Publisher's Note

Everything you need to know about marketing is addressed in this comprehensive introduction: strategies, principles, issues, and key ideas. *Principles of Business: Marketing* is the third of a six-volume series covering important topics in business. Titles already published in the *Principles of Business* series are *Finance* (2017) and *Management* (2017). Forthcoming titles are *Entrepreneurship* (2017), *Economics* (2018), and *Accounting* (2018). The set introduces students and researchers to the fundamentals of business with brief but comprehensive articles written in easy-to-understand language. We hope that these books will become your go-to resource for information on these important and far-reaching topics.

The entries in this volume are arranged in an A to Z order, from "Advertising Campaigns" to "Value-Based Strategies for Business Marketing," making it easy to find the topic of interest. The entries are written in a uniform format:

- an *abstract* gives a brief introduction to the topic;
- an *overview* presents key terms and concepts;
- a clear, concise *presentation of the topic* includes a discussion of applications and issues;
- a helpful list of *further reading* appears at the end of every article.

Added features include helpful illustrations and diagrams of relevant topics. The back matter in *Principles of Business: Marketing* contains a thorough and valuable glossary of terms as well as an index.

Salem Press extends its appreciation to all involved in the development and production of this work. The signed entries have all been written by scholars and experts in business. Without these expert contributions, a project of this nature would not be possible. A full list of contributor's names and affiliations follows this Note. *Principles of Business: Marketing* is available in print and as an e-book.

INTRODUCTION

For most people, the first thing that comes to mind when the subject of marketing comes up is advertising, in forms such as television commercials, newspaper inserts, or billboards on the side of the road. Modern society has become so permeated by advertising that it is not difficult to conjure up numerous examples. However, important as it is, there is more to the field of marketing than finding new ways to draw consumer attention to products. Ultimately, marketing is about managing relationships between providers of products and services and those who purchase and/or consume those products.

Marketing is concerned with a particular type of relationship called an exchange relationship. This may sound like an abstract concept, but its definition is a straightforward one. An exchange relationship is one in which two or more parties voluntarily exchange products, services, or units of value such as currency. The place, whether physical or virtual, where these exchanges occur is the market, so the act of managing the exchanges is known as marketing.

More specifically, marketing seeks to encourage particular types of exchanges to encourage exchanges involving particular parties or both (Kurtin, 2016). For example, if the state of California launches an advertising campaign to encourage people in other parts of the world to visit California on their vacations, this would be encouragement of a particular type of exchange: tourism, in which consumers spend money in exchange for memorable experiences. If, instead, a hotel chain with locations throughout California created a commercial to encourage people to come and stay at its hotels, this would be an example of encouraging an exchange involving a particular party, the hotel chain. In the first case, the goal is to get tourists to come to the state and spend money, while in the second case the goal is to get tourists to come to a specific hotel chain and pay to stay there.

Many people assume that marketing always involves getting people to spend money. However, marketing is often performed by nonprofit organizations, governments, and other entities wishing to spread their messages without necessarily implicating a purchase of some kind. A government might, for example, wish to use marketing to remind people to vote in upcoming elections or to file their taxes on time. Similarly, a nonprofit organization might market itself to raise awareness in the community about who the organization is and what it does (Wendt, Griesbaum & Kölle, 2016).

MARKETING ORIENTATIONS

There are different approaches or orientations that may be taken to marketing, and marketers may have reasons to prefer one orientation over the others. To some extent, the different orientations are concerned with different phases of the product life cycle.

Product Orientation. The most straightforward marketing orientation is a product orientation. When an organization has a product orientation for its marketing, its focus is on making sure that the product being produced is consistently of high quality. Product orientation reached its height during the 1950s and 1960s, and is based on an assumption that consumers do not really need to be convinced to purchase the product. As long as the product is high in quality, then people will seek it out and purchase it. This type of marketing orientation tends to be observed more frequently during periods of economic prosperity and expansion, when consumers have money to spend and producers can rely upon large numbers of people wanting to have the latest and most highly regarded items available for purchase, with little or no convincing necessary (Zwick & Bradshaw, 2016).

Customer-Oriented Marketing. A more contemporary orientation to marketing is customer-oriented marketing. Instead of focusing on the product and assuming people will want to buy it, a customer-oriented approach begins by trying to figure out what consumers want. This process involves the identification of gaps in the marketplace. To identify these gaps, organizations conduct market research, collecting information from consumers through surveys, interviews, focus groups, observations, and other methods. The information is then used in the research and development process to design new products or services that will fulfill consumers' unmet needs. Developing products in this fashion can take months or even years, as prototypes are built, tested, refined, and tested again, and then piloted in the

market to see how consumers respond to them.

If the response is favorable, then the product may go into production. At this time, marketing efforts will ramp up to make consumers aware of the new product and its features. The customer orientation is a much more labor intensive marketing approach. The hope is that by more closely studying consumer desires, sales figures will be much higher than they otherwise would be, because the final product will more closely resemble what consumers feel that they need in their lives. This approach tends to be employed by larger organizations because they are more likely to have the resources needed to support market research campaigns.

Relationship Marketing. The trend in marketing over the last few decades has been to shift the focus from the product to the sales process. Companies that use the relationship-marketing approach view a sale not as the end of the company's interaction with the customer, but as the beginning. Relationship marketing doesn't focus so much on individual products and purchases, but seeks to build feelings of loyalty and identity.

This approach can require companies to expand their customer support resources so that when there are issues with products, customers do not feel that the company was only interested in taking their money. It can also affect the behavior of sales teams. For example, sales staff may be instructed to focus less on making the sale and more on listening to the customer and helping them figure out what they need, even when that turns out to be a product or service that the company does not offer (Metcalf, Neill, Simon, Dobson & Davis, 2016).

The Internet and Marketing

Marketing has undergone a significant transformation with the advent of the Internet. The Internet has provided myriad new communication platforms that companies may use to reach out to their customers.

E-Mail Marketing. One of these platforms is e-mail, which companies use regularly to inform customers about new products, sales, and other developments. Often, however, these messages are unsolicited and are being sent to a huge list of people in the hope that a small percentage will respond. Most consider these unsolicited sales e-mails to be junk, or "spam,"

and the proliferation of junk e-mail has given rise to a whole industry of software developers, marketers, and salespeople who offer customers e-mail filtering software to help them avoid receiving so much spam (Grundy, Bero & Malone, 2016).

Pay-per-Click. Many social network applications derive a significant amount of their financial support from advertising messages displayed to users. Many of the advertisements placed on social networks by marketing teams are set up on a pay-per-click basis, meaning that each time a user clicks on an ad to find out more about it, the company that paid for the advertisement pays the marketing company a small amount of money, which is shared with the social network site as well. (In some cases the money is paid directly to the social network).

The pay-per-click revenue model works because of the huge numbers of people that participate in social networks (Jiang, Ramkissoon & Mavondo, 2016). If even one out of every thousand users of the social network decides to click an ad, income can amount to millions of dollars per year. Marketing teams are often drawn to this type of online advertising because it has the potential to reach such a large audience. Anyone on Earth with an Internet connection becomes a part of the audience for the advertisement, meaning that the ad is highly cost effective.

SEO Optimization. Marketing online has also created some new career options for those with technical skills, through the creation of the field of search engine optimization (SEO) under the broader umbrella of marketing. SEO is the process of configuring a website so that search engines such as Google and Yahoo will give that web page greater relevance, and therefore a higher ranking, when they index it (Ahmed, 2016). These days, people all over the world perform millions of searches every day, many of them looking for information that marketers would like to connect them with. In many cases, a user will search for a generic product to solve a particular problem. They do not have a specific brand or manufacturer in mind but simply want something that will "get rid of grey hair," or "clean hardwood floors." When these types of searches are entered into an online search engine, there are many different websites that the search engine could choose to display. Those sites that have been optimized by a specialist for SEO will

be placed higher in the list of results, meaning that users will see them first and are therefore more likely to click on them.

CONCLUSION: THE FUTURE OF MARKETING

Online marketing reaches an enormous population by relying on statistics and the law of averages to get people to click. Under this approach, marketers usually see inquiries from only a tiny segment of the population that received the ad. Yet, because so little effort had to be expended to obtain those inquiries, the marketing effort is perceived to be a success.

For many years, the emphasis was for companies to focus their attention on the product and on the consumer. The general idea was to better understand what people wanted and thereby gain an advantage by designing products better suited to people's desires. SEO, pay-per-click ads, and e-mail solicitations, however, work differently. They use an approach that has been likened to a fisherman casting a wide net. No one knows for sure for how long this type of marketing will remain sustainable, but some observers think that the returns produced by Internet ads will diminish as users become less tolerant of the distraction of online marketing.

—Scott Zimmer, J.D.

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D

DIRECT E-MARKETING

ABSTRACT

Advances in Internet technology and use have created a new channel for businesses to market their goods and services. E-marketing is an evolving discipline in which the Internet is used as the medium for a business's marketing efforts, such as selling goods and services or collecting information about the needs and desires of potential customers. E-marketing can include pay-per-click advertising, banner ads, mass emailings, websites, blogging, and social media. Many tools are available to help businesses increase the traffic to their websites and provide information about the users who view them. However, as these tools allow more and more data to be collected about the user, there is an increasing need to develop enforceable guidelines that balance the needs of the business with the privacy needs of the user.

OVERVIEW

What Is Direct Marketing?

In 1989, the movie *Field of Dreams* introduced the saying, "if you build it, he will come." Although a great tag line in conversation, in the marketing discipline this philosophy has little relevance. Merely having a great product is usually not sufficient to ensure its success in the marketplace. The target market must know that the product or service is available, what customer need the product or service fulfills, and how the product or service is superior to or a better investment than the products or services offered by competitors. To do this, a company needs to market, whether through such activities as simple word of mouth or through major multichannel marketing campaigns; or anything in between.

Direct marketing is a customer relationship management strategy in which the provider of the product or service delivers the promotional message directly to potential customers on a one-to-one basis rather than through the use of mass media. Direct marketing is often a part of a business's marketing mix, or the combination of product, price, place, and promotion that is used to get a product into the hands of the consumer. One of the primary tasks of the marketing function with an organization is to optimize the mix to best position the product for success in the marketplace. With the advent of the Internet, the strategic marketing plans of many businesses have been expanded to include the channel of electronic marketing (e-marketing).

E-Marketing

E-marketing is a relatively new and evolving discipline in which the Internet is used as the medium for a company or an organization's marketing efforts to sell goods and services as well as to collect information about the needs and desires of potential customers. E-marketing can include pay-per-click advertising, banner ads, mass emailings, websites, blogging, and social media.

Using Email

Perhaps the most obvious approach to electronic marketing is through email. In theory, the marketing of a product or service through this channel is simple: Just send out email advertisements to every potential consumer that can be identified, usually from a list purchased through a third party, to increase the exposure of the business's goods or services. Unlike sending out hard-copy advertisements, this approach does not incur an expense for each additional person contacted. Emails can be sent announcing upcoming sales or other promotional events, distributing online coupons for recipients (typically for ordering over the Internet, also called e-commerce), or with electronic newsletters that include short articles of interest to readers, updates on the business's projects and programs, and links to the business's website or blog.

However, for many reasons, this approach is often neither usable nor viable. As the use of the Internet has grown (making it a more attractive medium for marketing), so has its misuse. Mass unsolicited emails (i.e., spam) are often used by cybercriminals to spread computer viruses and spyware. Even when emails are harmless and sent with the best of intentions, if unsolicited, they are likely to be viewed as nuisances by the recipient. According to a 2013 report from IT security firm Kaspersky Lab, about 69.6 percent of emails sent that year were spam (Gudkova, 2014). Further, 3.2 percent of emails contained some sort of malicious attachment. Based on the influx of spam into our daily email boxes, there is no evidence to believe that this trend will reverse. To reduce the amount of spam received, most email software and Web-based email, such as Google Mail, include spam filters to block the most obvious cases of spam. This means that even well-meaning marketing emails may fail to get through to their intended recipients if the latter did not request them.

FURTHER INSIGHTS
Direct marketing on the Internet has become increasingly complicated. Typically, it is important to most businesses to have a website or other Internet presence to be competitive. No matter how well designed, however, a passive website is unlikely to bring in much new business. To be effective, a website needs to be well designed, and potential customers need to know about it and visit it. Fortunately, for those businesses trying to market their goods and services, there are tools available to help them identify who is actually interested in their offerings and to drive them to their websites.

Search-Engine Marketing
One approach to improving an organization's return on investment for marketing activities is to attempt to drive traffic from search engines to the website based on the words input by the user. Search-engine marketing targets potential customers on the Internet who input specified keywords into a search engine that then directs them to the business's website. Search-engine marketing tools include paid ads (typically with hyperlinks) on the results pages of search engines, and search-engine optimization. Banner ads are a type of Internet advertising that can be used in this way. These ads may be placed on search results pages or on the websites of related but noncompeting organizations. Banner ads, as the name suggests, are spread across the top of a website and direct viewers to the business's website through the use of a hyperlink.

Many websites and search-engine results pages also sell space for the inclusion of other hyperlinked ads. Like physical advertising, online advertisements can be purchased in a number of different ways, including as a onetime advertisement for a set period of time (e.g., one week, three months). A novel approach enabled by Internet technology is the pay per click ad. Payment to the host page for this type of ad

is not based on the time that the ad is posted on the site, but by the amount of traffic that the ad actually drives to the business's site. The business purchasing the ad only pays the host for the times that a user is redirected to the business's website by clicking on the hyperlink in the ad.

Search-Engine Optimization
Another way to help drive traffic to one's website is to increase the probability that a search engine will include the business's site in its results-page listings for desired keywords and place the site prominently in the results pages. This approach is called search-engine optimization. Search-engine optimization includes such techniques as adjusting the content of the website to distinguish it from similar websites, correctly indexing the website, using the best keywords to describe the website, and ensuring that the content of the website is unique. There are a number of free online tools available to optimize one's results in search engines. These software tools help determine what words and phrases are most likely to be used by potential customers searching for the goods or services offered by a given business so that these can be included in the website design. Online tools are also available for helping to determine whether or not too many keywords are included; in which case a website may be banned from desirable search engines (Solomon, 2010).

Google
One of the best known search engines is Google. In addition to allowing users to perform keyword searches, Google also offers a suite of tools to help website designers and marketers optimize the effectiveness of their websites. One of the best known tools for helping a business understand the traffic on its website and the effectiveness of its online marketing strategy is Google Analytics (http://www.google.com/analytics/). This free service helps marketers better understand what kind of person is visiting the business's website. Google Analytics summarizes key metrics about how the site is used by visitors and the keywords they used to get there. In addition, Google Insights for Search helps marketers determine which keywords can optimize the number of visitors to their website. Google Display Planner is a tool to help marketers determine the best websites to place their ads.

Cookies & Web Bugs
Although search-engine optimization and web analytics tools can help marketers be more active in marketing efforts through their websites, other, more proactive tools exist, including cookies and web bugs. These tools help marketers capture data regarding how the website is used or how a viewer responds to an email advertisement. These data can then be mined to better understand the effectiveness of the site and improve its performance. Cookies are small, unique text files created by a website and sent to the user's hard drive to record a user's activities on the site (Harding, Reed, & Gray, 2001). Web bugs (also referred to as Web beacons, pixel tags, or clear GIFs) are images included on a website that track the activity on the site. While simultaneously retrieving an image for display on the screen, the beacon also transmits information back to the site (e.g., browser used to retrieve the image, IP address of the viewer's computer, when and for how long the image was viewed). Turning off cookies on the viewer's computer can prevent personal information from being transmitted. However, nonpersonal information will still be transmitted back to the website or third-party monitor of the beacon.

According to Harding, Reed, and Gray (2001), when a user returns to a website, the cookie passes information back to the server concerning the user's activities on the site. This allows the business to target ads to the interests of the user, prevent repetitive ads, and get a higher "click-through" rate. Web bugs have a wider goal and track the number of people in various regions that have accessed the website. This allows a business to manage its website to optimize the content for the users it attracts. Web bugs also allow businesses to build personal profiles of individuals and the sites they have visited. Through data mining, the business can better focus advertising to that user. When web bugs are included in emails, they can be used to not only determine when an email was viewed but also provide the business with the IP address of the viewer even if the viewer does not want to give out that information. Web bugs in emails can also provide the business with information on how often an email was forwarded and read. This information can help marketers gauge the effectiveness of their marketing campaign.

ISSUES

Privacy Concerns

Although technology currently exists that allows the collection of data to better focus online marketing efforts and reach larger numbers of potential customers at lesser cost than ever before, many question how appropriate—or even ethical—such approaches are. As advances in technology continue to support the collection of increasing amounts of personal information, users are increasingly becoming concerned about privacy. In the context of marketing and information technology, this refers not only to the safe storage and dissemination of personal information but also to the legitimacy of collecting information without the subjects' approval in the first place. In the United States, there are a number of laws in place that protect privacy. The Privacy Act of 1974 allows individuals to determine what information others may collect about them and prevents the collectors of such information from using it for a purpose other than the one for which it was collected. This act also allows individuals to have access to the data collected about them and gives them the right to correct or amend faulty records. Under this act, if the organization or individual collecting the data willfully or intentionally violates these rights, they can be sued in civil court. In 1986, the Electronic Communications Privacy Act (ECPA) mandated the protection of privacy of emails sent through public networks (Senn, 2004).

Another privacy concern for Internet users is the receipt of unsolicited email (spam) that has been sent en masse to email addresses acquired from mailing lists. Although the sender is hoping to acquire new customers through spamming, recipients typically view spam as an unwanted nuisance. However, not all unsolicited emails are actually spam. Many websites have a check box (typically already checked) that gives the sender permission to send the recipient emails. Unless the recipient notices this box and unchecks it when registering, he or she will automatically receive emails. Sometimes, this is carried a step further and the business assumes that the recipient is interested in receiving marketing emails merely because that person registered with the site or purchased something from the company. In both these cases, it is good practice to allow the recipient the option to refuse further emails (Senn, 2004). Typically, a statement is included near the bottom of the email that says that the business values the recipient's privacy and either requests that the recipient send an email with the word "unsubscribe" in the subject line or includes a hyperlink that allows the recipient to opt out on the business's website.

Another ethical consideration for online marketing is the use of web bugs. Although these tools are intended for legitimate use by marketers and others interested in the visitors to their website, spammers also use web bugs for less legitimate purposes. In an attempt to allay concerns over privacy and other issues arising from the use of web bugs and to balance the needs of businesses with the needs of potential customers, the Network Advertising Initiative (NAI) has developed guidelines for the use of web bugs. According to these guidelines, online advertisers using web bugs should disclose how web bugs are being used on their site and why they are using them (Marcum, 2003). The initiative's website (http://www.networkadvertising.org/) also allows consumers to opt-out of targeted advertising from all its members.

As Internet use continues to grow, an increasing number of businesses will be likely to include e-marketing efforts in their strategic marketing plans. However, as Internet use rises, abuse is likely to rise, too. It is doubtful that voluntary guidelines are likely to solve the ethical problems of e-marketing. However, they are a good start.

CONCLUSION

The Internet has become not only a source of information, but also a new channel for marketing a business's goods and services. As Internet technologies continue to advance, new and better ways to market online are likely to be developed. However, with increased use typically comes increased abuse. In particular, as tools are developed to help businesses market more effectively online, users become more concerned with issues of privacy. Better policies and regulations are needed to keep the needs of the business and the needs of the customer in balance.

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