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## INTERNET MARKETING: MODERN ADVERTISING MODELS FOR REACHING NEW CUSTOMERS

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### ABSTRACT

The establishment of the Internet has offered new models for the world economy. Web advertising is destined to adjust to this fast improvement of online business. The web showcasing is turning into a hotly debated issue in each business organization and progressively assumes a genuinely significant part in any organization's multi-channel advertising methodology. In any case, how to apply Internet promoting particularly how to use it to draw in more guests to a specific site is as yet an unavoidable issue for various companies. The two primary reasons for this examination are to bring an overall image of the Internet showcasing of business to its per-users and delve into how to drive traffic to the site.

The article utilizing a subjective exploration strategy, in the meantime quantitative technique, is utilized to gather significant information supporting the contextual investigation examination. The viability of the securing cycle is tried in any case, all exercises of obtaining a cycle ought to be joined and executed persistently to augment quality customers. The fundamental motivations behind this publication are to secure new clients, convert them into purchasers, and cause them to become ordinary clients.

**Key words:** web advertising, internet marketing, augment quality customers, business organization's multi-channel advertising

### INTRODUCTION

The development of digital marketing and marketing innovations in the last few years has become increasingly dynamic. This puts the main task for marketers not to lag behind their competition, which would affect the online business of their company. The best in the field follow the new trends in online marketing, internet advertising platforms and technology development. At the beginning of each year, a thorough study should be carried

out and an assessment of the trends in digital marketing over the past year should be made, so that the employees can be brought out and appropriate marketing campaigns can be planned. It is necessary to identify the key activities to be used to stimulate business growth:

- Extended range of digital presence
- Increasing the engagement of the audience
- Improving the integration of digital marketing in the company's marketing management

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The evaluation of leading innovations serves to increase the scale and improve the activities of digital marketing. There is a certain similarity in trends each year, but tactics and tools for them are traditionally

changed by technology engines in areas such as email marketing, web design, social media, searching machine and content marketing. The chaos caused by the global COVID-19 pandemic has caused unexpected changes in marketing investments that are not usually influenced by economic factors. An ADOBE (1) publication from early 2021 shows how legacy systems and workflow issues affect the effectiveness of digital marketing. It can be seen that the sectors reported losses in 2021 is greater than those that increased their revenues, this reinforces the importance of investing in new methods of growth.

### **INTERNET MARKETING**

Nowadays, online presence is extremely important to reach the ideal customer. The priority areas for investing in the marketing budget should be the website, social media and email marketing, otherwise the business could lag far behind its competitors and really suffer. We need to find the right method for effective interaction with modern customers, which will be more successful than others (2):

- Quick information - customers can usually decide in three to five seconds whether the website contains what they are looking for. Summarizing and collecting information from the website in graphs and charts provides critical information for analysis by marketing departments to identify user needs. Company-shared content may interact with a variety of customers, including those who may not see it.
- Fast detection - Internet statistics show that 60% of smartphone users have used voice services at least once in the last year, and 55% of teenagers use it daily, these are services such as Siri, Alexa and Google. This is a prominent reason for marketers to focus on researching keywords that are often used in voice searches. (3)

### *Social media marketing*

Presentation on social media is an integral part of success for any business today. Each platform has detailed reports and statistics to analyze and highlight trends among users (4), so that companies can focus their efforts there. Choosing the right social media depends entirely on the ideal customer targeted by the companies.

- Content should be useful to the audience - users do not want to see posts about products or services on social media. They are interested in history and the way the company solves its problems.
- Focus on the published content - the content that is published endangers the company's reputation, through non-premier responses to user comments it can harm the company. Social media focuses on conversations, whether in groups or one-on-one.
- Commitment - social media marketing should radiate transparency to engage the audience.
- Interaction - one should not communicate with consumers just to provoke engagement, instead one should develop deeper relationships that encourage appropriate conversations.
- Automation - although to a greater extent working with pre-prepared content to maintain high engagement, the platforms we work with need to allow sufficient flexibility in the event of a change in strategy.

### *Niche social networks*

In the last few years, declines in consumer growth and hesitant public opinion have shaken confidence in the social media giant Facebook. A similar stagnation in growth is observed on Twitter (5). This leads to a drop in sales for both social networks, but this does not raise doubts about the marketing usefulness of both, such as advertising channels.

This decline in the growth of Facebook and Twitter is largely due to the growing interest

in alternative social media, such as TikTok, Snapchat, Pinterest, etc., which are becoming popular among young users under the age of 30, which makes them in a preferred advertising channel by online retailers (6). These new and significantly smaller social networks are expected to fail to reach the giants in the sector in terms of number of users, but they are characterized by identity and specificity, which provides an environment for niche businesses looking for selected target markets.

#### *Influencer marketing*

Influencer marketing is a trend in digital marketing that turns social media influence into a relatively expensive service. The price for which is determined on the basis of price lists depending on the followers of the influencer and the offered product.

Small and medium-sized companies have the unique opportunity to use the services of smaller ones, which we can call micro-influencers (7), instead of competing with global brands for the most influential influencers. These are relatively well-known people in specific fields, popular enough to be followed by a satisfactory number of users with whom they can maintain an active relationship. Due to their small number of followers, they have the opportunity to devote more time to each of them, and this leads to greater commitment from those who follow them.

A study shows that the influence of micro influencers is 6-7 times more profitable than that of top influencers with more followers, with accounts with about 30,000 followers reporting 60% higher engagement (8).

#### *Social trading*

Businesses primarily use social media to attract users to their website. In recent years, social networks have provided the opportunity for direct trade, allowing the direct purchase of goods from them without

the need to leave the site or their application. In 2019, Instagram launched its Instagram Checkout tool for e-commerce.

Statistics on the use of social networks show that 54% of their users use them to research products before buying (9). Providing the opportunity for direct purchases from social networks makes it as easy as possible for buyers, and for the purposes of making their purchase it is not necessary to take too many steps, which in turn reduces the chances of losing sales.

It is no longer just large companies that have e-commerce websites that can make online sales. Social networks provide a greater return on marketing to any business, allowing transactions directly through them. Shopify stores make it easy to connect your account to Instagram or Snapchat and direct sales to them.

### **GARTNER HYPE CYCLES FOR INTERNET MARKETING**

Gartner Hype Cycle (10) - is an infographic developed and used by an American company for consulting and research in the field of information technology, tracking and marking emerging technologies. It traces the future potential and maturity of technologies in five phases: a technological trigger, a peak of heightened expectations, a trough of disappointment, a tilt of enlightenment, and a plateau of productivity. After analyzing the hype cycles prepared by Gartner for the last few years, several areas have been identified that provoke more attention:

➤ *Conversational marketing* - It is an easy and fast way to attract customers to real-time calls. It builds an experience and serves to build lasting relationships with customers. Instead of forcing the buyer to wait indefinitely for an answer to a question, through the use of chatbots marketing sends targeted messages, which means more committed and happy customers. In three simple steps it comes

down to: Engage, Understand. Recommend.

- *Confidentiality and consumer consent* - are a relatively new trend in advertising messages of large companies such as Apple, Google and Mozilla trying to win customers on their side, which in turn pays to displace Facebook's advertising models.
- *AI for marketing* - has not yet reached the desired levels by its developers due to the lack of a large part of existing online businesses to use it.
- *Personalization gives way to leadership to personification* - more and more marketing is turning to the personification of believers who are better and more successful.
- *Cloud Hubs for Marketing* - They are widespread and allow email automation
- *Reaching maturity in innovation* - there is a reduction in the number of new innovations and relatively few new technologies.

## **ARTIFICIAL INTELLIGENCE (AI) FOR MARKETING**

AI offers a variety of affordable automation capabilities that allow any business to take advantage of them. On the Internet, the visibility of the company is essential for building trust and a sense of transparency in existing and potential customers. Maintaining and promoting engagement is the basis for the growth of online business, for this purpose it is necessary to build a highly effective team that builds successful marketing strategies following a pre-developed marketing plan. (11)

The advent of artificial intelligence in marketing puts marketers in the task of keeping up with new opportunities so that they can adequately meet growing customer expectations, offering them the best possible experience. Modern marketing is driven by the needs and desires of customers who more

than ever want to know more about the brand and the technologies it uses. Virtual and augmented realities create and allow online businesses to discover their experiences and encourage and engage users through innovative methods. These technologies are increasingly entering different sectors and this puts each company in front of the choice of whether they could afford to lag behind their competitors. (12)

By using free or paid systems and algorithms for machine learning attached to the site of the company, it is easy to collect and summarize the information needed to create predictive models to monitor customer behavior.

- *Machine learning for marketing* - is associated with the collection and analysis of historical data from customer interaction, their behavior and responses. The analysis allows to identify the factors necessary for success in targeting potential customers, communication with them, the frequency of bidding and more. Using it in future companies increases the chances of business success.
- *Application of machine learning and artificial intelligence throughout the customer's life cycle* - the possibilities are diverse, as the current marketing techniques that are actively used by companies are now propensity modeling, dynamic pricing, predictive customer service, chat bots, voice search, AI-generated content.
- *Predictive analytical insights for marketing* - machine learning serves as predictive analysis with the help of which marketers can define rules and tactics with which to act as effectively as possible. Analysis algorithms increase results in a number of important indicators, such as customer profit margin, customer lifecycle, redirecting emails to existing audiences to target new products or services.

## INTERNET MARKETING PLANING

Attracting and retaining customers are among the most attractive opportunities that digital marketing offers to marketers. Both traditional marketing for maximum effectiveness of marketing activities and digital marketing need a clear and appropriate plan based on specific strategies. Smart Insights offers a specific model for organizing a digital marketing plan called RACE. It includes twenty-five marketing activities and serves as a basis for organizing them in four areas Reach, Act, Convert and Engage (RACE). (13)

- *Reaches* - Here the focus of marketing falls on the target online audience and increasing traffic to all possible websites of the company - own page, page in social media, micro site, blog, YouTube channel and more. The online positioning of the brand is the basis and all possible channels for its implementation should be used - free, subscription, paid, etc.
- *Act* - It covers all ways and tools to promote interaction with customers. Once logged in to the site, social media account or other channel, users must be engaged so that they can finally fall into the category of customers, using methods such as periodic product newsletters, sending individual promotional offers, additional information on inquiry, etc.
- *Convert* - This is the target responsible for the online business. At this stage, visitors should be encouraged to make a purchase so that they become buyers.
- *Engage* - Here the focus is on building loyal customers, once made a purchase must take the necessary actions for long-term commitment for subsequent purchases.

Based on everything presented, a digital marketing plan should be built, based on data on the current effectiveness of the campaigns. It is necessary to set SMART goals and by analyzing the existing KPI data to set priority

directions for developing future marketing strategies and channels that will be used for this purpose.

The digital marketing strategy derives from the strategies of traditional marketing including: studying the activity of the market and the current customer channels; determining the possible future contribution of a specific communication channel; popularizing the advantages of the communication channel used. The digital marketing strategy serves to manage the integration of communication channels: to attract customers and make sales; amount of budget for attracting, engaging, retaining and growing; prioritizing the target audiences towards a specific communication channel; prioritization of products according to a channel and its specific audience.

## INTERNET MARKETING TRENDS

First impressions are important for all communication channels, so aspiring businesses to a positive effect of brand development need to follow the new trends in graphic and visual design. Often these trends are due to designers or website agencies that are pushing the boundaries with new technologies. Small sites avoid these changes by relying on traditional methods until a trend is established, so experience should be gained from large and popular sites with a large audience. Some of the new trends are presented by Venngage (14), and they are expected to continue in the future: *Muted Color Palettes; Color Gradients; Abstract & Dreamy Illustrations; Heavy Simple Fonts; Flowing Lines & Shapes; Genuine & Authentic Stock Photos; Minimalist Landing Pages; Better Branded Animations.*

The focus on design systems identifies a variety of components that can work together and build different applications according to set standards. The huge benefits and undeniable efficiency of web design in reducing costs and increasing conversions

with users are undeniable. To fulfill the company's principles through online design, development and implementation, design systems support functional and visual elements in one place on a website, including: *sketch library; style guide; pattern library; organization principles; best practices; templates; codes and more.*

Major updates to Google's search algorithm over the past year have affected the visibility of businesses in some sectors, and this is pretty worrying news for merchants. Working with these new updates is not always clear to marketers, and they often use a trial-and-error strategy. Daily monitoring of site performance, page quality, content and its relevance to the audience are essential for the new algorithms. In order to evoke a high level of acquisition and customization of watch users, marketers need effective techniques and tactics for positioning their sites. As a starting point, they can use regular monitoring of the results of the SEO and its commitment, and to improve the results they can use the instructions set in the system. Four cases on how new Google updates affect business in various ways: *Recovery from the March 2019 Core Update* (User Experience, Content Quality and Structure, Your Money Your Life & Authority, Technical SEO); *From Medieval Panda to Core Updates and Beyond* (Maintaining Strong Quality Indexation, Technical SEO issues that can cause quality problems, Authority – The importance of A in E-A-T); *The Ghost of Fred And A Reminder To Continually Analyze* (Tough Niche and The Need To Differentiate Your Site, Aggressive and Disruptive Advertising, Quality Indexation); *Recovery From A Non-Core Update During The May 2020 Core Update* (Aggressive Affiliate Setup, Lower-Quality/Thin Content, Cutting (Redirect) Ties and Killing Mutual Links, Nuked Comments).

Organic Voice search still fails to establish itself as permanently among consumer preferences as expected more than five years ago, with it projected to reach half of all searches to date. Of course, the share of the use of intelligent loudspeakers has significantly increased, but especially in mobile devices, desktop computers are still not used for this purpose, and they do not have high-tech intelligent loudspeakers and others technologies. Voice search is controlled by voice commands through which the user searches for information, in one case the user makes a call in the Google Search Console, respectively connects to it, and for these purposes the SEO used here is completely standard. The differences for standard SEO occur when using voice commands to control smart devices with speakers that can respond or take specific action such as Amazon Alexa and Google Home. To engage in evolving demand, the standard business needs to initiate more call requests by continuing to research and use keywords, best practices for optimization, and create quality content.

Online businesses that use paid search or machine learning in their internet marketing to optimize their site in most cases work and pay external companies to manage these processes due to the need for more experience of specialists in this field. Of course, Google Ads offers, in addition to organic searches, various paid ones, and the "SMART" prefix is placed on most of them so as to draw attention to the capabilities of the tool, through which the company can attract the attention of its customers using easy-to-manage guides techniques for delivering advertising content, which will ultimately increase the return on your investment. Of course, like everything new, marketers and employees in the field approach with some distrust, but it is necessary to give the necessary time to machine learning technology and work with

it daily so as to reap the maximum benefits from it. (15)

Big data analysis and machine learning are increasingly used in targeting and improving customer relationships by email. Email targeting techniques have been known for more than 10 years, but have been limited to sending individual campaigns to customer lists. Today, these systems allow much greater consumer engagement by directing their commitment to the life cycle of a product or service, and data analysis can very accurately determine the most appropriate audience to which to send the creative message, the most appropriate sending time so that the subscriber is most effectively engaged, the best time to send an offer relative to the response interval, as well as the ability to send combinations of products from one or different categories. Among the opportunities for machine learning is to build engaging communication with customers, using techniques to guide and improve the relevance of communication.

## CONCLUSION

The accelerated development of technologies and their implementation in marketing practices leads to a completely new digital market. Of course, this is not about completely new technologies, but rather about the improvement and refinement of existing ones, so as to facilitate the processes as much as possible and lead to greater efficiency of the investments used. AI will play a key role in the future and will contribute to the creation of completely new standards for digital marketing, now just entering the marketing process, but will soon become a major driver of Internet marketing and online audience management, so that leads and retains customers to the companies' websites.

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