

Application of Modern Internet Tools in Business Marketing

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Abstract. The major objective of the paper is to examine the correlation between companies and brands with modern marketing and online promotion through the use of new opportunities and tools available on internet. At this moment we live in times when the fastest expanding and most important online tool are the social media sites. The popularity of those tools developed so quickly that they have not been yet well-defined although they are well known to our society and are used frequently. Often, all modern Internet tools are categorized as web 2.0 which defines all websites created after 2001 and which are focused on generating content created by users of this website. The paper is focused on new tools, ideas and prototypes that are available on the Internet and are used to promote company's businesses as well as improve its marketing strategies. The paper presents two case – studies of the companies which use internet tools for their promotion as well as the evaluation of their application.

Keywords: Internet Marketing, Social Media, Business.

1 Internet tools - introduction

Internet has become one of the most important tools for marketing and promotion of companies. Capabilities provided by Internet used in communication with customer are presently strongly promoted. The strength of the Internet is its diversity and rapid continuous development [9].

At this moment the fastest expanding and most important online tool are social media sites [1, 10]. The popularity of those tools developed so quickly that there is no single definition of that issue even if it's so well known to our society and used frequently [29]. Often, all modern Internet tools are categorized as web 2.0 which defines all websites created after 2001 and which are focused on generating content created by users of this website [3, 27].

Expression social media has many definitions but they all rely on the ability to create multimedia content such as texts, pictures, videos for personal use but also for sharing it to friends and other users of those social media websites [19].

The previous sentence fits well to the concept of UGC (user generated content). UGC is extension of WEB 2.0, which can be understood as technological and ideological basis and UGC as the methods of the various ways to use social media

sites [13]. Shared content between users which can be considered as generated by the end user if it fulfils strict conditions defined by OECD (Organization for Economic Co-operation and Development): [24]

- Content created by the user is available to the public through internet (on the public website or social networking site available for a selected group of people);
- Content is at least partly the result of creative work of the user (content may only be processed, but in such a way as to be representative of the new value, e.g. a posting on YouTube a fragment of a television program does not involve the creation of new value for their contents);
- In most cases, content creation does not take place within the professional work (motivation is not the expectation of remuneration, profit financial, but more important is the contact with other users, the need for expression or desire to generate interest).

Modern Internet tools of web 2.0, due to its large variety can be divided into many categories such as:

- Social media websites and apps e.g.: Facebook, Twitter, Google+, Instagram,
- Snapchat
- Professional network sites e.g.: LinkedIn, BranchOut, GoldenLine
- Websites with content and information e.g.: Youtube, Reddit
- Internet community forums e.g.: Gaia online, 4Chan
- Blogs e.g.: Blogger, WordPress, Tumblr
- Streaming sites e.g.: Twitch, Youtube streaming, Justin.TV, Hitbox
- Virtual social worlds e.g.: Second Life

Some of those websites can be divided for even more categories such as Twitter or Blip can be named as micro blogs because they have restriction for number of characters in posts. Almost all of those websites listed above are used for marketing and promotion of companies some of them allow to create profile of company which are used as communication tool with customer and has many other useful options to improve company marketing and some are just used for advertising.

The number of social media users is still growing, and it's not a surprise, there are still areas in the world where technology is not sufficiently developed and such places are constantly increasing the number of people using the benefits of the internet [15]. According to data provided by We Are Social and Hootsuite, the number of active users is about 2.8 billion, up 21% over the previous year. Most active in the social media is used in South America, North America and Eastern Asia. In terms of countries, the United Arab Emirates is the leading country where the percentage of people using social media regularly is 99%, South Korea is second with 83%. In Poland, it is 39% which is about the world average [14]. According to GlobalWebIndex data, average social media users spend 2 hours and 19 minutes a day, and the most commonly used platforms are Facebook, YouTube and Qzone (Chinese equivalent of Facebook) [14].

The choice of the paper's topic was justified by its actuality. The research method used in it is a critical analysis of the literature and internet resources as well as the case study. Case study is a method used in the study of poorly researched phenomena so the authors considered descriptive approach as appropriate followed by the deductive approach.

2 Ways of using modern internet tools by companies

Nowadays, consumers want to be well informed about the world around them, but it is not enough for them to receive provided information once in a while - it is important now to get information on the topics they are interested in on a regular basis. Technological advances and globalization have changed the way people get information from the public, and more often we hear that traditional media such as newspapers, television and radio have been replaced by people by the Internet and in particular by social media [30, 21].

To meet the expectations of consumers, companies have decided to appear on major social media sites to promote their business and to establish communication with their customers or prospective buyers. Promotion and marketing have consistently taken root in social media despite the numerous disadvantages, these sites still offer enormous opportunities for businesses and nowadays every major business must exist there.

In times when society is changing dynamically, the use of old methods of communication is not only ineffective, but it can also come with complete rejection of the content and values that we pass on. Looking at this aspect from the perspective of public relations, where until recently, the role of the Internet was not recognized, there were fears that Public Relations might soon be forgotten for being out dated and ineffective [6].

The main reason why Public Relations has returned to grace is the ability to have unrestricted access to up-to-date information at any time of the day or night anywhere on earth and what is an important distinguishing feature of the internet from other media communication opportunities with recipients in the form of dialogue. This form of communication gives the company incredible ability to transmit information, advertise and make direct contact with the customer. This dialogue today seems to be one of the most important solutions that the Internet provides, especially in the context of the development and strong growth of social networking sites, where you can easily read the opinions of other people on the subject share your insights and get feedback on them. Using these pages gives you another possibility, namely the word of mouth, which means that Internet users refer to certain products, companies and services and send interesting information to friends and anyone who may be interested in it. All this gives you new opportunities and a field to communicate the business world with a direct recipient. Therefore, public relations, whose basis of functioning is just shaping relations through communication, has again returned to grace. With a modern online tool such as social media, direct dialogue between the business and the customer has a chance to achieve a completely new dimension [6].

In communication with consumers in public relations marketing, companies can act proactively, posting content on their social media profiles, and reactively – responding for comments, remarks or messages of buyers. Numerous, accessible social media allow organizations in direct contact with consumers to present their business, offer it, engage in relationships with customers, and shape the company's image and products [31].

Creating own business profiles enables to [31]:

- reach out to a wider audience,
- fast, two-way communication with consumers,
- Reduce spending costs on other promotional tools.

The advantages of social media in marketing public relations are undisputed. Companies are quickly recognizing and increasingly emphasizing their presence on social networking sites. However, creating business profiles in social media requires a constant commitment to dialogue with the audience. What is more, the core of social networking sites is the active participation of network users, so it is necessary to take action to ensure that consumers want to engage in business relationships [2].

The most important rules of communication in social media [31]:

- Understand difference between a private profile and a public profile - It is crucial to pay attention to the nature and context of photos or content posted on website.
- Define the audience to which the company wants to reach.
- Employ the right person to manage company profile in social media website - communication in social media speaks volumes about the approach to business and customers. It is important that published content is best written by one or two people. Communication is coherent, in one style. It is important to share the responsibilities and tasks of those involved in social media.
- Monitor business activities on the web – by monitoring communication in social media, we can monitor and evaluate online activities on-the-go. Monitoring also allows evaluating what goes according to plan, whether the specific goals of business are being met, what needs to be improved, and what needs to be repeated and stopped.

Social media is commonly used to communicate with consumers mostly for marketing purposes. The specific character of these media gives companies unprecedented opportunities for direct dialogue with their customers. As indicated by widely available researches, public relations activities should be explained to consumers and buyers that they are the source of positive feedback for other network users. Social media can thus play a dual role in the communication process: they become a channel to reach targeted groups and at the same time they are a platform for sharing knowledge, experience and consumer opinions. According to both purchasers and journalists, consumer feedback is considered more reliable than the message conveyed directly from the company [31].

Communication with the use of social media enables organizations to build relationships with consumers, create the right image of brands or products, and provides the opportunity for quick dialogue at relatively low cost. It should be stressed, however, that simultaneously communication with the expected effects requires discerning the specifics of social networking sites, skillful use (both technical and substantive) and constant employee engagement. Social media users tend to eagerly disclose and comment on business mistakes, which in extreme cases can lead to serious emergencies [31]. Apart from communication and marketing on social media websites, internet gives us the opportunity to use many other internet channels for advertising purposes. Currently the most important methods of promotion are divided into [17]:

- SEM – Search Engine Marketing
- SEO – Search Engine Optimization
- WSO – Website Optimization

The other important concepts are models of online advertising billing [20]:

- PPC/CPC – Pay per cost/Cost per Click
- CPA - Cost Per Action
- CPM – Cost Per Mile

Search Engine Marketing, that is all that is associated with internet search engine marketing. This concept contains both SEO and WSO and dozens of others terms, service and product names. It serves to improve the user's access to the website by increasing its visibility in the search engines [8].

Search Engine Optimization - It's optimization for search engines or simply positioning. The purpose of SEO is to increase and improve the quality of traffic that comes from organic search results. Organic search results are all the results that most closely match the phrase entered by the user in the search box [17].

Website optimization - involves applying a series of activities directly to the on-page website itself. This is about modifying content as well as applying changes to the code. It is used only for private websites [17].

Models of online advertising billing are [20]:

- CPM - "Per mile" means "per thousand". One thousand is to represent a large number of views or advertisements. The principal of the promotion pays for placing the advertisement for specific visitors of the website.
- CPA - Is a common strategy in the affiliate marketing that is based on effects. The advertiser pays for the number of active users who have taken the following steps: purchase, sign up, fill the survey or read specific text.
- PPC/CPC - The advertiser pays for each click on the hyperlink which redirect user to another website. This method allows refining search criteria as well as receiving sales data.

There are many other methods of promotion but most of them are based on advertising business on some websites, currently social media sites are the most

popular websites used for promotion and marketing purposes. One of the first methods that is still used today is e-mail marketing. It is a form of direct marketing, which uses e-mails as a communication tool. The basic tasks of email marketing are: building consumer loyalty, creating specific relationships with customers, building the desired image, selling [18].

3 Examples of effective use of internet tools

The first case presented here is the huge unplanned success of the Polish brand Cacao DecoMorreno from Maspex Company, which is an example of viral marketing. Viral marketing is about to infect information about company, products, services, so that it spreads like a virus. This is a great and cheap mean of promotion. Information is not associated with advertising because the internet user decides whether to read it or not. Usually he gets her from a friend. It's a more reliable source than the company ad [28].

The popularity of cacao DecoMorreno started on the group: "500+, Becikowe, MOPS, Alimenty – Pytania i Odpowiedzi" on Facebook. One of the users of this group wrote a post with a picture of Cacao DecoMorreno and asked: "Hello I have a question does anyone knows more books of this author". Fate wanted someone made screenshot, and this quickly circulated social media websites to become a viral [7, 23]. The description on the cocoa pack was considered to be: Author: Cacao DecoMorreno, Title: "Najwyższa Jakość", Publishing house: "Extra Ciemne".

To this day it is not known whether this event was set by the company or it was just a joke. The company itself claims that it did not take part in this event and that it is a very successful joke made by some outsider user. The joke went so far that the next day began to appear a lot of reviews of the book on the popular site for appreciating literature (lubimyczytac.pl) on which DecoMorreno quickly became one of the best rated books on the website.

Every business would wish for such advertising, and this was created entirely spontaneously. Internets users started to comment, play, joke and talk about DecoMorreno. They throw photos of the products of this brand, buy them and review them at home. The person taking care of Facebook's page DecoMorreno also was up to the task. They started talk to fans, make fun and improvise by commenting on profiles of other famous people and brands that also joined the DecoMorreno viral. They even decided to prepare few contests for Cacao fans [22]. Although the company probably has not recorded a steady increase in product sales but only a temporary boom, it certainly gained a lot of likeness in the eyes of all Internet users [12].

Another example is Red Bull which is an Austrian brand that sells 2 billion cans of non-alcoholic stimulant a year. It was established in 1962, but in Poland it appeared in 1995. The company has taken a very interesting strategy, promoting it as being associated with extreme sports, such as car racing, slugging and ski jumping. The brand sponsors many clubs (e.g. The Austrian Bundesliga Red Bull Salzburg and the American MLS, Red Bull New York). In addition, the company has acquired

rights to three names of sports facilities - the Red Bull Arena. All these activities arouse the associations and positive feelings among sports fans [26]. The company in the past were sponsoring and organizing numerous extreme sports events e.g. jumping through the Corinthian Isthmus, diving in Voullagmeni Lake or many Formula 1 races. This time, Red Bull Company and Felix Baumgartner's team (Team of a man who, as part of the Red Bull Stratos missions, jumped from a height of 39 kilometres, almost from the "edge of the cosmos") [16] reached the new level of marketing [11].

On Sunday evening of 14 October 2012, all biggest TV stations and radio stations around the world have been talking about Red Bull Stratos. Felix Baumgartner made a jump from a height of about 39 km and fell freely for 4 minutes and 22 seconds, beating the speed of sound. The required height balloons rose 2 h and 20 min. The Austrian managed to beat three records: the highest balloon flight of 39,045 m, the highest parachute jump and the highest free flight speed [25].

Besides traditional media, the space jump was also invading whole internet and social media websites. Red Bull managed to set record of YouTube viewership: the peak of live streaming on the Red Bull channel was viewed by nearly 8 million Internet users, a 5-day jump relation was viewed over 20 million times. The social media websites about this was liked so far by nearly 850,000 people [25]. Of course, at the same time this event was broadcast on many TVs, on blogs, social networking sites, etc. The Austrian a few moments after the leap took over all the main pages of information portals. The whole world cheered Felix, who for couple of days became the bravest and most popular man in the world [26].

With this marketing campaign Red Bull sets a new standard: in the case of Felix jump, a lot could go wrong, the risk was enormous. Yet the danger was accepted. But it paid off and in opinions of many marketing experts Red Bull has just set the direction of advertising campaigns of the 21st century, campaigns that will be built on the basis of innovative technology and viral marketing. It was not about media planning but about the emotions that winded up discussions. And of course the development of technology that has allowed the whole world to watch this "Space Jump" with bated breath [25].

Despite the fact that Red Bull has always managed to excel in social media (they are currently the number one beverage on Facebook according to the Unmetric Score), Space Jump has recorded a huge increase in the popularity of Red Bull pages on social media websites. Especially on Facebook and Twitter, where people were discussing event and asking questions about it [4].

The "Space Jump" was talked about by people, media, and even brands. Kit Kat brand owned by Nestle Company decided to use the Red Bull Stratos event for advertising purposes of their by posting image on their Facebook page with text: "It could be a long wait Felix... and their advertisement slogan: Have a break, have a Kit Kat" when the first jump was called off due to bad weather [5].

Kit Kat reacted dynamic enough to create own space launch video about the first chocolate bar to be launched in to space. They succeeded in using the success of the red bull and created video received attention from the mainstream media, but not on the scale of Felix's space jump. Even that, it still was the most popular video Kit Kat have ever done on YouTube [4].

This shows that viral marketing is often also used by other companies to get a bit of the popularity of viral event. Despite the high risk of the project, Red Bull's advertising campaign has paid financially and the company itself has gained a lot positive image which allowed the company to grow faster and conquer new markets.

4 Summary

The changing realities in online promotion and marketing forced investigation of internet user's feedback to compare the expectations of customers with the efforts of companies in this field. Despite the fact that the internet is not a new invention, we are still encountering many new improved solutions to it. That is why Internet marketing is still improving and each company is using it in many other ways. It is true that it is most often used for advertising purposes and such are most often seen by internet users. But the great benefits of collaborative marketing with the internet are not recognized as much, and they are not just for businesses but for every person who spends time online.

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