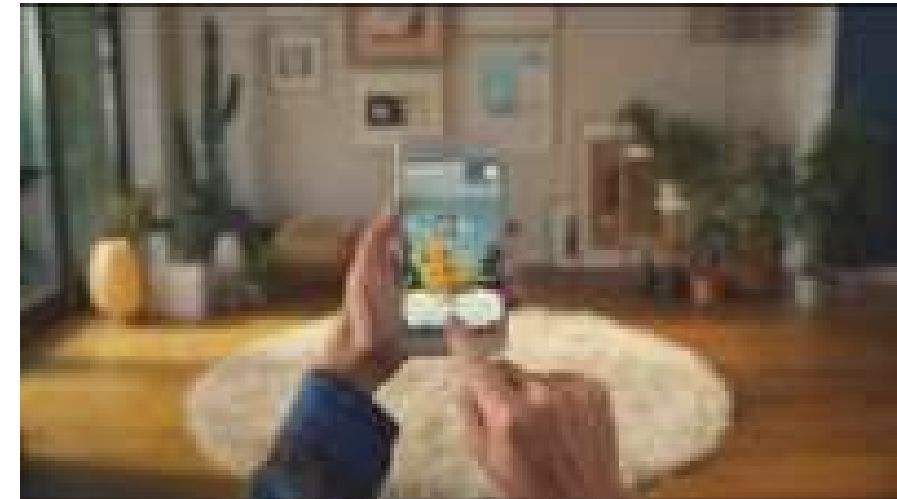Blue Academy for Professionals of the Seafood Industry

6. E-COMMERCE

6.5. WEBROOMING AND SHOWROOMING

IKEA Place is an app that lets you virtually place" IKEA products in your space. (IKEA Place en App Store (apple.com))

How it works:
https://www.youtube.com/watch?v=UudV1VdFtuQ