

**Web-marketing and electronic marketing: new challenges for  
the Company / Customer relationship****BOURI NASSIMA**Oran Graduate School of Economics (Algeria), [nassimabouri@rocketmail.com](mailto:nassimabouri@rocketmail.com)**Received:** 14/07/2023**Accepted:** 27/12/2023**Published:** 30/12/2023**Abstract:**

The purpose of the article is to explain the interests and challenges of the “Marketing Communication” function, which represents a means of creating added value to the various main economic players in commercial and marketing activities: companies, investors, customers, suppliers, financial and banking institutions, and the media. Communication is therefore an essential aspect of marketing, which complements the strategic work of marketing. The aim of the work is to clarify the difference and the relationship between communication and marketing, it emphasizes the tools and issues of marketing communication, the typologies of communication, the issues, the levers, and the management of "marketing" which allow communication and commercial transactions on the Internet to be promoted and an offer (products or services or ideas) to be promoted using information and communication technologies and the Internet economy.

**Keywords:** Marketing, Marketing mix, Communication, E-marketing, Web-marketing.

**JEL Classification:** M31, H44, D83, M31, L63.

## 1. Introduction:

Marketing has been one of the activities most "affected" by the development of information and communication technologies and more particularly of the internet economy. Today, E-marketing has become a full-fledged business.

Commonly structured around one or more websites (portal site), web-marketing develops and uses multimedia tools (advertising banner, e-card, newsletter, video, animated film, etc.) and puts into practice a certain number of techniques and methods (SEO optimization, purchasing, mailing, behavioral monitoring study, etc.) to get a message across, sell a product, a service or simply build loyalty among targeted categories of Internet users”.

E-marketing is a means of creating added value for the various economic players: companies, investors, customers, suppliers, financial and banking institutions and the media. More detailed product information helps customers in the purchasing decision process. E-marketing refers to the activities undertaken by a business to promote the purchase or sale of a product or service via the internet. The marketing function includes advertising, sales, after-sales services and the delivery of products to consumers or other businesses.

Therefore, the terms Internet marketing, e-marketing and interactive marketing relate directly to the use of the Internet and related technologies to achieve marketing goals and objectives. Indeed, this tool is an extraordinary means available to marketers. Indeed, it offers very interesting tailor-made features for marketing managers. So, it is important today for every business to have an e-marketing strategy to face the fierce competition in the market. The purpose of this paper is to shed light on the various theoretical and empirical aspects relating to the subject, based on previous studies and research carried out in this context.

## 2. The “Marketing” concept: literature review

"Marketing is the economic function of the company based on a set of actions, procedures and managerial approaches which, in a market economy assuming pure and perfect competition, have the main objective of creating, anticipating, forecasting, studying or to observe, coordinate, direct and stimulate, arouse, improve or renew the desires of consumers in such and such a category of products and services. Marketing is thus an activity which makes it possible to achieve the continuous and rational adaptation of the production apparatus and the commercial apparatus of a company to the thus predetermined and studied desires of consumers, while respecting the general interest of society in his outfit»

### **2.1. Official definition of Marketing or Merchandising defined in the French OJ of April 2, 1987 "**

All the actions which have as their object to foresee or to note and, where appropriate, to stimulate, arouse or renew the needs of the consumer, in a given category of products or services, and to carry out the continuous adaptation of the device productive and commercial apparatus of an enterprise with the needs thus determined ”.

### **2.2. Synthetic definition**

Marketing is an ancient management discipline that has its origins in the awareness of a business's dependence on the market. Discipline that the practice of organizations has changed over time. The modern concept of marketing can be understood in two ways. First through the evolution of different conceptions of the company and then more analytically, from the study of its content. Marketing is the implementation on a scientific basis of all the activities that contribute in a company to create, promote and profitably distribute products or services in order to satisfy the present or future demand of consumers.

- On reading this definition, three fundamental functions of marketing have been drawn:

- The business anticipates demand for goods and services.
- It integrates its functions in the pursuit of consumer-oriented objectives.
- It bases its policy of growth, stability and profit on the idea of meeting the needs of consumers.

Marketing considers demand instead of supply. It is the dynamic set of all commercial activities carried out by the company from the birth of the need to after-sales service, including the design, promotion, advertising and distribution of the product. Marketing has the ultimate goal of meeting the current and future needs of consumers and the profitability of the business. The marketing concept implies that the management of the company accepts that any decision be made in light of the needs of the ultimate destroyer and not of their own. Marketing is also a mindset that should be ubiquitous in the business and not confined to one management. It must permeate the entire business. Every direction, department or department of the company must take. The concept of marketing is a way of managing the exchanges that take place between the company and its environment, more specifically the market.

### **3. Marketing management**

Marketing management is the art and science of choosing your target markets, then creating, attracting, retaining and developing customers by creating, providing and communicating superior value to your customers. Marketing researchers summarized marketing management into five main options as follows:

### 3.1. Production option

This option is based on the assumption that the consumer prefers products that are readily available at affordable prices, which prompts the company to set the following objectives:

- Make good products at affordable prices.
- Consumers want to buy a product, not solve a problem.
- Consumers are aware of other competing products.
- Consumers take account of value for money.

### 3.2. Product option

This approach assumes that consumers will choose products offering the best quality and presenting innovative characteristics. This perspective is based on the following principles:

- The Company devotes its efforts to the continuous improvement of its products.
- Consumers are looking for quality products at affordable prices.
- The company is required to improve its manufacturing processes and its distribution network.
- Consumers are loyal.

### 3.3. Put option

This approach is based on the assumption that consumers will not buy the product enough if the company makes significant efforts to stimulate their interests. It is based on the following principles:

- The Company must sell the products in sufficient quantity.
- Consumers can be encouraged to buy through sales techniques. And the company hopes customers will buy again and also targets potential customers.

### 3.4. Marketing lens

From this perspective, for a business to achieve its goals, it must first serve the needs and wants of the "target" market before implementing an action plan to meet it.

### 3.5. Societal optic

The societal marketing optic presupposes that the main task of the company is to determine the needs and wants of the market and to satisfy them in a more efficient way than the competitors while presenting and improving the well-being of the consumer and of society as a whole.

## 4. The Marketing approach

Marketing can be defined as the bringing together of all the tools and methods used to create, recreate or elicit needs in the consumer. Marketing has two complementary and interdependent phases which are:

- **Strategic marketing**, which represents the theoretical aspect.

- **Operational marketing**, which represents the practical aspect, needs the tools to achieve this strategy, which is concrete.

#### 4.1. Strategic marketing

Strategic marketing: it is strategic thinking after having analyzed the entire market, that is to say carrying out a SWOT or using the PESTEL method, to make a diagnosis of the global market and the company in question.

#### 4.2. Operational marketing

During the various stages concerning operational marketing, the authors identify two main stages:

- **The action phase:** uses the Marketing Mix or the 4 Ps methods: -Product -Price -Place (distribution) -Advertising (communication).
- **The control phase:** makes it possible to check whether the objectives have been reached or exceeded, and thus to evaluate the performance of the company.

### 5. The difference between marketing and communication

The word comes from the English word "Market" which means market. This area deals with everything that relates to analyzing the market to meet its expectations and master it. This is an approach that begins with market research (definition of customer segments, positioning, targeting), continues with planning through a marketing plan (allocated budget, scheduling over time) and ends with a concrete application on the market materialized by the marketing mix (Desroches. F, [2016]).

The marketing mix aims to boost sales and achieve the objectives expected by the company by implementing actions that affect different aspects: product, price, place (distribution) and promotion (communication).

#### 5.1. Difference

Communication takes place via communication channels (press, media, internet, etc.). The basic principle of communication strategy is to find the best combination of communication channels to achieve marketing goals. Like marketing, it requires concrete planning a communication plan (budget, schedule, targets, etc.).

#### 5.2. Relationship between the Communication and marketing

After choosing the target (or target customer segment), defining the characteristics of the products and the messages to be conveyed, communication takes place to corroborate the marketing orientations of a company. "Communication is therefore an essential aspect of marketing, in other words the promotion part of marketing" but the latter is not limited only to communication. For example, a person who has taken training in marketing can then specialize in communication.

A marketing agency can develop a company's communications strategy just as it can entrust it to a communications agency. On the other hand, a communications agency is

not able to deliver marketing-related services (market research, marketing strategy advice, product studies, competition research, etc.) to a company. It is defined as the set of means deployed to convey information to someone. Communication is a marketing tool.

## **6. The shift to e-marketing**

Therefore, the terms "Internet marketing", "e-marketing" and "interactive marketing" are directly related to the use of the Internet and related technologies to achieve marketing goals and objectives. - "E-marketing" is therefore a managerial tool based on social media, and thus an extraordinary means available to marketers. Indeed, it offers very interesting tailor-made features for marketing managers. So, it is important today for every business to have an e-marketing strategy to face the fierce competition in the market.

- "E-marketing" is a generic term used for a wide range of activities - advertising, customer communications, branding, loyalty programs, etc. - using the Internet. E-marketing focuses on online communications, direct dialogue with consumers who thus participate in creating new products and finding effective methods to gain customer loyalty and facilitate their business process. E-marketing is the sum of the activities of a company done with the aim of finding, attracting, winning and retaining customers"(Ettabli. S, Frouni. S, Arhda. Y, [2010]).

Electronic marketing compared to traditional marketing Electronic marketing, as we have just seen, can be defined as all the means aimed at promoting an offer (product & / or services & / or idea) using Internet technologies. E-marketing helps promote communication and transactions on the Internet. Its scope is twofold: Construction and optimization of websites that meet the expectations of the targeted targets;

- Generation of qualified traffic through search engines, advertising or direct marketing on the Internet;
- In the classic Marketing approach, E-marketing contributes to a real paradigm shift in this discipline: Marketing focused on the customer;
- While classic Marketing is completely focused on the offer, E-marketing is largely customer-oriented, this is due to the tremendous possibilities offered by new information and communication technologies.

## **7. E marketing and cyber-marketing**

- The latter appears for the first time in a work by Len Keeler in which he offers a relatively broad definition: "Cyber-marketing means: using the power of online networks, computer communications, and digital interactive media to reach your marketing objectives". He explains the origin of the term by recalling that the prefix "cyber" refers to cyber-netics, while stressing that this term evokes for the general public cyberspace and the virtual worlds born from the fusion of information technology and telecommunications. Cyber-marketing is therefore, according to Keeler, the marketing of cyberspace.

## 8. Objectives of E-marketing

We can summarize the objectives of E-marketing in the following main points: The creation, differentiation and effective analysis of target customers on the Internet and the establishment of effective communication with online customers to better understand their needs its relevance and results and the relevance of its “Axes and supports” actions through statistical controls;

- The identification and evaluation of the different forms of access to the site and the various hosting offers, as well as solutions and specialized service providers for the implementation of a site with its main positioning elements (databases , secure payment system, ergonomics and multimedia interface "image, sound, video, streaming, etc.), Steering and coordination of the implementation actions of the various partners for the creation, updating and control of the site ( audit of the existing site);
- Optimization of distribution and logistics networks for merchant sites and secure payment and billing systems, as well as Control and identification of the most effective promotion techniques to generate traffic (sponsorship, affiliation, e- publicing, e-mailing ..);
- The study of the Internet user and the personalization of web pages and product and service offers to build customer loyalty through a personalized approach.

## 9. The Benefits of the "Electronic Marketing" Action Plan

### 9.1. Low-cost, long-lasting marketing strategy

- Internet has become the information highway for the buyer. Most people prefer the online transactions that the Internet can offer. As a result, the Internet has become the most successful sales tool.
- Internet promotion offers cost-effective solutions for small businesses to expand their products and distribution networks. For example, the use of portals can help create new sales logistics channels, or provide better and faster access to products.
- Compared to other forms of marketing, Internet promotion has the advantage of budget and storage cost reductions, compared to the printing of brochures, the production of television or radio advertisements, or the control of a call center. It represents a fast and profitable solution to penetrate the markets.

### 9.2. Market penetration

- With millions of people using the Internet to research a product or service, small businesses can enter other markets at a fraction of the cost of traditional methods. - The websites act as a second showcase for the company, accessible 24 hours a day. Internet promotion gives companies greater visibility, thereby creating more opportunities to increase the number of customers, at a relatively low cost. Never has it been so easy for a new business to be able to reach literally millions of potential customers, and set itself up for success, without the need for expensive infrastructure or overwhelming marketing costs. Thanks to the Internet, new businesses can become popular almost overnight.

### **9.3. Low Cost, Instant Communication**

- Email makes communication instantaneous, whether the customer or the subsidiary is on the sidewalk opposite or on the other side of the world. It makes it easier for customers to maintain contact and also makes repeat buying easier.
- An online strategy can therefore really save you money and turn your small business into a profit-generating machine. The result is that the small business can gain a significant competitive advantage in any given market.
- Many online businesses have therefore resorted to blogs, instant ads (ADS) and other marketing tools and let customers know about their new products or services, or provide information about their business.

The advantages of this strategy are twofold. The company can increase its image and brand awareness for new products on the market, while strengthening its relationship with its customers thanks to reduced communication time.

### **9.4. The content is timeless**

- Internet promotion also has the advantage of lasting over time. Considering that attending a trade show or conference loses its sales impact once it is over, and that a newspaper advertisement can quickly lose value 1 or 2 days after it appears or until the next issue, Internet promotion is timeless. Regardless of the dates and sometimes the prices, the content of your site remains valid for several years after it is put online.
- Real-time statistics to measure the impact of promotional campaigns: One of the most significant advantages of Internet promotion is that its success is measurable. Marketers can use tools that provide real-time statistics on unique visitors, repeat visits, ad click-through rate (CTR), etc., allowing them to evaluate a promotional campaign. This allows marketers to determine what works for their particular market and to make timely changes in their marketing strategies.

## **10. The disadvantages and perverse effects of "e-marketing"**

### **10.1. Difficulty attracting prospects**

- The small business may not have the budget to conduct paid directory listing campaigns, pay-per-click advertising campaigns. Nor can it exclusively rely on SEO (Search Engine Optimization) or word of mouth to bring traffic to its site. With millions of other businesses selling the same product or service, competing with more companies can be frustrating and costly for the small business.
- On the other hand, larger companies can afford to do promotions, pay for inclusion in directories, pay-per-click campaigns, or any other internet marketing method that can drive traffic.

### **10.2. Difficulty in assessing the legitimacy of the transaction**

- Another notable drawback in online promotion is that it can be difficult for site owners and consumers alike to assess the legitimacy of a transaction.



- Small businesses are particularly vulnerable to thieves who use stolen credit cards to make purchases online. Small businesses are forced, in order not to finance costly security measures, to deal with the risk of fraudulent transactions.
- The seller and the buyer are isolated: another disadvantage is the isolation of the buyer and the seller. There is little contact before and after the sale takes place. Thus, the prospect of repeat sales may be diminished. Entrepreneurs are forced to adopt sales strategies to bring the customer back to their site.
- It turns out that the advantages of Internet promotion far outweigh the disadvantages.
- With the proper knowledge, entrepreneurs can profit from Internet promotion, especially small business managers. Increasingly, the development of the Internet, its efficiency, ease and accessibility for customers is indisputable. The small business must be well advised to develop its internet promotion strategy in order to improve its online competitiveness.

### 10.3. Perverse effects of the digital economy on economic and marketing activities

#### Social Disconnect

People increasingly tend to socialize and communicate through digital devices rather than through physical contact. This can easily lead to feelings of disconnection and isolation. Human beings have evolved over millennia to have real contact, taking it away is a bad idea. Studies have suggested that the lack of real contact causes depression and other forms of mental illness in many people.

- **Plagiarism and Copyright:** Digital media is remarkably easy to copy and reproduce. Copyright laws are increasingly difficult to enforce, as the music and film industries have found out the hard way. It is exclusive: Micro-enterprises that do not have the necessary financial means cannot migrate to this tool. Hence the difficulty in attracting potential prospects. This is what develops the risks of frustration linked to unfair competition and monopoly.
- **Work overload:** Many modern workers spend their days trying to keep up with all the latest in technology for one thing. And on the other hand, they spend their time organizing the large amount of digital data acquired in some jobs, such as meeting minutes, training videos, photographs, reports can also be a huge headache.
- **The risk of cybercrime:** Digital technology means that large amounts of data can be collected and stored. This can be private information about individuals or organizations. It can be very difficult to keep this data safe. A single breach can mean large amounts of private information in the hands of criminals, terrorists, foreign enemies or other malicious entities (stolen credit or bank cards, hacking into another user's account number, use of false identities, piracy of cinema tickets sold in theaters, etc.).

- **Crime and Terrorism:** The Internet is fertile ground for malicious forces, thanks to its global nature, large scale and relative anonymity that users can enjoy.
- **The risk of reduction or destruction of jobs in certain sectors of activity:** (case of the arrival of the robot and IT).
- **Complexity:** Using modern appliances, machines, phones, and cars can involve all sorts of complicated settings that can cost time and money.
- **Depersonalization:** Society continues to depersonalize as digitized machines replace humans. People shop online, bank online, pay bills online and increasingly work online. Transportation is also expected to be automated, which will result in the absence of drivers and delivery vehicles.

## 11. Conclusion

- The vast majority of companies are users of digital products, and thus as actors who participate in defining the standards and platforms on which digital products and cross-border trade are exploited and used. - Countries in which companies act as platform developers and managers of digital technologies are those that reap the most benefits from the digital economy, i.e. better long-term growth prospects, productivity effects and competitiveness. Their populations and businesses are the ones that benefit the most from the indirect effects of their richer, more open and innovative environment. Indeed, companies such as Google, Amazon, Apple, Microsoft, Facebook, Baidu, Alibaba, SAP, PayPal, AT&T, Uber, Tencent, Cisco, Oracle, Huawei, Siemens and others are developing platforms and devices digital. These companies operate according to predefined standards within a given framework. Shortening technology lifecycles and network and platform effects establishes a highly asymmetric “win-win” model in which “superstars” retain competitive advantages, keeping them well ahead of users of digital products.

Marketing represents the bringing together of all the means, tools and all methods used to create, recreate or elicit and renew the current and future needs of consumers and the profitability of the business. - Marketing comprises two complementary and interdependent phases which are: strategic marketing, which represents the theoretical aspect, and operational marketing which complements it by putting in place all the tools to set up and execute this strategy, which is made concrete.

We can summarize the potential benefits of "E-marketing" in saving time and reducing prices when using the Internet in the sales operations of products and services: Increasing communication with the target market using easily accessible techniques: interactive website, email newsletters, online surveys, web diary and focus groups by selling the product or service online gives;

- Obtaining immediate feedback with lower cost to customers;
- Traditional print advertising is expensive and only effective in the short term;

- The acceptability of costs and prices of online sales techniques (website, banner advertising and email), and the ability to immediately update electronic marketing information;
- “The existence of a large communications network is a tool to aid in the most important markets.

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