Strategy for global online marketing

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ABSTRACT

The current information technology initiated global marketing strategies and practices, which assures a global online presence for active users. The internet era has made every marketing process easy, costless and efficient by making the digital tools widely available and affordable for many people essentially internet through various tools like computers, smart phones, tablets, etc. In marketing, the internet is essential for any business that wishes to reach the potential global customers, and for this purpose all marketing principles had to be adjusted and applied for the modern digital environment starting from product inception, market communication, transaction, customer feedback and many online activities in matter of seconds. This article ascertains briefly about the benefits of a company’s online presence in the digital world and highlights the key strategies to be adjusted and followed and how both the consumers and the organization are gainful through this online marketing era.

Keywords: Online marketing, Digital tools, Marketing Principles and Strategies.

1. INTRODUCTION

Internet is simply an essential tool in digital marketing and it is rephrasing every marketing strategy for an active online and digital presence. Dr. Peter Yannopoulos in his article “Impact of the internet on Marketing Strategy Formulation”, he states that internet plays a major role nowadays in all aspects of marketing including marketing research, consumer behavior, segmentation, relationship marketing, product management, pricing, distribution and promotion. Each marketing strategy has to be adopting with the digital environment, to maximize the business efficiency and competition on a global scale.

Enterprises have been trying to be the best performers in the increasingly competitive global markets or atleast want to connect with the potential customers worldwide by developing and implementing a customer orientation rather than a selling concept. It means that customers have to be satisfied at all cost and for this the digital tools seem to be perfect pathway for this purpose.

The predictions show that in 2024, the number of internet users expected is to reach 4 billion worldwide.(Bodo Schlegelmich , 2016 ) . It is a significant segment of potential customers which compels each and every company to have a global presence and to change their marketing strategy according to it. In this article we are going to see those strategies which adopt according to the current digital environment’s requirement.

2. REVIEW OF LITERATURE

Marketing principles and concepts without strategies are like a ship stays only in the harbor and not get into the sea, thus only with strategies the marketing principles and concepts are implemented and executed.

John Burnett ( 2008) in his book “core concept of Marketing” defines marketing as the process that involves the planning and execution of strategies consisting of conception, pricing, and distribution of products, services, and ideas to initiate transactions meant to satisfy individual customer’s needs and wants and also organizational objectives.

Dr. Philip Kotler ( 2008) argues that marketing is all about identifying the customer’s needs and wants and satisfying them by all means but mostly by delivering superior customer value than the competitors.

Things have changed, mass production and selling concepts are gone, nowadays, a customer has a choice from choosing wide range of products and services, from a brand that best fits with his requirements, thus more customization products and services are rendered by the companies, here online marketing is proving to be efficient in reaching, serving and satisfying global customers.
According to the Internet Marketing Academy website (2011), for businesses, competition is no longer limited to local markets, but instead, global competitors can compete in any market worldwide. Similarly, consumers can also choose different products based on their needs and wants even from international suppliers. So it is mandatory for each business to have online presence through digital tools and digital marketing strategies for their targeted customers.

Johnny, K. Johansson in his book called “Global Marketing: Foreign Entry, Local markets & Global Management”, he defined global marketing as a set of marketing activities coordinated and integrated across multiple country markets. Here global doesn’t mean that the marketing efforts are directed towards all countries worldwide, but instead, a strategy suits many international markets as possible.

According to www.Marketing – schools.org (2012), global marketing is defined as a process of planning, producing, placing and promoting products and services in international markets.

According to www.cleverism.com(2016), global marketing is also defined as the marketing process of adjusting the marketing strategies of your company to adopt to the conditions of other countries. It’s not limited to selling products and services in international markets, it starts from customization in developing products and services, packaging, distribution, promotion, etc, to fit with the requirements of the buyers in different international markets. Customers have different tastes and requirements, and it is essential to understand their needs and wants and develop the products and services according to it and satisfy them.

3. INTERNET IS AN EFFICIENT MARKETING TOOL

Internet marketing, often referred to as Electronic Marketing has regularly been changing the way marketing is done in this recent digital era. “Electronic marketing is all about having constant communication with buyers, and also to sell and promote different products and services using the internet”. – Philip Kotler and Keller.(2008).

It involves deep understanding of what the customer needs and then develop and produce and service according to it. One of the key elements provided by digital devices is the constant communication between the product providers and customers. It is a way of building trust and long-term relationships rather than posting anything on the company’s website or sending meaningless SMS.

Digital marketing involves in many ways Website, Blogs, social media, Search engines, Mobile Applications, advertising, etc, the right combination of those tools will guarantee the success of the company’s marketing objectives. It also provides other benefits such as availability of information 24/7, reaching out to many potential customers effortlessly, relatively low costs, relaxed way of handling customer’s relations, easy way of transacting, etc.

4. ASSURING ONLINE PRESENCE

For the online presence to be assured, different businesses have to develop and use an efficient digital marketing strategy. It allows customers regardless of their geographical locations to get to know the available products and services along with to locate who the suppliers are. When customers realizing there is a need they started searching the internet for information using the digital tools like smart phone or a laptop at this juncture for the businesses who are having online presence can gain a potential customer.

Customers are using different websites, search engines, social media, etc., to search for products information, after the search is over , they evaluate alternatives and make purchase decisions, post purchase evaluation and feedback, etc., any business can acquire this customer through their effective online presence and online marketing strategies.

5. WEBSITE PRESENCE

In the previous days the customers can find the necessary information about their searching products or services only through advertisements which appeared in the newspapers, radio and televisions. But nowadays when a brand is recognized or known by a customer, he immediately looks into the company’s website which acts as a primary source of information.

A company’s website and particularly its home page should provide all the possible information that the customer looks for including product and service details, availability, purchasing options, address and contacts, deals, discounts and promotions, prices, different models, warranties, etc., the website design here is very important to attract the customers and it should be user-friendly. More than the web design it should be properly updated, to reveal the current and true information otherwise the trust building towards the company will be dwindled.

6. SEARCH ENGINE PRESENCE

Search engines provide the customers the required information they are looking for, which includes the product or service, brands, prices, promotions, etc. It ensures the web presence of brands, by ensuring that the concerned brand will be among the top results from a search engine search. Here the organization also pay a certain fee as a viewer or the customers clicks on the search engine for a particular solution or product that organization brand or that company website comes on the top of the search result list. This is termed as pay per click and by using this the company can optimally use search engines for their efficient online presence.

7. AFFILIATE MARKETING

This marketing is nothing but the organization outsource its online presence through online professionals who do marketing for them and drive websites for the sake of company / brand ,here these online third party professionals can efficiently apply their digital knowledge skills, and network, to assure higher visibility and online presence for the concern brand and for their service
rendered in turn they may receive charges in the form of commission on referrals, search engines and social media advertisements etc. This creates a wide range of potential customers by digging in all corners.

8. SOCIAL MEDIA PRESENCE
Social media paves a good platform for communication among the larger group of people and this becomes a wonderful opportunity for the companies to grab this social media marketing strategy to reach a larger audience by relying on viral marketing whereby the information is shared among the people rapidly and with less cost for the company or organization. It also uses the word - mount marketing which requires fewer efforts and just a simple share can ensure that thousand more will get to see the information in due time.

According to Hawkes and Gibbon (2008) in their article called “social media explained”, social media advertising focuses on the interactive side of social media, and initiates the sharing of content among the users. Businesses create content and share it with their customers who spread the information among other social media users.

According to Internet Marketing Academy website (2011), social media meant for communication, education, collaboration and entertainment, thus it becomes an effective marketing tool for the organizations.

9. SOCIAL MEDIA MARKETING PROVIDES
• A unique opportunity of interactive communication– in social media millions of users consult frequently, in this juncture the company can create awareness about their brand and by good contents it can become mass marketing. If a customer is interested in the brand, it can be inclined towards the purchase decisions by reaching them through instant messaging, phone calls, comments, share content videos, sales programs, incentives, promotions and different offers can be done 24/7.
• Education– instead of customers asking queries about their needs and wants, here in social media strategy the businesses started educating their customers about the offered products and services, how to use them and the benefits they could get from it.
• Collaboration– Social media marketing strategies are proven to be efficient in digital marketing since it can be linked to other digital tools. A customer can be redirected from one page to another, or related to the website for more information, blog or directed to a You Tube video, for example, for further details.
• Entertainment- People often use social media for relaxation, communication with friends and family, read the post and share information etc., companies shall involve themselves in the process to catch more viewer attention. It is done mainly by creating exciting content, that ends up marketing a given brand.
• And other benefits of social media marketing strategy include affordability, global audience, convenient, 24/7 marketing campaign etc., and this list is long lasting.

10. MOBILE MARKETING PRESENCE
In the recent digital era, mobile phones especially smart phones replacing laptops and desktop since most of what we used to do on laptops can be done using our smart phones. Mobile devices can be connected anytime with efficient internet, people are spending more time using it than ever before. Its efficiency has lead marketers to understand where the future of advertising lay and they have developed efficient digital marketing strategies to advertise on various social media. On the other hand, smart phones operate using mobile applications. Marketers have indeed understood that they should also focus on mobile applications so that they can get as close as possible to their potential customers and provide exceptional services through mobile apps. Those advantages include efficient communication, instant notifications, fast to load and easy to use, do not use a lot of data connection, quick access, personalized product lists, saving of personal information and account creation for future logins, discounts, promotion and deals, etc. The use of mobile applications is meant to ensure that regular customers become loyal to the company over time. It also facilitates for in-app advertising.

For example, someone might be playing a game, and when it is paused, restarting, or moving up to the next level, some ads play before the game and sometimes some ads are having no skipping options, and it need to be watched, banners are displayed quite often for advertising purposes.

In addition to that, smart phones are addictive and many people have them all the times. Smartphone users can download and use any applications of their choices such as music apps, videos sharing apps, social media like Face book, Whatsapp, Instagram, Twitter, gaming apps, calling and chatting apps, mail apps like Gmail, or Yahoo, banking apps, online shopping apps like Amazon, Flipkart, eBay; travel and booking apps like Make My Trip and Trip born, educational apps, retail shopping apps, etc. All of them can be used for advertising purposes, and businesses do so to reach a big potential customers database of smart phone users.

11. RENOVATION TOWARDS BUSINESS OPERATIONS IN DIGITAL PLATFORM
Most of the businesses feel the need of adapting to digital technology and figure out new ways of marketing their products and services due to the radical and innovative changes in the digital world. It creates unique customer experience through the combination of information, business resources and digital technologies to deliver growth and results for both customers and also for organizations.

This digital marketing transformation creates new wonders in the following areas:
• Creating Brand awareness: Digital technology like social media and its viral sharing, business apps, online apps, retail apps, emails, etc., and the advertisements at its various levels spread information about a given brand all over the world faster than
any other marketing means. Anyone can be informed about the offered products and services. With the use of digital technology, digital marketing can be done all over the world and stays for the most extended period possible for anyone to access it in a convenient time.

- **Easy and accurate communication:** Nowadays by just surfing online, you can get all the needed information about a brand, and efficiently communicate with them before or even after purchasing their products and services. The communication between businesses and their customers are accurate, fast, interactive, convenient, immediate, etc. by this digital transformation of businesses.

- **Driving sales:** In the past, businesses used to rely on local sales, from customers who could physically access the stores. But nowadays, customers from different corners of the country or even from the world can purchase a given brand, pay using online transactions means or use the option of cash on delivery, and that involves nothing but e-commerce.

- **Customer relations:** In this new era of e – businesses and competition, it is hard to acquire and retain the customers but using the digital technology the organization can acquire the customers easily and create brand awareness and also by providing quality products and services at competitive prices, and with more interactive building in communication it is easy to retain the customers for long lasting period and customer loyalty ensured by this digital technology.

12. **CONCLUSION**

With the use of digital technology, businesses have been able to market and transact with customers worldwide. The digital transformations involve the creation of websites, search engines optimization, social media, mobile marketing and many more digital tools to assure the global online presence, which provides efficient marketing strategies. It allowed businesses to gain more potential customers, promote their products and services with fewer costs and with higher efficiency, to sell more products, to create a better image, to create awareness, to turn potential buyers into loyal customers, etc. On the other hand, customers all over the world also benefit from this digital technology. They do not limit themselves to local stores or specific brands; they can choose different products from different brands internationally, access important information, evaluate various alternatives, choose from a wide range of substitute products, purchase products locally and globally, etc. Thus the whole world considered to be a global market which provides great opportunities for doing business worldwide with this digital tools and technology.

13. **REFERENCES**


**BIOGRAPHIES**

**Dr. P. SUBBURETHINA BHARATHI,** B.E, M.B.A, M.Phil, Ph.D., Professor and The Director, at present serving in M.A.M. College of Engineering, Trichy, in management department, having 16 years of teaching experience, in various reputed institutes, and also obtained diploma courses in the following four areas of automobiles, labor laws, safety and robotics, possessing various disciplines of subject knowledge both in Engineering and Management subjects, published more than 50 publications both in national and international journals and magazines, possessing skills and adequate experience in conducting FDPs and student personality oriented workshops, an executive member in Mechanical And Production Engg., Association, Mookambikai college of engg., Trichy, Coordinator in Anna University Class Committee meeting, and supports with complete guidance for more than 200 MBA thesis and projects and at present rendering motivating guidance for more than 10 doctoral thesis under him and also presides as AGM - L&D – in Cauvery Multi Specialty Hospitals, Trichy.

**Mr. S. Annamalai,** B.E, M.B.A, M.Phil, (Ph.D), at present doing Ph.D in management studies and a part time research scholar in Bharathiar University, Coimbatore and having 13 years of teaching experience in various colleges, and more than 15 subjects in the management area are handled by him, especially Business research methods, business mathematics and Statistics, operations management and marketing research which all are quantitative subjects are handled by him frequently, interested in marketing researches, and So far he successfully supported as guide for more than 130 MBA projects and 50 M.Phil dissertation, and at present doing doctoral research in the awareness of online marketing, its impact in the conventional marketing, merits and demerits in the online marketing, and he also gains experience in conducting and managing various event management programs and act as a convener and organizer in various management programs like seminars and symposiums conducted in his institutions.