INTERNET MARKETING THEORETICAL ASPECTS

M.IŠORAITĖ

Vilniaus kolegija/The University Applied Sciences a, Lithuania
misoraite@gmail.com

Abstract

Internet marketing - a powerful goods and / or the delivery of products to target audiences. Internet - the place including a very cheap delivery of goods and services to a creative and specific target audience and receiving from clients fast feedback. The same as the real world, online marketing consists of many particles: the marketing plan, strategy, cost evaluation, choice of instruments, etc. Internet marketing and marketing - it's a never-ending process that requires constant work: to invest the time and money. Here, everything is used: website, social networks, online direct marketing, multi-media products, advertising campaigns, and so forth. Internet marketing and marketing is a very important part of the overall corporate marketing, as the Internet has become not the main communication tool with customers.

Key words: *internet, internet marketing, internet marketing strategy, internet marketing tools, internet marketing planning*

JEL Classification: : *M30, M31, M37*

I.   INTRODUCTION

Internet marketing has many advantages compared to other advertising channels. These two channels are the most important ones: 1. Accuracy. You can reach even the most specific audiences online. According to age, gender, hobbies, location of the search keywords, etc.. 2. Measurement. In online advertising it is easy to measure the return on investment, because you can easily determine how many people will visit your site, what percentage of them gave an order to the number of registrations received, etc. These data would not be able to get by advertising on television or in magazines (unless the people should enter a given code, but, again, not all of that would, so the data is not as accurate). Although online advertising can be very effective, it is necessary to understand that this is only a means to an end, and different companies reach different results. Every day business is discovering new ways to reach and experience the Internet consumer audience. It has become customary, since the selling companies are developing their own online stores, where every user, without leaving his home can buy the same thing, and sometimes even a wider range of goods and services. The online activities along with commercial activities developed and changed online marketing. It took many forms, but the main goal remained the same - to attract and encourage consumers to buy the operator of the proposed goods and services, while at the same time creating value for consumers.

I.   INTERNET MARKETING CONCEPT

Internet marketing can be used not only as one of the marketing channels, but also as a separate commercial mode of marketing. It is usually interpreted as a marketing complex application online or through digital means. However, this concept can be supplemented, i.e., online marketing is an interactive process where information technology allows to build lasting relationships between organizations and consumers. Since most online marketing application do not substantially alter the general marketing concepts, it can be seen that the online marketing is the marketing using information technology. Therefore, online marketing can be considered in two aspects: the marketing mix and the implementation of information technology.

Table 1. Internet marketing definition

Author	Definition
El-Gohary (2010)	Electronic Marketing (E-Marketing) can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means.
Owen, Humphrey (2008)	The WWW has enabled many new forms of communication through social networking in recent years. This has enabled marketers to make practical use of "viral marketing," "buzz marketing," "guerilla marketing," and other forms of "word of mouth" marketing that rely on social networking. The concept of viral marketing was apparently added as a term of art to the vocabulary of marketers by former Harvard Business School professor Jeffrey Rayport in a 1996 article.
Yasmin, Tasneem, Fatema (2015)	Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.
Chaffey, Smith (2008)	Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles"
Epstein, Yuthas (2007)	Internet marketing (IM),or online marketing,means using the Internet to market and sell goods and services. A great deal of IM activity is directed toward driving customers to an organization's website,where they are encouraged to make purchases online or through another channel.But IM encompasses a broad and growing range of strategies for interacting online with customers and with other stakeholders.The most common IM activities include:preparing an organization's website,placing advertisements on the web,sending email messages,and engaging in "search engine marketing" – efforts to have the organization's name appear at the top of the list when a customer searches the Internet for a particular product or service.In addition to these basics, Internet marketing can include a range of other activities,such as marketing through online games,mobile phones, or direct response television broadcasts.
Nerurkar (2014)	Specialized Areas of Internet Marketing are as follows: • Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and social media marketing: • Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO) • Email marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers • Social media marketing involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg. • Online marketing is growing rapidly in international and local market in India. The Indian ecommerce market is seeing a surge in the growth.
Kiang, Raghu, Shang (2000)	Internet marketing has boomed in recent years, most companies have used it mainly for advertising or promoting corporate images.
Gautam (2012)	The internet/ web marketing became dominating on the business landscape. Companies began to transform domestic and global markets by shaping and reshaping relationships in the supply chain and by creating systemic change in the way consumers shop, organizations buy, prospects are reached, transactions are completed, customers are served and business is conducted. E-Commerce is clearly riding a steep and heady growth curve. The World Wide Web ignores geographic and political boundaries and temporal restrictions. Companies of all size and structures are discovering opportunities to save costs, especially for the processing and delivery of digital goods. Even for many tangible goods, cost reductions are palpable as the new technology promise closer and faster connections with suppliers and customers. In the web world, consumers can search much more thoroughly and

	efficiently.
Salehi (2012)	Internet marketing is also a form of targeted marketing that helps various websites to increase the frequency of visits and attracts visitors to purchase products, good and services through internet.

Internet marketing, examining how marketing mix can have the same four elements, often called English 4P model, product, price, distribution or place and promotion. The main differences between traditional and online implementation of the resulting pattern of elements of perception is changes. Location is the e-commerce channel and the most important thing here is not the "where" and "how". This means that internet users usually prefer not according to the location of the product (or online shop eg., Social network commercial account), but how it is presented. Since the last decade, especially in active discussions changing marketing orientation of the product to the consumer, it broadens the definition of the marketing mix, and goes beyond the boundaries of traditional design. Marketing should help to find out what consumers want and then propose and promote it to acquire and perform such a role, the user promotion and advertising eventually total would be rendered meaningless. Thus, business marketing, aid should offer such a value that the user is willing and decide to purchase the product.

Given the fact that the Internet is a global network that connects different individuals and entities, it is logical to conclude that online marketing can have both international (global), and direct marketing features. International marketing problem - taking into account the differences in the international markets, adapting the marketing mix optimized solutions for each market and consumer segment separately, the implementation of the overall business strategy. Internet marketing should act globally, however, it is applied topically (Segment, regional markets). The literature (Kotler (2012)) are often treated as an Internet marketing direct marketing part, because the Internet is easy to access and act directly on the target audience. The company can create more value and personalized relationship with each of your current or prospective customers and thereby increase consumer involvement, satisfaction.

It can be noted that the definition of the modern marketing lays emphasis on value creation and value exchange. And more specifically, the development of relations with the customer occurs Social physically, during which the mutual exchange of value occurs. While many authors agree on the value creation and swap it with the customer as the main object of marketing, however, there are distinguished interpretations of how this can be implemented.

Value can be created in five value dimensions:
- Bring tangible benefits to the consumer prior to getting out of it;
- Developing and maintaining strong, value-added brands;
- Ensuring marketing ROI (Eng. Return on Investment - ROI);
- Through the development of new marketing techniques;
- The socially responsible marketing.

These values can be added to the dimensions of marketing management functions, when a business entity formed by market supply and demand, communicates its value created and creates long-term growth strategies and plans.

There is a more practical value creation model:
- To improve the brand image of the company or business;
- Increase consumer traffic (online shopping event of traffic);
- Focus only on the appropriate audience, selecting what should be a consumer;
- Interactively communicate with both existing and prospective customers;
- To carry out an effective sales and marketing dynamism.

Another way to value-creating products and related marketing mix is treated as part of a coherent package of benefits. Its value increases, the benefit package is under development (for example, adding new services or raising the quality) or reduced its price.

Internet marketing, as a marketing complex, must be subject to a personalized for each client, the segment of the regional market. It must have a common global target. In addition, internet marketing has to perform the following functions:
- Develop and improve the brand image of the company and globally;
- To help choose a niche and play an active role in it;
- To improve services and products, e.g. any product package;
- Expansion of product coverage and audience;
- To carry out interactive communication;
- To ensure online marketing ROI.

Below you can examine these aspects and how they can be implemented in internet marketing.

II. INTERNET MARKETING TOOLS

Information technologies have an impact on the marketing orientation and function. All online marketing through information measures are inseparable from one another and form the overall customer experience. But to achieve better results it is best to use several internet marketing toolbox. Various authors group differently online marketing tools. It can be grouped under the scope of the measures:

• Search Marketing. In this group are measures oriented to consumers driving traffic to company websites from the search engines, which, according to the user's search keywords selected and nominated for the most relevant results. The results can be paid (paid by the company, not the user). Measures such. SEO (Eng. Search engine optimization) - search engine optimization to get good organic search results, SEM (Eng. Search Engine Marketing) - Search engine marketing or paid search results;

• external marketing, which is carried out for internet site boundaries. This group is the direct marketing tools that ensure consumer traffic from other channels than the search engines. Not all tools can form a positive effect on the consumer. Measures such as., Newsletters - e-mail marketing, invasive marketing, syndicated content and RSS (full page summary);

• social networking and community-based marketing. This group allows the company to measure interactive and informal communication with the customer and make use of WOM marketing, and to provide more information about the company, its product package to communicate about the value created and others. Measures such as., Rating web sites, social networks, blogs

Information technology tools can be classified under the marketing direction, e.g. value creation and new measures; value presentation tools; communication and promotion measures; the relationship with the customer development tools; Marketing Research enforcement measures. Fine-tune some of the measures, according to its own situation, finds himself at the other tools and can not be separately mentioned (eg. An invasive marketing tool pop-up windows can be a website one of the functions). The online store has a wide range of technological solutions that can contribute to the value of its delivery, communication and so forth. Online store navigation and content is one of the most important technical factors that can lead to user satisfaction with web store and its transaction having taken place. Fine-tune the online store design is a key element, which includes navigation and content. Design makes a distinct impact on customer satisfaction and the need to come back from occurring. It can be distinguished online stores the main part of which forms the customer experience: design (navigation, as a convenience to find the product; each page design) product information, its clarity and range of products.

Audience development, as has been mentioned before, uses two types of online marketing. The most important of them - the internal online marketing tools are used to implement content marketing, social plaster marketing, SEM (SEO) and data analysis (e.g. Google Analytics) tools. Internal marketing carried out in stages: attraction of visitors to the store, using social networking, SEO, etc.; visitor conversion - contact data acquisition (e.g. e-mail address); visitor conversion to the customer, i visitor purchases the product when it is offered valuable information, rather than focus on the same product acquisition; statistical analysis of the data. Often online store visitor conversion coincides with the visitor's conversion to the customer, because shopping may be left in contact details.

The main tool is SEO SEM - both organic and paid (i.e. Paid search engine advertising, Eng. Pay-Per-Click, PPC hereinafter). PPC, you would use when you need to quickly increase awareness of online shopping and its audience, or when there is strong competition. With PPC, which results in the online shop to the first search results (Eng. Search Engine Result Pages or SERP, further SERP), you should consider the fact that this method is less reliable among the less experienced users, e.g. if the user is no longer shopping online, he will tend to rely more on paid search results. Organic SEO is relatively free, but the method takes longer time and it is necessary to specifically describe (selected keywords) every online store page photo and others. Search engines and online shopping quality of the content, so the text should also be then integrated the relevant keywords. In addition, SEM includes a reference from the store to the store and use, e.g. more and better quality links, the better the result SERP.

Content presentation online store can identify several key issues: the relevance of the content, completeness; the language in which the contents; the content of visual humour of sense to say entertainment value; the possibility to adapt the contents of WOM marketing. Based on the conducted empirical studies, users in different countries may have a different assessment of both the content and the presentation and so forth. It is therefore recommended that the global online store would be created for each market tailored to the unique design, content, and pay attention to what kind of language prevalence is between the consumer market, since it depends on whether consumers understand the content. The content applicability WOM marketing is important because, if all aspects of the implementation are right, the user may feel the need to share the contents of his or her environment. At this point, by additional plug-in facilitates the users need to share the execution. Nevertheless, the implementation of those aspects, the most important for the user to be formed within the content of the product that the product is a professional, is a high quality and value. This is particularly important when a customer owns more those earning categories. Fine-tune lower income segment of consumers are more likely to decide not doing the search for information, and in accordance with the recommendations of other users. In addition, these customers are key

comments and recommendations of providers. Other users recommendations also affect the decision to buy, so often online shopping, using special plug-ins, allows users to comment on and share in-store product information in social networks.

Social network marketing is a very well-defined information technology tools in the classification. It can be observed that social network marketing is an integral part of the marketing content, since the content of the company can interactively communicate with consumers. In addition, social networking marketing should be included in the previously discussed loyalty systems and programs (e.g., The customers for each product "like" or sharing may be offered bonus and so on.).

The main measures for the implementation of internal marketing are these (4): content marketing, social marketing plasters, SEM and data analysis tools. All these elements are linked together as complementary. The main measure of SEM and organic or paid SEO requires to bring an online store to the first SERP. Content marketing focuses on the content of the presentation, where the most important is the entertainment value of WOM marketing, language and content relevance. Social network marketing provides interactive communication and allows the user to include in the implementation of online marketing development. Analysis of the data is necessary to ensure internal marketing development and continuity.

III. INTERNET MARKETING PLANNING

Modern technology and tools create preconditions for the development trends in the field of online marketing, interactivity, to individualize customer experience for them to reach places, adapt to changes, social networking, different screen diagonal, numerous strategies (competitive environment), personalized marketing, innovation (Juščius, Baranskaite (2015)). Shaping the online marketing strategy and determining its application one must take into account these future trends. In view of online marketing application development trends, it can be seen that any online marketing planning can not do without information technology tools and their applicability for analysis and the use of online marketing planning.

There are a variety of marketing planning models that can be applied to online marketing planning. However, everyone states that marketing planning is a non cyclic process. The implementation of the selected solutions means re-examining and analyzing the situation in the marketing of the object and its improvement. Basically, all the authors agree that the marketing planning consists of the following elements: marketing research, marketing strategy and plan (objectives, actions, decisions). The implementation of the strategy and plan again conducted marketing research.

In-depth marketing research process consists of the following stages: clarification of the problem; reconnaissance survey; research goal setting; Research needs confirmation; spirit and nature of the study methods; the research sample; data collection and analysis; Research Report; use of the results in the following marketing planning stages.

Internet marketing research and performance analysis can not take place without a proper preparation, e.g. the expected goals of data to achieve the objective, work and action, when and how they will be carried out. Tests may include: potential market testing; market share of the study; Market segmentation studies; Special features of the market; company or brand image study; sales process and its outcomes research; communication and advertising research; external and internal environmental studies; 4P complex investigations. Subsequently, the data are collected, processed and analyzed. Finally, conclusions are drawn and insights that continue to use the strategy and plans for the formation.

Since internet marketing is a multifaceted, the research may also have different types of signs. Internet marketing research problems can be distinguished: competitors, consumer behaviour, pricing, marketing channels, promotion and advertising solutions, logistic solutions. The problem areas are also allocated to the language barrier and intercultural challenges for international companies operating online marketing targeted to the markets of other countries.

Internet marketing research employed various information technology tools and instruments. In addition, the survey data can get in and out of each of the online marketing tools or benchmarking, which may be used in so-called benchmarks. Various companies and institutions provide general information to the various indicators that can be used for comparing your company's performance. Fine-tune benchmarking indicators not even - can be compared and various non-numeric performance aspects, such as, for example, the customer's experience.

The strategy is necessary to define what direction will be applied to online marketing, what are the potential target market and consumers. Internet marketing application studies say that online marketing strategy is based on interactive, active and emotionally involving relations between the creation and development of a consumer.

Internet marketing strategy is a strategic plan with targets and steps to get the desired results when it is known and integrated: the target market, the customer's emotional ties and motivation factors, strategy development and personalization, strategic marketing efficiency, a number of different marketing strategies. Internet store marketing strategy must focus on two main objectives, e.g. online shopping as the main point of contact with the customer, development of new users, dropping customers, generation.

While internet marketing strategy formation depends on what can be divided into generic design stages: marketing research; Strategic Internet environment analysis; long-term marketing objectives setting; online marketing tools selection and application of the strategy; sales process, planning and organization; implementation of the strategy; Strategy evaluation and optimization and improvement.

The marketing strategy consists of a tactical marketing plan. The plan can be distinguished by consumers and market segments; information technology tools that will make use of the implementation of strategic objectives; Web site creation and maintenance. Internet marketing plan, basically, is an online marketing strategy and the online marketing tools and related process development and management strategy implementation plan. Marketing strategy and plan should be replaced when exhausted and have provision for implementing measures or objectives are achieved or lost their relevance. It is important that both the strategy and the plan should be promptly adjusted according to changes in the business environment.

IV. CONCLUSIONS

Internet marketing - it's different types of advertising on the Web methods, techniques and instruments set. They are used to attract the target audience and excite its interest. The use of different methodologies enabling the user to create and submit content. While continuously growing number of users of social networks is very convenient strategy, when the content is generated for it without receiving compensation, social recognition. Internet marketing planning is a continuous process, in which the interrelated elements in the process allow you to create and develop online marketing by using the tools of information technologies. Assay allows you to select and prepare the appropriate online marketing strategy and tactical plans for implementing online marketing strategy as well as using information technology tools. Marketing strategy and plan should be updated regularly, so here goes back to the first online marketing planning stage - analysis. All these items may come and go and the process will go on continuously.

V. REFERENCES

20. Chaffey, D., & Smith, P. (2008). E- marketing Excellence: planning and optimizing your digital marketing. Routledge.
21. El-Gohary, H. (2010). E-Marketing - A literature Review from a Small Businesses perspective. International Journal of Business and Social Science, Vol. 1 No. 1; p.p. 214 – 244.
22. Epstein, M., J. Yuthas, K. (2007). Evaluating the Effectiveness of Internet Marketing Initiatives. Published by The Society of Management Accountants of Canada, the American Institute of Certified Public Accountants and The Chartered Institute of Management Accountants.p.p. 3.
23. Gautam, R.K. (2012). Internet Marketing Usage by Small Indian Entrepreneurs: An Exploratory Study of Punjab. International Review of Management and Marketing, Vol. 2, No. 1, pp.43-51.
24. Išoraitė, M. (2013). Particularities of Internet Marketing Strategy Formation. Lambert Publishing House.
25. Juščius, V., Baranskaitė, E.(2015). Internetinės rinkodaros tendencijos ir efektyvumo vertinimo kriterijai. Regional formation & development studies, Nr. 16 (2).
26. Kiang, m., y., raghu, T., S., Shang, k. H-M., (2000). Marketing on the Internet — who can benefit from an online marketing approach? Decision Support Systems, p.p. 383–393.
27. Kotler, Ph.;Armstrong, Gary. (2013). Principles of Marketing. Harlow.
28. Nerurkar, A. (2014). 'Online marketing - challenges in future'. International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL) Vol. 2, Issue 4, p.p.183-188.
29. Owen,R., Humphrey, P. (2008). The structure of online marketing communication channels. Journal of Management and Marketing Research, p.p.1-10.
30. Salehi, M., Mirzaei, H., Aghaei, M., & Abyari, M. (2012). Dissimilarity of e-marketing vs traditional marketing. Int ernational Journal of Academic Research in Business and Social Science , 2(1), p.p.510-515.
31. Sisira, Neti. Social media and its role in marketing. Warangal, 2011. Vol. 1 Issue 2. http://www.ijecbs.com/July2011/13.pdf
32. Skadeedle. The definitive guide to getting started with social media marketing. 2013. http://skadeedle.com/wp-content/uploads/2013/05/definitive-guide-to-social-media-marketing.pdf
33. Stones, Mark. Successful Internet Marketing Campaign | The Five Elements Of Successful Online Marketing. http://www.medianovak.com/successful-internet-marketing-campaign/
34. Yasmin, A.,Tasneem, S., Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. International Journal of Management Science and Business Administration, Volume 1, Issue 5, p.p.69-80