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ENTERPRISE INTERNET MARKETING INSTRUMENTS

Marketing, as one of many and very important instruments, is undergoing a process of changes towards the Internet, which is reflected in Internet marketing. The process of development of Internet marketing is co-created not only by globalization but also by the presence of consumers on the Internet. Enterprises that want to be present in the world of the Internet must shape Internet marketing instruments. The aim of the study is to present the importance of the development of enterprise Internet marketing in the era of globalization.

Keywords: internet marketing, enterprises.

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ІНСТРУМЕНТИ ІНТЕРНЕТ-МАРКЕТИНГУ ПІДПРИЄМСТВА

Маркетинг, як один із багатьох і дуже важливих інструментів, переживає процес змін щодо використання інтернету, що відображається в інтернет-маркетингу. Процес розвитку інтернет-маркетингу спричинений не лише глобалізацією, але й присутністю споживачів у інтернеті. Підприємства, які хочуть бути присутніми у світі інтернету, повинні формувати інструменти інтернет-маркетингу. Метою дослідження є представити важливість розвитку корпоративного інтернет-маркетингу в епоху глобалізації.

Ключові слова: інтернет-маркетинг, підприємства.

Introduction

The development of modern technologies and, as a result, a significant increase in their importance in the lives of modern consumers make them play an important role in the marketing activities of enterprises in Poland and the European Union (EU). They enable entrepreneurs to have multi-channel interactions with current and potential consumers. The dynamic development of the Internet has led to changes in the marketing strategies of many enterprises. Internet marketing is a form of traditional marketing whose main tool is the Internet and websites. The main goal of online marketing is to reach a specific group of consumers with a message, acquire as many customers as possible, and thus increase the company's profits (<https://www.researchgate.net/profile/AgnieszkaKopiec/publication/320784496/18/11/2023>)

Marketing once associated with standard forms of advertising, related to public relations, branding and corporate communication, is now giving way to advertising on the Internet, mainly associated with such promotional activities as website positioning, Google Ads advertising or e-mail marketing. Instead of paper leaflets or radio messages, entrepreneurs are much more willing to choose the blogosphere, social media, graphic banners or video advertisements (Drzazga, 2013, pp. 98-111).

Introductory issues to internet marketing

In order to take a closer look at issues related to internet marketing, it is necessary to understand the meaning of the term «e-marketing». This concept primarily means a process based on detailed devising of an online advertising strategy. Online marketing is implemented in various forms, below are some basic concepts that are directly related to online marketing (https://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.cejsh_09/10/2023):

1. Website positioning in search engines, including: Google is a form of online promotion that focuses on specialized activities aimed at placing a website in the highest possible position in search results after entering specific keywords. This is a process that requires specialized technical knowledge and knowledge of current search engine guidelines.



2. Google Ads advertising campaigns allow you to gain presence in paid search results. Very high flexibility and the possibility of current insight into statistics, and therefore – measurability of effects – are undoubtedly advantages of choosing this form of internet marketing, especially in the case of companies with seasonal operations.

3. Content marketing is content posted on social media or on a website. It involves editing texts that are attractive to the recipient, which not only help in positioning the website, but also have a positive impact on creating the image of the company.

4. Viral marketing is activities on the Internet aimed at entrepreneurs creating situations that stimulate Internet users to spread information among themselves about a given enterprise and its activities (<https://www.cstore.pl/blog/czem-jest-marketing-wirusowy/> 20/06. 2023).

Advantages and disadvantages of internet marketing

Nowadays, internet marketing has many advantages, which is why it is so popular. Entrepreneurs particularly value it for access to hundreds of thousands of recipients at one time and easy access to the target group of consumers. E-marketing gives you the opportunity to track current progress, and if something goes wrong, you can easily stop the campaign and change something to get the expected effect (Vynogradova, Drokina, Yevtus henko, Darchuk, Irtlach, 2020, p.89). By operating online, you can also build brand awareness and interact with new potential customers as well as current consumers. Advertising a company on the Internet is an increasingly popular way of promoting a company (Mazurek, 2018).

Unfortunately, like everything, internet marketing, apart from its advantages, also has its weaknesses. Even though we consider Internet marketing to be a brilliant tool, we must bear in mind that not everyone is an Internet user, this applies mainly to older people, the number of these people is decreasing every year, but for now this is a disadvantage. Another disadvantage is the reluctance of a certain group of users to this type of advertising. Each of us is aware that too much advertising is frustrating and has the opposite effect to the desired one (Witek-Hajduk, Wąsowicz-Zaborek, 2018, pp. 131-147).

The importance of the Internet in the activities of enterprises in Poland and the EU

When analyzing the Internet market in Poland and the European Union, it is impossible not to notice the growing importance of social media. Nowadays, the so-called fan page on Facebook, Instagram or X (formerly Twitter) is not only a platform for contact with friends, but also a very powerful marketing tool, used in companies for cheap or free personalized marketing, which allows you to reach a specific, a defined group of recipients who are most likely to become customers of the company (Low, Ullah, Shirowzhan, Sepasgozar, Lin Lee, 2020).

There is no division into countries on the Internet, therefore, any promotional activity online can also reach consumers from EU countries, each company can increase its sales by selling abroad, and therefore earn more (Ślusarczyk, 2022, pp.49-58).

Online market in Poland and the EU

The e-commerce market in Poland is undergoing a development process. Not only the number of online stores is growing, but also the value of products sold online. Every year, the share of online purchases in the total retail turnover increases in virtually every market segment. This development is mainly determined by digital transformation, the COVID-19 pandemic and changes in consumer behavior. The structure of the e-commerce market has definitely changed since the first online stores (Xie, Yang, Liu, Li, 2023, pp. 1933-1959).

Polish e-commerce is a rapidly developing market, but we are still at the initial stage compared to European markets. Until the pandemic, e-sales in Poland constituted a small part of total retail trade. Only in 2020 did Polish consumers start making more transactions online. The current e-commerce growth dynamics in Poland is 2.5 times higher than the European average, which makes us at the forefront of the continent.

Despite such a dynamic development of the e-commerce market in Poland and the entry of many new enterprises into the online market, Poles still find it difficult to decide to expand abroad. This distinguishes us from, for example, Slovaks or Czechs. In these countries, entrepreneurs plan to sell abroad from the very beginning, while Poles decide to do so only at a later stage of their activity.

Buyer behavior on the Internet

Online sales are developing dynamically and gaining strength, with an approximately 15% increase in online sales every year. There are many factors influencing the decision to purchase online. Interestingly, a large group, as much as 26% of all online buyers, are people 50+ (according to the Gemius study). The factors encouraging consumers to shop online include: the ability to make a purchase without leaving home, the ease of comparing many offers, availability 24 hours a day and a wider range of products offered than in a standard store (Favre-Bonté, Tran, 2013, pp. 45-64).



Creative marketing

Creativity is about creating new, original ideas and concepts, but also connections to existing ones. Constant changes in the world of technology, media and consumer behavior are changing the nature of creativity in online marketing. E-marketing is measured not only by the success of products (social media posts or complete advertising campaigns), but rather by the value of the result (sales, greater brand loyalty). Marketers need to step outside the box, as if they were artists. They need to step into the shoes of entrepreneurs and innovators – using data to better understand trends and make the most of them, measuring efficiency based on business results. Consumers like to know everything right away, they love creative reactions and engaging discussions. The answer to these needs is Real Time Marketing, based on the action-reaction principle, extended by the principle of a very creative reaction (Budzanowska-Drzewiecka, Lipińska, 2012, pp. 12-25).

Internet advertising tools

E-mail marketing is classified as direct marketing and uses e-mail as a communication tool. Even though e-mail is over 40 years old, its popularity is not decreasing. Virtually everyone uses e-mail, but the way it is read is changing – the number of users reading their e-mail on mobile devices such as smartphones, tablets, laptops is growing (Yang, Zheng, Zhou, 2022).

The universal availability of e-mail makes marketers eager to choose e-mail marketing as a tool for contact with consumers. For this type of marketing to be effective, it is necessary to know the preferences of individual recipients in order to provide them with content that they will want to read. Sending mass emails is not popular and is often associated with spam.

E-mail marketing activities can be divided into two groups:

1. Sending newsletters/mailings to your own databases, built by the company or
2. Use of external databases.

Success in e-mail marketing activities depends mainly on having your own database of e-mail addresses. This is due to the fact that any newsletters are sent to people who have previously consented to such activities of their own free will and provided their e-mail address, thus agreeing to receive messages from a specific brand.

Contextual advertising

Contextual advertising is one of the ways of targeting ads in the advertising network, in which the content is matched to the content of websites. Ads match pages based on topics, keywords, or defined placements. For example, if you are reading an article about baby care tips, you may see ads related to baby care products on the page. They are displayed based on the page the user is currently on. Contextual advertising can be targeted in several ways. Advanced targeting options make it possible to reach specific target groups and monitor them constantly (<https://verseo.pl/reklama-kontekstowa-co-to-jest/> 08/09/2023).

Basic management methods:

1. Keywords – a set of words or words that appear on a given page where the advertisement is to appear;
2. Topics – by selecting a specific topic, we make the advertisement appear on specific pages related to it;
3. Placements – contextual ads can be directed to selected subpages, websites, mobile applications or YouTube channels.

Interactive advertising

Using interactive advertising is a way to stand out and attract customers' attention. This type of advertising offers something more than just dry information about products and services. In addition, engaging recipients to take action makes the message better remembered, which is why interactive advertising is an increasingly popular tool in e-marketing.

The use of this type of advertising in practice requires not only creativity, but also knowledge of the mechanisms of influencing recipients. Nevertheless, the benefits of using interactive advertising include an image advantage over the competition, personalization of the advertising message, audience engagement, as well as the ability to use many formats, such as video, photos, mobile applications, infographics and many others.

Social media in internet marketing

Social media marketing is an area of e-marketing activities, the importance of which results directly from the role that social media play in the modern world. It is not without reason that it is said that if you are not on social media, it is as if you do not exist. Until recently, this only applied to private individuals, but now entrepreneurs can also be included in this theory. If a company does not have profiles in social media, many people will never find out about it (Stenger, Coutant, 2013, pp. 107-117).

This type of marketing has many different definitions, just as there are many strategies and forms of using social media channels to achieve marketing goals. Social media marketing can be presented as the use of social media platforms for promotional, sales, image or customer service purposes. Therefore, social media marketing is about activities aimed at increasing website traffic and attracting the attention of potential consumers using these



media. By actively maintaining company social media profiles, it is easier to find new customers and reach them with advertising (Dołhasz, 2013, pp. 311-324).

The most frequently pursued goals by companies in social media include (<https://support.google.com/google-ads/answer/6349091> 15/05/2023):

1. Increasing website traffic;
2. Increasing brand, product or service awareness;
3. Generating leads (obtaining contact details of potential customers);
4. Strengthening and creating the image;
5. Improving the quality of customer service;
6. Maintaining the loyalty of existing consumers;
7. Increasing sales and reducing customer acquisition costs.

To make the experience of users using social media platforms as positive as possible, portals such as Facebook, Instagram, Pinterest and Twitter use various types of filtering algorithms. Their task is to select and display content tailored to the individual preferences of individual users (Deighton, Fader, Haenlein, Kaplan, Libai, Muller, 2011, pp. 117-124).

Interpretation of research results

The obtained results showed that 100% of surveyed entrepreneurs both in Poland and in other European Union countries use available, free online marketing tools. Analyzing the answers of respondents from Poland, it can be noticed that the vast majority of entrepreneurs (75%) use social media (Facebook, Instagram, Twitter), in second place (62.5%) was their own website, in third place (50%) free applications (OLX, Booksy, etc.), while in last place (25%) was E-mail marketing. When it comes to other European Union countries, the first place was taken by one's own website (75%), the second place – social media (60%), the third place (55%) – free applications for entrepreneurs (they are different in each country). , while E-mail marketing came in last place (25%). According to the survey results, approximately 80% of entrepreneurs from Poland and the EU also use paid e-marketing tools. Polish entrepreneurs declare that they most often (60%) use paid options in social media (paid Instagram ads, FacebookAds). The next most frequently used tools are GoogleAds and paid mobile applications for entrepreneurs (30% each). The fourth most frequently used tool is website positioning in search engines (20%). The results of the survey for entrepreneurs belonging to the European Union are very similar. Paid options in social media – 50%, GoogleAds – 35%, paid applications for entrepreneurs – 30%, website positioning in search engines – 25% (own study based on: Pieczarka, 2020, pp. 87-95, Rostek, Zawistowska, 2019 ,pp.72-90).

It can be concluded that Polish entrepreneurs use e-marketing tools at a very similar level compared to other European Union countries.

Recommendations for business practice

Answering the question about the future of e-marketing is extremely difficult. This difficulty results primarily from changes taking place in cyberspace. They are so fast and their impact on reality is so huge that it is difficult to say what specific solutions will be used in a year or two, let alone in a decade.

When thinking about the potential of e-marketing, it is worth looking at this activity through the prism of the currently popular concept of digital transformation, which emphasizes not only the functional power of the Internet, but also the one that changes the entire organization.

Progressing digitalization, mass use of mobile devices and social media, and new technical solutions based on network services indicate a continuous increase in the impact of information and communication technologies on the socio-economic landscape.

Summary

The potential of the Internet is constantly growing over the years, and more and more households use the global network. Nowadays, the Internet is not only a place for entertainment, it also generates many opportunities to achieve public, scientific and especially business goals. Today, the Internet has become an indispensable element in the marketing strategies of modern enterprises that want to achieve a competitive advantage on the market. Nowadays, knowledge of basic e-marketing activities seems to be necessary for practically everyone, especially for entrepreneurs.

The constant digital development in Poland and other European Union countries means that we do not know what to expect in a year, two or ten years. This means that entrepreneurs must keep up with the times and adapt the Internet marketing instruments used in their enterprises to current trends on the Internet.

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