



بازاریابی الکترونیکی

ارائه: دکتر سیدعلی لاجوردی

بخش اول

اطلاعات مهم

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- حضور به موقع و فعال در کلاس
- ارائه اسلاید به صورت هفتگی دانشجویان به مدت ۴۵ دقیقه (ارسال اسلاید همراه پروژه پایانی)
- تحویل تمرینات به صورت کاغذی (زمان دو هفته). بدون تقلب و کپی!
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E-Marketing Chapter 1

Past, Present, and Future

Chapter 1 Objectives

- After reading Chapter 1, you will be able to:
 - Explain how advances in internet and information technology offer benefits and challenges to consumers, businesses, marketers, and society.
 - Distinguish between e-business and e-marketing.
 - Explain how increasing buyer control is changing the marketing landscape.
 - Understand the distinction between information or entertainment as data.
 - Identify several trends that may shape the future of e-marketing, including the semantic Web.



The Barack Obama Campaign Story

- President Obama made history by his use of e-marketing to win the 2008 election.
- Obama's internet strategies targeted 18-29- year-old voters because 93% are online.
- His 2012 efforts added higher levels of sophistication, including the use of social media and mobile marketing.
 - Facebook displayed over 33 million "likes."
 - The Obama YouTube channel had over 286,000 subscribers and 288 million upload views.



Internet 101

- The internet is a global network of interconnected networks.
- Data move over phone lines, cables and satellites.
- There are three types of access to the internet:
 - Public internet
 - Intranet: network that runs internally in an organization
 - Extranet: two or more joined networks that share information



E-business, E-commerce, E-marketing

- E-business is the optimization of a company's business activities using digital technology.
- E-commerce is the subset of e-business focused on transactions.
- E-marketing is the result of information technology applied to traditional marketing.

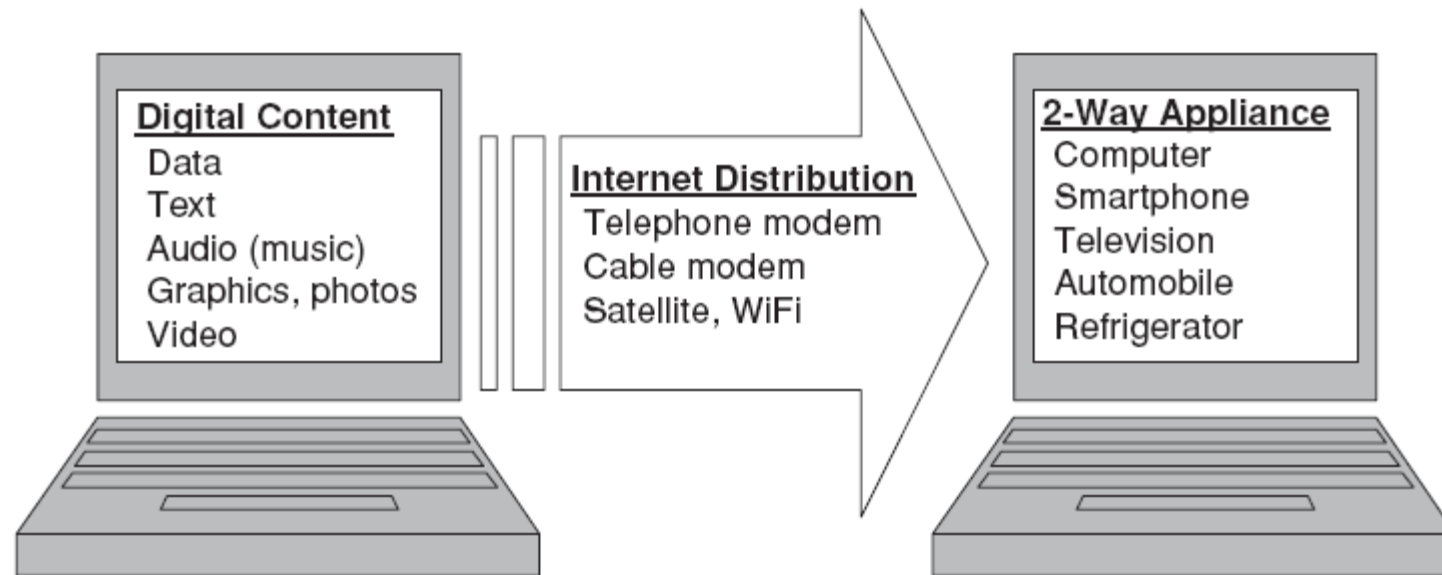


E-Marketing Is Bigger than the Web

- The Web is the portion of the internet that supports a graphical user interface for hypertext navigation with a browser.
- The Web is what most people think about when they think of the internet.
- Electronic marketing reaches far beyond the Web.



The Web Is Only One Aspect of E-Marketing

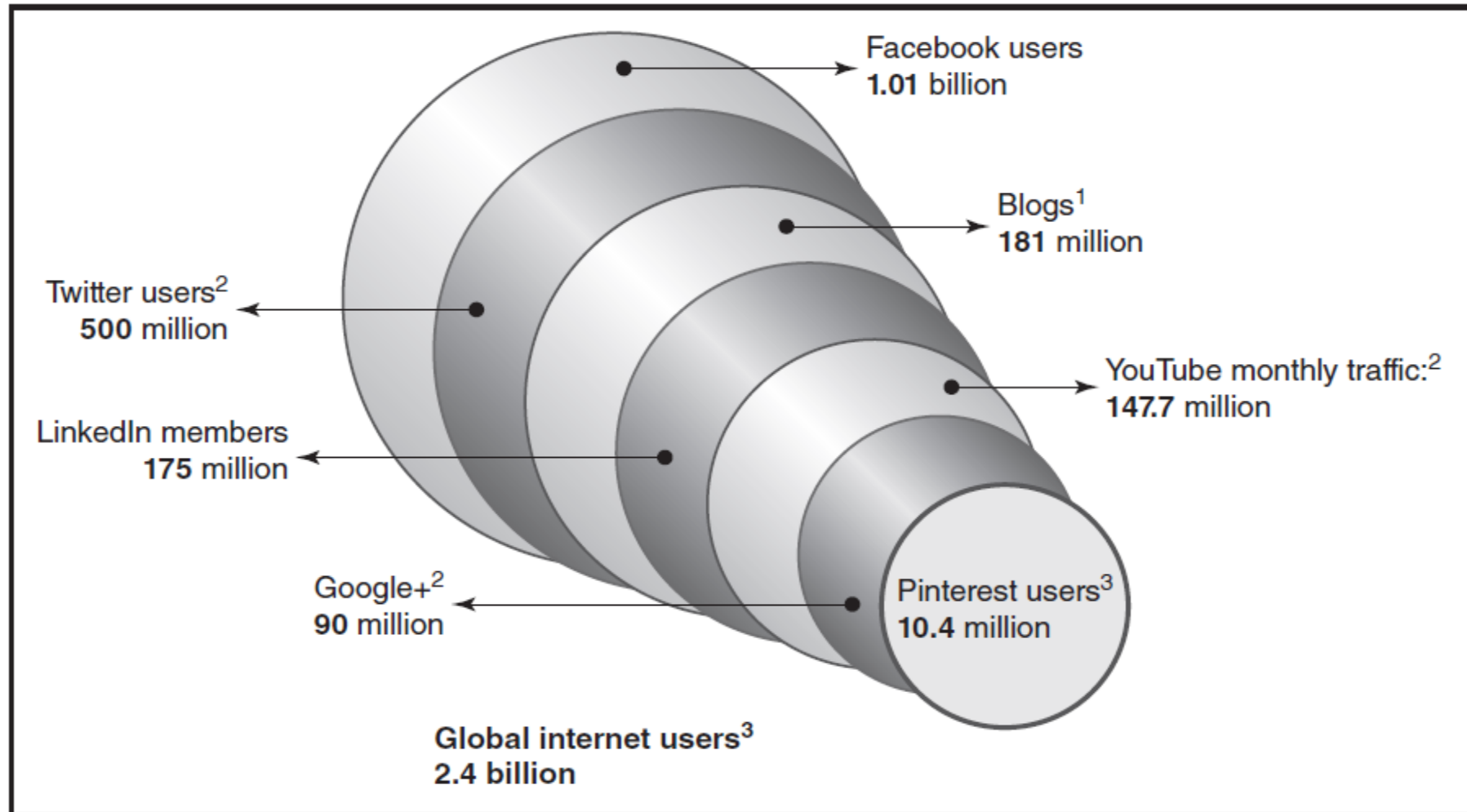


E-Marketing Is Bigger than Technology

- **Individuals:** The internet provides individual users with convenient and continuous access to information, entertainment, networking, and communication.
- **Communities** form around shared photos (Flickr), videos (YouTube), and individual or company profiles (Facebook).
- **Businesses:** The digital environment enhances processes and activities for businesses.
- **Societies and economies** are enhanced through more efficient markets, more jobs, information access, communication globalization, and more.



Global Internet Users



E-Marketing's Past: Web 1.0

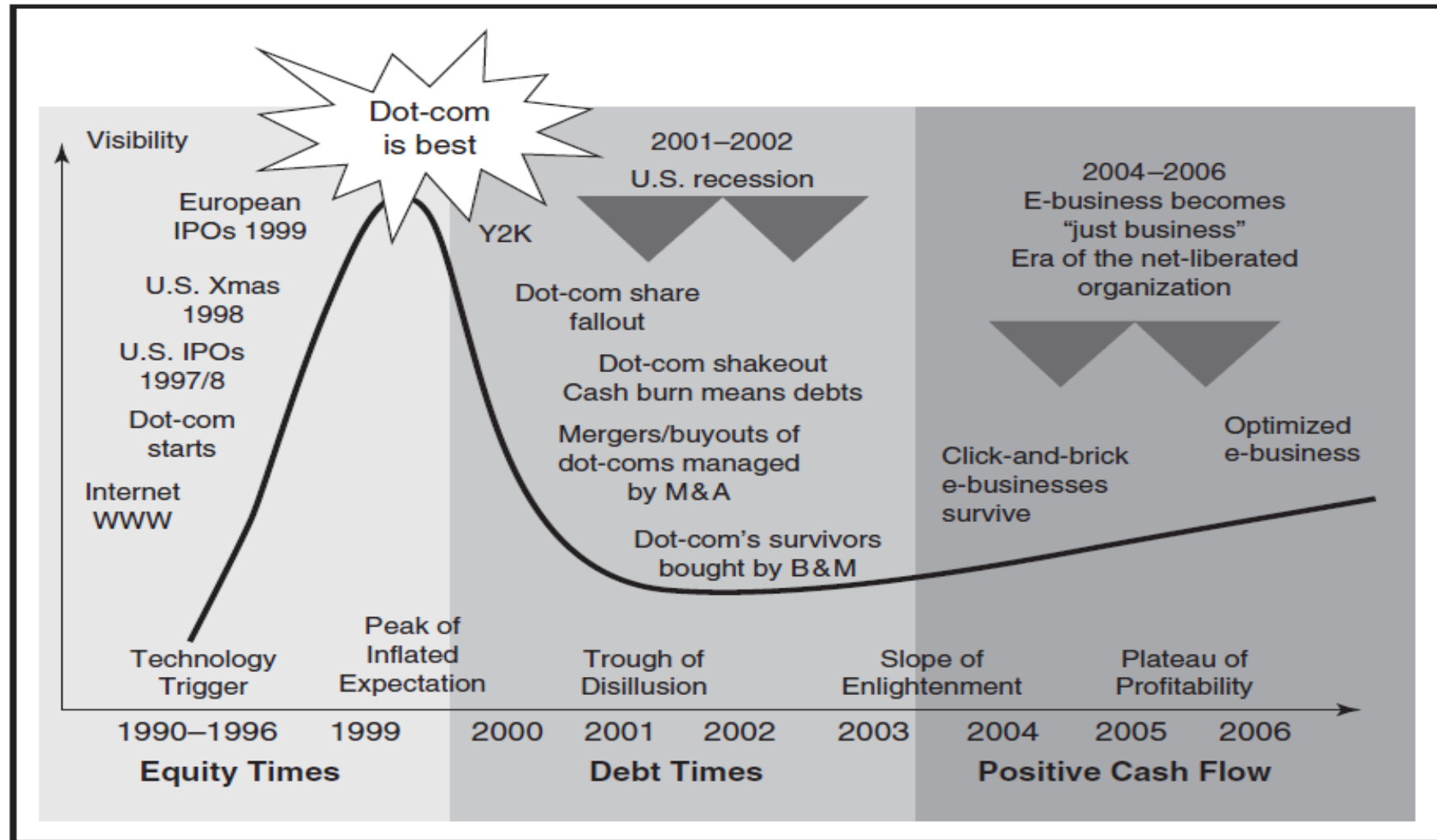
- The internet started in 1969 as the ARPANET, a network for academic and military use.
- Web pages and browsers appeared in 1993.
- The first generation of e-business was like a gold rush.
 - Companies quickly attracted sales and market share, but negative profits.
 - Between 2000 and 2002, more than 500 internet firms shut down in the U.S.
 - By Q4 2003, almost 60% of public dot-coms were profitable.



Internet Timeline

1969	ARPANET commissioned by U.S. Department of Defense for academic and military use.
1975	First mailing list created to use the new computer network.
1979	USENET established to host discussions. First post in 1981. Later managed by Google Groups (800 million archived messages).
1984	Number of connected computer hosts reaches 1,000.
1987	Number of connected computer hosts reaches 10,000. First e-mail connection with China.
1988	First computer virus, affects 10% of the 60,000 hosts.
1993	Early Web sites appear and business and media take notice.
1994	First banner ads, "Jerry and David's Guide to the World Wide," appear on hotwired.com (later named Yahoo!).
1995	eBay opens its doors and disrupts the classified advertising business.
2000	Napster.com shows the world that peer-to-peer networking can work. Businesses show that e-commerce doesn't always work (the dot-com crash).
2002	Running your own blog is now considered hip.
2003	Recording Industry Association of America (RIAA) sues 261 people for illegal music downloading.
2004	16% of the world's population uses the internet. Businesses figure out how to be profitable with e-business models.
2012	34.3% of the world's population is online. Internet usage in industrialized nations reaches maturity. Social media use moves the balance of power from organizations to internet users.

2001 Garner Hype Cycle



The E Drops from E-Marketing

- Gartner predicted that the e would drop, making e-business just business and e-marketing just marketing.
- Nevertheless, e-business will always have its unique models, concepts, and practices.
- The e-marketing landscape is changing rapidly due to consumer-generated content, mobile internet access, social media and disruptive technologies.



Internet Unique Properties

- Lower costs
- Trackable measurable results
- Global reach
- Personalization
- One-to-one marketing
- More interesting campaigns
- Better conversion rates (increased purchases)
- 24/7 marketing



E-Marketing Today: Web 2.0

- Web 2.0 technologies connect people with each other through social media, which have created opportunities and challenges for marketers.
 - Power shift from sellers to buyers.
 - power shift from companies to individuals
 - Consumers trust each other more than companies.
 - example: TripAdvisor site allows travelers to review
 - hotels worldwide
 - Market and media fragmentation.
 - marketers create products, mobile apps, web pages and
 - communication for small target groups
 - Online connections are critical.
 - Social networking
 - Job recruiter search job candidates through social networks for eg. LinkedIn

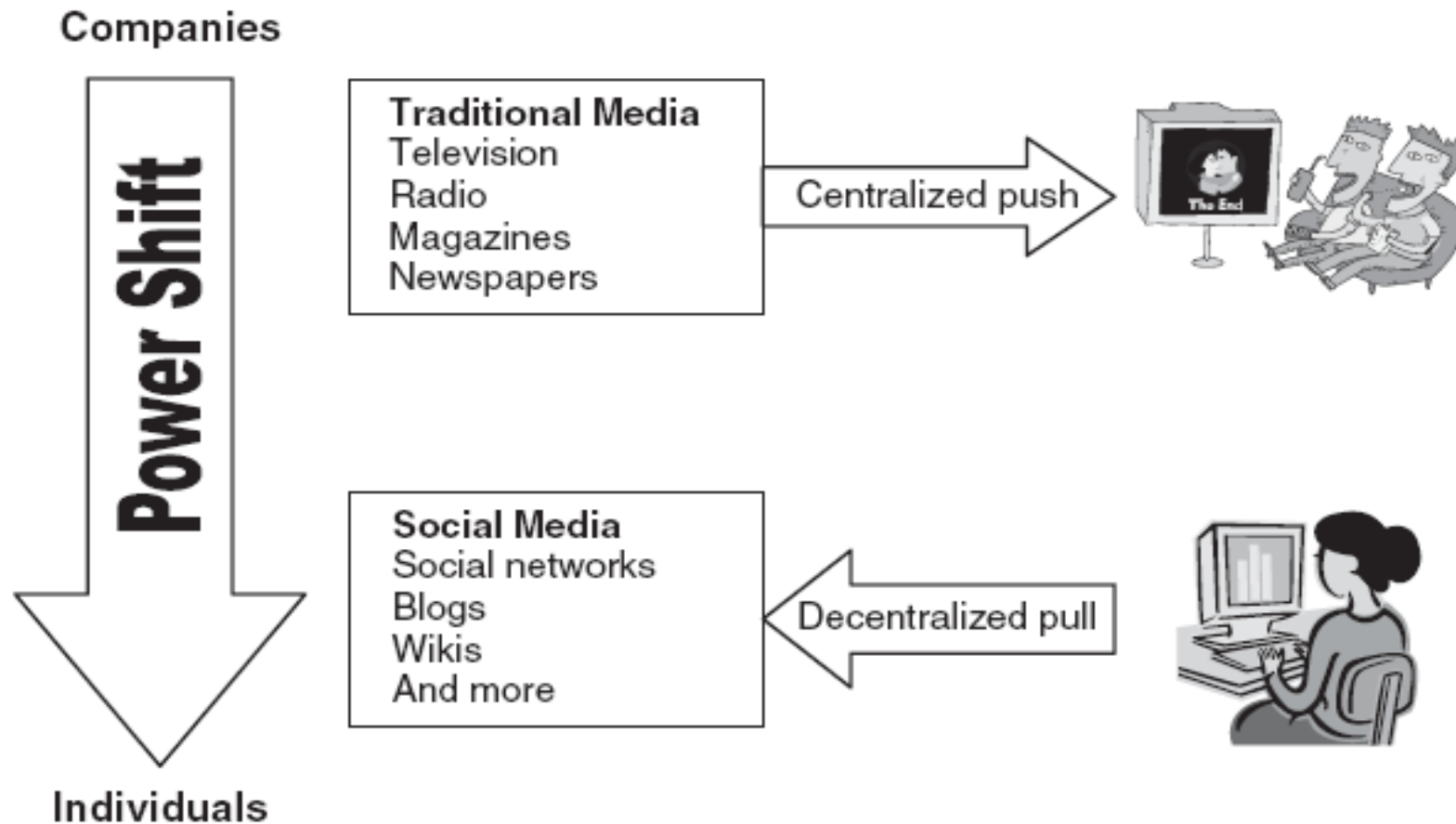


E-Marketing Today: Web 2.0 (contd.)

- Everyone is a content producer.
 - consumer generated content
 - with smartphones consumers have the ability to upload
 - the photos on FB, IG and other sites
- Information transparency.
 - consumers write online reviews and share information
 - marketers must be authentic with brand and company information
- Social commerce.
 - Evolution of e commerce, using social media and consumer interactions to facilitate sales
 - Customers chat about product online and post on social media



Power Shift From Companies To Individuals



Customer Engagement

- Involves connecting with a user emotionally and intellectually
- Crowdsourcing is one way to engage online users
 - the practice of outsourcing ads, product development and other task to people outside the organization
 - eg. Software developers ask users to test beta versions of Web sites and suggest improvements
 - involves consumers uploading videos or photos, becomes the brand's FB page



Content Marketing

- A strategy involving creating and publishing content on Web sites and in social media in order to attract attention, expand customer base, generate or increase online sales
- Marketers are beginning to see themselves as publishers, creating engaging content and enticing users to visit and consume the information or entertainment



Inbound Marketing

- Getting “found” online rather than interrupting customers with outbound marketing to get them pay attention to the ads.
- Components are content (e.g. blogs, video, eBooks or white paper .pdf files), social networks (e.g. Twitter, FB, blogs), and search engine optimization techniques
- to create brand awareness and attract new business



New Technologies

- Wireless networking and mobile computing.
 - 4G is a fourth-generation high speed wireless technology.
- Appliance convergence.
 - LG internet refrigerator is many digital appliances in one.
- Voice navigation.



Other Opportunities And Challenges In Web 2.0

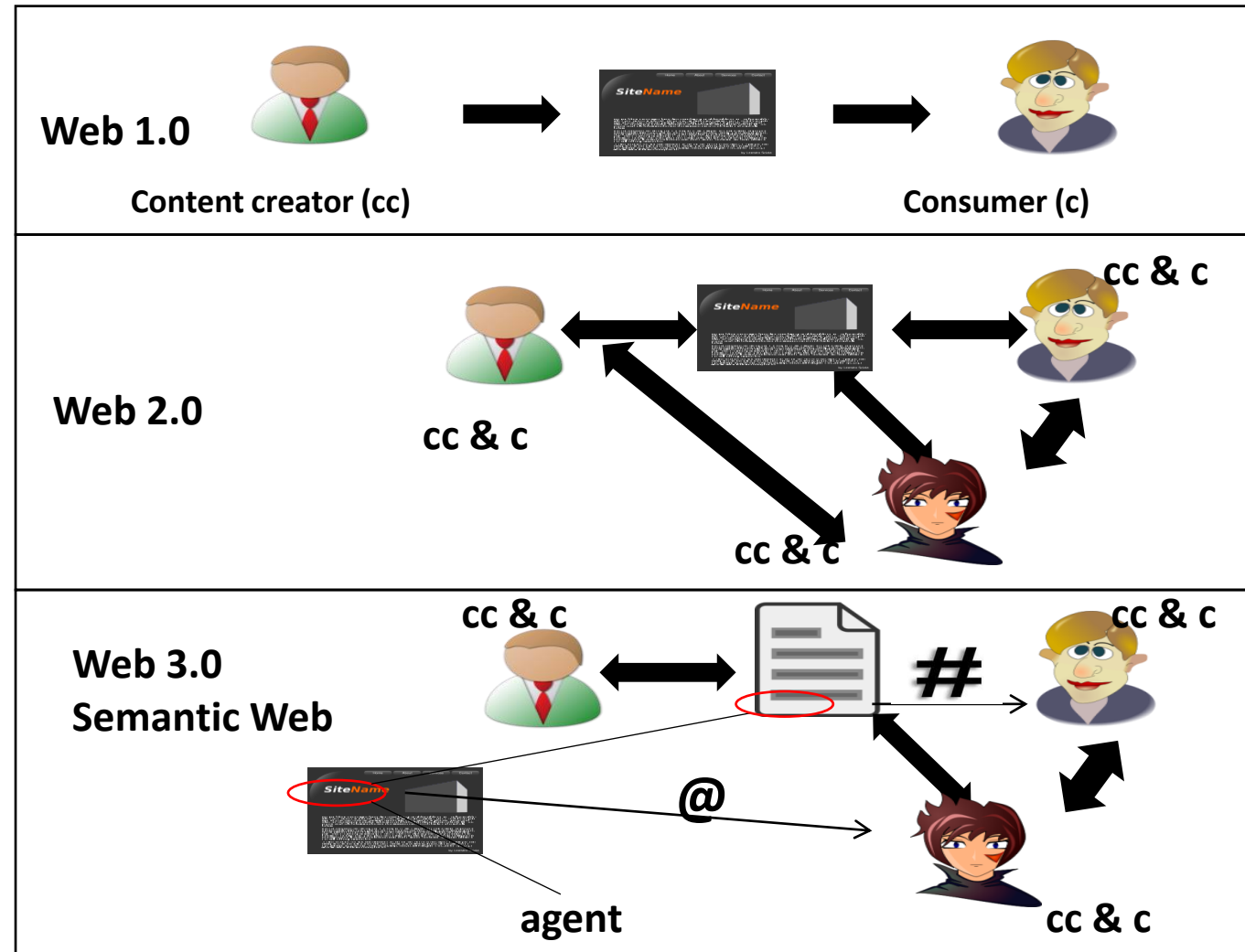
- Internet adoption matures.
- Online retail sales equal 4%+ of all sales.
- Search engines are now reputation engines.
- Image recognition takes root.
- Improved online and offline strategy integration.
- Intellectual capital rules.
- Decline of print media.
- Online fundraising increases.
- Location-based services.
- The long tail.

The Future: Web 3.0

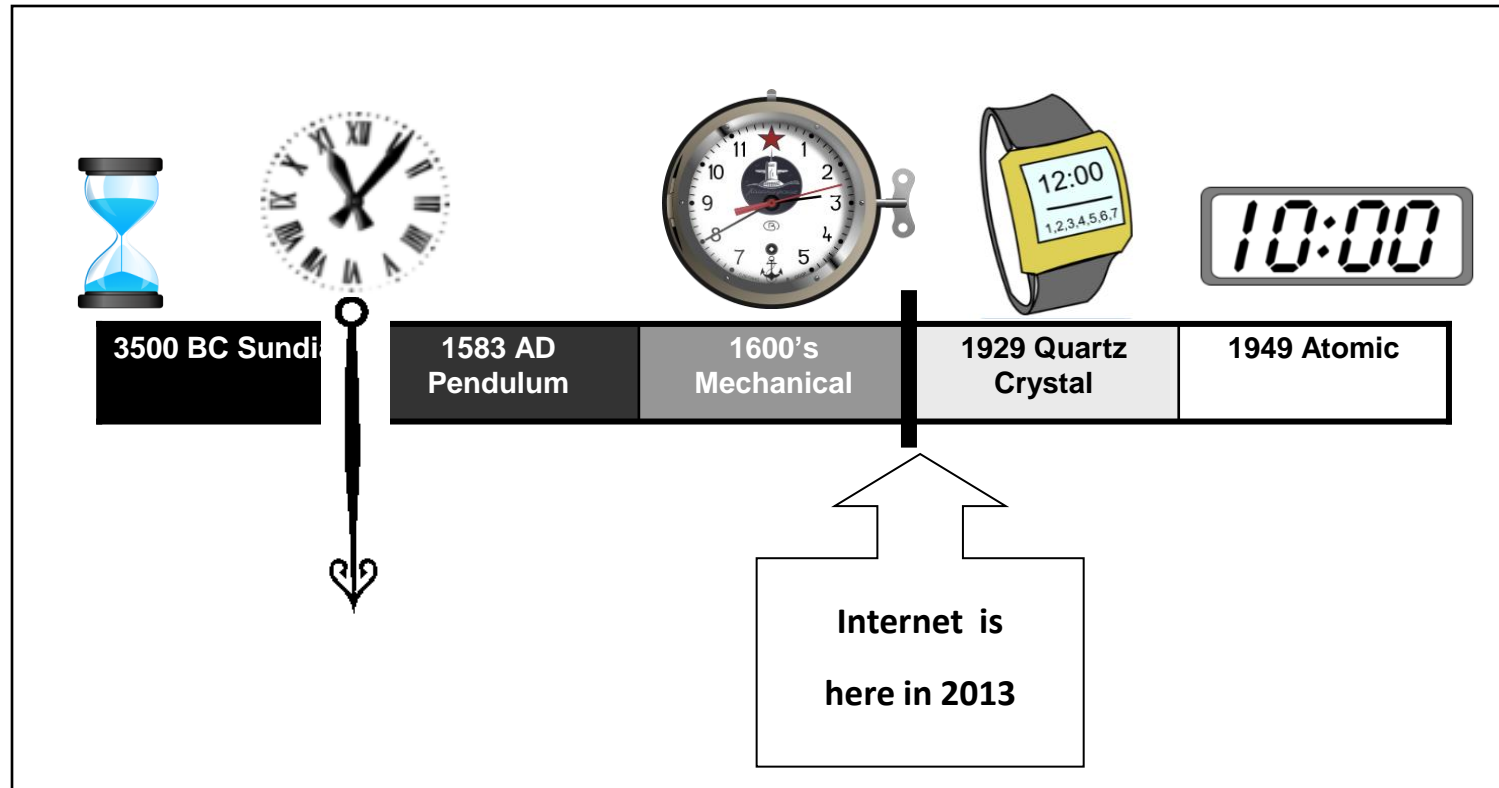
- Sir Tim Berners-Lee, coinventor of the World Wide Web, has been working on technology to organize online data for greater user convenience, i.e., the semantic Web.
 - Users can easily find information based on its type.
- The value of the semantic Web is information on demand.
- Experts believe the semantic Web will become a reality over the next decade.



Evolution from Web 1.0 to Web 3.0



Internet-time Analogy



Stepping Stones to Web 3.0

- Higher bandwidth
- Faster connection speeds
- Artificial intelligence
- Seamless social networking
- Modular Web applications

