

A CONCEPTUAL FRAMEWORK OF ONLINE MARKETING METHODS: SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Internet is becoming more common among individuals, as digital channels continue to increase in volume and strength every year, more people spend time online and digital tools and sites play an increasingly important role in their lives. Internet has evolved from a specialized form to a multimedia platform with the introduction of easy-to-use browsers, revolutionizing businesses and indeed the relationship between marketer and customers. It has become an extremely effective communication tool because of its ubiquitous nature. Moreover, consumers' exploration through the internet for finding the greatest bargain from merchants across the world has led to the increased popularity of online marketing. The paper seeks to add to the existing body of knowledge and build a structured literature review in the field of online marketing communication. The paper presents a systematic review on the effectiveness of online marketing methods and provides a rationale for using various online marketing methods; develop a clear understanding of various online marketing methods and their relationship with each other. The findings reveal that the earliest forms of online marketing, including Email and Search Engine Marketing, are still highly relevant for modern business communication. In today's environment, companies are relying heavily on social media, Influencer, messenger marketing, etc., intending to attract customers, generate brand awareness and loyalty.

Keywords: *Online Marketing Communication, Search Engine Marketing, Social Media Marketing.*

Introduction

The internet has had a significant impact on how an organization operates. In the past decade, the emergence of easy-to-use web browsers as a crucial element of the internet ushered a revolution in the marketing world. Due to the inevitable possibilities offered by internet communication, marketing is likely to be one of the most affected domains. The origin of online marketing can be traced back to 1978 when the first advertising email was sent to people (Oetjen, 2019) and over the last decade, information technology has been the reason behind the exponential growth of online marketing (Ryan, 2016). Companies have realized the importance of digital marketing in gaining a competitive advantage and meeting client expectations. Online advertising is a great tool for creating brands and increasing traffic for businesses to prosper. Online marketing has overtaken traditional advertisement strategies. Besides that, it has the potential to help the economy recover and provide enormous opportunities (Munshi & Munshi, 2012). In 2020, global digital advertising spending - including both desktop and laptop computers as well as mobile devices reached \$ 378 billion. Over the following few years, this figure is projected to steadily climb, reaching \$646 billion by 2024 (Statista, 2021). The data presented above shows that online marketing is an essential component of corporate communication. However, the nature and impact of online marketing remain unclear in the academic literature. Online marketing is not a new concept in academic literature; various studies on online marketing already been conducted in this field. However, studies on online marketing methods and their effectiveness are less debated (Teo, 2005).

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The concept of online marketing seems to be prone to an erroneous interpretation as the phrase "online marketing" is often used interchangeably with "online promotion" (Popa, 2015). Online marketing methods are often confounded and used as synonyms of each other. For example, influencer marketing is mistaken as electronic word of mouth and messenger marketing as social media marketing. Therefore, the researcher clarified the differences and similarities among online marketing methods to provide a better understanding of these online marketing terms and their effectiveness to help the organizations to choose the most appropriate online marketing methods.

Research Methodology

The researcher compiled articles addressing online marketing methods and their effectiveness. To accomplish this, the researcher conducted a systematic literature review. The keywords used are online marketing methods, the effectiveness of online marketing methods, without any time restriction. The literature review also includes peer-reviewed journal articles and book chapters to ensure that it meets the quality of recent academic publications. 194 articles were found and after eliminating redundancies, 108 articles based on titles, abstracts, and keywords were considered for further analysis. We also retrieved and examined the reference lists of the above articles, after reading the full manuscripts finally 62 research papers/ articles are considered. Table 1 shows the exclusion and inclusion criteria of the selected papers articles.

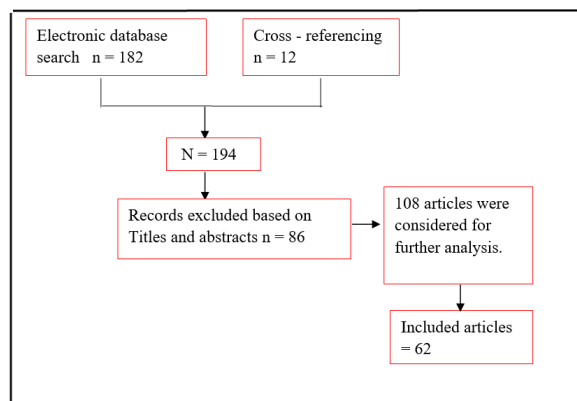


Table 1: Criteria of Inclusion and Exclusion of Research Papers

Criterion	Inclusion	Exclusion
Language	English	Any other Language
Source	Thesis, Journal articles, International conference papers	Any other sources
Access	Full-text access	cannot access full-text
Nature of research paper	All types	No exclusion

Source: Data compiled by The Authors

Online Marketing Communication

Chaffey, (2009) expressed before a firm can gain customers through its web site's content, it must first build marketing communication strategies to attract visitors. Even if companies have attractive websites, customers may still be unaware or overlook the websites due to incorrect or insufficient online marketing. Therefore, companies must focus on their online marketing strategies to attract visitors to their websites. Yasmin et al., (2015) define email marketing, social media, affiliate marketing, search engine optimization, and pay-per-click as the most important elements of digital marketing. Kotler & Keller, (2016) highlighted six online marketing communication methods, which include search advertising, display advertising, websites, email, social media, and mobile phones.

Methods of Online Marketing Communication

- **Email Marketing**

It is one of the most often used advertising methods. Despite the present popularity of social media, many individuals still prefer to get a company's information via email. (Camilleri, 2019) suggests segmenting email depending on various characteristics, including consumer preferences and spending habits. Even though spam emails are one of the most significant problems with email marketing resulting

in meaningless communication, still email is an effective and successful marketing tool capable of providing value to both customers and businesses (Ryan, 2009). There are numerous techniques to improve the effectiveness of email marketing. (Sahni et al., 2018) points out that personalizing emails (e.g., adding the recipient's name to the email subject) increases the likelihood of the recipient reading the email by 20% and (Conceicao & Gama, 2019) also suggests that personalized messages and adding question mark in the subject of email can increase the chances of the opening of an email. Similar to this view, the findings of (Ryan, 2016; Singhal, 2015) reveal that emails sent with the permission of the receiver are one of the most effective online marketing methods. Email advertising if implemented properly results in attracting customers to the organization's website. MailChimp, Aweber, Exact Target, Campaign Monitor provides useful applications for developing efficient email marketing campaigns (Popa, 2015, p. 1273).

- **Search Engine Optimization (SEO)**

SEO is the process of optimizing the website so that it appears naturally in search results on any search engine. The primary aim of SEO is to increase the number of visitors to a company's website by boosting its search engine ranking. To advertise their websites, SEO is practically required for every business (Odom, 2010). Many researchers believe that SEO is dead and that the effort is pointless, but the truth is that Google strives to prevent algorithm manipulation. Google's algorithms updates regularly to display the most relevant results, Panda and Penguin are the two Google updates for combating spam sites (Egri & Bayrak, 2014). These efforts help the organization to integrate SEO into its online marketing campaign to attract and spread awareness about products and services. Search engine algorithms optimize the website's search results, if they have published relevant information. Google Ad Words and Bing Ads are two famous search Engine Marketing platforms that can help promote websites in their respective search engines and the advertisers compete for sponsored links by bidding on millions of keywords (Berman & Katona, 2021).

- **Search Engine Marketing (SEM)**

Search Engine Marketing tries to improve a website's page ranking so that it appears at the top of search engine results, generating more visitors to the webpage and SEO is a set of actions aimed at improving a website's relevance with specified keywords by changing its text and HTML (Zhu, 2011). Search engine advertising has been determined to be more effective than traditional marketing when it comes to the nature of products (Dinner et al., 2014) and improved visibility on search engines can result in improved brand equity, visibility of offerings, and sales revenue (Hinz et al., 2012). Search engines are an effective tool for attracting customers to the company's website. SEM is available in various forms, such as small text-based ads or visual product listing ads. It is a technique for driving traffic to a company's website through paid advertising known as Paid Search Marketing. Organizations can pick between PPC (pay-per-click), CPC (cost-per-click), and CPM (cost-per-thousand impressions) models, depending on their business structure. Yang et al., (2016) stated that affiliation, conversation, and responsiveness enhance click-through rates.

- **Display Marketing**

Display advertising, also known as banners, comes in a standardized ad and can include text, logos, photos, etc. Websites can use display ads to increase traffic, brand awareness, and purchase intent. Display ads are more effective at raising brand awareness than increasing sales (Popa, 2015). In display marketing, promotional videos, images, and written information are used to promote products or services on websites in order to maximize brand awareness. They usually appear on web pages and apps, but can also appear on mobile devices and social media sites (Turban et al., 2018).

Organizations can personalize their messages based on the customer's interests, and purchasing preferences. The effectiveness of online display advertising depends upon the websites they appear. Ghose & Todri, (2015) suggested that simply viewing display advertising stimulates interest in the advertiser's brand. Remarkably, the longer a customer views to display advertising, the more likely they are to participate directly in search activities.

It is more effective on commercial websites such as Amazon and Walmart, contrary to websites such as Facebook and LinkedIn (Aushaitrakul & Mukherjee, 2017). Advertisement that appears in the games' application and/or on prominent social media platforms are digital advertisement (Terlutter & Capella, 2013). The digital advertisements integrated within the games' apps, should blend in with the game's environment (Lewis and Porter, 2010). The website owners may develop the display advertisements themselves or they may have been placed on behalf of their advertisers.

- **Mobile Marketing**

Mobile marketing has become the most effective marketing strategy as the number of mobile users is increasing each day. Mobile marketing enables organizations to use online marketing methods such as social media advertising, app-based marketing, and email marketing (Gosling et al., 2016). Time spent on Smartphone, number of searches, and direct and indirect mobile-generated purchases all demonstrate the relevance of this medium (Berman, 2016). Simultaneously, individuals are sharing personal information about their online activity and location with tech companies; such characteristics make mobile marketing a promising online promotional tool. Many apps send messages to their users' (if they enable location sharing) about popular and favorite places when they are close to such spots (Guzzo et al., 2012). Personalization has a positive relationship with the informativeness, credibility, and entertainment of the advertising message while having a negative relationship with irritation (Kim & Han, 2014). In terms of resource utilization, Google Admob is the best media firm; and particularly beneficial for app-based marketing (Gao et al., 2018). Companies like Google, Amazon, and InMobi uses App- based marketing, which work collaboratively with marketers and developers.

- **Social Media Marketing (SMM)**

Kaplan & Haenlein, (2010) defined Social Media as a collection of web-based applications that are built on the conceptual and technological foundations of Web 2.0 which allow the generation and exchange of user-generated content. Brands and businesses create social media profiles to engage with customers and advertise their products or services to increase brand awareness and sales (Whiting et al., 2019). SMM entails using social media sites such as Facebook, Instagram, Twitter, Pinterest, and others to raise traffic to the website. The most prominent social media sites today have been described as Facebook, Twitter, and YouTube (Sorrentino & Pikas, 2014) thus this platform provides great opportunity to connect and interact with the world and advertisers to utilize this platform to find the most appropriate subscribers to offer their ads (Camilleri, 2019). A blog is another social networking tool that the organization uses for various purposes, including public relations goals, FAQs, and serving as part of an SEO campaign (Pura, 2013). Social networking sites are an excellent venue for targeted advertising because it provides access to a vast amount of user information (Hajarian et al., 2019). When used appropriately, it may assist businesses to reach millions of individuals at a low cost in a short span and has the potential to improve positive eWOM advertising while increasing customer loyalty (Smith et al., 2016; Pura, 2013).

- **Viral Marketing**

A viral marketing campaign is done through social networking sites and messaging channels. This is an excellent method to create and build a brand and generate traffic to a company's website. Viral marketing is now one of the most common methods for marketers to advertise their products globally and raise awareness about their products (Kusumadjaja, 2014). One of the most common examples of viral marketing is the creation of original, unexpected, or humorous videos, uploaded to YouTube and subsequently shared on social media sites such as Facebook and Twitter (Daif & Elsayed, 2019). Subscribers of social networking sites can share online content such as WebPages, photographs, and videos with their friends and colleagues easily which helps in spreading the message delivered through this medium. Frick, (2013) states that if a company's content is good enough to attract users to share it on social media websites, helping the companies to reach thousands to millions of views in a brief period. Influencers play a big role in viral marketing since they can spread the message to their followers. Businesses hire influential social media users to spread awareness about their products and services (Pfeiffer & Zheleva, 2018).

- **Videos**

Nearly half of global businesses include videos in their email marketing, and the same percentage includes some form of video on their company's homepage. Videos serve as an attention grabber for consumers and influence purchase decisions. YouTube has become synonymous with free online videos and now it is one of the most popular websites in the world (Statista, 2021). Giving users the option to view (or not to view) online video advertising increases the effectiveness of video advertising by engaging the users and increasing the likelihood that they will click on it (Paskevich et al., 2012, pp.72). Individuals are more likely to share videos that they find fascinating and useful via various social media platforms. They share emotional videos with their friends; such videos have a high chance of going viral (Nikolinakou & King, 2018). Marketers are increasingly using videos for online promotion. Stewart et al., (2019) found that digital video advertising for low-involvement products leads to high purchase intentions, and online users are more likely to opt-in for more information.

- **Influencer Marketing**

Influencer marketing is one of the most popular and effective methods of online marketing. Influencer marketing is social media-based online marketing. Influencer marketing frequently occurs in conjunction with two other types of marketing: social media marketing and content marketing. An influencer can be anyone with a large following on social media platforms, including a celebrity or athlete. Influencers are well versed in the art of personal branding and considered as celebrities on social media (Jin & Muqaddam, 2019). They work in various fields, including lifestyle, fashion, comedy, politics, and gaming, and known for their strong presence on social media sites such as Facebook, Twitter, Instagram, and YouTube (Stoldt et al., 2019).

Influencer marketing is gaining popularity as a new form of celebrity endorsement due to its ability to reach elusive online consumers. Currently, the most effective way to generate a non-annoying promotional post on social media platforms is to use celebrities as influencers (Lee & Kim, 2020).

- **Content Marketing**

Content marketing is a marketing and business process that attempts to generate profitable customer acts by generating valuable content for customers to attract, retain, and interact with a defined market segment (Jeo Pulizzi, 2014 cited in Popa, 2015). High-quality content marketing is essential for the success of any online marketing strategy. Companies must perform thorough research in order to develop content that is relevant to their target audience. The goal of content marketing is to educate and inform consumers in order to build a strong relationship with them and ensure brand loyalty (Baltes, 2015). The process of developing and delivering valuable free information in order to gain people's trust, communication is done in order to pique the recipient's interest and create brand recognition, with the aim of educating, entertaining, engaging, and inspiring them (Montero et al., 2019; Järvinen & Taiminen, 2016).

- **Electronic Word of Mouth Marketing (e-WOM)**

WOM online – that is, electronic word-of-mouth – has grown in popularity since the Internet's inception. E-WOM is any positive or negative statement made by potential, current, or previous customers about a product or firm, which is available to a large number of individuals and organizations over the Internet (Hennig-Thurau et al., 2004). Engaging consumers with e-WOM via websites, blogs, chat rooms, or email is quite easy. Ismagilova et al., (2017) state that firms would gain from positive e-WOM since it would strengthen their positioning in the minds of their customers but negative publicity can be extremely damaging to a company's reputation (Bhandari & Rodgers, 2018). Word of mouth plays an important part in information sources and is more trustworthy, reliable (Lopez & Sicilia, 2014) and the information from non-commercial sources influences opinions more than information from commercial sources.

- **Messengers**

In 2018, over 149 million people owned a Smartphone having at least one mobile messaging app in it. By 2022, this figure expected to grow to 171 million (eMarketer, 2018). According to Statista reports, WhatsApp and Facebook Messenger are the most popular messaging apps around the world, with 1.6 billion and 1.3 billion active users, respectively. In a month, nearly 4.6 billion individuals worldwide use WhatsApp, Viber, Telegram, Facebook Messenger, WeChat, and QQ (Mehner, 2019). Organizations' can use messenger platforms like Facebook Messenger and WhatsApp. These messengers send tailored, interactive messages in real-time. As a result, messengers are a fantastic content marketing vehicle (Mehner, 2019). Messengers offer a private, secure connection between a company and its clients and strengthen business-to-consumer (B2C) communication. As a result, they are a highly attractive avenue for online marketing (Rowles, 2014). Messengers can be used as an extension of email marketing and social media marketing, or they can be combined with other channels such as Facebook, Twitter, Google+ and so on.

- **Augmented Reality**

Augmented Reality (AR) is a new type of user interface for digital marketing technologies that integrate interactive digital content into a person's view of their physical surroundings (Chylinski, et al., 2020). The use of interactive system such as AR is increasing rapidly in the online marketing technologies (Montero et al., 2019). These developments improve the interaction of businesses with their customers, which is one of the reasons why businesses use AR software to sell their products (Turban et al., 2018). AR marketing allows companies to influence customers' decisions by allowing them to 'situate' their thinking (Hilken et al., 2017).

AR enhances human engagements by allowing more interactions, reviews, real-time displays, and 3D data. AI has the potential to change the mobile purchasing experience and strengthen consumer-brand relationships (Scholz & Duffy, 2018). AR is easily accessible via mobile devices, and many organizations (for example, IKEA, New York Times, L'Oreal Makeup App, Pokémon Go App) sell their AR apps so that their customers can use them from anywhere, anytime. Purchasing through AR allows users to "test before they buy." This promotes perceived utility and enjoyment, resulting in a positive brand attitude (Smink et al., 2019).

Result and Discussion

To determine whether online marketing methods are effective, each paper is analyzed extensively. Online marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, social media marketing, E-mail marketing, and display advertising, can be extremely beneficial to businesses. Online marketing tools are more Social media should be regarded as a vital component of a company's overall marketing strategy and it should not be overlooked (Mangold & Faulds, 2009). Marketers may leverage social media analytics data from platforms like LinkedIn and Google+ to find noteworthy shoppers (Hinz et al., 2012) and their purchase intentions in a cost-effective manner (Jin & Phua, 2014). Influencers promote goods and services to influence the purchasing decisions of potential customers through social media platforms such as Instagram, Facebook, Pinterest, and blogs. Brand interaction on social media strengthens the relationship between advertisers' rank and the effectiveness of search engine advertising (Yang et al., 2016). Influential than traditional methods of communication (Helm et al., 2013).

Table 2: Measuring the Effectiveness of Online Methods

Dimensions	Online Marketing Methods	References
Attract	Email; SEO; SEM; Display Marketing; Social Media; Mobile Marketing; viral marketing	(Zhu,2011; Odam,2010; Hinz et al,2012; Frick, 2013; Ryan,2014; Kusumadjaja,2014; Singhal,2015; Popa, 2015; Sahni et al,2018; Turban et al, 2018)
Engage	Display Marketing; Videos; Mobile Marketing; Social Media marketing; Viral Marketing; Content Marketing; AI	(Frick, 2013; Kim & Han,2014; Sorrentino & Pikas,2014; Pulizzi,2014; Ghose & Todri,2015; Baltes,2015; Jarviaen & Taminen,2016; Heppelmann,2017; Turban et al, 2018; Whiting et al, 2019; Smink et al, 2019)
Brand Awareness	SEM; Display Marketing; Videos; Social media; Viral Marketing; Content Marketing; E-WOM	(Hinz et al,2012 ; Frick,2013; Lopez & Sicilia,2014; Popa,2015; Baltes,2015; Turban et al., 2018; Stewart et al, 2018; Montero et al, 2019)
Brand Loyalty	Social Media; Content Marketing; E-WOM; AI	(Pura,2013; Pulizzi,2014; Baltes,2015; Smith et al, 2016; Ismagilova et al,2017; Smink et al,2019)

Source: Data compiled by The Authors

As indicated in Table 2, the effectiveness of online marketing is determined by a number of factors including brand awareness, brand recognition, and brand loyalty based on the literature that have been studied. The categorization and references listed in the above table do not follow any particular order and it is to provide an overview of the literature used in the study.

From the above discussion, we found that the online marketing communication methods are effective in attracting visitors to the organization's website, engaging them, and creating brand awareness and loyalty. The earliest forms of online marketing, such as email, SEO, and SEM, are still effective. They not only help to drive visitors to a company's website but also help to raise brand awareness. AI enriches the marketing paradigm by developing and implementing ways for firms to produce and communicate value to consumers using online marketing methods such as SEO, email, social media, and content marketing. Social media marketing is an important method used by companies to spread messages quickly to millions of people around the world and has a positive impact on electronic word of mouth, which results in enhancing customer loyalty. Businesses are taking interest in placing ads on Facebook and Instagram as well as creating pages and accounts on this platform to interact and engage online users to improve brand awareness.

Conclusion

In the last decade, studies and surveys are done throughout the world indicate the growth of digital marketing and will continue to grow in the future. In light of the growing use of mobile phones and other devices, the market's potential tends to grow to allow for improved advertising reach. As the majority of people uses or spends more time on the internet, the reach of digital marketing in India is continuously expanding. Furthermore, there is a significant increase in digital marketing during COVID-19, and buying intention has changed significantly. Because of recent innovations in online marketing,

the marketing methods are more successful and cost-effective. This systematic literature analysis assists in distinguishing between various online marketing methods and their effectiveness; it demonstrates that organizations use online marketing to attract customers, engage them, and create brand awareness and loyalty. This review will aid organizations in determining the best online marketing method for them, as online marketing methods are both cost-effective and profitable. Small firms, in particular, may now reach target customers at a minimal cost and compete on equal ground with large organizations. Since this study is based on theoretical findings, further studies are required to learn how the organization integrate and implement online marketing and use various online marketing methods, to achieve their marketing and communication objectives.

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