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09

## Study of the Effectiveness of Online Marketing on Integrated Marketing

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a powerful medium of implementing the various marketing tools online to reach more targeted local and global audience.

**Key Words:** Online Marketing, Integrated marketing, business environment

### Introduction:

The global economy and the corporate world have seen tremendous changes over the past three decades with the advancement of technology, especially with information technology. ICT has revolutionized the way we do business, communicate and live. Information technology has disrupted the business world and invalidated the most important theory and principle of marketing, namely that no organization that fails to adopt technological advancement and innovation in technological advancement has the right to compete in the twenty-first century business environment.

Every strategic tools of the organisation to achieve competitive advantage in today's competitive business environment must incorporate one or more aspect of the information technology. This is partly because it enables an integrated and coordinated mechanism of sharing information across the partners and audience involved in the implementation of a strategy. As argued by Preeti (2018) information technology has revolutionized the means at which organisation communicate to both existing and prospective customers, increasing return on investment and reduce cost of reaching out to the customers.

Online marketing or e-marketing as often referred to all marketing activities carried out online to reach the customers as opposed to the traditional way of reaching the customer like print media, sales promotion, adverts on TV and on radio (Goldfarb, 2011). Weinstein (2008) is of the view that online marketing is the promotion of organisation products through digital or electronic platform. Such as any promotion made on social media, mobile phones, digital television & radio sites as well as digital ban-

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### Abstract:

This research work has investigated the effectiveness of online marketing in a comprehensive marketing communication strategy. Specifically, the effectiveness of the integrated marketing communication strategy aimed at assessing the scope of the online platform. The business environment is drastically revolving and changing, so is the tools employed in decision making process. The changing business environment requires that organisation achieve more customer satisfaction, exceed shareholder's expectation, integrated and harmonize all stakeholders' interest to remain competitive. With the growth in the internet users and application since the last three decades, organization have started shifting focus from offline marketing to online in reaching out to more customers. Online marketing is therefore not seen by many scholars as another form of promotional tools like advertising, personal selling, direct marketing among others but seen as



ners on various websites.

#### **Objectives of the Study:**

- To determine the extent online marketing can be effective in achieving organisation marketing strategy.
- To examine the extent integrated marketing communication can be effective in achieving organisation marketing strategy.
- To ascertain the effectiveness of online marketing in achieving effective and efficient integrated marketing communication in the organisation.
- To examine the key indicators used in measuring online marketing communication performance.
- To examine the trending online marketing tools employed by organisation to reach more targeted audience and accomplish more result

#### **Methodology:**

To achieve this purpose, the researcher employed qualitative methodology, with secondary sources as instruments of data collection.

#### **Online Marketing: An Overview**

Advancement in information technology (ICT) has made online advertisement indispensable for an organization to achieve competitive advantage in any industry (Fang & Mykytyn, 2007). Marketing in its basic meaning is the promotion of organization products and services to the general public with intent of wooing more customers and ensuring customer loyalty to the brand. Percy (2008) viewed marketing as a process of discovering or assessing societal needs, designing and developing products or service to meet those needs as well as making conscious effort to influence consumer to discover those products and services offered. It involve keen evaluation of organization products and services, the demographic, geographic and psychographic of the consumer to determine which products and services to offer to different individuals at each point in time (Percy, 2008).

#### **Types of Online Marketing**

As noted earlier, there are various media outlets that can conduct marketing on the internet. In this sub-section we will evaluate some categories and success stories.

#### **Display Advertising:**

This is the earliest form of advertising on the internet and still remains among the most popular advertising tool employed in the internet especially in blogs and non-advertising agencies website. It is a type of advertising platform that incorporate the advertising company message in the form of text, image, animation, videos, logos and other enticing graphic that easily capture the attention of the consumers. Display advertising as noted by Pawar (2014) target consumers or audience with similar traits and needs to appeal to their needs thereby increasing advertising impact.

#### **Banner Advertising:**

This happens to be the most relevant and popular display advertising platform. Banner ads are often displayed on the web page and it comes in rich format of different color and size. It incorporates not just image which is the most popular, it also comes in the form of video, audio, animation button, logos and many others. Pawar (2014) observed that banner advert return on investment is basically measured in two form, the brand awareness where organization brand name and message are important to consumers.

#### **Pop-Up Advertising:**

While it may seem annoying at times, it is still seen as one of the most effective display advertising tools. The pop-up is described as a new web page displayed on the current web page that Internet users are currently surfing. This could be pop-up under where the advert is displayed in a new web page below the one currently being surfed or pop-in where the content the internet user is seeking is blurred or temporarily blurred to pave way for the advert.

#### **Search Engine Advertising:**

This kind of advertising is common



among the search engine organizations like Google, Yahoo, Yandex, and Ask.com among others who often display sponsored adverts outside the normal search engine results pages. The search engine organization normally places ads along with the result to differentiate it from the non-sponsored SERPs. It is one of the most prominent and highly profitable advertising platforms for organization that provide specific services.

#### **Social Media Advertising:**

Social media advertising has become one of the most popular advertising platform with facebook being a leading advertising earners in the world after Google (Ovijidus, 2018). Pawar (2014) observed that social media advertising is the promotion of organization products and services in social media handle. Organization can pay for sponsor ads in social media or simply keep on updating their social media handle to increase interaction among customers in the social media handle. Social media advertising present unique opportunity to organization to reach a targeted audience at a minimized cost (Kotler & Keller, 2016). The author noted further that social media has gone through stages of development in the past few years and it is expected that its growth will stabilize over time.

#### **E-Mail/ Newsletter Marketing:**

E-mail marketing appear to be one of the most successful platform of advertising an organization products and services. It involves sending customers (subscribers) e-mail regarding the organization products based on their previous browsing history. According to Short (2012), the report from Direct marketing Association reveal that e-mail marketing is the most paying online marketing platform as it saves advertiser about \$44 for every \$1 spent. Organization like Amazon - the online e-commerce giant has over the years utilized these particular marketing tools to increase repeat purchases of their products.

#### **Role of Online Marketing in Integrated Marketing:**

The business environment is changing so is the tool used in business management. In the field of marketing, marketing communication is evolving and changing, with new tools, theories, strategies, technological changes and cultural dynamics all incorporating to influence the way marketers communicate their message to the target audience.

#### **Online Advertising**

Like the traditional offline advertising that uses broadcast or print media in advertising effort, organization advertising their products to reach their targeted audience should consider internet as they would television, newspaper, radio, outdoor and others (Strauss & Raymong, 1999). Markova, Prajova & Salgovicova (2011) observed that there are two approach to advertising online; first is the text based approach that employ e-mail and bulletin board and the second is the multimedia approach that utilizes banner, interestials, sponsorship, buttons among others.

#### **Online Public Relation:**

Public relation is part of the marketing promotional tools employed by the organization to create awareness of its products and services to several stakeholders. Markova, Prajova, & Salgovicova, (2011) observed that its role is to look after the nature and basis that define external relationship between the organization and the various stakeholders. It is used to create goodwill message about the organization to all its major stakeholders; the employees, media, financial institutions, shareholders, community, suppliers, government among others. The objective is to create positive image about the organization on the mind of its stakeholders. As such, every content in an organization website other than advertising, sales promotion is public relation (Strauss & Raymong, 1999).

#### **Personal Selling Online:**

As the internet has become a powerful



tool in the hand of most e-commerce organization for personal selling, it has become a threat to many involved in personae selling especially those involved in business-to-business market. However, most organization in B2B have viewed internet as even opportunity to increase their coverage and presence by maintaining strong online presence. Some organization has even cut down their workforce largely because of poor reach with the emergence of online personal selling (Markova, Prajova, & Salgovicova, 2011). The internet has become a great source of information for those in business-to-business market especially those of them that are in supply chain industry.

#### **Sales Promotion Online:**

With the rise in e-commerce, sales promotion activities have increased drastically online. Sales promotion instruments include coupon, rebates, free or low cost gift, contest, products sampling among others. Strauss & Raymong (1999) observed that unlike the offline sales promotion that is directed to retailers in the channels of distribution, sales promotion online are directed to consumers themselves and the impact of the sales promotion can therefore be easily measured based on the level of interaction in the website.

#### **Effectiveness of Online Marketing In Integrated Marketing:**

We understand the extent of online success through the effectiveness of online marketing in a comprehensive marketing communication framework online marketing can be measured by the organization over time. The literature has revealed some of the criteria that an organization can use measuring the success of its online marketing efforts: number of unique visitors, number of pages viewed per visit (Bounce rate), number of repeat visits, minutes a visitor spends on a website, behavior of the visitors on the site (copying, reading among others), number of comments on a post, number of e-mails, customers and many others.

It is suggested that if a customer's needs are met, they will visit the site frequently to meet their needs.

A stronger relationship is established over time as visitors to the website spend more time on that website.

Another important measure of advertisement or any other promotional activities online is the extent such tools increases the organization sales and income.

Repeat visitors notice that he / she finds the website very informative and useful.

It is easy for the organization to determine the success of the promotion by looking at the behaviour of the site visitors.

The ability of the organization to convert website traffic to meaningful sales and post-purchases by the visitors is key indices of the effectiveness of promotional tools.

#### **Conclusion:**

The present study conclude that the level of integrated marketing have a significant impact on the rate of implementation of online marketing. The important antecedents to implement online marketing are convenience, merchandize, interactivity, reliability, navigation, and promotion. The important service quality delivered by the marketers are reliability, ease to use, communication, responsiveness, personalization, convenience, credibility, courtesy continuous, improvement, access and security. The identified important hurdles in implementation of online marketing agriculture inconvenience, risk, in store effect, environment and cost. The narrated important effectiveness of online marketing is efficiency, sales customer satisfaction and relationship. The service quality has a significant positive impact on effectiveness whereas the handless are having significant negative impact on effectiveness in online marketing. If the marketers in online marketing overcome the handless is online marketing, they will succeed in the market since the scope of the online marketing is higher.