

# PRINCIPLES OF ELECTRONIC MARKETING



# MAIN TASK AND KEY GOALS::

- argumentation of the main theories, principles and key elements of the electronic marketing mix;
- conceptualized the need to use appropriate methods and approaches to implement digital transformation and innovative technologies in marketing;
- the role of Internet technologies in the field of e-business is emphasized;
- the basic principles, tasks and stages of the future development of electronic business are highlighted;
- the main models and their structure of e-commerce are conceptualized, emphasizing their advantages and disadvantages;
- ways to design and develop websites to improve search engines are argued.
- **The obtained theoretical and methodological aspects can be practically applied as:**
  - theoretical basis for organizing electronic marketing and building development strategies;
  - analysis and selection of innovative tools for developing an e-marketing strategy.



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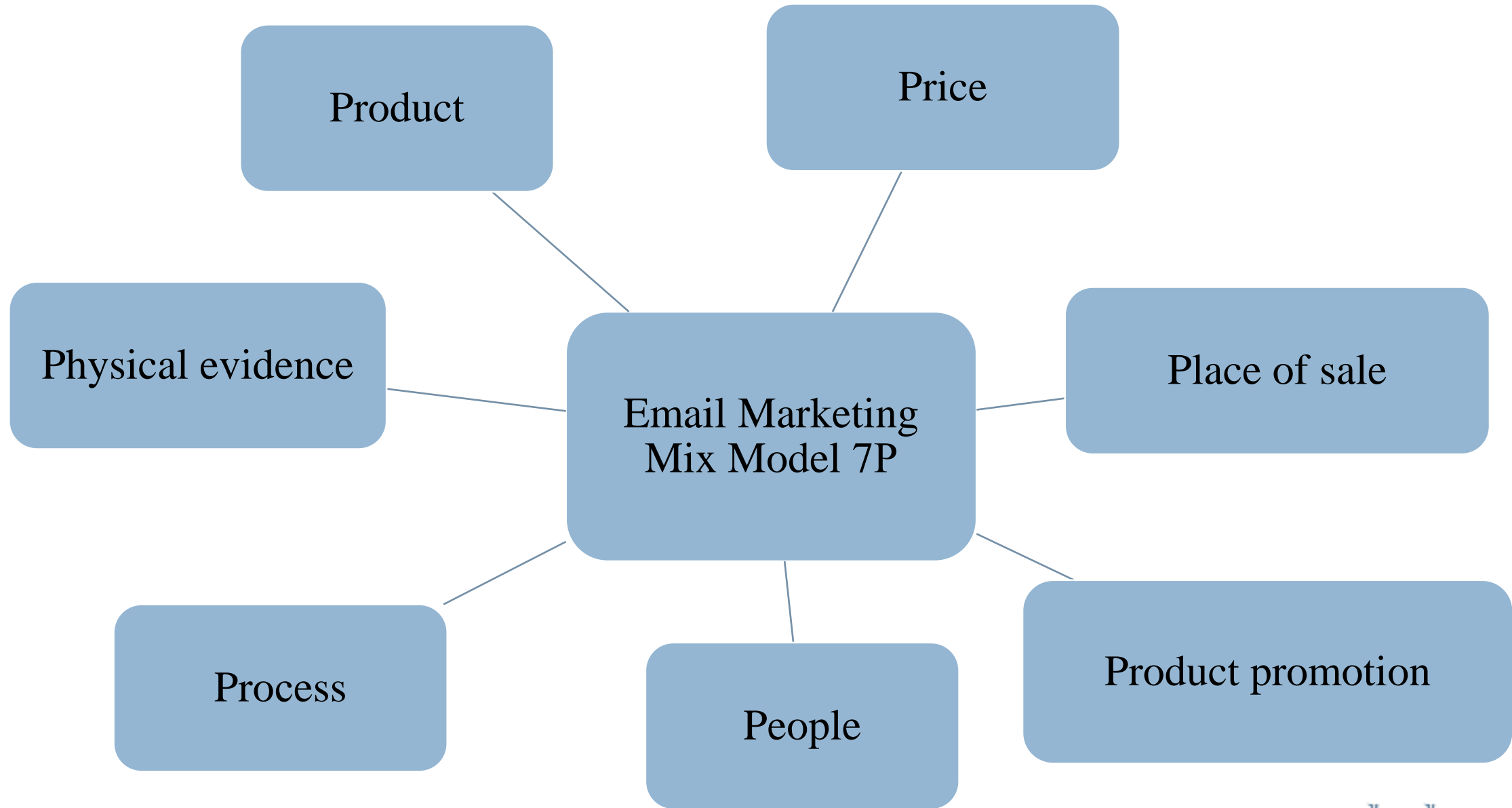
# 1. BASIC CONCEPTS IN MARKETING

## Evolution of Marketing Concepts

Marketing concept (years of development)	Marketing concept idea	Tools	Main goal of marketing
<b>Production (1860-1920)</b>	Produce what is possible	Increased supply	Improving production, increasing sales and maximizing profits
<b>Commodity (1920-1930)</b>	Production of quality products	Product Policy	Improve product characteristics
<b>Sales (1930-1950)</b>	Develop a commercial sales network	Sales Policy for Products and Services	Increasing sales by promoting goods and services
<b>Traditional Marketing (1960-1980)</b>	Produce what the market needs	Marketing processes and systems	Meeting market needs
<b>Social and ethical marketing (1980-1995)</b>	Produce what the consumer needs, taking into account the requirements of society.	Marketing Mix Group	Meeting the needs of target markets, taking into account the provision of human, material, energy and other resources and environmental protection.
<b>Service concept (from the 90s to today)</b>	Production of integrated products and services	Package of services upon purchase	Building an effective customer service system
<b>Interaction Marketing (from the 80s to today)</b>	Individual approach to each consumer - to produce what satisfies consumers and business partners	Customer Relationship Management	Building a system of relationships with clients

<b>Goods</b>	Many products have dimensions and specific characteristics (length, width, height and weight), such as electrical appliances, furniture, consumables, buildings, cars and others.
<b>Service</b>	Many products have dimensions and specific characteristics (length, width, height and weight), such as electrical appliances, furniture, consumables, buildings, cars and others.
<b>Rights</b>	It is intangible and does not have tangible aspects, such as ownership of land, real estate, ideas, projects, shares and bonds. Rights can be inherited or acquired.
<b>Privileges</b>	They are intangible and have no material dimensions. These are additional rights granted to individuals, groups, or organizations under specific laws.
<b>Thoughts</b>	They are intangible and have no tangible dimensions. They form opinions, trends and mental representations that contribute to the achievement of organizational goals, such as art projects, graphic designs, financial and administrative consultations, feasibility studies, etc.
<b>Experience and skills(Experience And Skills)</b>	If you have skills, be sure to provide an example of those skills from previous experience, for example, write the name of the work you have done, such as professional work experience, gaming skills, technical skills, marketing skills, promotions, product launches, and travel programs... etc.
<b>Information</b>	It is a collection of data that is processed to achieve a specific purpose or used in a specific way and for a specific purpose and disseminated for the purpose of disseminating knowledge. Information helps in decision making and confidence.

# MARKETING MIX MODEL 7P



## MAIN LEVELS OF AN ORGANIZATION'S MARKETING ACTIVITIES



# FEATURES OF COMPARISON OF THE SALES CONCEPT AND THE MARKETING CONCEPT

Basis for comparison	Sale concept	Marketing concept
Guaranteed	Selling is the business concept of transferring ownership of a product from a buyer in exchange for a certain amount of money.	<b>It's about analyzing markets, understanding user needs and business direction, and achieving business goals by being better than others to ensure customer satisfaction.</b>
Focus	The focus is on product performance and value for money.	<b>The benefits of the product or service and the needs that make the customer satisfied with these services are always emphasized.</b>
Profit	Profit comes from sales volume, since more sales mean more profit.	<b>Profit is achieved through customer retention and customer satisfaction.</b>
Contest	The sales concept does not provide a competitive advantage and will be less suitable in a competitive environment.	<b>It builds a two-way relationship between seller and buyer, so it is best used in a competitive environment.</b>
Call to action	Promotions and discounts are used to speed up the customer's purchasing process.	<b>There is no mandatory subsequent purchase as the goal is to deliver the product to customers and convey the message that the product meets the customer's needs.</b>
Business Planning	Short term	<b>long-term perspective</b>



## 2. E-BUSINESS: ORIGINS AND BASIC CONCEPTS

### Internet capabilities:

- ***Open network:*** Any subnet or network created in the world can connect to the Internet and be part of it without restrictions or conditions, be it geographical, political, religious, social, etc.
- ***Global network:*** it is a large network comprising a number of public and private computer networks.
- ***The user is anonymous:*** Because the Internet is an international network with which users from different countries of the world interact, and at the same time they are unknown to each other.
- ***High throughput:*** this means that Internet performance will not decrease as the number of users increases, since this number cannot be controlled.
- ***Available to everyone:*** There is currently no tool that can match the popularity of the Internet. It is a collective tool that is not limited to a specific group.
- ***Internet for extensive e-commerce:*** There is currently no other advertising medium that can be compared to the Internet.
- ***The Internet is constantly evolving:*** The Internet has become the subject of global debate as it serves as a vehicle to bring about major changes in the shape of the information industry and the speed at which it spreads

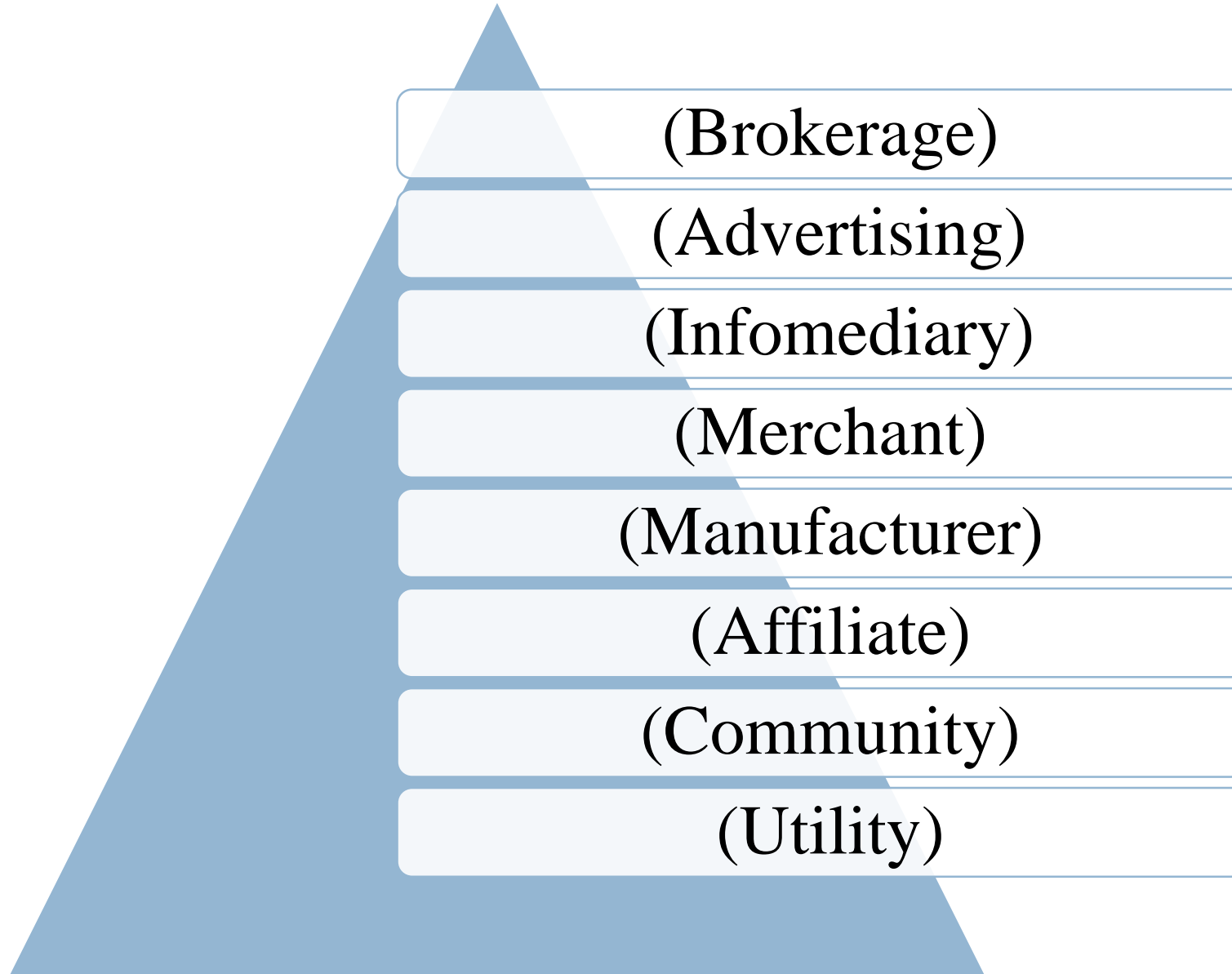
# BASIC INTERNET PROTOCOLS

<b>Internet Protocol (Ip)</b>	It is the basic communications protocol in the Internet protocol stack and forms the basis on which the process of routing packets across the network depends. It provides communication between different networks, and this is the essence of the Internet, according to researcher Vint Cerf and researcher Bob Hahn - they are the ones who allowed the process of sending information from one computer to another.
<b>Transmission Control Protocol (Tcp)</b>	Transmission Control Protocol, or Transmission Control Protocol, is one of the core protocols in the Internet protocol stack. It provides reliable, error-free transmission of a stream of bytes between two hosts communicating with each other over an Internet Protocol-enabled network. Researcher David Clarke is the one who developed the rules to control the transfer of information between computers.
<b>Hypertext Transfer Protocol (Http)</b>	A stateless protocol (that does not store any data between two requests) for transferring resources over the Internet. This is the main and most common method of data transmission on the World Wide Web. The main purpose of its creation was to find a way to publish and receive HTML pages (files such as images, audio, documents, etc.) Development of the protocol began by Tim Berners-Lee at CERN in 1989.
<b>Hypertext Transfer Protocol Secure (Https)</b>	A more secure version of the conventional Hypertext Transfer Protocol because messages carried through it have a level of security not found in the other protocol.
<b>File Transfer Protocol (Ftp)</b>	It is the oldest Internet protocol other than the Internet Protocol, as it became available for use in 1971 and is used to download and upload files from one device to another device within a network. This protocol is considered insecure if its settings do not meet the requirements. configured correctly and the connection may be compromised if the settings are left as they are.
<b>Secure Shell (Ssh)</b>	Secure Data Transfer Tool because it contains many of the features of File Transfer Protocol, but it is more secure, contains many features and allows you to remotely access servers and execute commands.
<b>Telnet</b>	It provides the ability to remotely connect to and control computers, but lacks secure communication standards because it does not encrypt data sent and received over the network.

# THE MAIN STAGES OF DEVELOPMENT OF E-BUSINESS IN THE WORLD

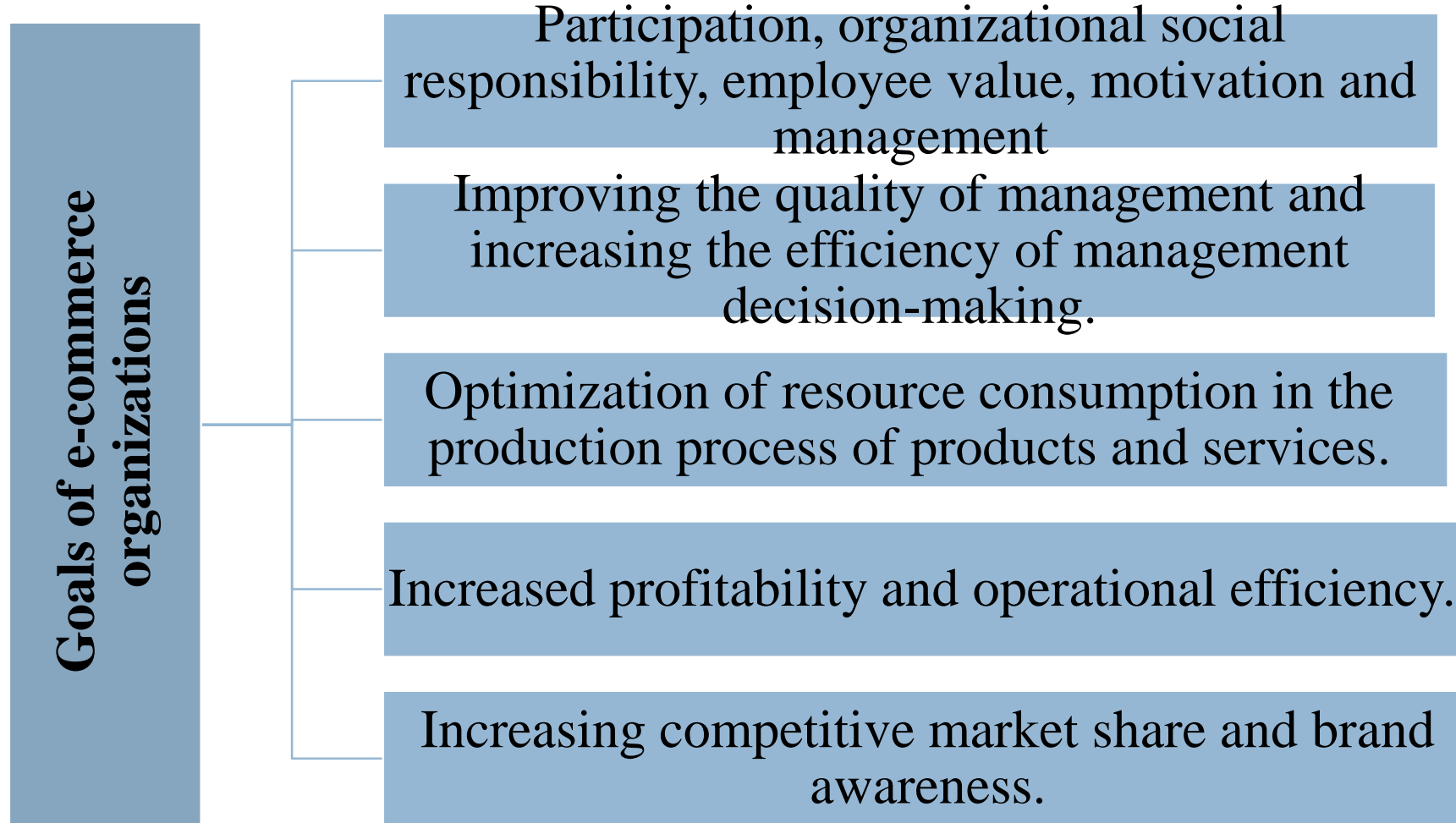
Stages	Years of development	Features of doing business
<b>1 stage</b>	1960 – 1970	With the advent of the basic principles of the development of the information society, the concept of a computer data exchange network was first developed.
<b>2 stage</b>	1970 – 1980	Intensive development and technological innovation contribute to the rapid development of information technologies, microprocessors, memory cards, the concept of the development of the World Wide Web and electronic signature.
<b>3 stage</b>	1980 – 1990	The development of Internet standards, the emergence of the first concepts of e-business and e-commerce, the use by organizations of production planning systems based on data from suppliers and consumers.
<b>4 stage</b>	1990 – 2000	The creation of a new global information environment (www) of the World Wide Web and the emergence of electronic money payment system technology are associated with the initial creation of Internet banking.
<b>5 stage</b>	2000 - today	Introduction and widespread use of Internet technologies in all areas.

## E-BUSINESS MODELS

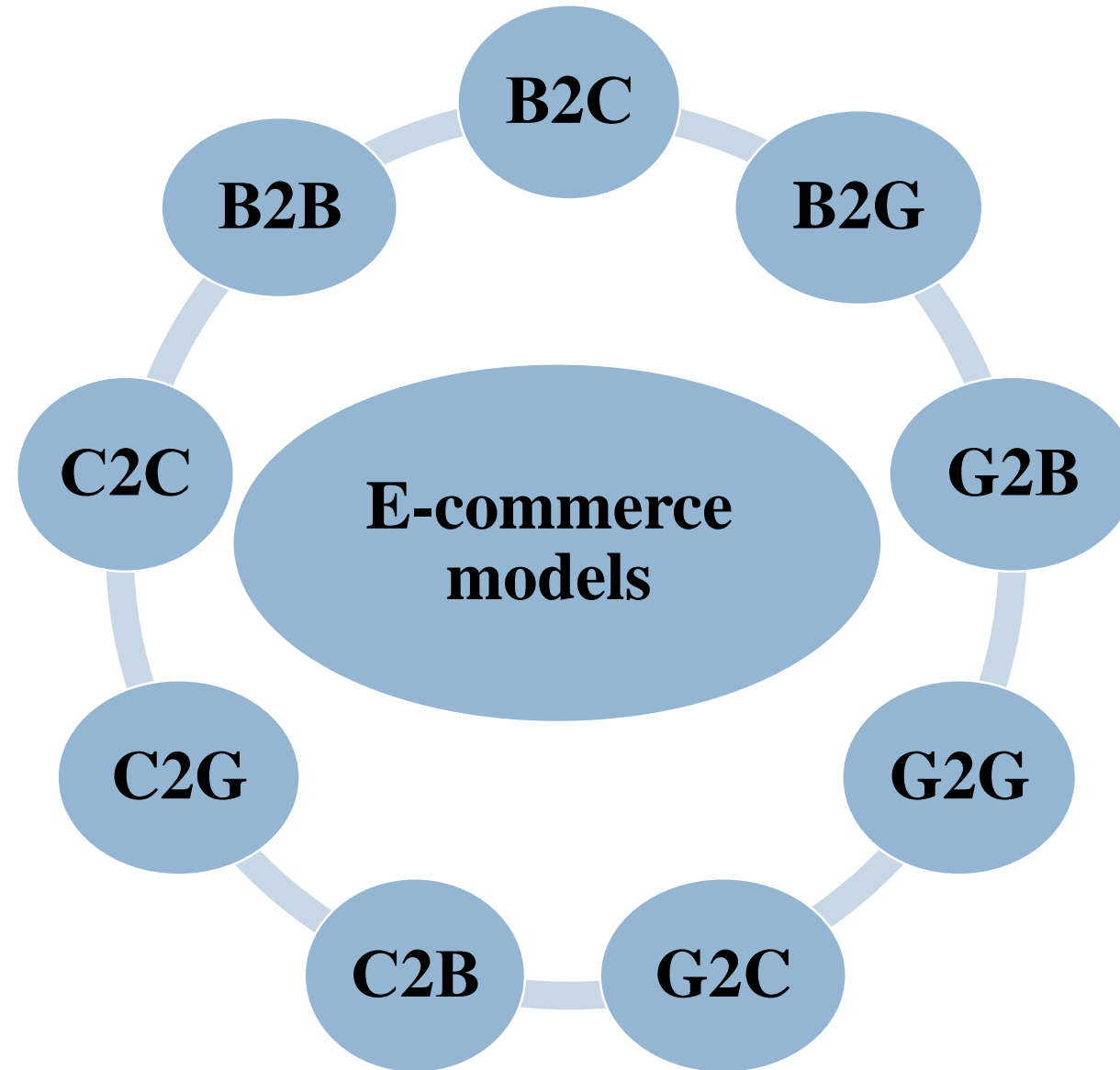


### 3. E-COMMERCE

#### Goals of e-commerce organizations



Year	Historical development
1969	Two electrical engineering students from Columbus, Ohio launched CompuServe, which at the time became the world's largest commercial online service..
1979	English inventor Michael Aldrich used the computer to process business transactions and television to create the world's first secure data transmission, laying the foundation for online shopping.
1982	He opened the first market for exchanging commercial goods over the Internet and named it (Boston Computer Exchange).
1995	Notable e-commerce marketplaces launched today are Amazon and eBay, which accounted for one million commercial transactions by 1997.
1998	PayPal's online payment system has debuted, giving shoppers confidence when making personal or business transactions.
2000	Google has launched Google AdWords, a service related to advertising on commercial websites, giving companies the opportunity to advertise and deliver their products to customers through the service..
2009	Square has arrived, allowing retailers to accept debit and credit payments.
2014	Apple introduced a mobile payment service and the ability to use a digital wallet, which facilitated the development of e-commerce in the following years.



## Definition of Electronic Marketing

<i>An approach</i>	<i>Definition</i>
(IDM) Institute of Direct and Digital Marketing	Integrated use of information channels in the virtual space to support the marketing activities of commercial organizations and customer loyalty by recognizing the strategic importance of digital technologies, developing an integrated approach to improving the provision of online services for optimal customer satisfaction and increasing their awareness. organization, brand, products and services.
Hassan AL-Ababneh	The use of marketing methods and practices in a virtual environment to facilitate the exchange and satisfaction of customer requests, thereby reaching the target audience and providing high-quality products at more competitive prices through electronic means, with the ability of the organization to reduce costs.



# COMPARING ELECTRONIC MARKETING TO TRADITIONAL FORMS OF MARKETING

## **Interaction:**

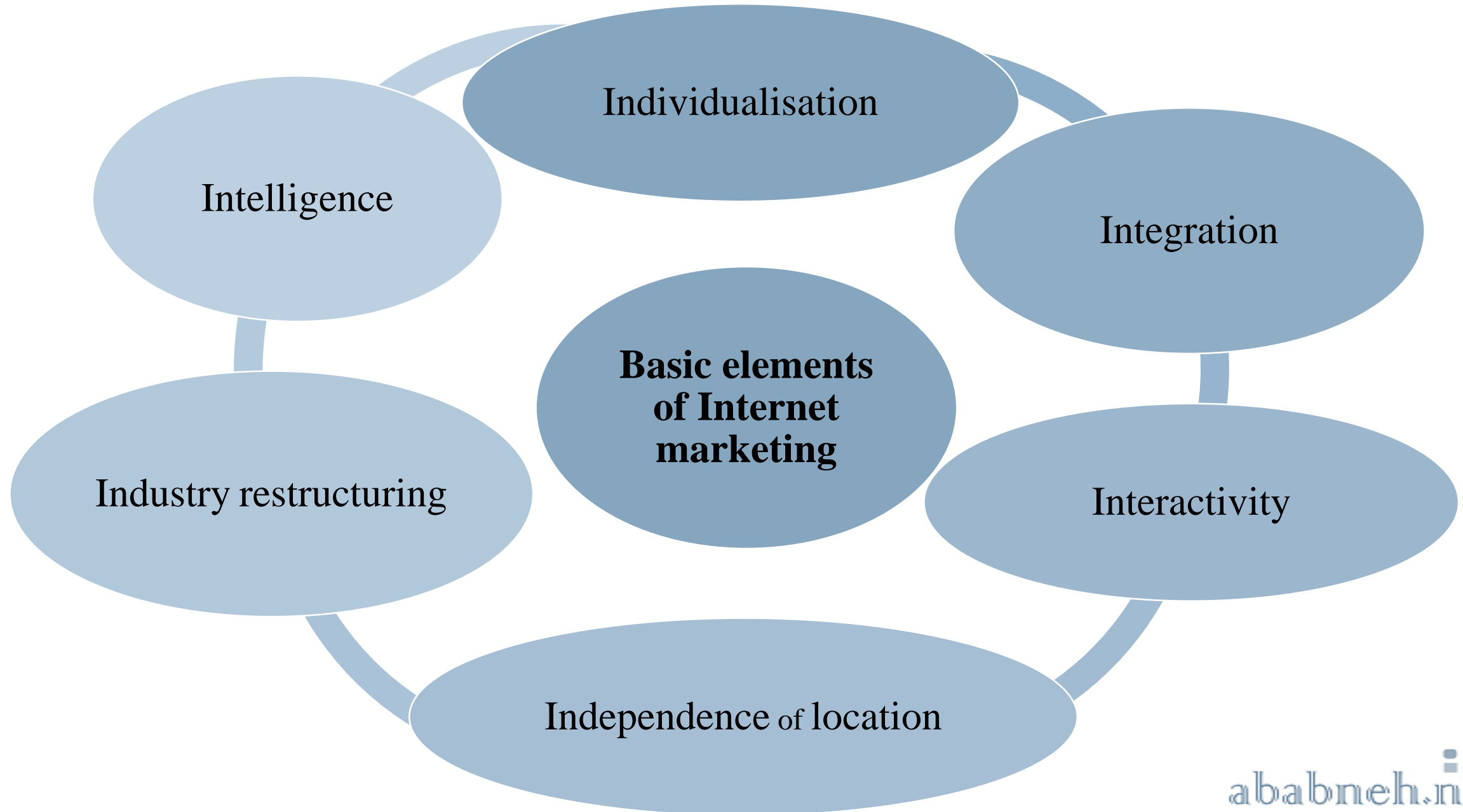
It can be supported in any way through social media, site traffic settings and search engine optimization.

## **Targeting:**

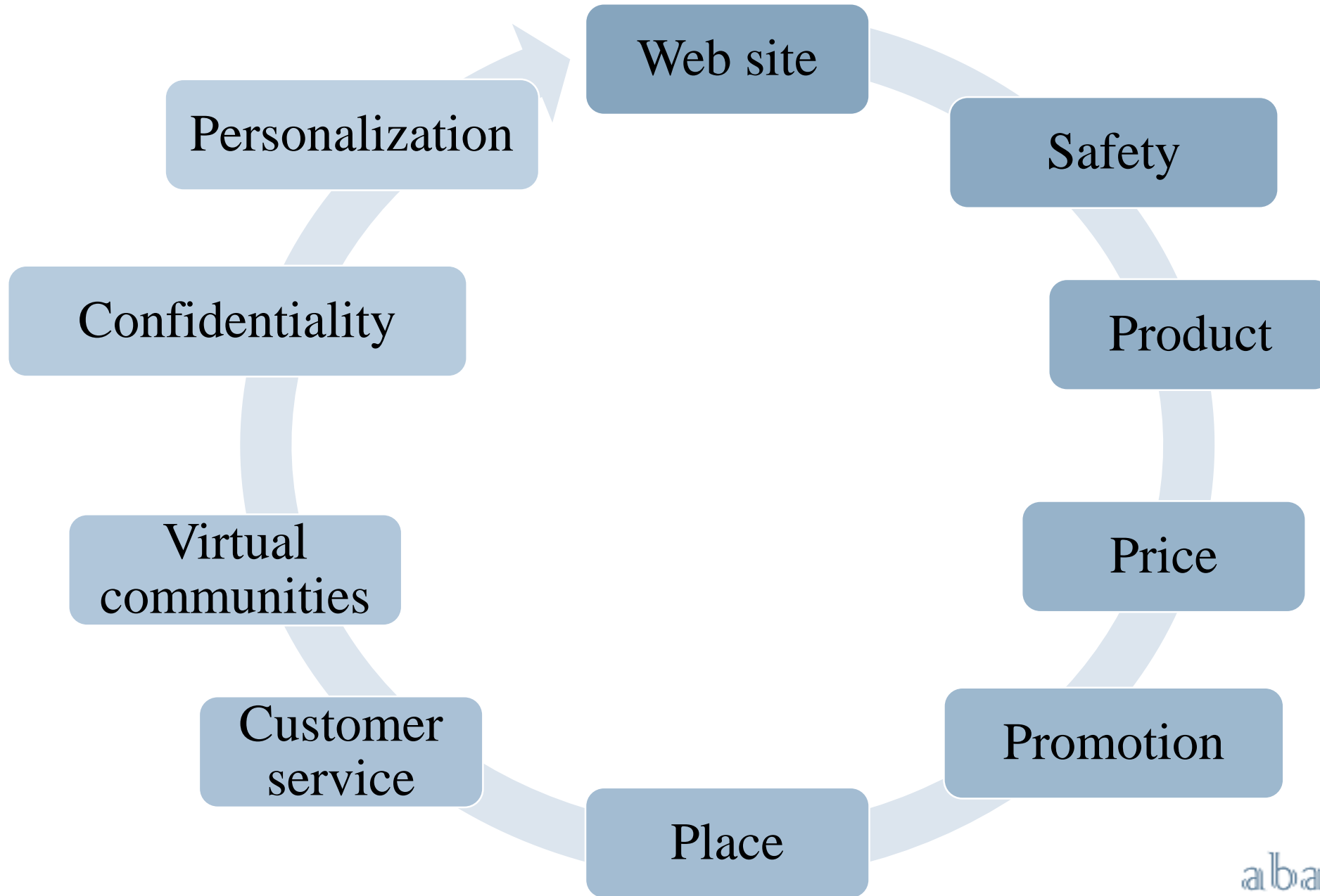
strategy of segmenting and dividing a large market into smaller segments in order to focus on a target group of customers in a wide range of markets.

## **Web analytics:**

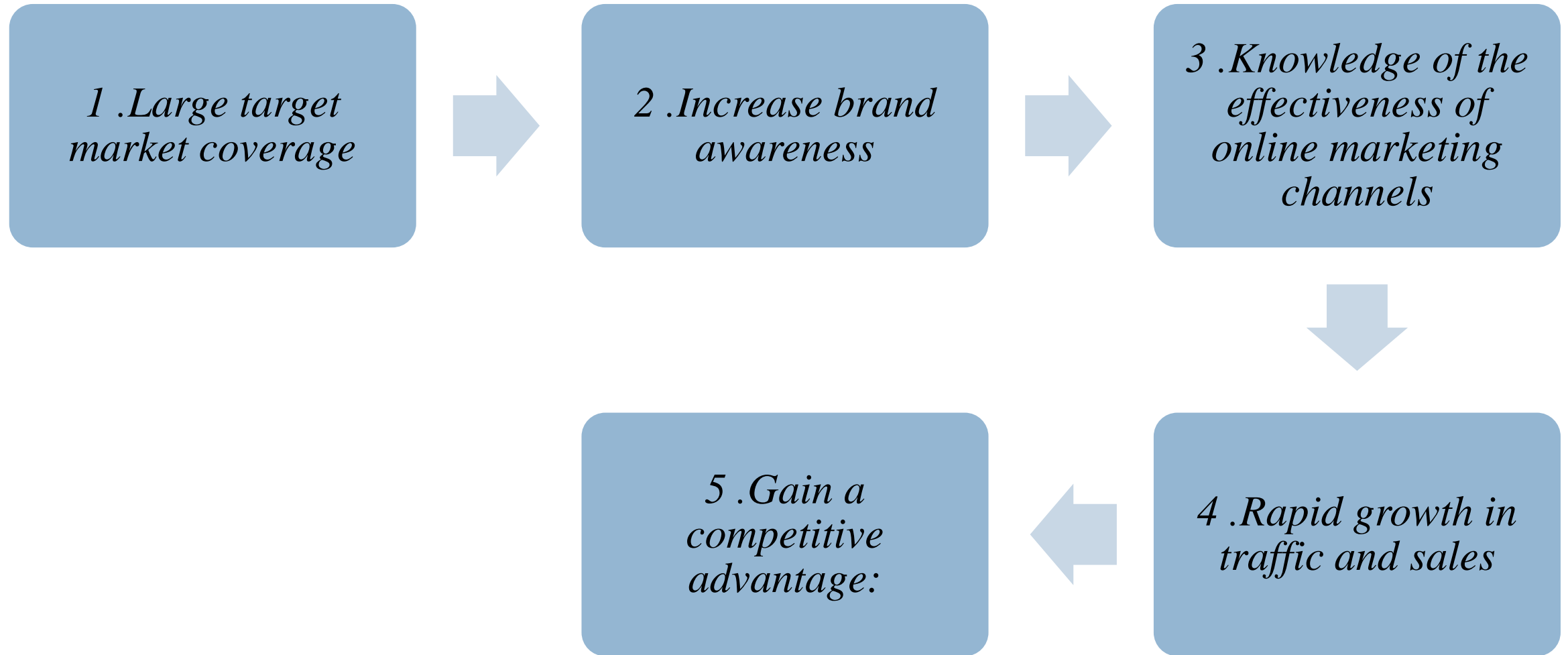
means the measurement, collection, analysis and presentation of online data to study and improve Internet use. Web analytics is not only a tool for measuring online traffic, but also a tool for business research, market research and shopping.



# ELEMENTS OF E-MARKETING MARKET

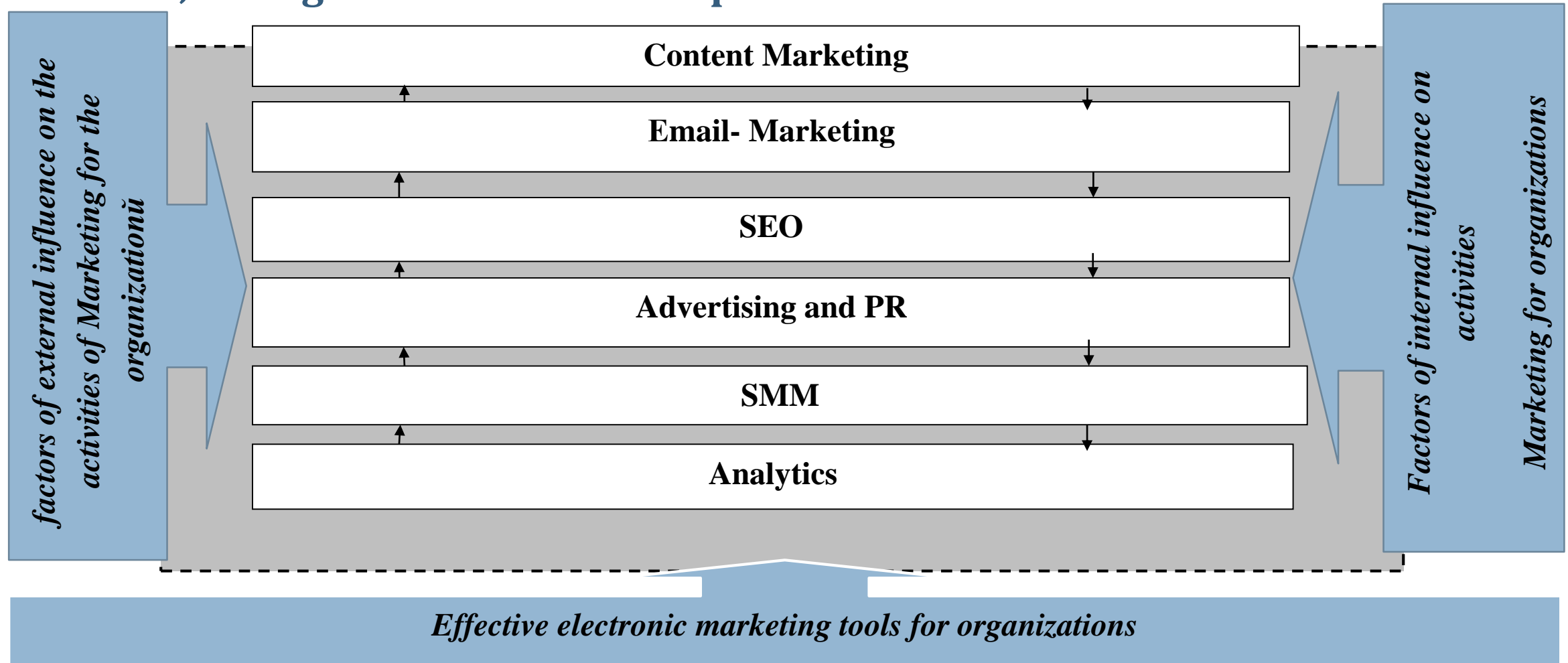


## ▪ *Benefits of Using an electronic Marketing Mix:*

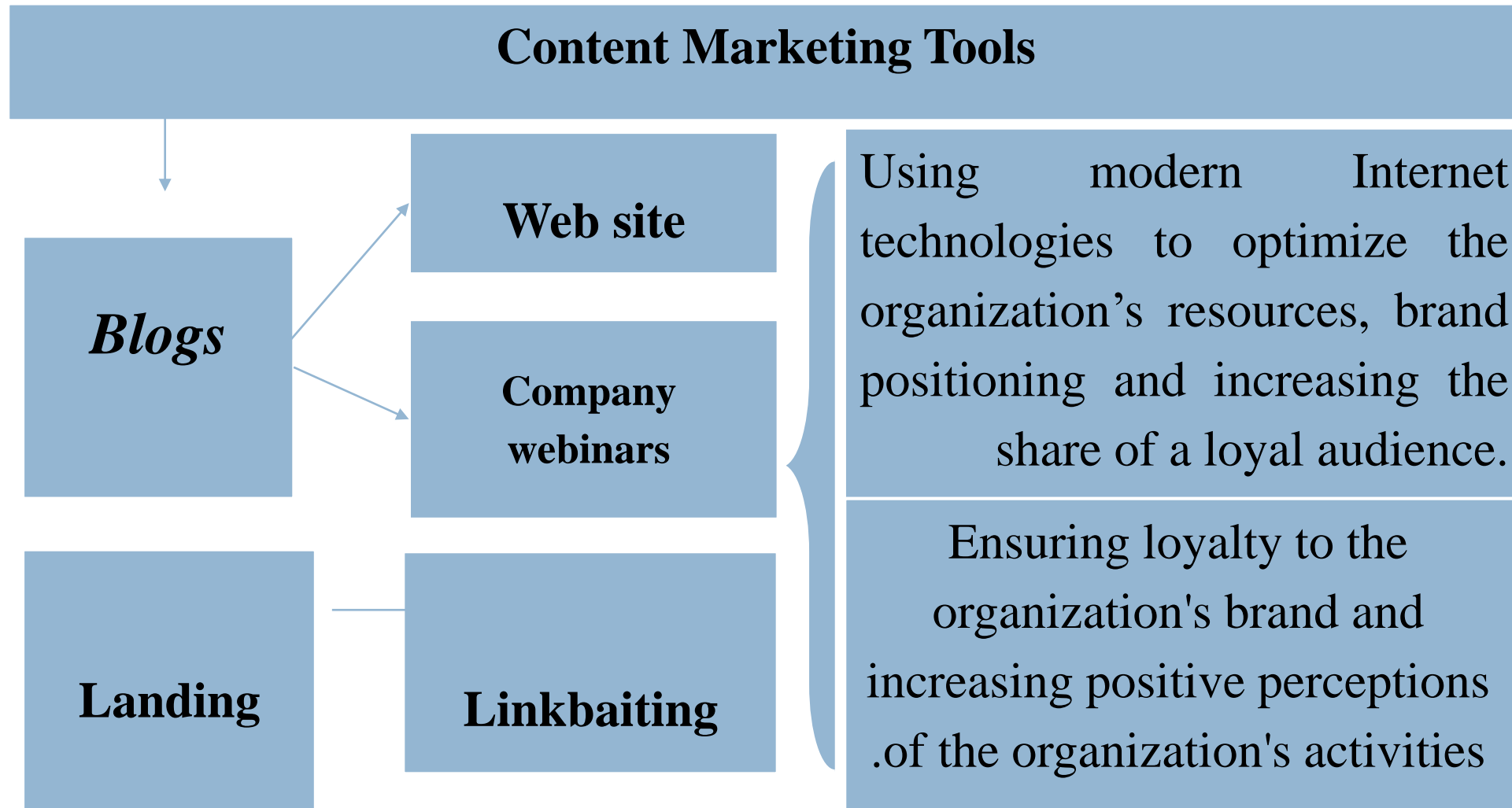


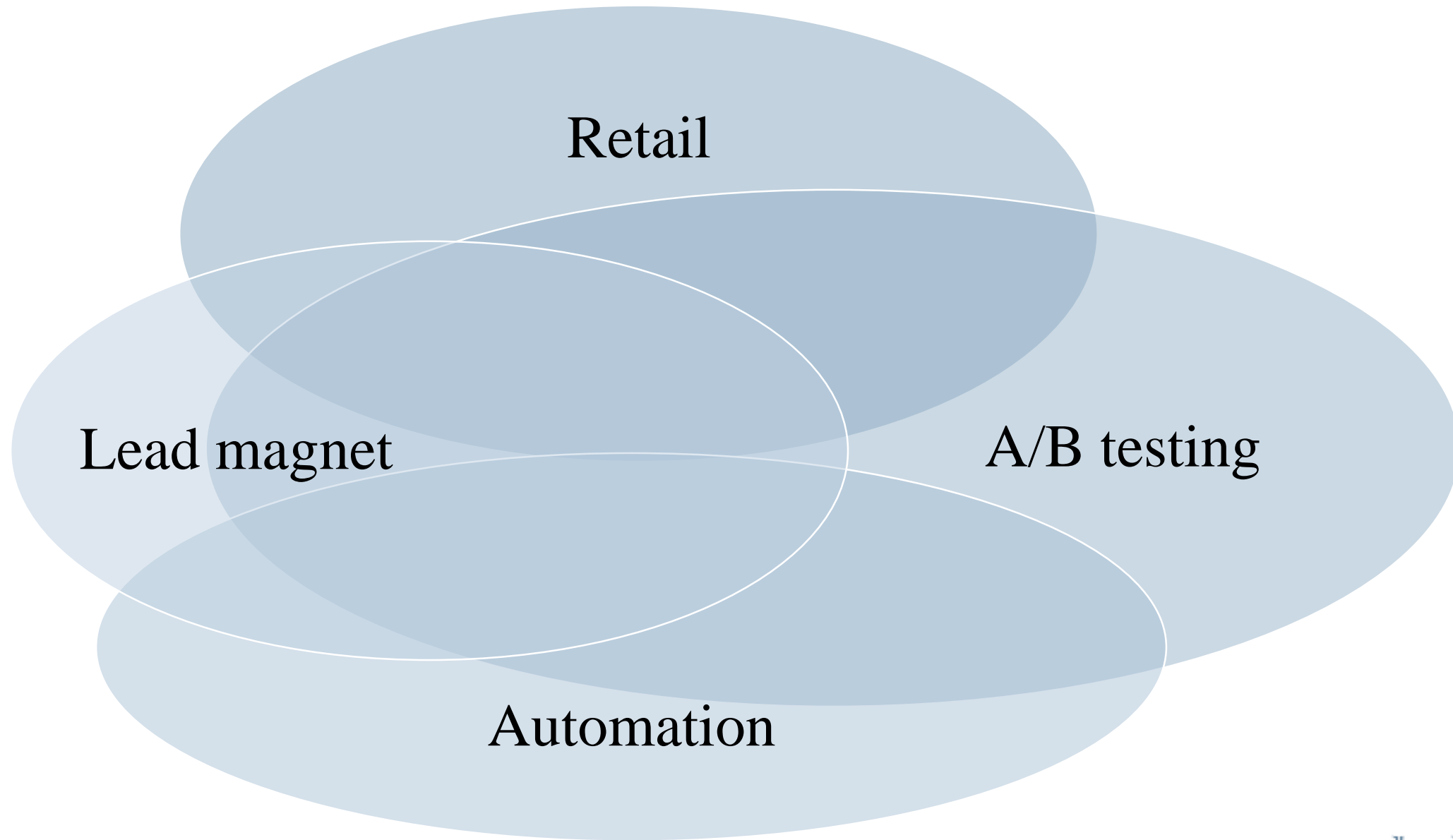
## 5. BASIC ELECTRONIC MARKETING TOOLS

The most important electronic marketing tools that ensure the efficiency of the organization, taking into account the impact of external and internal factors:

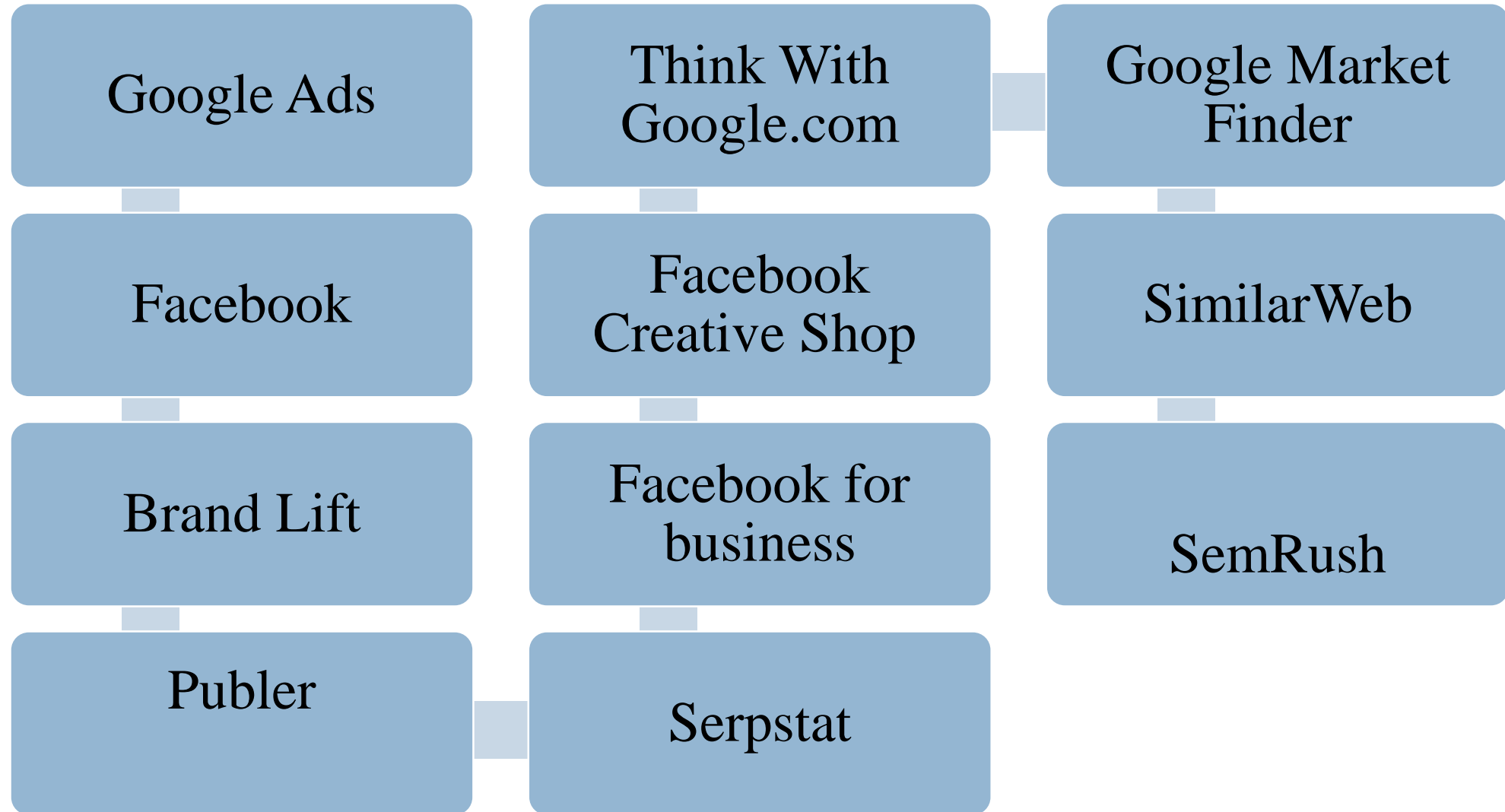


## CONTENT MARKETING TOOLS





# MODERN TOOLS FOR GLOBAL ELECTRONIC MARKETING





# ALAbabneh 6. STAGES, PRICING FEATURES AND ELECTRONIC MARKETING MODELS

## ▪ Levels of electronic marketing organizations by type of activity

### The third level

Transformation of business processes, when the majority of events, technologies or actions are carried out using Internet technologies.

### Second Level

- Interaction between service providers and consumers based on the use of Internet capabilities

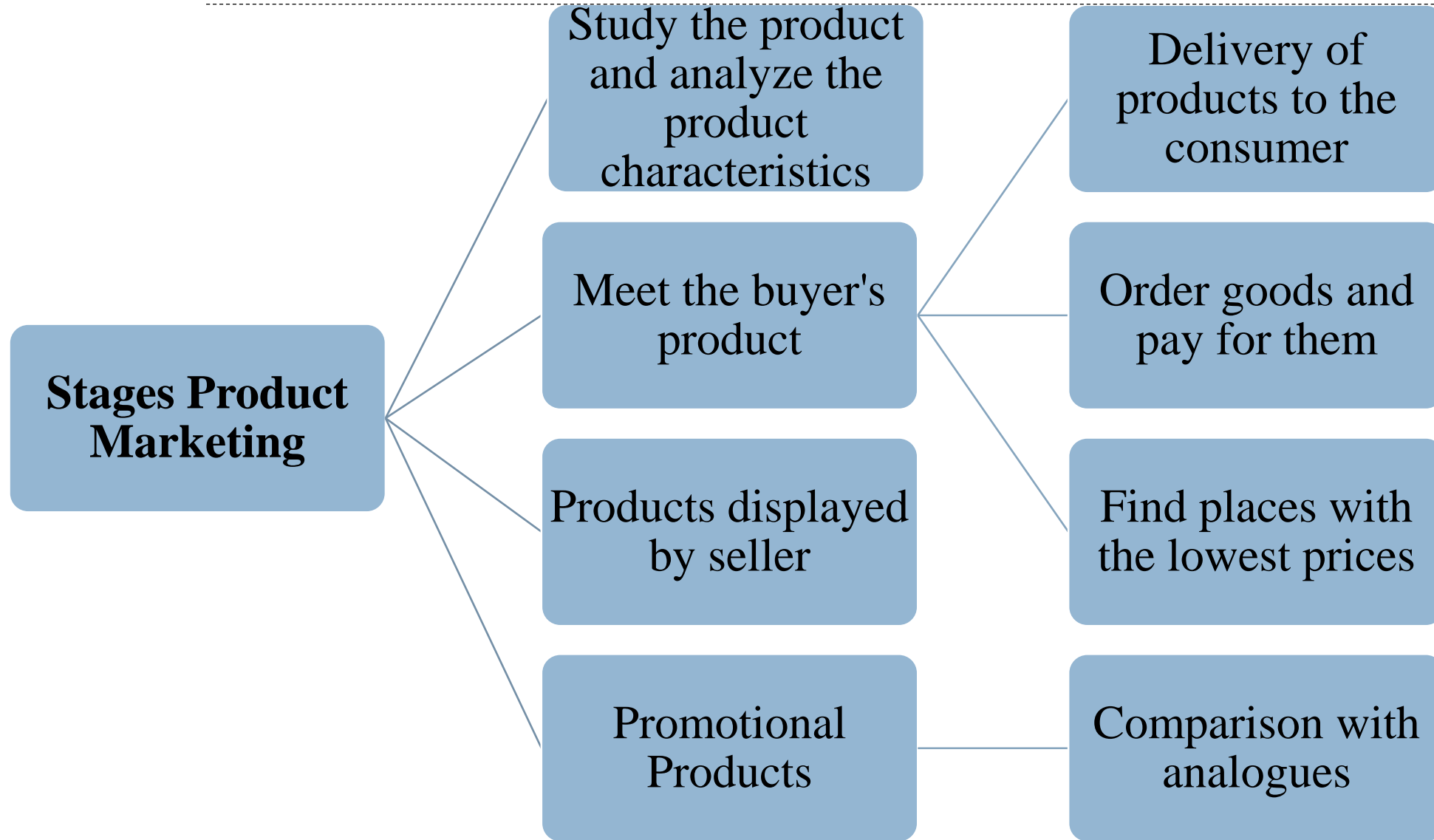
### level one

- Organizational presence on the Internet
  - (webpage)

# THE CONSUMER DECISION PROCESS TO PURCHASE A PRODUCT ONLINE



## Stages product marketing



- **Know your customers.** Only by knowing who your customers are can you make the right decisions about how and where to promote your product.
- **Know customer expectations.** It's important to know how customers define the type of product or service you offer and what motivates them to buy.
- **Determine your advertising goals.** Determine how to achieve these goals, don't make "increasing sales" your goal.
- **Choose the right way to attract customers:** Choose the right place to promote the products and the channel through which you want to promote.
- **Advertise in places where competitors advertise:** This way, you can save yourself from the unpleasant experience by finding a suitable advertising method by placing the benefits and features of the product that potential competitors will see before making a purchasing decision.
- **Determine the purpose of the ad.** Before you write and launch your ad, make sure you know your goals: get the most out of your ad, gain valuable information, get people to visit your store, or simply learn about your brand.
- **Consider the interests of the potential client, not your own.** Remove any statements like “We are proud to advertise.” Most clients don't care what you're proud of. You want to know how you can make them proud of something or how you can help them solve a problem or need.
- **Start simple:** don't spend your entire advertising budget on a big campaign. Start with a low-budget campaign and experiment with advertising to see what ads and media work best for you. Change headlines, print ads, or add keywords to them. your search ads may not be effective. Lead generation ads have responses tracked to determine what worked and what didn't.

# *IDEAL PRODUCT CHARACTERISTICS*

Providing solutions to customer problems, needs and wants.

Ease of use for customers.

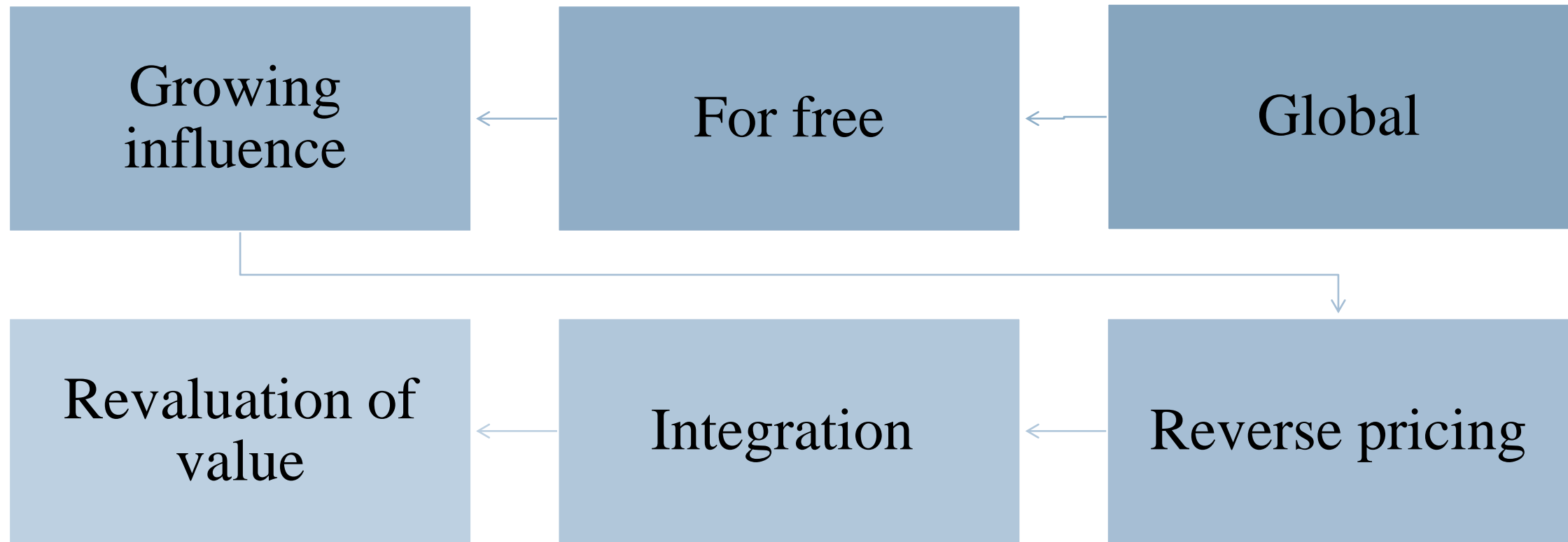
Provides better user experience.

Product prices correspond to product quality.

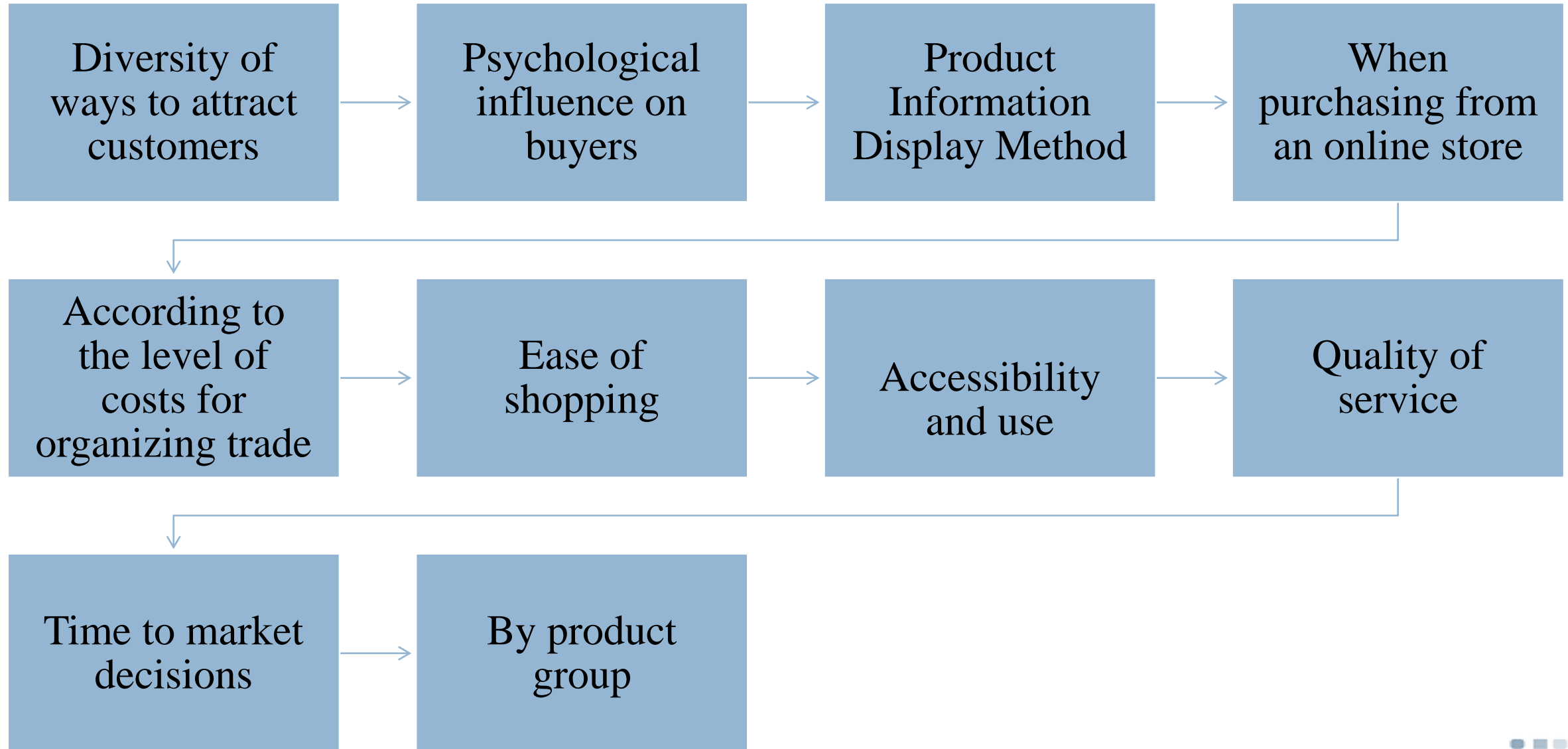
Reduce costs to increase profits

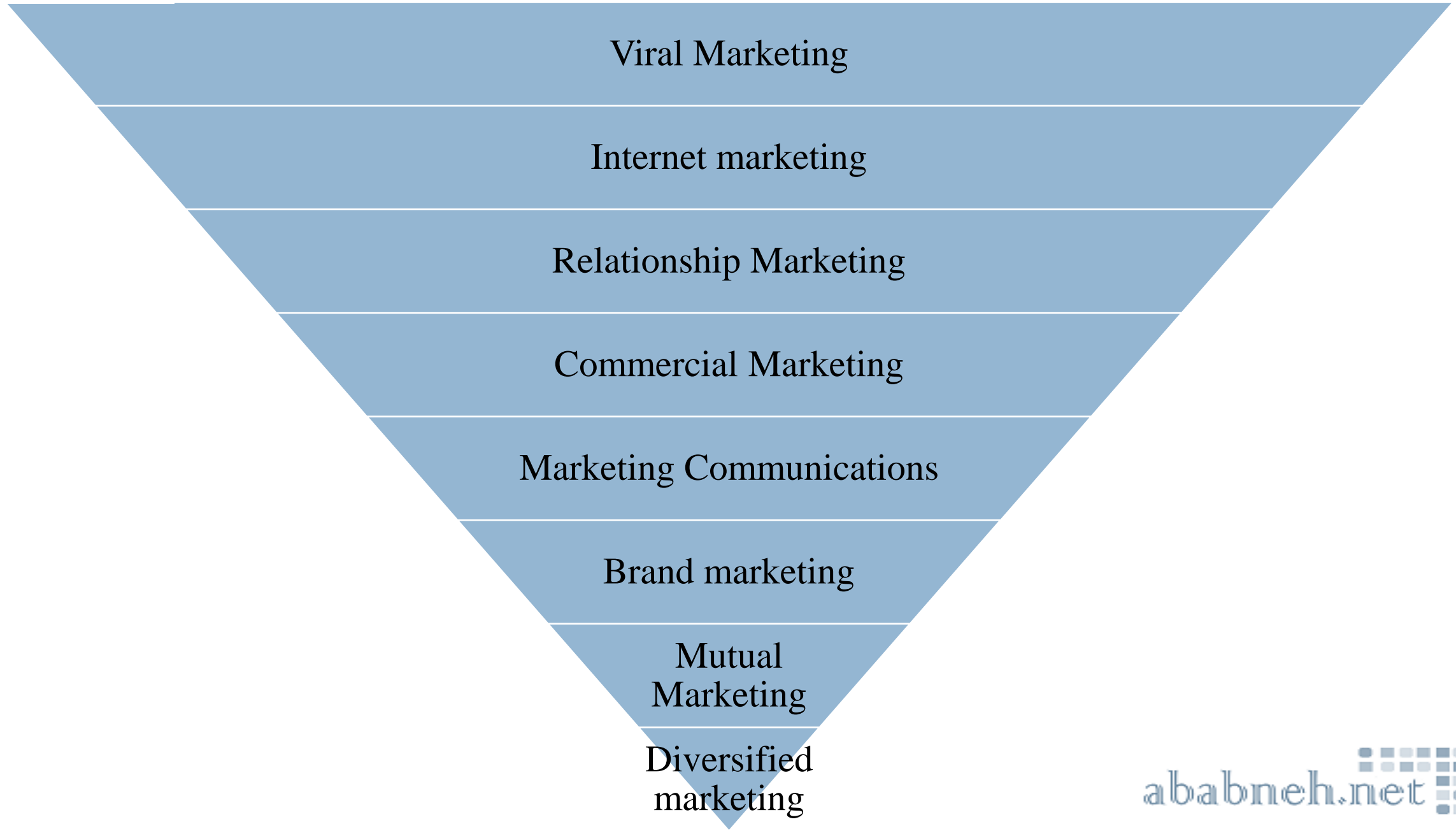
He must be of acceptable and attractive appearance

# BASIC ONLINE PRICING



# ADVANTAGES OF ELECTRONIC MARKETING AND TRADITIONAL MARKETING PROCESS:

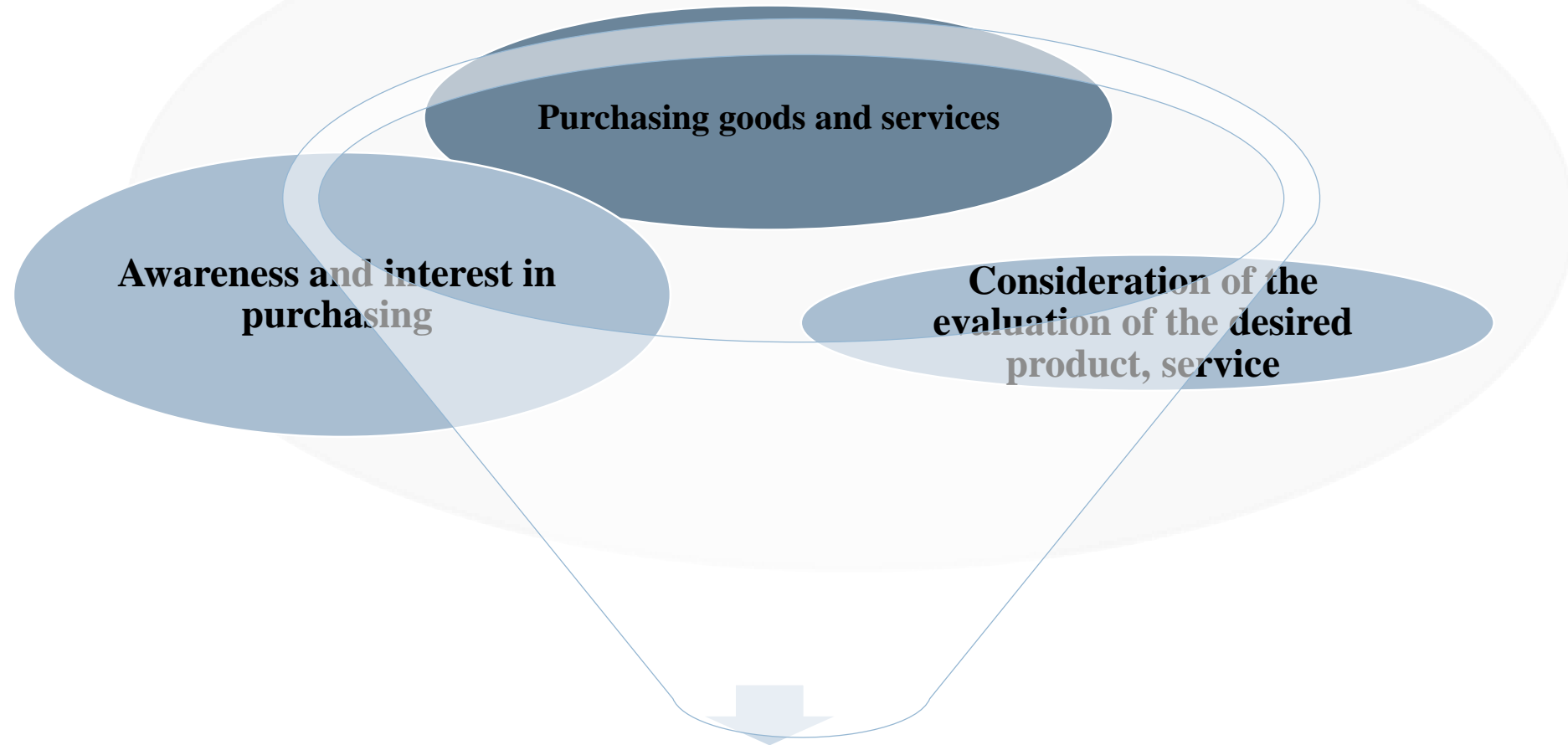






## 7. STRATEGY ELECTRONIC MARKETING

Sales funnel elements in electronic marketing concept for organizations



*Sales funnel within the framework of electronic marketing concept*

**Basic  
strategies  
electronic  
marketing**

1. Social media video strategy
- 2.Strategy of focusing on user experience
3. Mobile site optimization strategy
4. Strategy for updating the organization's website
5. Sales promotion strategy.
6. Strategy for developing self-service capabilities
7. Account-Based Marketing Strategy
8. Strategy for targeting Generation Z
9. Paid media strategy
10. Strategy for updating consumer image
11. Strategy for creating unique content
12. Personalization strategy
13. Business process automation strategy
14. Strategy for searching for new marketing tools and budget revision

# OPTIMIZING YOUR ORGANIZATION'S WEBSITE FOR MOBILE PHONES

Analysis of detected problems in the operation of the site using innovative tools

Perform cross-device site variation analysis to identify inconsistencies and annoyances.

Increase website loading speed and reduce image size with new software and hosting formats.

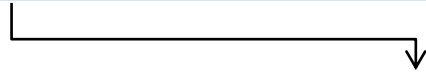
Reduce interaction by reducing the amount of Javascript and CSS code.

Fixed an advertising block on the site for convenience and ease of use.

## ACTIVITIES TO UPDATE THE ORGANIZATION'S WEBSITE IN THE CONCEPT OF E-MARKETING

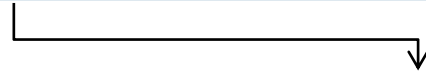
Website adaptation for mobile devices.

Simplicity of the site and ease of use.



Constantly updating the site.

Website loading speed.



Improving the site and making it easier to find in search engines.

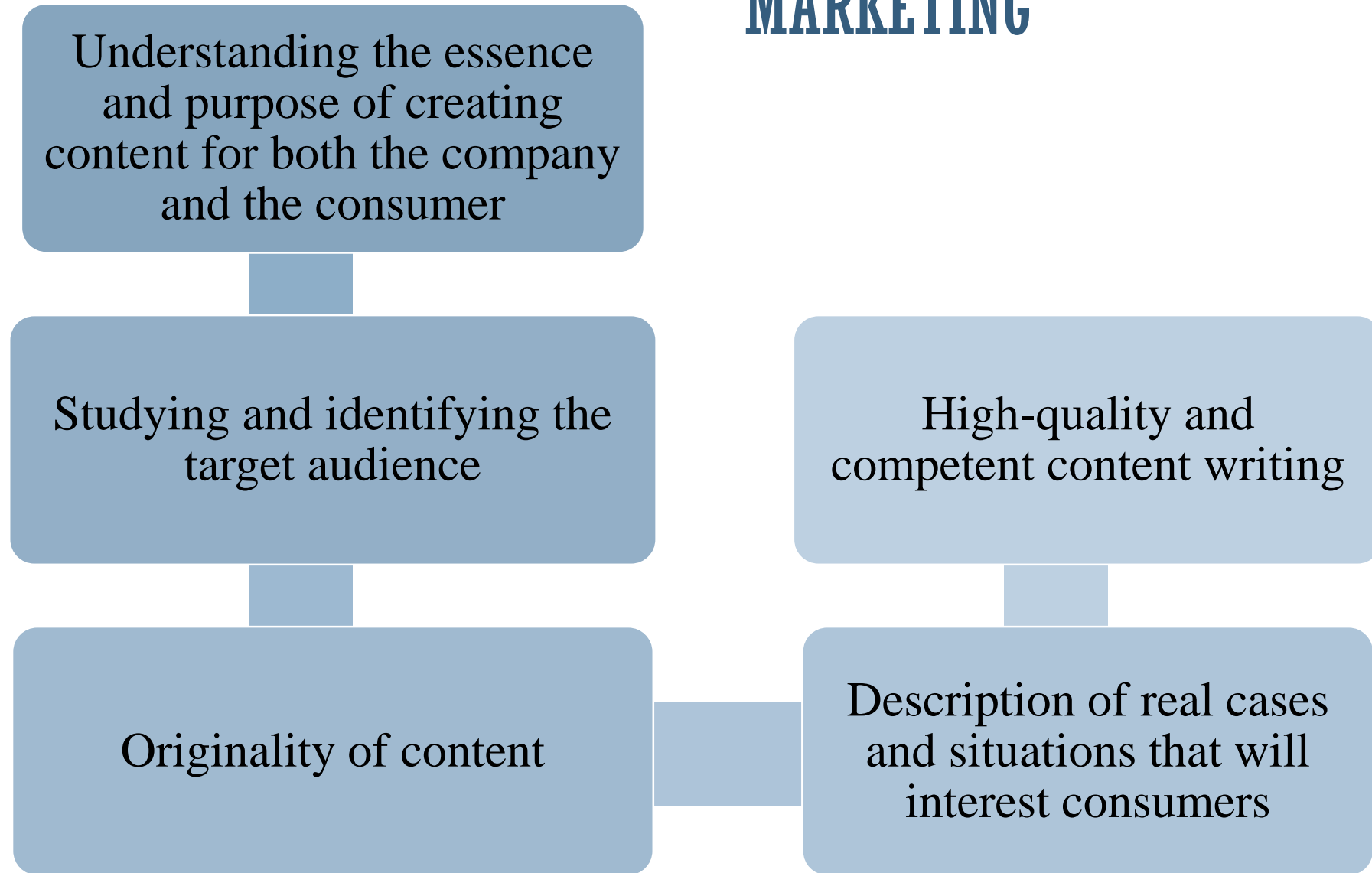
# BENEFITS OF AN ACCOUNT-BASED MARKETING STRATEGY

**Cost-effective:** Account-based marketing is more personalized than traditional marketing, reducing wasted time by up to 50% for potential customers who never buy the product.

**Personalization:** Marketing communications are personalized, which means that their content is as close as possible to the business needs of the potential client who may become a client of the organization.

**Sales Velocity:** With account-based marketing, organizations shorten the sales cycle, allowing marketers and salespeople to focus on only those prospects most likely to generate revenue.

# WAYS TO PROVIDE UNIQUE CONTENT IN ELECTRONIC MARKETING



# AL-Ababneh INFORMATION THAT PROVIDES A PERSONALIZED APPROACH TO THE ELECTRONIC MARKETING CONCEPT

Preferences based on website browsing history

Replying to emails

Loaded resources

Demographic information

Contact information

*Submit relevant information about interests.*

Once a prospect signs up or downloads a resource, you should continue to send them additional interest-based information and resources to help guide them through the stages of the buying process.

*Target prospects by name:*

Emails that include a name or a specific subject are more likely to be opened and clicked on than personalized emails, which deliver offers six times faster



## Main automation tasks

### *Automation*

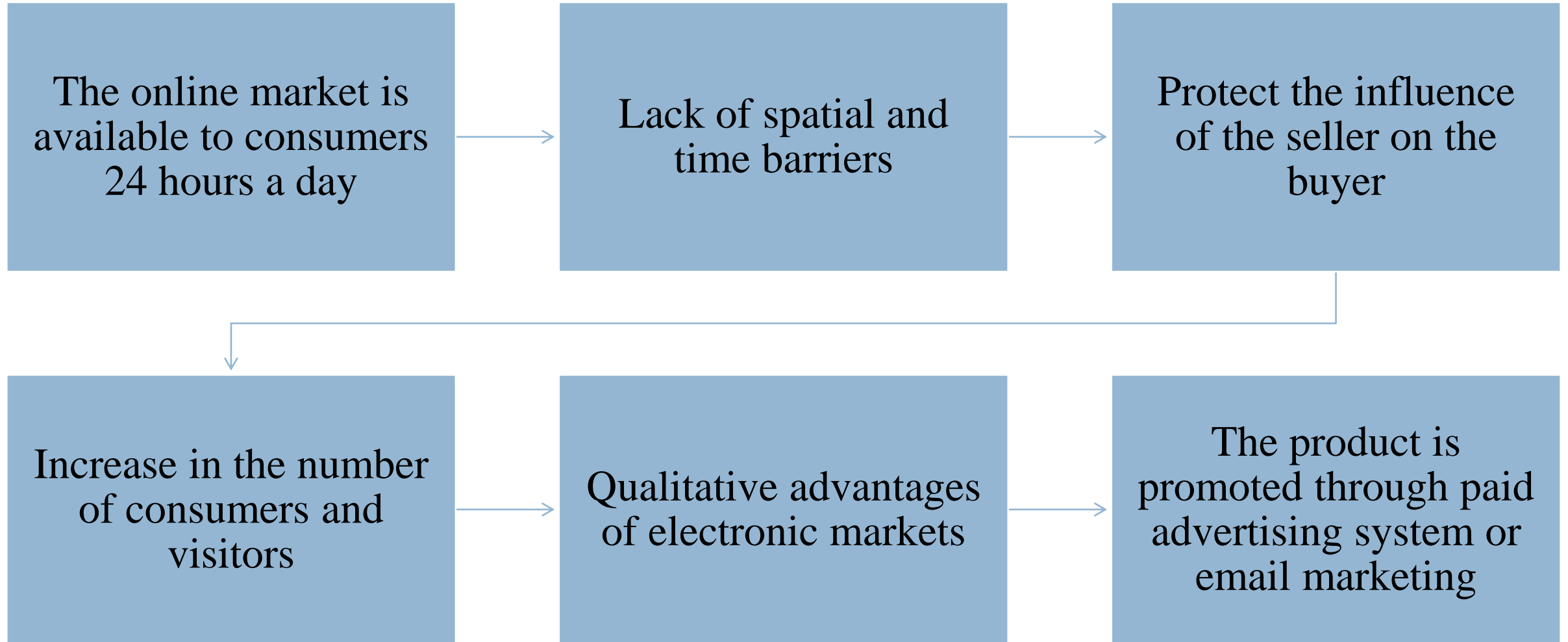
Every time someone sends an email, you can receive email notifications about the next steps

### *Electronic Marketing Automation*

Schedule all marketing emails to pre-selected contacts.

## 8. ELECTRONIC MARKETS

### *Importance of Electronic Market*



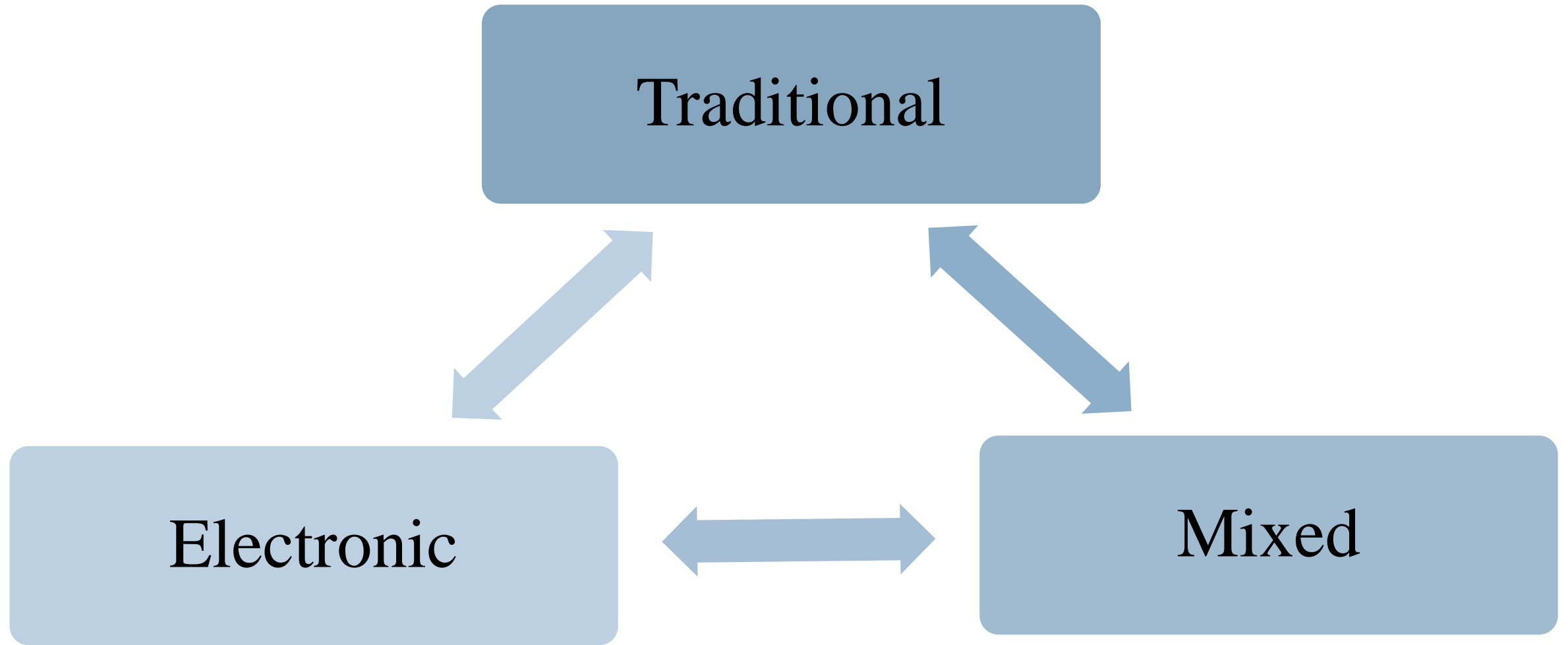
# AL-Ababneh FORMS OF ACTIVITY AND BUSINESS OF ELECTRONIC MARKET PARTICIPANTS

Collaborative accounting of product development and conflict resolution.

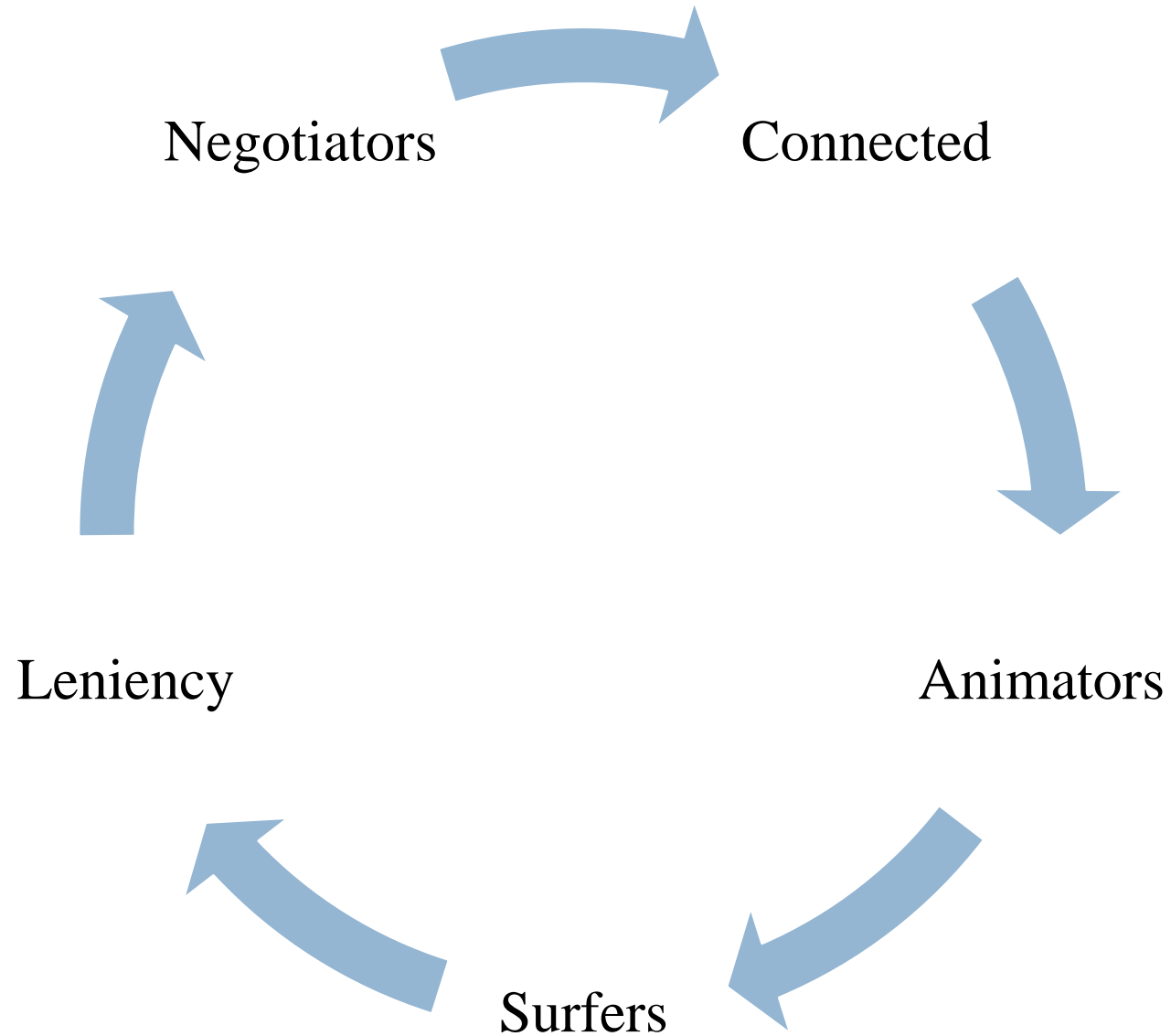
Government procurement, transport and logistics.

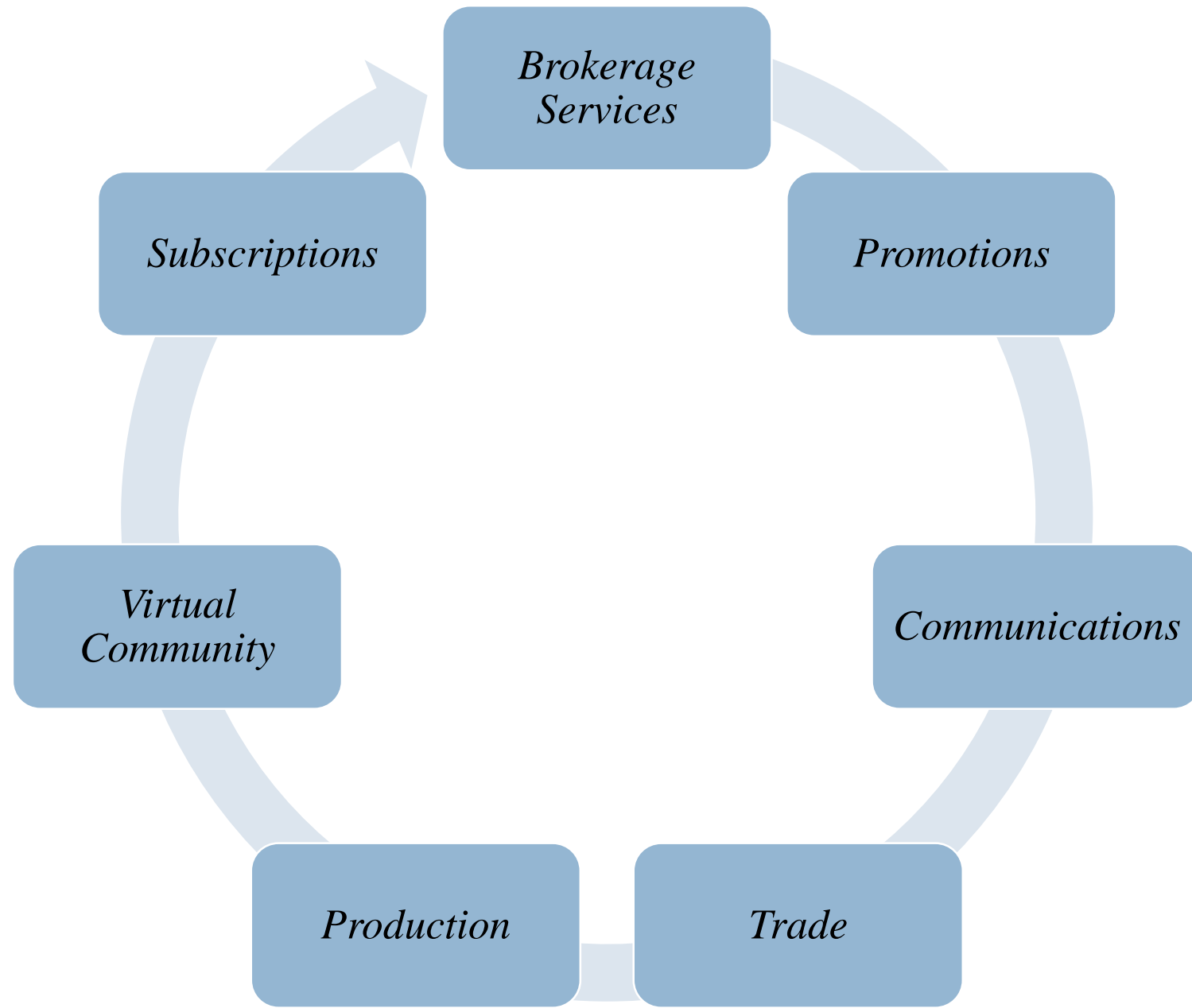
Business management (issuance of permits, licenses, concessions and tax collection).

Transportation, delivery and automated operations of electronic products.



# CATEGORIES OF ONLINE BUYERS





# BENEFITS OF ONLINE SHOPPING

Ease of searching for products online due to the availability of a large amount of information about products and their prices



Get the best prices: All options and products will be available to you at the same time



Finding the best deals is easier than just shopping



Saving Time and Effort



Direct purchase



Find out what others think about the product



Global shopping opportunities



Payment is possible through electronic payment systems



Information is available 24 hours a day



Easy comparison



After-sales service

1. Don't try products

2. Easy to get scammed

3. Loss of luggage during delivery

4. Product does not meet required expectations



# THE IMPORTANCE OF MARKET SEGMENTATION

The role of retail in helping an organization overcome direct competition from large organizations in the market by providing products with clear competitive characteristics

Compared to competitors in the target market segment

It helps the organization to know the location of the competitors to avoid those places and the supporting organizations also satisfy the needs of the consumers in better ways and means as compared to their competitors

Participate in the creation of the marketing mix and strive to use it effectively

Helping the organization to allocate appropriate resources to provide products to the target part of the market rather than to those parts of the market that are difficult to deal with

Establishing clear marketing goals. These objectives will help the organization prepare the right plans to achieve the required results and achieve the best competitive position

# STAGES OF MARKET SEGMENTATION

Research stage

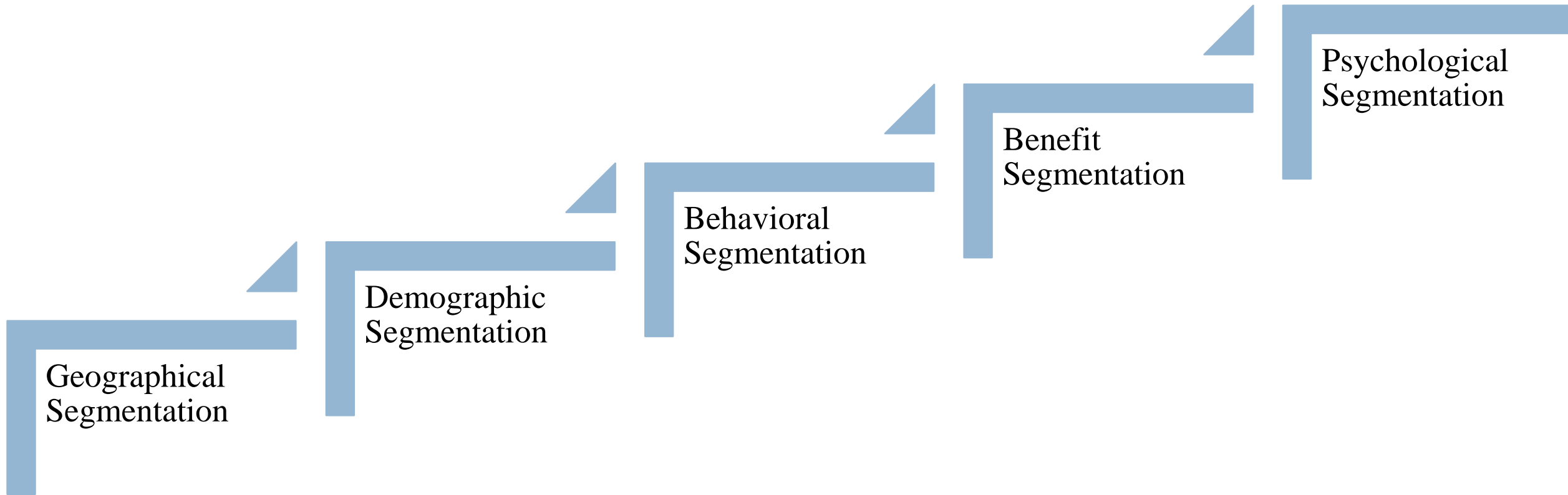
Analysis stage

Selection stage

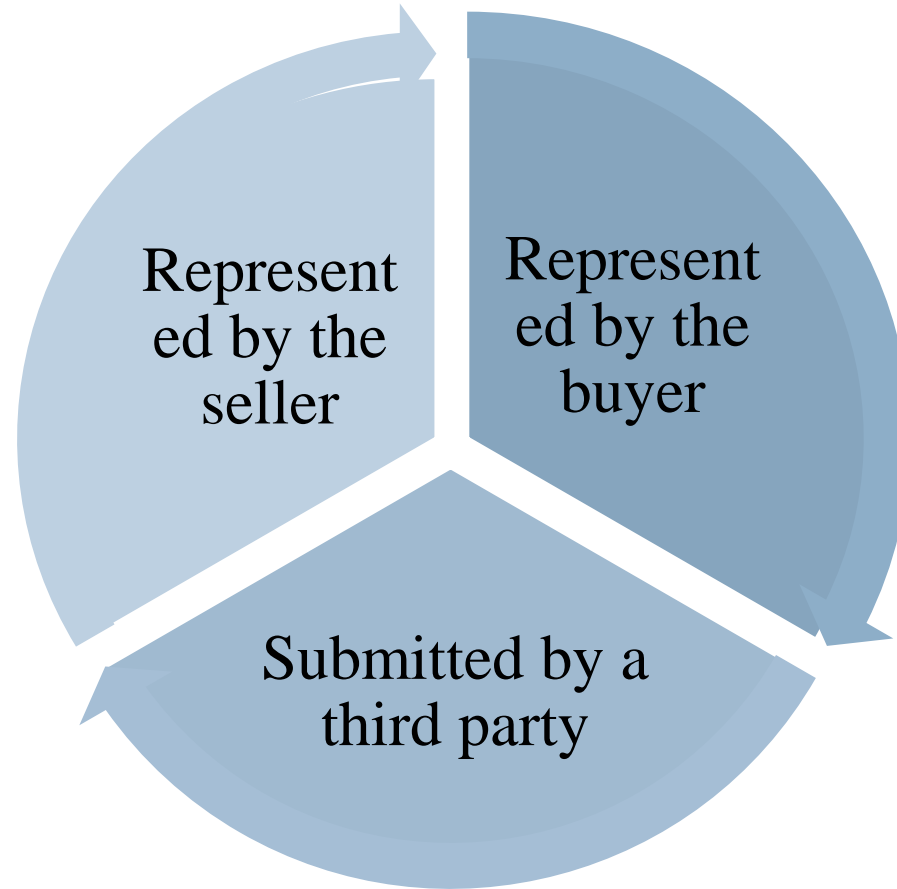
Stage of identifying the required sectors

Finding a suitable marketing program to help segment the market

# CRITERIA FOR DIVIDING THE ELECTRONIC MARKET



# TYPES OF ELECTRONIC MARKETING PLATFORMS IN THE WORLD



# AL-Ababneh MAIN ADVANTAGES OF ELECTRONIC MARKETING PLATFORMS

Instant response

Reduce document  
flow

Information  
Collection

Ease of reference  
and use

A significant  
expansion of sales  
markets leads

Free access

Low cost

Multiple Activities

The systems provide  
services suitable for  
business efficiency

## Website classification

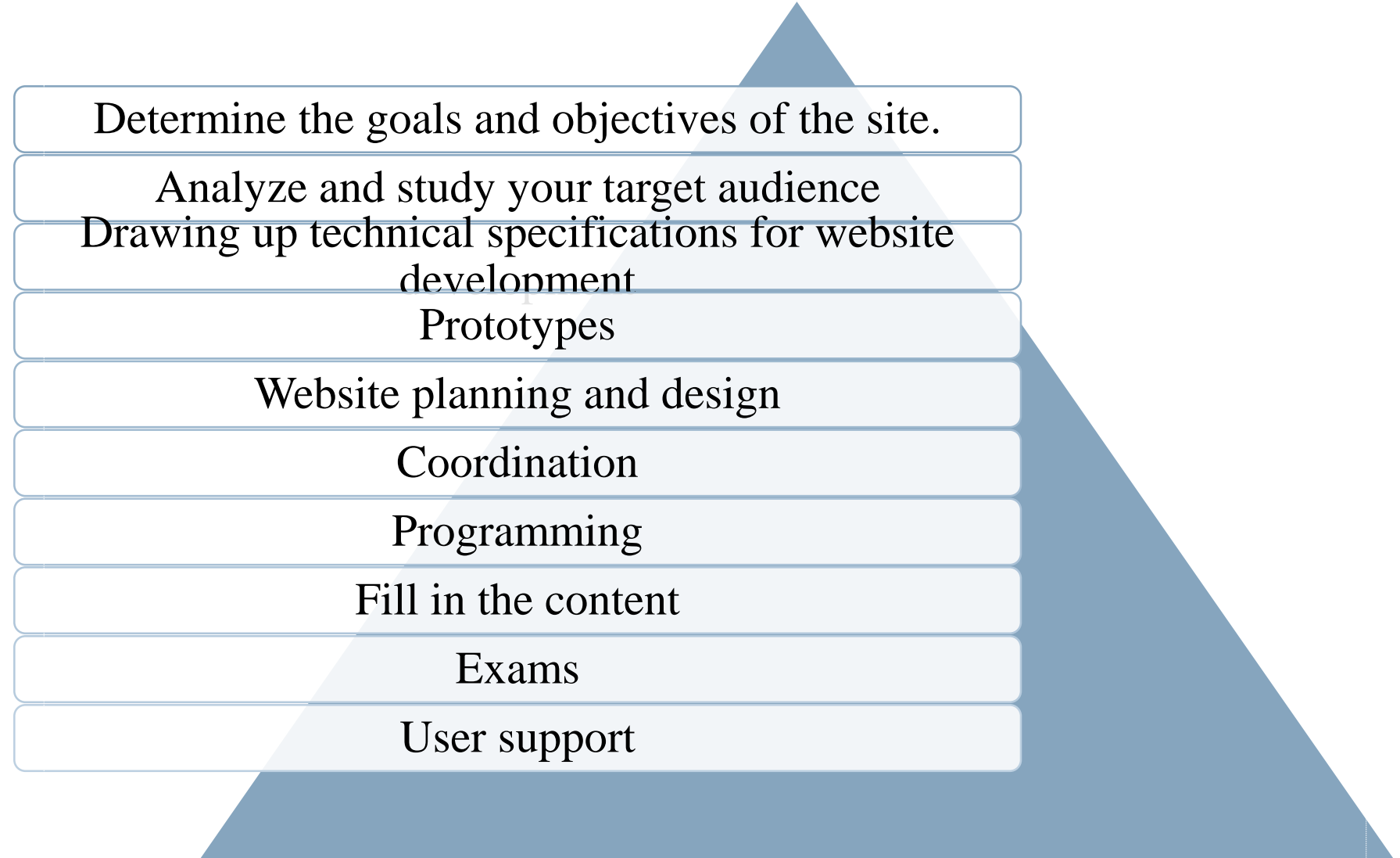
### *Static Websites:*

These are websites where the user does not make any changes to the website server and hence no changes are made to the website databases. This does not mean that the user cannot interact with them or make any changes to their content. These sites are quick to develop, easy to create, and inexpensive. These websites are created using some languages such as HTML, CSS and JavaScript

### *Interactive Sites (Dynamic Site):*

These are websites that the user can edit while using it and make changes to the data on their server. A change on one page will cause that change to be reflected on all other pages on the site. This type of Website is characterized by having a so-called content management system located on the site, and this type of website is developed using various programming languages such as (PHP), (ASP.NET) and other languages

# STAGES OF WEBSITE DESIGN AND DEVELOPMENT



Target audience and focus on the organization's website

What are the preferences and expectations of potential buyers and customers?

What information and content will be published to attract the audience?

What types of content will be used to promote the site?

Digital communication channels

Feedback and regulation of the interaction process



# TECHNICAL REQUIREMENTS FOR WEBSITE DEVELOPMENT

## **Extract availability requirements**

The terms of reference for website development must be understandable and accessible to all project participants.

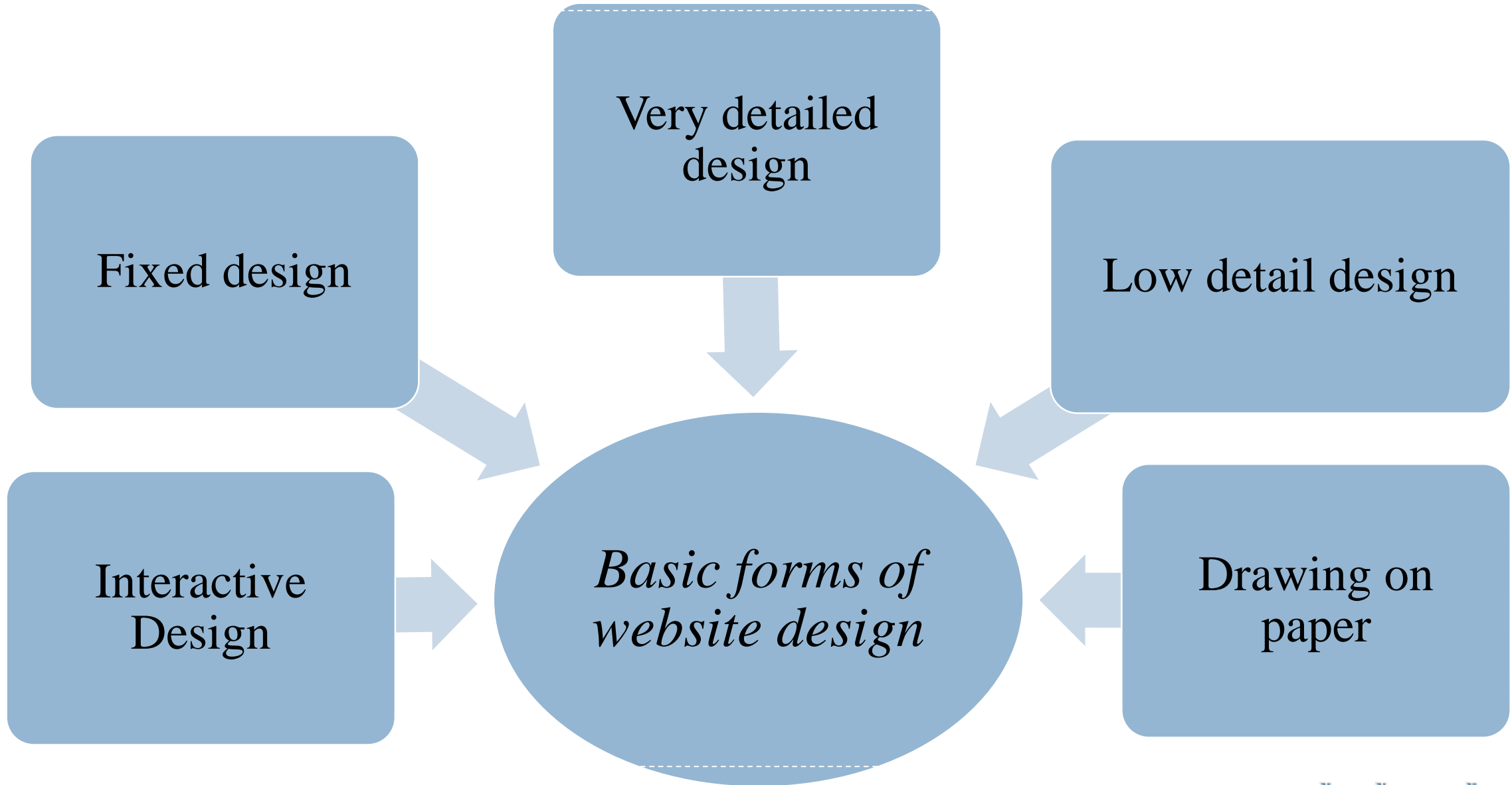
## **Exact requirements for the description of website development**

The terms of reference must include an accurate description of all expected functional and non-functional requirements for the site.

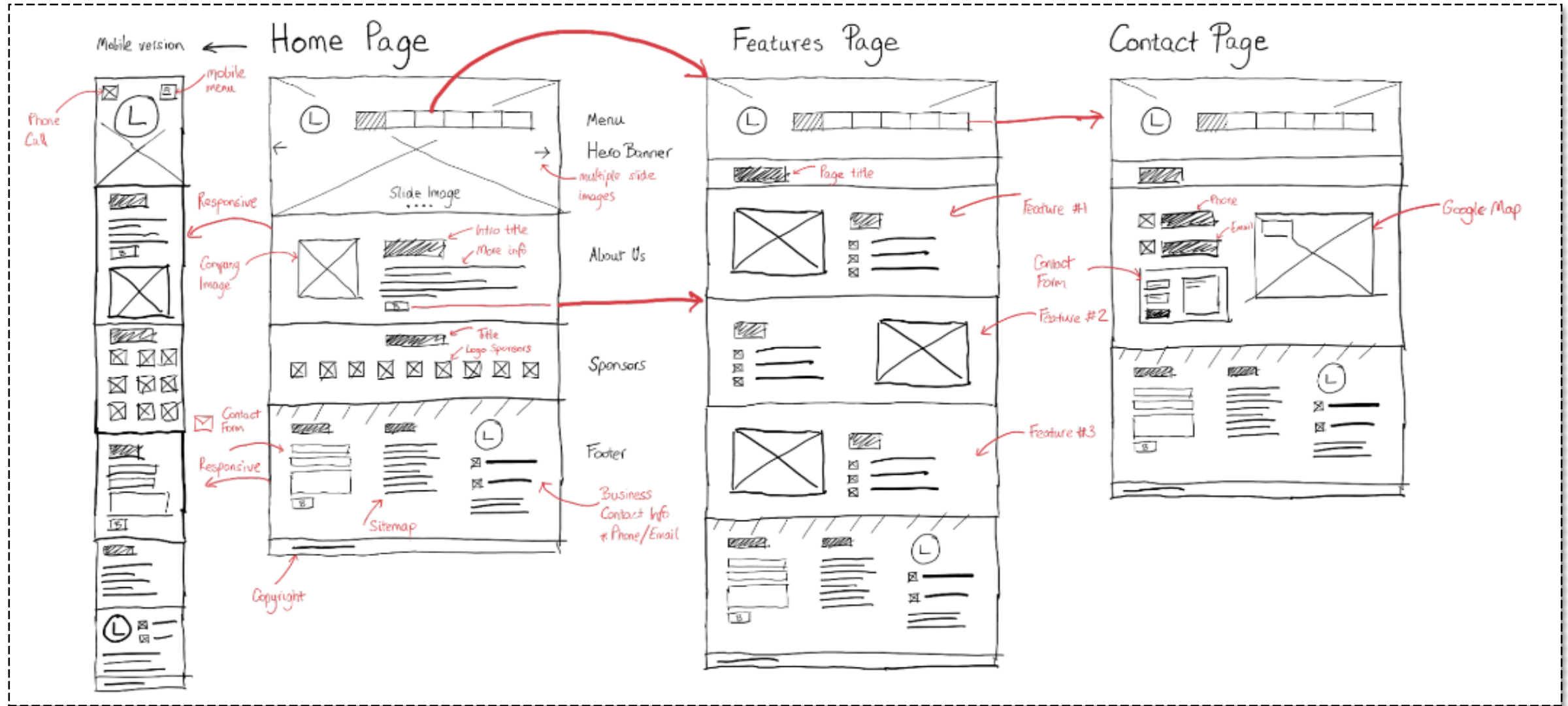
## **Detailed requirements for website development**

All functions and characteristics of the site must be defined and established within the terms of reference.

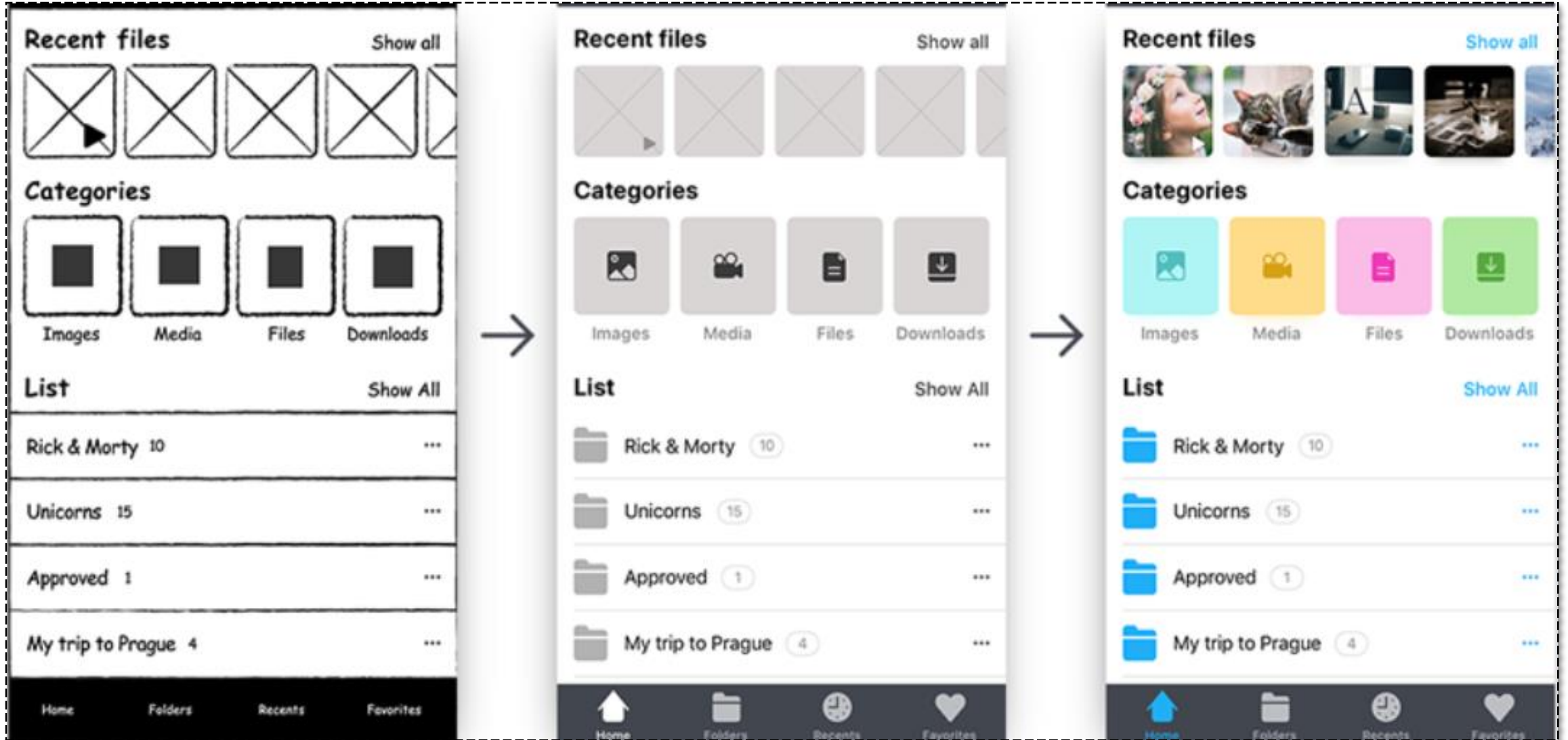
# BASIC FORMS OF WEBSITE DESIGN



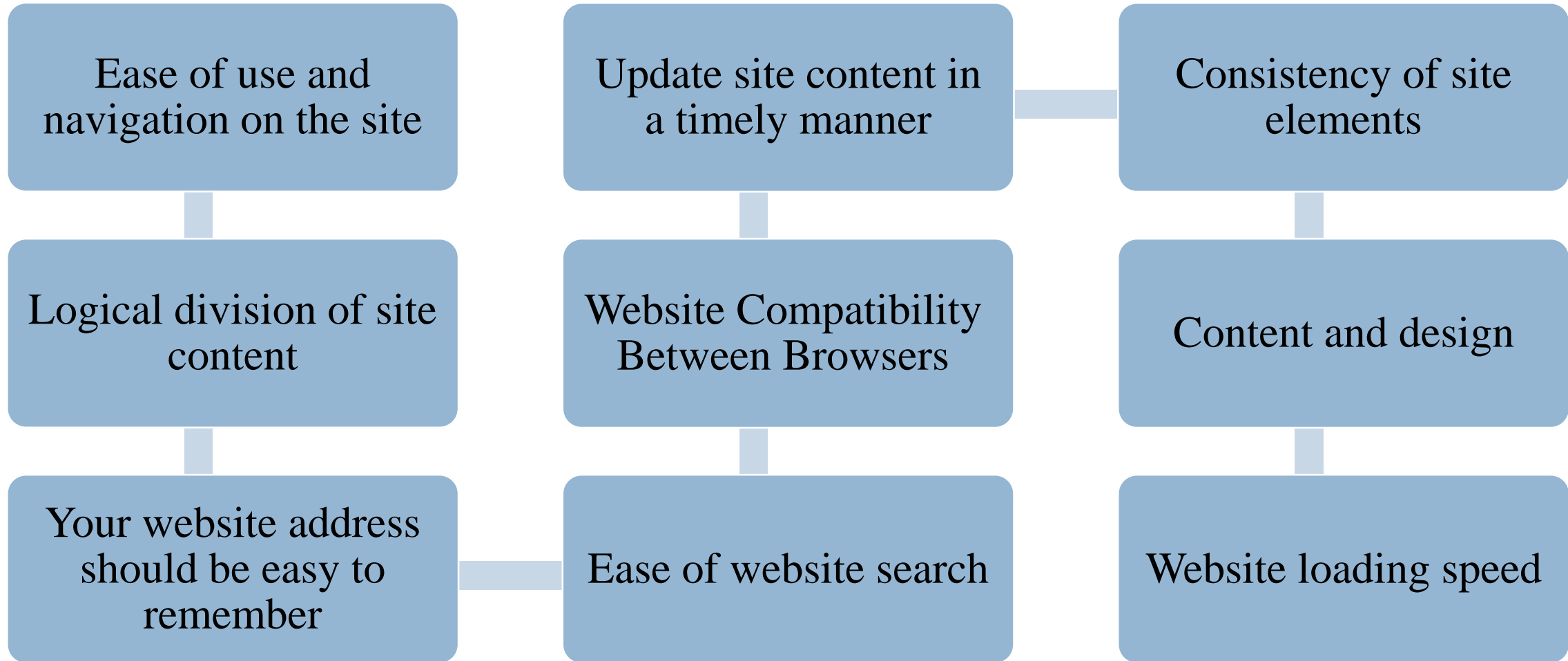
# WEBSITE PROTOTYPE ON PAPER







# FUNCTIONAL CHARACTERISTICS OF THE SITE



# DOMAIN NAMES FOR WEB RESOURCES

<b>Educational institution</b>	<b>Edu</b>
Government agency	<b>Gov</b>
Arts Foundation	<b>Art</b>
Military establishment	<b>Mil</b>
Business organization such as Com	<b>Firm</b>
TV station	<b>Tv</b>
A shopping site such as Com	<b>Shop</b>
Resting-place	<b>Rec</b>
Information and data website	<b>Info</b>

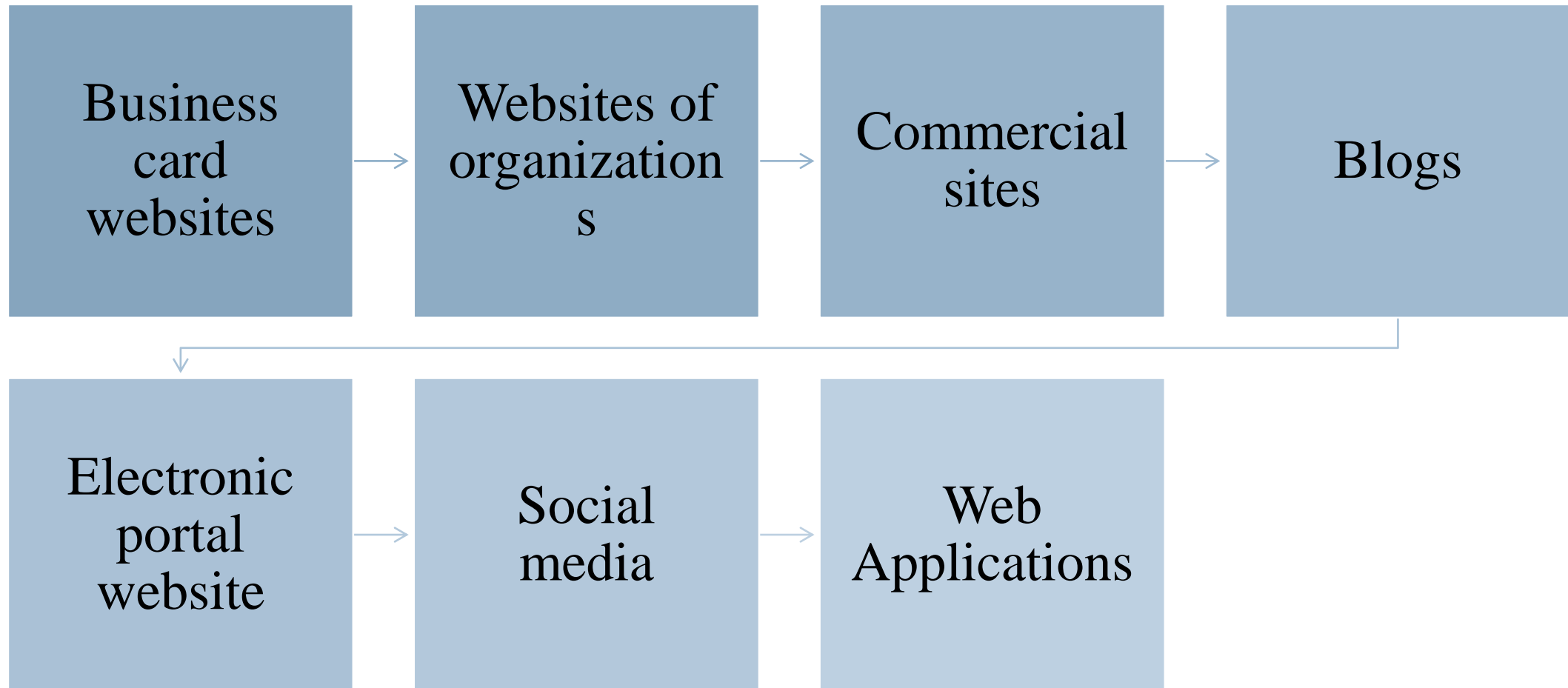
# COUNTRY CODES

<b>Pointing to Jordan</b>	<b>Jo</b>
Pointing to Lebanon	<b>Lb</b>
Points to Mexico	<b>Mx</b>
Pointing to Canada	<b>Ca</b>
Pointing to Palestine	<b>Ps</b>
Pointing to the United Arab Emirates.	<b>Ae</b>





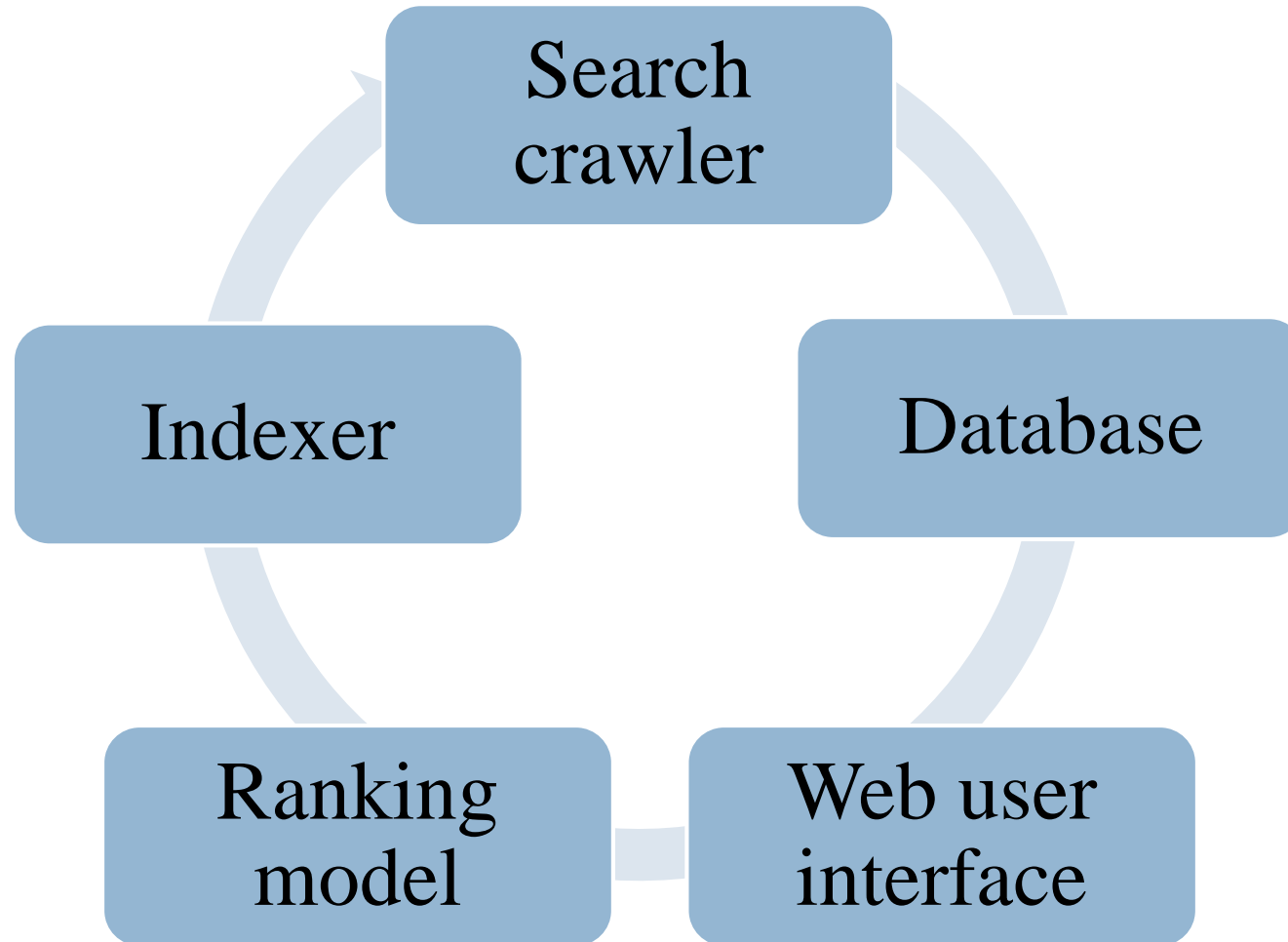
# CLASSIFICATION OF SITES BY POSITION





# 10. SEARCH ENGINE OPTIMIZATION FOR THE WEBSITE

Search system structure





## TYPES OF SEARCH ENGINES DEPENDING ON HOW THEY WORK

1. Search engines working using a scanner-crawler mechanism

2. Search engines operating using a directory mechanism that is controlled by a person

3. Search engines using a hybrid mechanism

4. Search engines that use other search engines

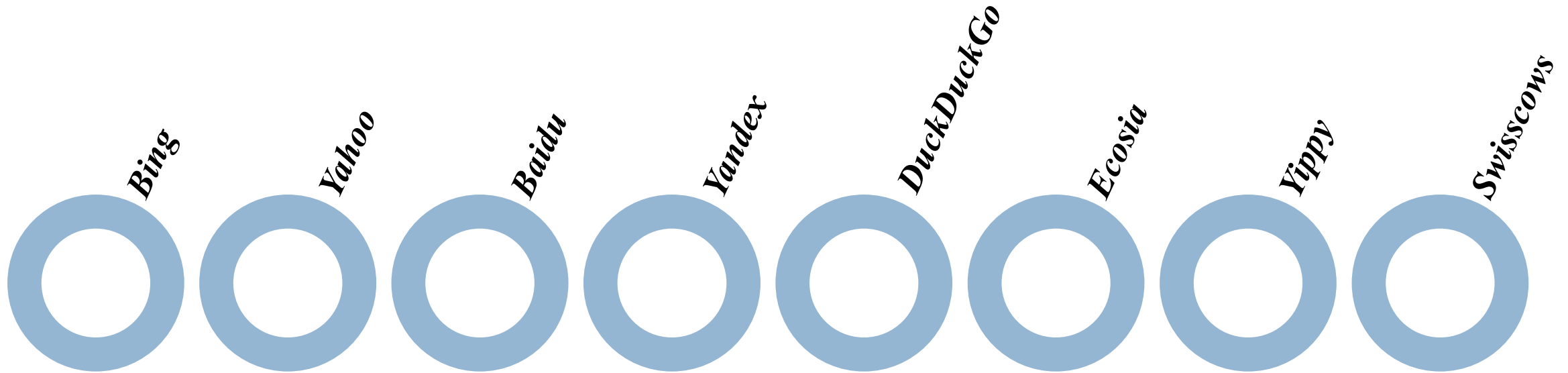
**Global  
search  
engines**

- World
- specialized

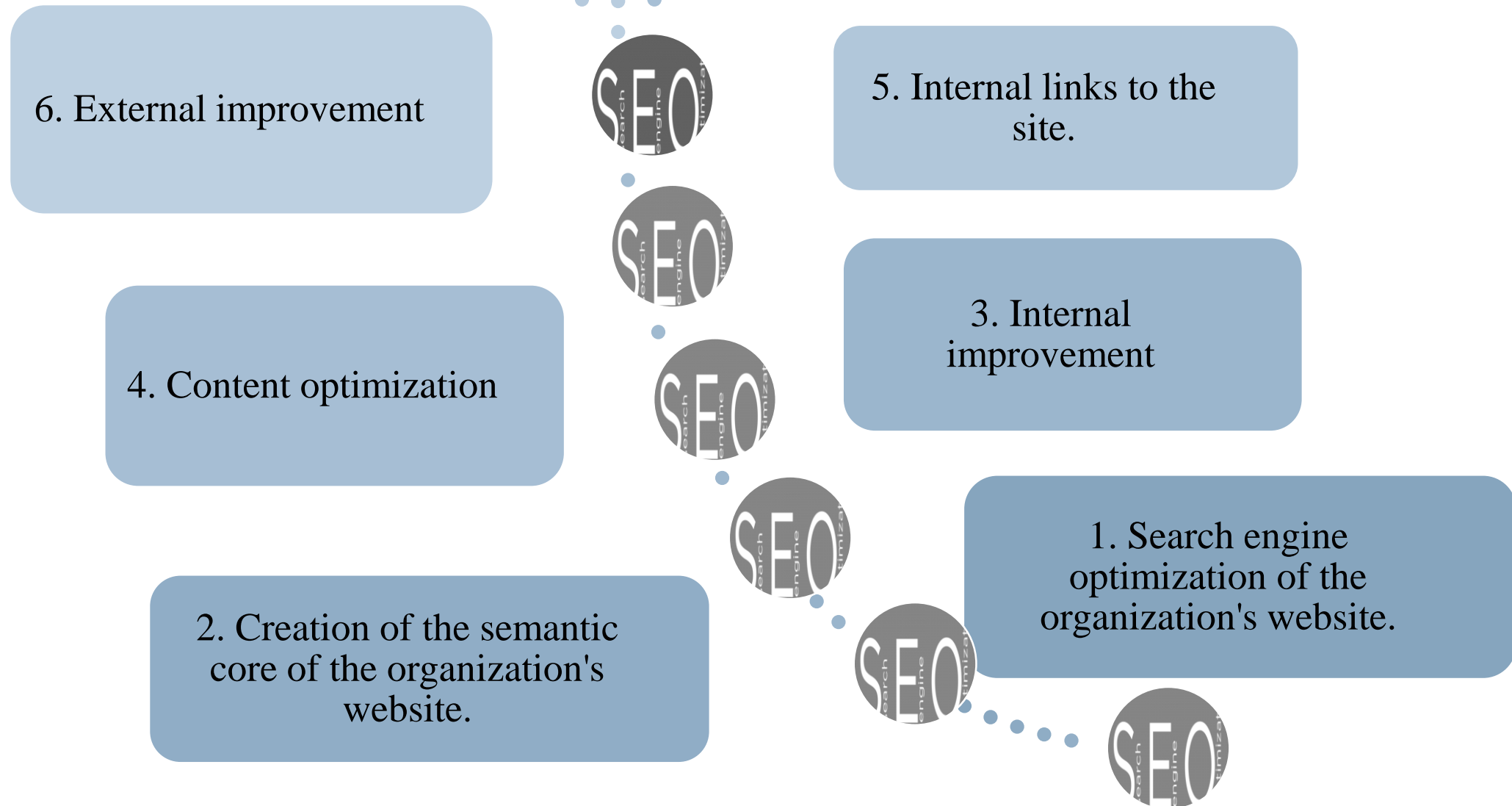
**Local  
search  
engines**

- local
- Search by individual resources

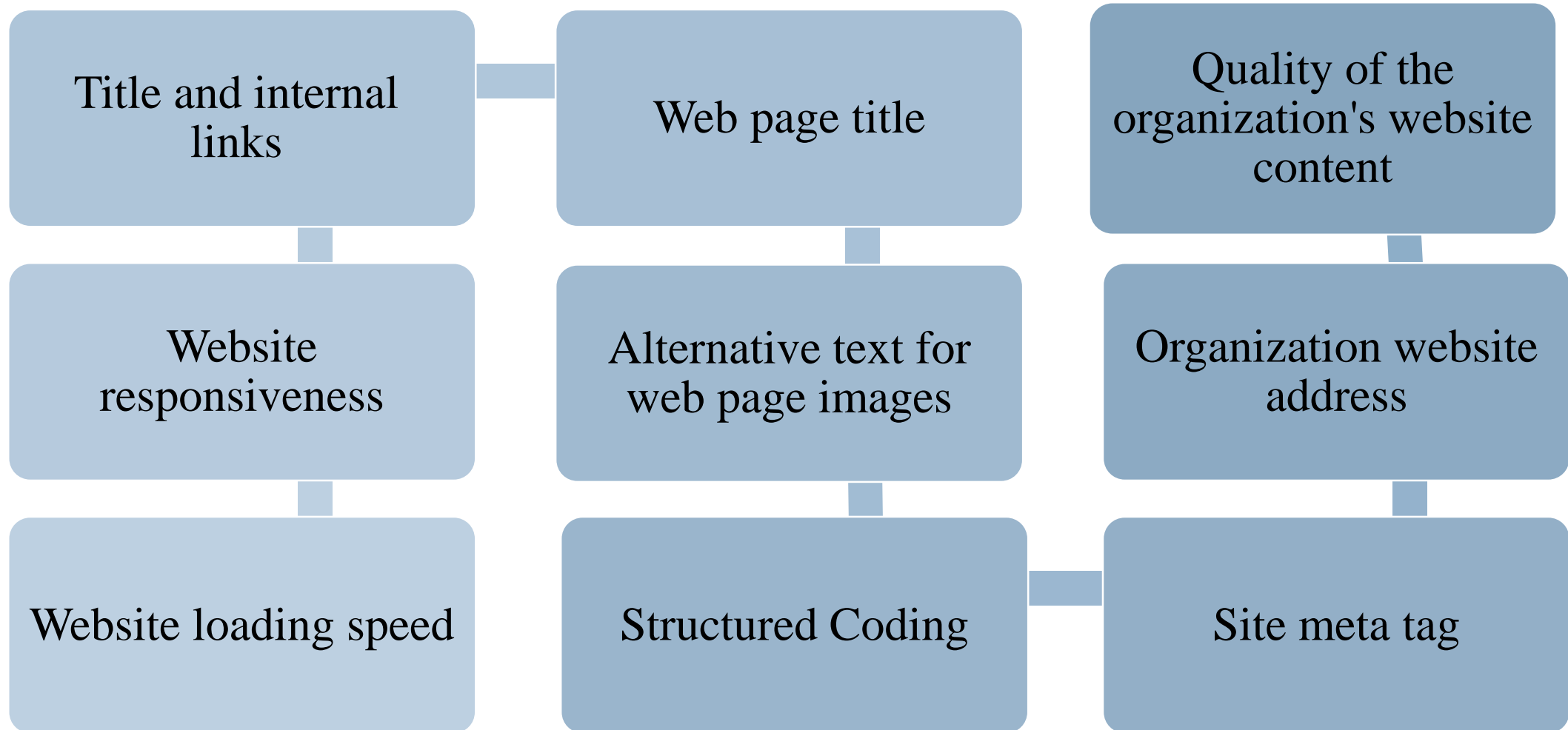
# THE MOST POPULAR SEARCH ENGINES AFTER GOOGLE



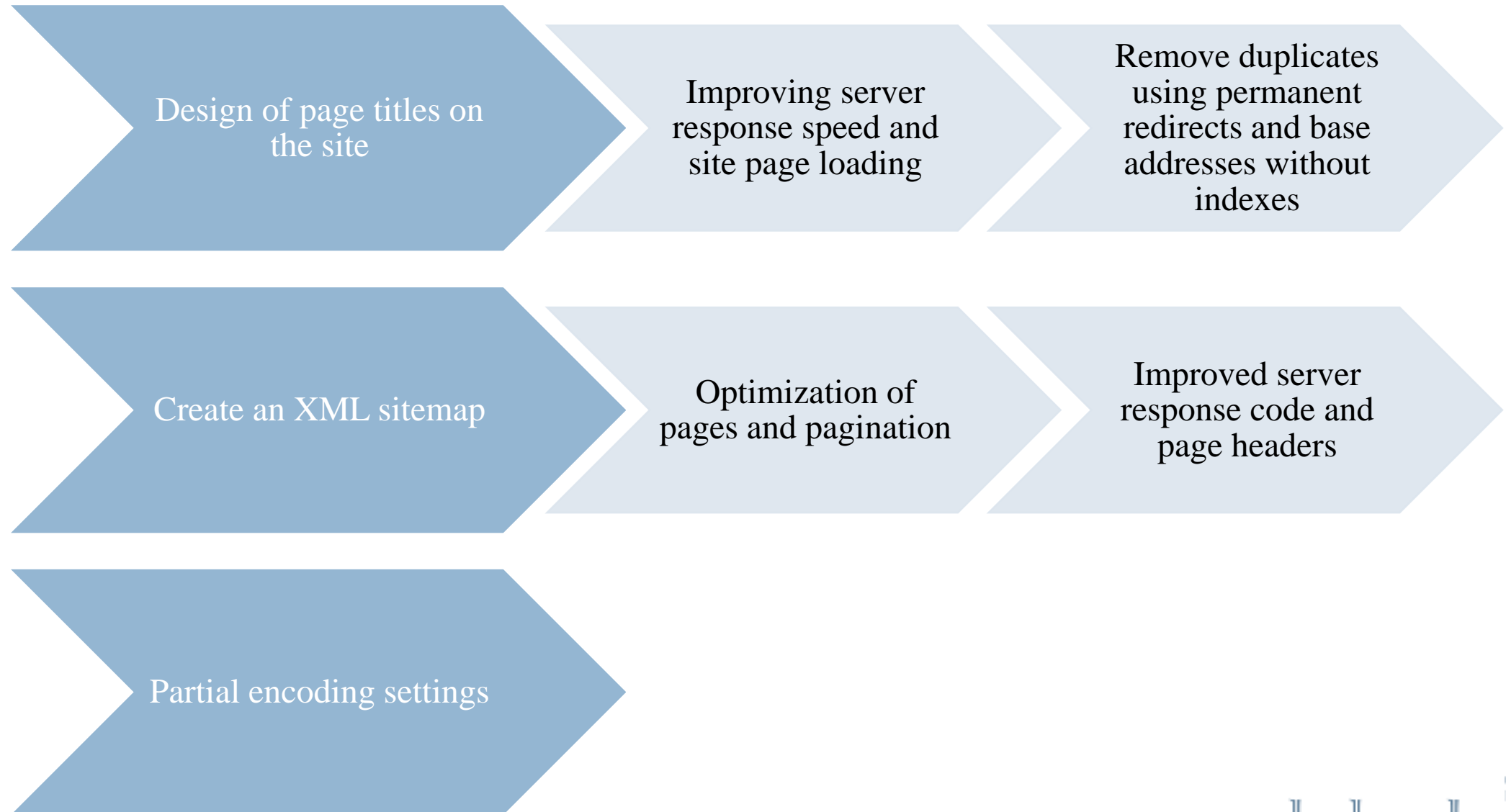
# Stages of search engine optimization of an organization's website



# ELEMENTS OF INTERNAL SEARCH ENGINE OPTIMIZATION OF AN ORGANIZATION'S WEBSITE

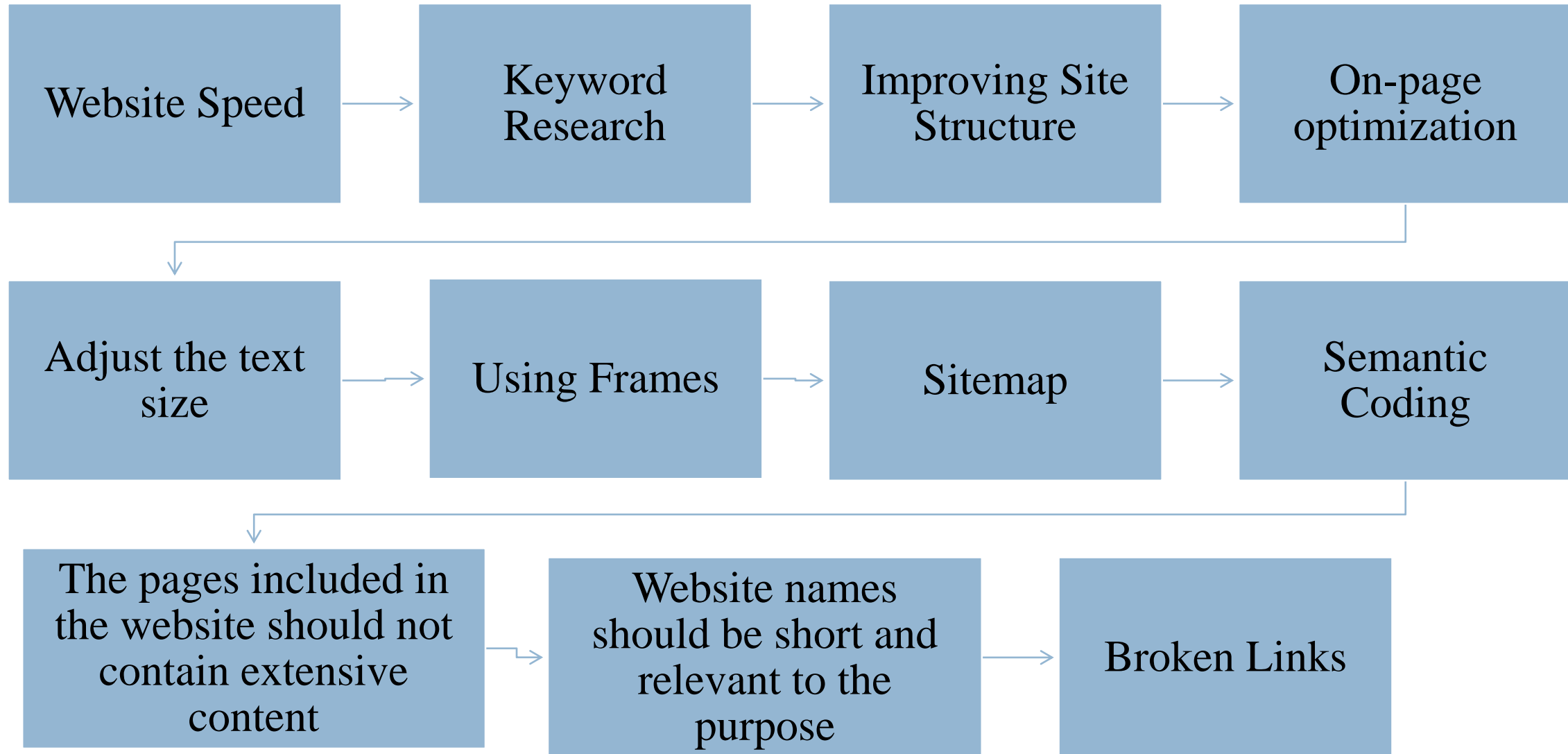


# OBJECTIVES OF THE INTERNAL SEARCH ENGINE OPTIMIZATION STRATEGY





# SEARCH ENGINE OPTIMIZATION METHODS



**THANK YOU FOR YOUR  
ATTENTION**

