

USE OF MODERN INFORMATION TECHNOLOGIES TO PROMOTE ONLINE MARKETING

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Abstract:

As marketing online is an *innovation in Albania and Kosovo*, we thought to dedicate a special theme, separated from the other themes, which are based on the traditional marketing.

Information and Communication Technology (ICT) program in private and public sectors remains very popular in the market. Recently, there has been an increase in the enrolment of ICT programs in the traditional areas of computer science, electronic engineering, computer engineering and in the newer areas of information systems and software engineering. Using this model (Marketing Online), the paper proves that the focus of Marketing should be optimistic and realistic. Building this system with the programmes based on the market demands, has raised the role of marketing profile on the world of economy. The results of the research in this paper, shows that this project (marketing online) is a major step in the field of marketing.

A marketing online system implementation plan in our country could be build upon existing Community programmes, which are a result of a research, regional innovation, and specific needs of consumer, business and community. The initial step could be the creation of a consensus among a community of players which refines and improves the concept and the vision, builds a large community, identifies the initial enabling technologies (subject to a continuous evolution), identifies the business sector and geographical areas which will act as initial nodes of innovation. *Firstly because the offer of the Albanian and Kosovo market rose mainly on the import, does not present any interest. Very few producers have meliorated their image in the world net of information in the last years, while the greater part of the Albanian and Kosovo businessmen's even when they use the electronic mail, despite they do have internet at the pages of their companies, they use an address that you may get for free at the internet as Hotmail, Yahoo, Google etc, by loosing at the maximum their reliability. These addresses today are used mainly by depressed individuals at the Asiatic countries who perseveringly claim to immigrate toward the West, presenting themselves unsuccessfully as experienced entrepreneur, just to grant an invitation by an European company, even an Albanian and Kosovo one.*

Key words: Albania, Kosovo, Information Technology, ICT, Marketing online, Professional education, Knowledge flows, Local development, Community, Democratisation of knowledge, Local system of innovation, Economic benefits, etc.

I. Introduction

The paper utilizes the content of an innovation of marketing project, first of all to discuss the challenges of the partnering, the disadvantaged communities both in the project development and in this case evaluation of case project. The efficacy of the project, though not under discussion, was important because it provided the evaluation with a credible vehicle in which to establish

community discussions with people from a diverse age groups and backgrounds.

Their engagement was essential not only to the research but to the overall success of the project. Buying search results, introduces a new way of marketing Internet

researchers¹⁷⁹. In a community with very low social capital, engagement in a community project takes time, commitment and good community development practice. The paper describes the process of the research in our country, reminding us that our country goals can only be met if we engage the shareholders in endorsing community changes.

The internet and information technology has become an important part in marketing, especially the most important tool to reach the consumers.

In Europe, a total of 40% of the population is online and in North America consumers spent \$75 Billion shopping on-line.¹⁸⁰

In our country online marketing is an innovation. It started to be implicated firstly as a form for calling foreigners within the Albanian and Kosovo market. The analyses of online marketing shows that, still today the search - words related to us mostly are pointed in "Travel in Albania and Kosovo" and "Accommodation in Albania and Kosovo", so the trips in Albania and the hotel accommodations are included there. These searches are less orientated for the climate "Weather in Albania and Kosovo", while the research related to the market is still to far.

Firstly because the offer of our market rose mainly on the import, does not present any interest. A great online marketing strategy can create awareness to establish your business and provide support services for clients.¹⁸¹ Very few producers have meliorated their image in the world net of information in the last years, while the greater part of the businessmen's even when they use the electronic mail, despite the fact that they do have web sites of their companies, they use an address that you may get for free at the internet as Hotmail, Yahoo, Google etc, by loosing at the maximum their reliability.

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In the main databases of the commercial exchange in the internet, the number of Albanian companies that can be encountered are low, we can say that they may be counted with the fingers of one hand. Because the number of the companies registered from our countries has overpass the number 6, the portal "Go4worldbusiness.com"¹⁸³ launched at the net through its pages "Go4albanianbusiness.com", which ironically within two weeks was populated with "companies" and "offers" from India, Pakistan and Nigeria.

However our companies begun to understand the importance of internet, thanks to the intensive contacts with clients and partners from Western Europe. For this reason, the number of people who want to have their own internet site for their offers is always growing.

¹⁷⁹ Dr.sc Edmond Beqiri (2010), *Dispencë - Resurset e Internetit*, pg. 152

¹⁸⁰ *Communicating Sustainability Aspects of Products Using Modern Information Technologies (2007). The Case of the Retailer Sector*

¹⁸¹ Peter Dickrell "Marketing në internet për rritje të biznesit tuaj" Udhëheqës I Departamentit të Agrobiznesit USAID – KBS

¹⁸² <http://edudemic.com/wp-content/uploads/2013/02/social-media.png>

¹⁸³ "Go4WorldBusiness.com is Business-to-Business portal providing genuine leads which end up in real deal. It connects buyers and sellers at an affordable cost."

But to be in the net with the name of your company or product it is not enough, because the visibility does not depend on the presence, but from your **promotion level. And this is what** online marketing serves for. The publishing of the **interactive squares** (banners) in the pages highly visited, who build the brand / logo / name image – and who lead the visitors toward your internet page, is the shortest way. Another way is to distribute by mail your message in known directions of potential clients / consummators.

The forms of marketing online today are so professionally sophisticated as the **professionals** are able to know even the presentation in the market of their casual visitors or the one of the target clients to whom is sent a simple e-mail, without performing any ethic violation.

II. 10 reasons why the marketing strategy must incorporate internet.



It may seem as a surprise, but many big and small companies, have already developed a reasonable marketing strategy including online marketing strategy. Taking in consideration the fact that the Net is used by marketers since 1994, any organization that does not have a strategy that uses the **Net**¹⁸⁴ for marketing seems to be making a big mistake. There are at least 10 reasons to support this idea according to EbersoleJ. Glenn (et al)¹⁸⁵:

1. Entry points for information.

The most convincing reason why companies need to have an active internet marketing strategy is due to the transformation that has occurred in the way of search for information by the customer. While customers still visit

stores, talk to sales representatives, look through magazines and talk with friends, a growing number of consumers turn to **Net** as the main source of finding information. In particular, they use search engines as their main gate to knowledge, as many search sites are transformed into guide to the required sites, for many **Net** users.

2. What Customers Expect?

Net is transformed not only in the resource of choice for the individualization of information, but during the next few years it is possible that it becomes the expected location where customers can learn about products and make purchases. This is especially the case for customers below the age of 25 years. In many countries, almost all children and adults have been taught how to use the **Net**. Once members of this group will dominate the purchases for their homes or businesses is very clear that the interested companies should have a strong **Net** presence. According to M.Y. Kiang et al (2000) ¹⁸⁶ "The ability to serve as both a transaction and physical distribution medium for certain goods is a unique feature of Internet marketing".

3. Captures a wide range of consumer information:

As a tool for collecting data, **Net** is unmatched when it comes to serve information on customer activity. Each time a visitor enters a web site he leaves a trail of information that includes: how he got to the site, how he navigated through the site, what he clicked on, what was purchased, and lot of other information. Knowing consumer's behavior and preferences, tremendous opportunities are given to the marker to serve his needs. If this work is done fairly, then the customer will respond with a permanent loyalty to the company.

According Gray (2013)¹⁸⁷ "Undoubtedly marketing will have to become much more fleet of foot in store"

4. Extreme Target Marketing.

The most efficient way for marketers to spend money, is to direct the budget towards those consumers that are likely to be more interested in products that company offers. Unfortunately, efforts to mark only customers who give opportunities to purchase are not easy. To illustrate let's make a question: How much money are spent on television spots and publicity for people who probably will not buy? Now the **Net** in a non rival way gives you the opportunity to identify consumers who exhibit the highest potential for purchasing products.

5. Encourages impulse purchases.

¹⁸⁴ Web application framework designed for Web development to produce dynamic Web pages.

¹⁸⁵ EbersoleJ. Glenn (et al) (2012). "Ten Important Ingredients For Your Strategic Marketing Plan, According To Your Strategic Thinking Business Coach"

¹⁸⁶ M.Y. Kiang et al (2000). *Marketing on the Internet — who can benefit from an online marketing approach?* Pg. 386

¹⁸⁷ Gray.R (2013). *Retail revolution.*
<http://www.themarketer.co.uk/analysis/retail-revolution/>

If the customer likes or not the product and service, **Net** turns out to be the last venue for inducing impulse purchases. Much of this can be attributed to marketers taking advantage of improvements in technologies that:

1. Allow a website to offer product suggestions based on consumer behavior in online buying and,
2. Streamline the purchasing process online.

But online impulses purchases also provide the advantage of **“buy now, pay later”**.

6. Offers under orders of goods and services.

Companies know they can create loyal customers when product and service offerings are designed to satisfy individual needs. This has led many marketers to implement a massive customization strategy offering customers online the configuration of the product or service. The interactive nature of **Net** enables the method **“build your own product”**¹⁸⁸.

An empowered customer base, that feels that a company can deliver exactly what they want, is expected to remain loyal for a long time.

7. Bring buyers directly to sales.

In other words, **Net** allows customers to make purchases immediately after being informed through advertising. Before using **Net**, the most productive **“the call for purchasing”**¹⁸⁹ was through television informers that encourage viewers to call toll-free phone. However, moving customers from a non - active state (i.e., watching TV) to an active state (example, picking up the phone to call the number) is not so effective than to convince people to click on a **Net** spot, while they are aggressively, intensively and actively using it.

8. Conveys the image of being a supplier of type “Full-Service”.

For distributors and retailers, **Net** gives them easier opportunities to be a complete supplier. In contrast to the suppliers of the type **“brick –and –mortar ”**¹⁹⁰ that are often judged by the inventory at their disposal or services provided at a store, electronic commerce sites can give the

¹⁸⁸ Putting a digital product together, depending on the industry. Which is a relatively easy to define an alternative purchase.

¹⁸⁹ A computer-implemented method of remotely generating a purchase order. The method includes receiving a communication in an enterprise resource planning and generating the purchase order through a specific system.

¹⁹⁰ Bricks and mortar or B&M, in its simplest usage describes the physical presence of a building(s) or other structure. A concept usually referred to in business, which applies to the physical location for a business or organization.

illusion of possession of endless inventory responding the offers. This can be accomplished by placing the web site information on products and services, but after having been previously made arrangements with outside suppliers for the delivery of services and transportation. With such arrangements customers may feel that they are dealing with providers that offer full service, while in reality a significant proportion of the products and services are provided from other sources.

9. Lower expenses, lower costs, and better services.

Net technologies are replacing expensive methods for the transportation of goods and services and for managing information on customer's needs. Cost savings can be clearly seen with products and services that may be distributed in digital form (example, music, publishing, graphic design, etc.) where the production and transport costs are essentially removed from the cost equation. Cost cuts can be seen also in other marketing areas where the volume of customer calls can be reduced as companies create the possibility of inquiring about the product online, through services such as: **“ Knowledge Bases ”**¹⁹¹ and through responses to Frequent questions with (FAQ). People who deal with field sales may also benefit from encouraging prospects to share information about products online prior to the meet face – to - face. For business-to-business transactions, shortening the processing time and also the cost the seller can maintain a lower inventory level and in this case it can reduce other related overhead for excessive inventory.¹⁹² This may contribute to the shortening of the time they need you to explain basic information about the product and the company, and to allow more time for understanding and providing solutions to customer problems.

10. Creates a global presence.

Quelch J. A. et al in 1996¹⁹³ declared **“The Internet promises to revolutionize the dynamics of international commerce and, like the telephone and fax machine, may be a major force in the democratization of capitalism”**. Internet is a communication and distribution channel which creates some global opportunities of the introduction of the product and of the supplied services. Through a web page a local marketer may become very fast a global marketer and by performing this, enlarge the potential target market **many times more than the**

¹⁹¹ A special kind of database for knowledge management. An information repository that provides a means for information to be collected, organized, shared, searched and utilized. It can be either machine-readable or intended for human use.

¹⁹² M.Y. Kiang et al (2000). Marketing on the Internet — who can benefit from an onlinemarketing approach? Pg. 390

¹⁹³ Quelch J. A. et al (1996). The Internet and International Marketing. <http://sloanreview.mit.edu/article/the-internet-and-international-marketing/>

actual size. Differently from the times before the electronically commerce when marketing at an international level demanded more time and expenditures, the overload of files to create a web page is more than necessary to create a global presence. While the creation of a web site does not grant an international sale (it is needed much more marketing work for a site to be successful at international level), in comparison to the time before internet it offers the possibility of **a gigantic leap into the business world. Consumers may be confused if a company and its subsidiaries have several Web sites, each communicating a different format, image, message, and content.**

III. Retail Sales in the Internet: the tendency of future modern online marketing



While the number of the new internet users in USA and the number of the online buyers is increasing with one number dimensions, Marketer (2009) values that the online sales in 2009 increased with 25 %.

The young and professionals who just came out of **adolescence supported the diffusion of the internet access** with broadband, by changing the manner of online shopping and also behave of the traders who sale through Net.

The studying completed during the summer 2009's shows that the rapid diffusion of the internet access with broadband is the principal factor which lead to the sale increase in USA. Nearly 43 % of online businessmen who were included in the studying of "Internet retailer" on June 2009's mentions this premise as the principal reason of the sales increase. The improvements in the retail sales applications in the net were listed the second in the order of the supporting reasons for the sales increase (31 % of the respondent's valued them seconds). According to the Marketer evaluation, 2008 was the year when the access in the internet in broadband over passed the connection through the phone as the fast way of the internet use in USA. By the year 2009, 60 % of the internet users entered to the **Net** through the high speed connections. Round the year 2013, is expected that the user's percentage will overpass the 83 % of the internet users in USA.

The penetration of wideband in connection to the internet is widely known as the better enabler of a very of actions in

web. In October 2009 the project "**Per Internet & American Life**"¹⁹⁴, examined the distinctions through the users of internet **in** wideband and the one in narrow band, followed by a variety of actions in **Net**. The most important distinction between them was the realisation of transactions (payments) as the online bank actions, the online shopping and the online sale.

By immersing even deeper in the effects of the wideband of internet for the online retail trade, "Nielsen / **Net Ratings**" discovered that the users of the wide band have a tendency to pay much more money in the purchasing in the internet, compared to the purchaser in general and that they visit the retail selling internet page with a with greater frequency by spending more time on them. This fact is valid for many places in the world.

According to the report of **World Wide Worx**¹⁹⁵, even in South Africa Internet retail sales increased during the 2009's - with 20 %, totally less than 25 % of the increase in the year 2008's.

The online purchases in total in the South Africa this year reached R 514 million (\$ 80 million). On the other hand the increase of the online purchase has reached even the investments of the companies to be present and the online sales. According to a research of **Nielsen Media**¹⁹⁶ in Germany during the year 2009's have been invested 359 million euro in the online publishing, (+32,9 %) more than a year before. In total according to the research of Nielsen Media, were invested 359, 2 million euro in publishing in internet, different announcements with payment etc.

IV. Marketing Online. The future of the safe sale. Interactive HP4 marketing team (Grenoble-France).

Hewlett Packard¹⁹⁷ for several years is selling its products online and since at the beginning of the use of this

¹⁹⁴ Kim. Y et al (2010). *Building broadband: Strategies and policies for the developing world.*

¹⁹⁵ South Africa Internet Usage and Marketing Report. <http://www.internetworldstats.com/af/za.htm>

¹⁹⁶ Global Faces and Networked Places A Nielsen report on Social Networking's New Global Footprint (2009). http://www.nielsen.com/content/dam/corporate/us/en/newswire/uploads/2009/03/nielsen_globalfaces_mar09.pdf

¹⁹⁷ HP is an American multinational information technology corporation, that provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses, etc.

possibility, noticed that this market is presented extremely enticing. The leaders of the companies after seeing that the online selling started occupying a considerable weight over the total sales, decided to devote this practical a budged increasingly important.

The HP success in this direction did not came only thanks to the great economical opportunities that the company own, but even as reason of other methods of collaboration that HP has explored with small companies who sell computers online or with greater portals as **e – bay**. **Amazon.com**, by creating further more visibility for its products and at the same time by absorbing indirectly more visitors in account of its internet page. These visitors in a set are converted into purchaser. The online sales more likely in the nearest future will be the most used manner, to perform buying, especially in those developed countries

V. The lack of the massive use of the internet.



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A connection to the internet is very expensive for our citizen's pockets. The low number of credit cards holders, lives with the fear of abusing during the transactions performed online. Lack of a competitive offer to buy through internet. It does not exist a real virtual shop where you may realise a purchase. And the existing ones present great lacks of professionalism and accuracy, as in the case of a purchase by me personally, the commission was delayed in the distribution nearly 4 weeks.

The insufficient knowledge of importance presented by the online marketing by the Albanian and Kosovo companies, as a very efficient and economic means compared to the other kinds of promotion.

VI. The importance of being at the top of the research result.

For the online businesses who attempt to be known through the internet, it is important being in or near the top of the research list and very important to convince the researchers to visit their page. This was even the result of a recent study which shows that the users of the searching motors expect to find that what they are looking for at the first page of the results.

where the internet is present nearly in every house, office and other environment.

The Marketing Online creates the possibilities to a company that its services will be reached in every moment of the day from the potential consummator. With the facilities that offers the technology, has greater chances that the promotion will turn into a direct purchasing , without mentioning the other profits as media, the creation of a greater acknowledgment and the reduction of the potential costs. It is a disaster that the online marketing in Albania and Kosovo is not valued for its importance, because now in the world these accesses transformed into one of the most effective methods in the recognition of a brand / product / idea, etc. As much as it concerns for our countries, we judge that the problems which do make impossible for the moment of marketing online development are numerous.

Metrics for measuring marketing effectiveness

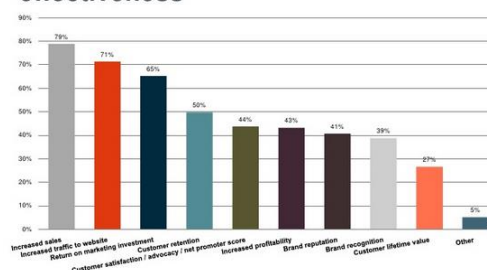


Fig.5. Metrics for measuring marketing effectiveness¹⁹⁹The studying sponsored by "Iprospect" discovers especially how the researching motors have done their best to present the proper results at the user, who have turned into a research expert, of the finding of information they need. The studying showed that 62 % of the users click over the research result of the first presented page, and also 9 from 10 such cancel a research if it results unsuccessful after being controlled the first 3 pages.

VII. The position and only the position

The marketers must be clear that if an internet page does not offer the appropriate facilities, the best would be to see for any other manner of marketing for their business. Too many businesses are now on the fifth generation of the internet pages, but every change in the design and content to make the page more interactive (works with flash) would not have so many influences in the research motors.

To be effective the marketers must make sure themselves that their companies are on the top of the results for a wide

¹⁹⁸ <http://www.skyline-marketing.co.uk/wp-content/uploads/2011/04/Search-Engine-Marketing.jpeg>

¹⁹⁹ *The Marketing Budgets 2010: Effectiveness, Measurement and Allocation Report, produced by Econsultancy and global digital marketing provider ExactTarget, looks in detail at how companies are allocating their offline and online marketing budget in 2010.*

range of researching words and not only in a term because this would enhance the possibility to be reached by the users during this process. Another finding worth for the study shows that nearly one third of users of the research motors relate the fact that the companies, the pages of which are present on the top of the searching results, offer products with the highest quality

"A high percentage of the users of the research motors attribute their research to the industry leadership to those brands which are on the top of the list and believe that they are the leaders in their fields, which gave to them even this position" - says **Mr. Robert Murray**, the President of Foundation "Iprospect".

For these reasons the problem of the brand is critical, because not only reinforces the importance of being near the top, but also highlights the necessity for collaboration through the online marketers and the one who works in the space of the brand management.

VIII. Online Marketing and Business from home

Some people pay nearly blindly to much money for advertising, but there are also those that don't have any budget for advertising and in the greater part of the cases they don't perform any advertising. Both are harmful for your business and no where to go with it from what went wrong. There are too many new and creative ways to show the products and services not so expensive, so to pay to much money for it would be much more. But if you don't have money to spend maybe you have predetermined for the business to fail as case of not advertising. In this situation people must be very careful to look for the free manners of advertising.

When you speak for advertising there are too many possibilities online and offline, which would help to spread the word over the internet page and your product and you, would increase the traffic and the incomes as reason of that.

Conclusion:

We think that the building of the modern online marketing in our countries with programmes based on market demand has raised the economic profile of our country. In addition to providing employment to the local population, the Program of Marketing Online has provided opportunity for skill building with Top IT industries staff. Together with the project and the need to provide ongoing support for public enterprises, the education system aims to attract ICT graduates and professionals into the workforce.

Benefits to provincial education in the schools, educators are discovering greater opportunities for teaching and

learning that is afforded by the technology. The technology makes it easier for teachers to teach and students to learn and interact with their teachers. Students are motivated to get engaged in the learning process. For teachers, technology enablement has improved the way they teach. Teachers do not simply present information, but become facilitators to the natural inquisitive learning desires of their students. The learning experience is becoming more student centered and project focused – a departure from the passive learning methods.

Enabled by the technology, young students are taking a more active part in their own learning experience, exploring the world around them through the internet, the using the tools of technology that will serve them well in the future. Finally, the use of classmate PC's in the classroom will have a positive impact on the critical thinking, communication and "digital literacy skills of students".

The result of research in this paper presents that this educational transformation project is a major step by our education system to infuse technology into the core of teaching and learning in Albania and Kosovo. Besides providing access to technology and the means to prepare their students to acquire 21st century skills, our education system, also sees this as an opportunity to build up our economy through the employment of many ICT graduates to help with ongoing training and support for the project to supply for the classmate PCs. This project is currently under way and as development continues over the next 2 to 3 years, ongoing collaboration between the industry and other sector enterprises will surely see more opportunities opening up for our economy prosperity.

Finally building our network of digital ecosystems is long-term vision and through an integrated approaches able to exploit all available financial means and instruments and all the potential synergies. A digital ecosystem implementation plan could be build upon existing community programmes aimed at the research, at the regional innovation, at the specific needs of small organizations and local communities. The initial step could be the creation of a consensus among a community of players which refines and improves the concept and the vision, builds large community, identifies the initial enabling technologies (subject to continuous evolution), identifies the business sector and geographical areas which will act as initial nodes of innovation and tested.

The problem is that the various companies, the enterprises or every kind of business, yet had not understand that they must have a imperative website, initially the aim is their presentation as a company, then what do they present as a service, and the last thing that they must have aside from these two things is a command /purchasing /subscription manner in their website. To have online marketing must be an concerned activity for the company (or at least online existence) because, otherwise there is no sense of successful operation.

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An example as a society in north some banner in the website which is frequented, we as a normal clients will go to click, for us to withdraw as a potential purchasing banner must send an offer of the company, or at the normal website, if banners is simply a place were was written the name, the address and phone number simply to show that exists as a company, personally it does not seem so interest to us, and we would not bother to make a phone call or to go and look at it.

All this to say that the problem comes from the companies or marketing team of a company.

If the companies did not managed to understand the importance or to advance the concept of the online sale, or simply the fact of their online existence, marketing online in Albania and Kosovo will never see the brilliance it already has in other countries.

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