

## INTERNET PROMOTION

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### ABSTRACT

When we talk about the internet, we can say that the internet was the first to lay the foundations in the field of entertainment, communication and commerce. People communicate online every day, order products and sell them. When we look at it from a global level, life without the Internet would be unthinkable. In this paper, we will focus on online promotion, how much it affects shopping, product demand, whether and how important it is to show products to the world, and how much simpler today's promotion is than when the Internet did not exist. One of the most important forms of promotion is reflected in the promotion through social networks such as Instagram, Facebook, Twitter and many others. They are not far behind the numerous sites that have just been created for promotion. In the next title of this research, we will discuss the theoretical framework of the paper, clarify the unknown concepts that we will mention. As for the third part, we will process the subject, the goal of the research and the hypotheses that we will process. This is followed by a case study which presents a discussion of the hypotheses to be put forward. There is still a conclusion and literature that we used and with that we will finish the work. Before the theoretical framework of the paper, we will also say that in relation to the previous 50 years, the use of the Internet, that is. since 1969 when the internet was created, the percentage of people using the internet has increased by more than 70 percent which tells us a lot about the importance of promotion on the internet.

### Keywords

Internet, Digital Marketing, Promotion, Social Networks, Brand, Company

### Theoretical framework

We will start with the very definition of the Internet, which is the basis of promotion on it. *The Internet* is a publicly available global network that connects computers to computers via a protocol (IP). It is a "network of all networks" consisting of numerous academic, business and other networks and facilitates the transmission, communication and transmission of documents via the "Word Wide Web". *The Word Wide Web* is a way of connecting documents such as starting stations on remote Web computers. The main definition we need to give is "*Digital Marketing*". *Digital marketing* involves the promotion of products and services using digital communication channels in order for a certain message to reach a certain audience. So, the key words in this paper are digital marketing, social networks and the use of the Internet. Social networks are networks through which people in 21. century mostly communicate, exchange data, products and services. They are most often formed over the Internet because it is the easiest way to form a larger group of people. Related to this is an explanation of Internet use.

### Methodological operational part of the research

#### SUBJECT AND OBJECTIVE OF THE RESEARCH

The subject of research in this paper is the importance and influence of the Internet on product promotion. E-commerce which is also important especially in the last year since the appearance of the Corona virus. A large number of people locked up in their houses, reading numerous surveys, expressed that they used e-commerce when shopping. So, in order to attract customers and leave a good impression of online shopping, it is necessary to have a good promotion, which will be discussed further. Social networks, which are also very important as we mentioned, are also the subject of this research. The question also arises as to how important the brand is when it comes to online promotion. Do companies and companies that have a more famous brand do quite well without promotion on the Internet? Is online promotion something really important to be able to do business in the market of goods and services at all? Is online promotion more important than traditional promotion? All these questions represent the subject and goal of the research.

## HYPOTHESES

- Without good online promotion there is no positive result of online shopping
- Social networks make a significant contribution to it
- Consumers identify with the brand through social networks and digital marketing
- Online promotion has completely replaced traditional promotion
- Companies with a better brand have no need for internet marketing

## RESEARCH METHODS

This research work was done on the basis of the following research methods: descriptive, qualitative, research, statistical and comparative. Descriptive and qualitative analysis run through the descriptions throughout the paper, and are mostly reflected in the individual description of social networks and advertising tools. Statistics on the use of social networks are reflected by comparing data over time, and data on tools for advertising content on social networks and channels belong to the domain of statistical comparative methods. These methods have also been used to monitor consumer attitudes towards the brand. The research method is represented throughout the paper by collecting data through various literature and professional papers. Qualitative analysis is represented through descriptive data conducted through interviews to explain the importance of social media in marketing and the importance of the brand.

## Research and research results

**HYPOTHESIS RESEARCH: "WITHOUT GOOD PROMOTION ON THE INTERNET, THERE IS NO POSITIVE RESULT OF ONLINE BUYING"**

In order to start and present a text about research on this topic in general, there are important concepts that affect the promotion and what it will look like. We'll start with the Sales Page. A sales page is a page created to better present a product or service. There is a lot of information on it, but it is important that it looks as attractive as possible to a potential buyer. After getting acquainted with the product, potential customers can click on the purchase or leave information as interested. This term is used in digital marketing for sites that deal with selling as fast as possible. It is crucial for sales and the degree of communication depends on it. For example, if we made a colorless page and set up a product without a description and a tidy page, we can conclude that by the very nature of things, not many people would be interested, but if we had a tidy and attractive side that would give us all the necessary data, information and price and if it was done professionally when looking at the page, it is certain that our interest would be greater in favor of this hypothesis that we presented.

The next term we researched and gave a case study about is the term Copywriter. Copywriter is an extremely important person in internet marketing. When doing a product campaign, it consists of many segments? One of the most important is to write a story that sells, and certainly not everyone can do that, and this part of the job is taken too lightly. Copywriter writes a lot of things. From the text on the Internet, product descriptions. It is not to be expected that small companies can afford this, but it is certainly important to be aware that after the internet promotion page, it is important to have good text that would attract more customers to whom you sell your goods and services, which also supports the above hypothesis.

Something that is unavoidable and that is necessary to mention when we talk about internet promotion is the title itself. Every website or post on Facebook with a link must have a title. Often people are not aware of how important that title is. It also serves to make site visitors decide whether to read on or not. For example, there is an ad on the Internet with a picture of a house by the lake. In the first case, it says: "Betrayal, house stove, fizider fan". In the second case, it looks like this: "Spend ten days like in paradise in a house by the lake that offers an exceptional view of the sunset." It is immediately clear to us what would lead us to rent a house. So, the title as the second internet promotion is just as important as the text itself and the page we visited.

Until a couple of years ago, Taraba, as we popularly call it, was a symbol that almost no one noticed. Today, however, it is a sign used on all social networks. It was first used in 2007 on Twitter, later on other networks, and more recently, although it can be said unsuccessfully on Facebook. Used to tag and group posts on a topic. If you publish a post with the hashtag #nightlife on a network, firstly, everyone who sees that post will know what it is about, and secondly, everyone who types "nightlife" in the search will see the posts of everyone who used that hashtag. However, here we have a big problem that many fake profiles and make fake hashtags that can lead us to the wrong result and cannot help us find what we are interested in. In this case, the hashtag is not an important component for promotion on the Internet and it makes it very difficult for us to find a result that interests us, but also for someone to find us if they are interested in some of the products and services we offer.

As a conclusion about this hypothesis and all the above, we can say that it is then fully justified and that without good promotion it is really difficult to achieve a positive result and attract a potential buyer of our product or service.

#### HYPOTHESIS RESEARCH, "SOCIAL NETWORKS MAKE SIGNIFICANT CONTRIBUTION TO INTERNET MARKETING PROMOTION"

When we talk about the importance of social networks for internet marketing, its importance is more than visible. Today, everything takes place through social networks. As we mentioned before, people mostly communicate over the Internet, exchange opinions, views on something, post their photos, comment on others. The most popular social networks today are Facebook, Instagram, Twitter. According to a survey from 2007, over two million users registered on Facebook, for comparison, an entire Belgrade. When companies get it, they focus on the individual. They want each of their clients to feel unique and special. They do this by affirming topics of mutual importance, with the aim of creating more of a partnership than a commercial one. "The result is products and services that satisfy the strictest consumers, but also market standards and norms. "The growth of the share of Internet social networks in the total communication with consumers corresponds to the advantages that this type of communication achieves in relation to other types of communication. The main reason for the commercial use of Internet social networks lies in their efficiency, accessibility and proactive composition. "Based on the analysis conducted by the Executive group in the period 2012-2013, it was concluded that more than 90% of respondents in this study confirm that their organizations use Internet social networks and consider them very important, if not crucial for their own business.

Everything we have stated above speaks in favor of this thesis, because social networks today represent if not the most important system of communication of society, but also the exchange of products and services, which we saw in the above. types of promotion on the Internet.



#### HYPOTHESIS RESEARCH "CONSUMERS ARE IDENTIFIED BY BRAND THROUGH SOCIAL NETWORKS AND DIGITAL MARKETING"

Speaking of consumers in general, the digital age has made a big turnaround in the corporate world, which is increasingly turning to digital marketing, as well as maintaining control between the most important components, which is maintaining a relationship with consumers. Digital connectivity has become a major prerequisite for doing business, given the growing connectivity and dependence on the internet. Digital consumers are consumers that emerged in the late 1980s, when the use of the Internet became available to everyone. Thanks to the rapid development of technology, information is available through various devices. Consumers have access to information that is updated and verified so that it does not depend on the information placed by brands. Today, seventy-eight percent of consumers trust other consumers more than corporate announcements and propaganda. Consumers unite in consumer communities where they share suggestions and opinions, which significantly affects the affirmation of the brand and thus the loyalty and quality of the brand. In this way, the modern consumer is also a source of new ideas for brands whose purchase he is potentially interested in. Consumer behavior research is always a current project, in order to get a picture of which factors influence consumers in choosing products and services, more precisely their interests are the brand that identifies them, and which they express through the Internet and digital marketing, which confirms this hypothesis. There are three basic factors that identify the consumer and they are: personal characteristics, environmental influence and genetic heritage. What marketing is paying more and more attention to are the emotions of the consumer and the way in which the consumer values himself, that is, the concept of himself, and most people today express that through social networks. Especially when we talk about digital advertising of companies, they follow the comments, the psychological structure of their consumers and thus influence the emotional or rational reaction of consumers depending on the goal of the brand. Every man has two aspects of his personality, private and public. The challenge for any digital marketing manager is to discover which aspect leads to a particular behavior on a given brand. So, the confirmation of this hypothesis is more than evident in relation to everything previously written.

#### HYPOTHESIS RESEARCH, "INTERNET PROMOTION HAS COMPLETELY REPLACED TRADITIONAL PROMOTION"

The basic division of marketing today is the division of marketing into the traditional form and the digital form of marketing. For years, there has been a struggle over which method is better. Both types of marketing are useful, so it is not necessary to opt for only one type. The most important thing is to understand the target market and act wisely in the distribution of funds. In both types, we need to know how to reach the target group, as well as to know the advantages and disadvantages of both types, and only then to give a conclusion on this hypothesis.

Traditional marketing is the marketing used before internet marketing, the so-called offline marketing. It involves a combination of many marketing tactics such as direct sales, television, radio, print ads and promotional material such as flyer catalogs and brochures. Regardless of the fact that the digital age prevails in today's world, there are certain advantages of traditional marketing. *Traditional methods are good for reaching traditional target groups.* If our target group is retirees, then in any case it is better to apply the traditional type of marketing. *We have direct contact, which can be an effective strategy of traditional marketing.* For certain types of products, this type of promotion is irreplaceable. For some products and services, it is important to see the person selling, in order to gain trust and perhaps test the product on the spot. When we turn to the shortcomings of this marketing, there are quite a few of them. *High costs.* When we look at advertisements, they are not very accessible to everyone, and printed material is not expensive, but we would have to pay people who would share it. *Inability to measure results.* It is very difficult to track the results of traditional marketing and generally distinguish which part of the strategy is responsible for a particular result. *It almost always requires outside help.* For the printing of materials, shooting of advertisements, it is necessary to hire numerous experts, which again represents a large cost. *Forced one-way message.* This way of marketing generally leads us to make purchases, which can sometimes bother potential customers.

Internet marketing has made it possible to bring more customers much easier and more affordable. The benefits of internet marketing are much greater than traditional. *Internet marketing results are easily measurable.* We can easily see which methods lead customers to business, and which to sales, and we can easily decide on the method that is most profitable for us. *Better identified demographics, to more easily hit the target group.* Communication with the market. Social networks allow us to communicate directly with groups or individuals who represent our potential clients. It is a great power to have a free opportunity to communicate that would help us learn about what works and what doesn't. *Accessibility.* Many marketing methods are now free. *Data and results are immediately available.* Ability to get feedback as soon as possible, which allows us to change tactics if necessary. *Availability to businesses of all sizes.* Even if you are the only employee in your company, you can advertise your business online. *Ability to build credibility.* It is up to us how we present our business online.

The report based on the research entitled "US Interactive Marketing Forecast, 2014 To 2019 (T1), which was conducted for the needs of the research house Forrester, predicts that investment in: search engine marketing, display advertising, social media marketing and email marketing will reach \$ 103 billion by 2019 in America. Search engine marketing remains the largest part of the digital marketing mix, but the biggest increase is projected for social media marketing.

	2014	2015	2016	2017	2018	2019
Email Marketing	2,1	2,3	2,5	2,7	2,9	3,1
Social Networking	7,5	9,7	11,7	13,5	15,4	17,3
Display Advertising	19,8	23,7	27,9	31,3	34,5	37,6
Search Engine Marketing	27,9	31,6	34,96	38,5	41,9	45,4
Total	57,3	67,3	77,1	85,9	91,6	103,4
Million dollars \$						

Based on all the above, we can conclude that internet marketing has not completely replaced traditional marketing. We cannot rely on just one aspect because each in itself has certain advantages. But given the development of technology, it is very likely that only internet marketing will be used in the near future.

**HYPOTHESIS RESEARCH, "COMPANIES WITH A KNOWN BRAND HAVE NO NEED FOR INTERNET MARKETING"**

When it comes to this hypothesis, perceptions about this may be different. In the following text, we will present some facts and try to come to a certain consideration on this topic. First, in order to be able to talk about this hypothesis at all, we need to first define the word brand. There is no single definition for a brand but in relation to many different ones we can make one. A brand is any word, name, symbol or means, or a combination of them that serves to identify and distinguish goods from those produced or sold by others.

That is why certain brands are better known, and some less so, and that is why we are dealing with the topic of whether good internet marketing is needed by brands that have existed for many years and represent a certain type of tradition.

Brands in the market, no matter how well-known and popular they are at a given moment, should not rely on short-term values, but should modify their value in the future. So, it is very important to be up to date with trends and the latest market demands. Already in the middle of the research on this topic, we see that the need for internet marketing is necessary regardless of the brand and how well it is known. Trends in the world are changing, technologies are advancing, and thus the needs of people and potential customers are changing as well as their way of buying, their way of finding products. Social networks have a lot of influence here as well. For example, let's look at the Prada brand. In today's world of fashion, it is an extremely well-known and respected brand whose existence is reflected back in about thirty years. On the internet, they are quite active when it comes to online marketing. The social network Instagram is full of their sponsorships and promotions of their products on the same, as well as their site through which online shopping can be done.

Compared to the previous example, I think we have completely refuted this hypothesis which makes it even clearer that the brand, no matter how famous it is if it is not in line with today's development of technology and forms of advertising for its products and services, will not survive long or at least not in the near future. of the future.

## CONCLUSION

In the conclusion of this research, we will give a concluding opinion on the importance of promotion on the Internet, we will say something about the hypotheses we advocated and some other important facts to say about Internet marketing. First of all, the condition for using internet marketing are the consumers themselves, who consider using the internet every day. In 98% of respondents aged 15-21, regardless of the gender of the respondents, daily use of the Internet is the satisfaction of basic needs and greatly facilitates their daily activities. Such a large percentage of respondents shows that this target group is easily accessible to marketers in order to place a marketing message. The use of social networks is a frequently used means of digital marketing. This research shows that the target group aged 15-21 uses a large percentage (85.90%) of social networks every day or almost every day. We have given some statistics that show how many people use the internet and how much easier it is to reach a certain target group via the internet and thus make much better internet marketing than can be done in the traditional way. Almost 2/3 of marketers increased their budgets for advertising on social networks in 2016, making them the broadest base for increasing investments. Through influencers, advertising on Facebook, AdWords and thanks to internet marketing, information travels quickly and with quality, leaving behind reactions to users that encourage them to think about the brand and to sell. Strategies for advertising on social networks and through sites, ie digital marketing, prove the impact on the promotion and sale of products and services, which confirms the second hypothesis. Other hypotheses are clear in themselves how and why they are correct and refuted.

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