APPROACHES TO THE MODERN CONCEPT
OF DIGITAL MARKETING

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Abstract: *In a complex, modern and flexible economy in a continuous and rapid evolution, individual consumers, on the one hand, and organizational buyers, on the other hand, have more and more financial resources that allow them to act in the conditions of using the methods , the modern means and systems applicable in the practice of acquisitions that have expanded considerably in the digital environment.*
Digital marketing, originally called "electronic marketing" or "internet marketing", first appeared in the form of various techniques implemented by pioneering companies that sold their products through the internet in the early 1990s.
According to specialists, the definition of traditional marketing can easily be adapted to digital marketing, seen as a set of strategies and tactics that are executed through digital channels to achieve corporate goals (often to increase shareholder profits) in a time and budget defined period of time.

Keywords: internet; digital marketing; components of digital marketing; internet marketing; search marketing.

1. Conceptual approaches

Given the importance of early and rapid transaction development, *digital marketing as a concept highlights a set of profile processes that embrace all the digital channels available to promote a product or service, or to build a digital brand* [1].
From the economic practice, digital marketing originally developed around web sites to later show robustness by redirecting traffic to the advertising industry, bidding sites (eBay, for example) etc. According to Mark Sceats, *digital marketing is feasible through the Internet as a working and display environment* [2].
If we consider the usefulness of digital marketing in e-business, then it is necessary to consider the concept of a group of CISCO specialists, according to which the term *includes all the activities that are designed and developed in a business via the Internet, in order to identify, attract,*

win and make loyal the customers [3] by the marketers and sales team staff.
The uniqueness of digital marketing is given by some specific and relational features included in seven operational functions, namely: *personality; confidentiality; customer service; the community; security; sales promotion* [4].
Digital marketing has created and will lead to key changes not only in business, but also in customer behavior. In order to be operational, this type of marketing provides a unique platform for companies to identify and understand customer requirements and create opportunities for them based on time and place. It also reduces costs by eliminating unnecessary transactions [5].
Over the last decade, digital marketing has evolved continuously and rapidly. This is evidenced by the intensive use of the internet by many companies in the world, mainly for advertising or corporate promotion. Other companies have fully utilized and fully

accessed in their functional system all the possible facilities of the Internet, considered a modern means absolutely necessary in the design and development of business specific to the digital age [5].

2. Components specific to digital marketing

The mutations of the current stage of the integrated economy to the information society determine the rapid evolution of digitization in all areas of business. This allowed experts to intervene in the elucidation of the scope of Internet marketing, considering it as part of digital marketing. Under these circumstances, shaping digital and online marketing is to ensure the success of traditional marketing by moving from ads published in daily newspapers to Facebook and PPC campaigns [6].

In this context, tools related to digital marketing also facilitate the design and development of transactions within supply chains. In figure 2 we present an overview of digital marketing.

According to the analysis and evaluation of the specialists there is a difference between the digital marketing and the marketing on the internet marked out and materialized in the planning and successful development of the business. *Internet marketing is therefore a subsystem of digital marketing, the most important component of it* [7]. As a result, most of the digital marketing actions are placed in the content of internet marketing (Figure 1).

Figure 1: *Structure of digital marketing* [25]

In order to understand the functional mechanism of digital marketing integrated into the profile economy, we briefly present the areas highlighted in Figure 2 as well as five other *Affiliate Marketing; Video Marketing; Corporate Video; Power of Blogging; Online advertising* [8].
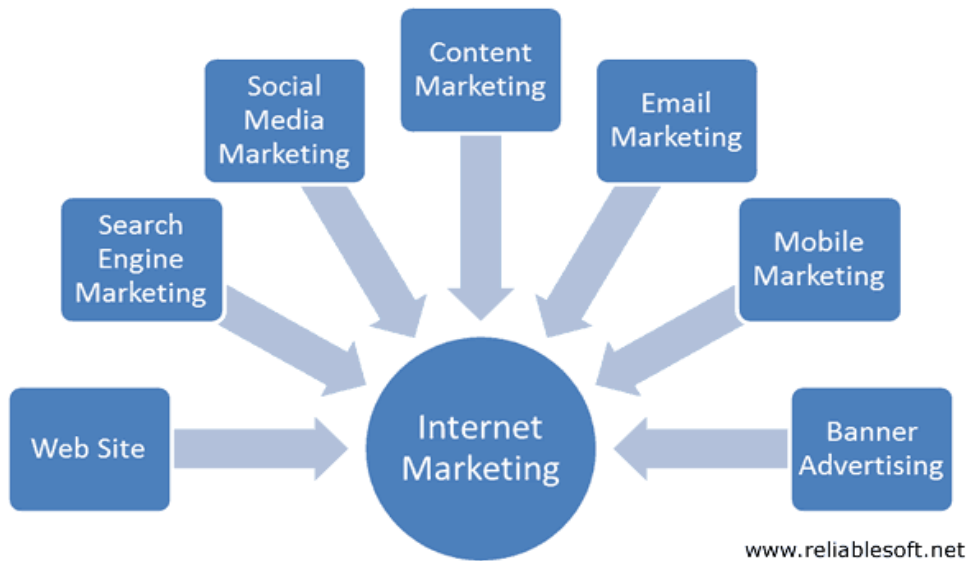
Figure 2: Main areas of online marketing in the structure of digital marketing [25]

• ***The website*** is either a personal website or a corporate website or even a personal blog hosted on an automated marketing platform or other type (such as WordPress or Tumblr)[9]. For a company, a website is useful both as a starting point and as a destination. It is understood that marketers of the company carry out, for example, a digital marketing campaign to promote a website (starting point) in order to get more visitors (destination).

In figure 3 we present several options available that make up a communications mix suitable for increasing the number of visitors on a company's website.
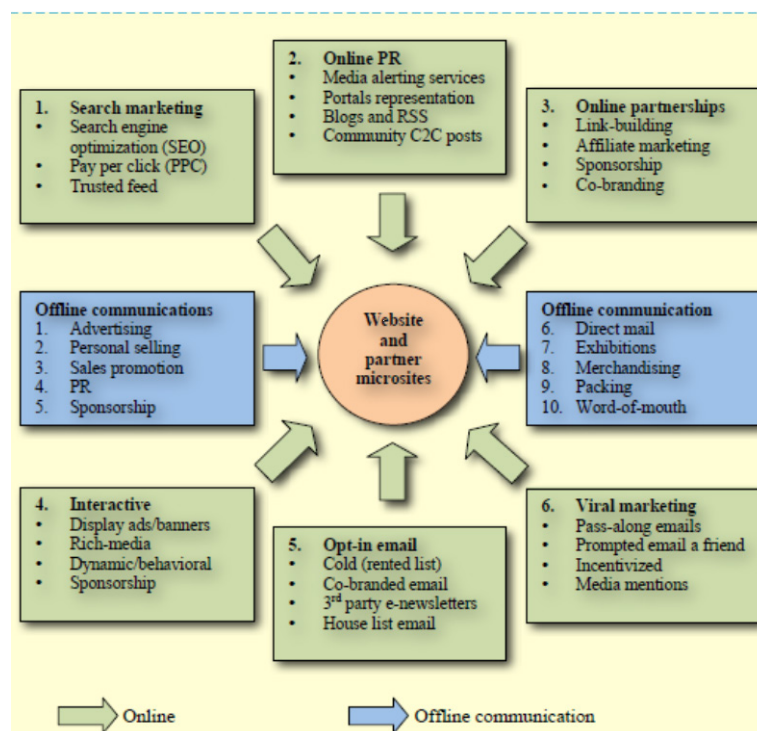

Figure 3: Available options appropriate to the communication mix to increase the number of visitors on the website [10]

• **Search Engine Marketing (SEM)** - is the foundation of online marketing through two important functions:

a) "*Search Enigne Optimization (SEO)*";
b) *Paid Search Advertising (PSA)*.

b) **SEO** involves appropriate optimization techniques to obtain higher rankings through search engines, according to options for products, services, offers, suppliers, distributors, customers, end-users, etc. It has two major components: "*On Page SEO*" and "*Off Page SEO*".

PSA (paid search ad) is designed to attract visitors to place ads of interest in search engines. The most popular approach is "*Pay Per Click" (PPC)*, and *Google Adwords* is the most popular tool that allows users to advertise on Google and the partner network [11].

• *Social Media Marketing (SMM)* is another functional part of online marketing that has become quite important in recent years.

From a functional point of view, *social media* represents "*a group of Internet-based applications that are based on the ideological and technological foundations of web 2.0 and allow the creation and exchange of user-generated content*" [12].

Social media marketing actions are opportunities that include text, images, video and networks for all business partners designed and developed according to online marketing methods [13].

Milioane de utilizatori petrec o parte considerabilă din timpul lor (profesional sau personal) on-line pe „*Facebook, Twitter, Google+, Instagram, Pinterest, YouTube, LinkedIn și pe alte platforme SSM*''. Acest fapt a determinat marketerii digitali ai companiilor să acorde o atenție cuvenita SSM și să o includă în mod obligatoriu în campaniile de marketing digital [14].

Compania *Valoria Business Solutions* specializată în oferirea serviciilor de „*training, consultanţă şi executive coaching*'' a realizat în perioada 09 februarie – 11 aprilie 2017 „*Studiul Like & Share – Social media marketing în companiile din România*'' [15].

Millions of users spend a considerable part of their time (professionally or personally) on *Facebook, Twitter, Google+, Instagram, Pinterest, YouTube, LinkedIn* and *other SSM platforms*. This has prompted digital marketers of companies to pay due attention to SSM and to include it in digital marketing campaigns [16].

Valoria Business Solutions Company, specialized in offering training, consulting and executive coaching services, ran from February 9 to April 11, 2017 the "*Like and Share - Social Media Marketing in Romanian Companies" study*.

This study reveals useful information on a number of issues related to issues, mainly targeting: the most used platforms; the percentage of companies that have built appropriate *social media* promotion strategies; period, frequency and purpose of using *social media* by the respective companies; facilities, allocated budgets, and the importance of *social media* in company-selling processes [16].

At the same time, the survey carried out by the mentioned study revealed adequate perceptions of some management factors within the companies - marketing managers and managers - regarding the design and realization of the marketing mix using the social networks [16].

In the administered questionnaire, 339 answers to 35 questions from 14 industries were received and analyzed. Therefore, the relevant data and information in the report show that:

☐ "- 12% of respondents come from companies with a turnover of more than 100 million EUR;

☐ 7% of companies have a turnover between 50-100 million EUR;

☐ 26% of companies have a turnover between 10-50 million EUR;

☐ 24% of companies have a turnover between 1-10 million EUR;

☐ 31% of companies have less than 1 million EUR in turnover;

☐ 16% of the respondents are CEO / President / General Manager;

☐70% of the respondents are Marketing Director / Manager / Specialist [16]".

The conclusions highlighted in the report drawn up following the study are focused on five criteria summarized in Figure 5.

• *Affiliate Marketing*

Many experts in the field claim that this type of affiliate marketing works in relational terms as follows: • *the trader or sponsor* who created the affiliate program; • the *intermediary,* the person who accepts the conditions of the affiliate program; • the *network owner (affiliates)*. This entity generates revenue in this position by providing space to create affiliate programs for merchants[17].

The intermediary is formally hired to meet the affiliate marketing requirements set by a business (*trader*), and will receive a commission for each visitor of the company's site (which applies the method)[8].

• *Content Marketing*

In the previous approach to SEO, it is basically highlighted the facility of creating links through the application of search optimization techniques. Starting with 2011, however, this trend has changed, with content marketing becoming the new SEO.

This aspect reveals the importance of well-developed content as the basis of SEO, which results in an increased presence on the Internet and not through the ways to build cheap links.

• *Email marketing* is one of the most important tools of any digital marketing campaign. Despite the increased influence of social media, email is still the most effective way to convert visitors or readers into customers.

However, considering *e-mail marketing* as a concept, *it is the process of collecting email addresses from current and potential buyers (individuals and/or legal entities) interested in the products or services of a company in order to send them newsletters, offers etc.*[19]

• *Mobile Marketing (Mobile Marketing).*

More and more mobile users visit websites to integrate into social networks or to identify products (services) to buy them immediately or later.

In fact, it is estimated that 30% of the traffic flow on a website is made by visitors via mobile phones[20].

Mobile marketing involves dedicated business staff in creating visible and mobile content or ads. According to experts, websites should have mobile-compatible versions. For example, an ad received on a mobile device by a user could cause the nearest stores selling the product to be displayed. So the owner of the mobile phone could become potential buyer and in a short time the customer of a company for a product or service[21].

The major benefit of this method is reduced costs and wider coverage, but this method has its limitations because the online client can easily ignore the ad content received or the client can put these emails in a spam file[8].

• *Video Marketing*

In online marketing, the video can be added to the site to increase the company's website traffic. Messages sent to this target audience must be relevant to meeting their needs, and therefore the video must be designed in a manner that is consistent with the perception and understanding ability of both customers and potential customers, otherwise the implementation of this initiative would be useless [22; 24].

• *Corporate Video*

This method allows the development of joint business actions in an interactive online video mode and it is therefore useful in delivering the desired message to the target audience, having the facility of easy and cost-efficient sharing in terms of creation, such as the ability to access globally[8].

• *Power of Blogging*

Over the years, blogging has become very popular across the globe without any barrier due to the age of members of groups interested in applying this method. Blogging is therefore useful to the public because it gives it the opportunity to express its views, and this feature allows marketers to capitalize on business opportunities at minimal cost[8].

• *Online advertising.*

This is the most common technique used in e-marketing, where the marketer uses virtual space to convey and promote marketing content on web pages created exclusively to: attract the attention of Internet users; increase

brand awareness and promote sales. This method involves promotional messages on your computer screen[8].

• *Banner Advertising.*
Banners can be found in almost all web tools or web features, is websites, mobile sites, mobile applications, search engines, newsletters, Facebook, Twitter, YouTube etc. Digital traders are continually engaged in specific actions promoting their products or services, using various types of banners (static, text, animated, images, videos, intelligent banners) on different platforms[23].

CONCLUSIONS

If regular marketing creates demand, digital marketing leads to the creation of demand using the power of the Internet as an interactive environment that allows currency exchange and, moreover, the exchange of value. An Internet business can get value in the form of time, attention and support from the consumer. For the user, value can be added as entertainment and utility. The reciprocity of the transaction is what is important here - in other words, exchange is a two-way street that benefits both sides simultaneously. The Internet has changed the world in which the transaction ends and the transactions are realized. It's not just a new marketing channel, it offers a new paradigm for how consumers connect with brands and with each other.

The Internet does not change the optics of the principles of efficiency in designing and conducting business through the digital environment. To this end, brands build their loyalty through users who love their products or services. Users fall in love with products and services when they adapt to their needs as opposed to serving the brand. More than any other type of marketing, digital marketing is measurable. This gives the brand the ability to build optimized profile experiences designed specifically for consumers.

The current practices of digital marketing are both for the benefit of the advertiser and the consumer. Under these circumstances, the advertiser usually gains time, attention and support from the consumer, who in turn can receive value in the form of real benefits. It turns out, obviously, that the Internet has dramatically transformed the usual sale process and how both the buyer and the seller interact with one another. Now customers have a lot of options, influence and real power over the Internet, because brands are promoted by means appropriate to electronic transactions in potential markets. To this end, traditional marketing agencies have had to adapt their new practices and expand their digital marketing operations.

Thus, the most important mission for marketers in the digital environment is to promote and trade brands as well as build customer loyalty. It is known that people are far too saturated with the huge wave of daily advertising in the online environment in the increasingly turbulent world of life. This means new challenges for digital marketing, which now more than ever needs to be able to satisfy online consumers.

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