Implementation of Digital Marketing as Business Strategy of Marketlink Web Solution Inc.

Dr. Shaneth Ambat, Jeremias C. Esperanza, Mary Jane V. Lima, Roel P. Masongsong, Jeffrey F. Papa
AMA University, Philippines

Abstract – The purpose of this paper is to present the positive idea that Digital Marketing (DM) bring towards a productive and successful business. DM has created a new dimension on the client and business owners' relationship. This study utilized digital marketing concept and techniques to enhance businesses especially the Small Medium Enterprises (SME's). Since early 80's, businesses continue to struggle to keep up with the rapidly evolving consumer behavior thus with Digital Marketing, operations was able to bridge the divide between what customers expect and what they get. Finally, the result presents growth not just on the business side but on the customer and business owner's strong relationship. Professionals and related partners fully understand the benefits of digital marketing in terms of growth and cost effectiveness.

Keywords – Digital Marketing, Search Engine Optimization, SEO, Business Strategy, Cyber Consumer

I. INTRODUCTION

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Now, the digital age is here. Business owners in today's marketing perspective need to embrace digital to connect with their clients. They fully understand this scenario and has spent years to find the appropriate tools and techniques that will empower them to connect with their clients on a platform while remaining within the lines of industry rules and regulations.

Background of the Study

The Marketlink Web Solution Inc. was formed in March 5, 2008 by its CEO and Senior Web Master Christopher Dayagdag, MIS and DBA candidate whose primary focus has always been to help small business' make more money by transitioning effectively into eBusiness. Their company is an active member of International Web Masters Association and Internet Marketing Association, and has grown significantly over the years, and is comprised of highly trained Internet Professionals, Web Masters, Web Developers, Graphic Artist and Internet Marketer who are in touch with where the Internet is today, not what it was last year. Between us we have almost 30 years of combined experience available to help catapult your eBusiness to category leader status. With a list of 100+ happy clients and growing, PhilippinesWebDesigning.com success can be attributed to the way they work with their clients. From personalized on-site consultations at their office, to meeting at your office after the project is complete to ensure your complete satisfaction with your new website.

Marketlink Web Solution Inc. offers a one stop shop for SME's to start their online business. It's very vital to have their own website nowadays since majority of people has an access to Internet. We start from the framework of your design, branding of your logos, development of your eye catching website, optimizing the site so it will be visible to search engines, managing your hosting space and domain up to internet marketing so you gain traffic and sales at the same time. The most important component of maintaining our high level of customer satisfaction is the customer support we offer after the sale. All of services include fanatical support providing you security in knowing the in-house team at PhilippinesWebDesigning.com will be here to answer questions and provide support for many years to come. Because PhilippinesWebDesigning.com creates websites that will sustain eBusiness for years to come they provide ongoing web development feature improvements at no additional cost.

II. LITERATURE REVIEW

Among the most significant changes in the business landscape are the emergence of 'cyber consumers' and the cyber business-to-business world, the changing reality of an increasingly complex, dynamic and chaotic world, and the waves of entrepreneurship and innovation and their associated new business models [1].

In the study conducted by McQuade, Shayne, et al. (1996), [2] Interactive consumer marketing has shown tremendous promise but companies are not yet certain on how best to leverage its potential. An examination of Web sites revealed that most still use interactive media like traditional marketing channels. Interactive commerce is unlike traditional ways of doing business because it allows for two-way interaction, individual identification of users, customized services for customers and ability to make online purchases.

[3] Mort and Drennan (2202) stated that the growth of direct marketing has been attributed to rapid advances in technology and the changing market context. The fundamental ability of direct marketers to communicate with consumers and to elicit a response, combined with the ubiquitous nature and power of mobile digital technology, provides a synergy that will increase the potential for the success of direct marketing. The aim of this paper is to provide an analytical framework identifying the developments in the digital environment from e-marketing to m-marketing, and to alert direct marketers to the enhanced capabilities available to them.

Technology changes people. Digital technology is changing the way consumers relate to products and markets. It is not just our computers that are being reprogrammed; it is customers themselves. The cyber consumer, as portrayed in Exhibit one, clearly illustrates the need for new marketing approaches to meet their changing needs [1]

These cyber consumers expect to be able to customize everything - from the products and services they buy, the information they seek, to the price they are willing to pay. They want to be able to engage the producer in the kind of tussle that used to characterize the street bazaar [1].

Consumers can now sort products based on any desired attribute, price, nutritional value, functionality, etc, or combination of attributes such as price value. They can easily obtain third party endorsements and evaluations including tapping the experience of other users. Empowered by digital technology, customers are unforgiving. Pity the poor company that fails to see this or refuses to play by their rules [1].

Cyber consumers, though, are not homogeneous. They vary greatly with respect to the degree to which they rely on the Internet. The reliance on the Internet varies by domain (financial services vs food shopping vs automobiles, etc.) and the characteristic of the consumers, especially their 'natural comfort' with the Internet [1].

A widely used of internet technologies have transformed emergence of a new communication tools. Reaching organizations and individuals with different qualities at different locations around the world in a faster way. When the people think about digital communication tools, what comes to the mind are Facebook, Twitter, Instagram, blogs, articles, journals or similar social networks that are used online. Majority of the population is active participants are no longer satisfied with just reading or watching the content presented to them, but rather they like to generate an information and share the content with others and interfere with the content by submitting their opinions and criticism if they feel necessary. The efficiency of digital marketing is the process of creating brand awareness that enable in easing to recall the brand in the market. A consumer brand preference will have a great impact in conceptualizing the brand awareness according to Rossiter and Percy (1987). Every potential customer should inherit the qualities of the products and these products make sense [4].

There are various elements by which digital marketing is formed. A very important of digital marketing is using the online advertising of the company can give some information about the products and services provided. The company's website content should advertise the best consumer interest for free. Online advertising can control its budget, time, relevant ads and substance of information for the product and services. Company can create a survey questionnaire and obtain valuable customer feedback essential to develop their products or services in future. Email marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services. One of the most effective digital marketing utilizing the Social Media channels. Allowing the company to create, exchange ideas, information and pictures about the products and services of the company cater. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. In the Philippines, the Facebook is most common visited website. Majority of the people spending 2-3 hours using the Facebook for communication, browsing, searching, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. The Twitter, company can increase the awareness and visibility of their brand and the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Maximizing the smart phone devices, the company can send information via text (SMS), audio or pictures (MMS), send order confirmation, and tracking the product. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Search engine optimization (SEO) provide the company to be high ranked page and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines. Lastly, the Pay Per Click (PPC) marketing is a way of using search engine advertising to generate clicks in the website rather than "earning" those clicks organically. It is the best way for company's ads since it brings low cost and greater engagement with the products and services.

III. METHODOLOGY

Digital strategy is a way that "will help you take the right decisions to make a company successful online. A strategy process model provides a framework that gives a logical sequence to follow to ensure inclusion of all key activities of strategy development and implementation" [5].

Companies that offer digital marketing must package products that may deliver maximum returns to customers availing the services. These services may vary depending on what the customer can afford for specific services. Figure 1 shows the typical (but not limited) services a digital marketer offer to its customers.
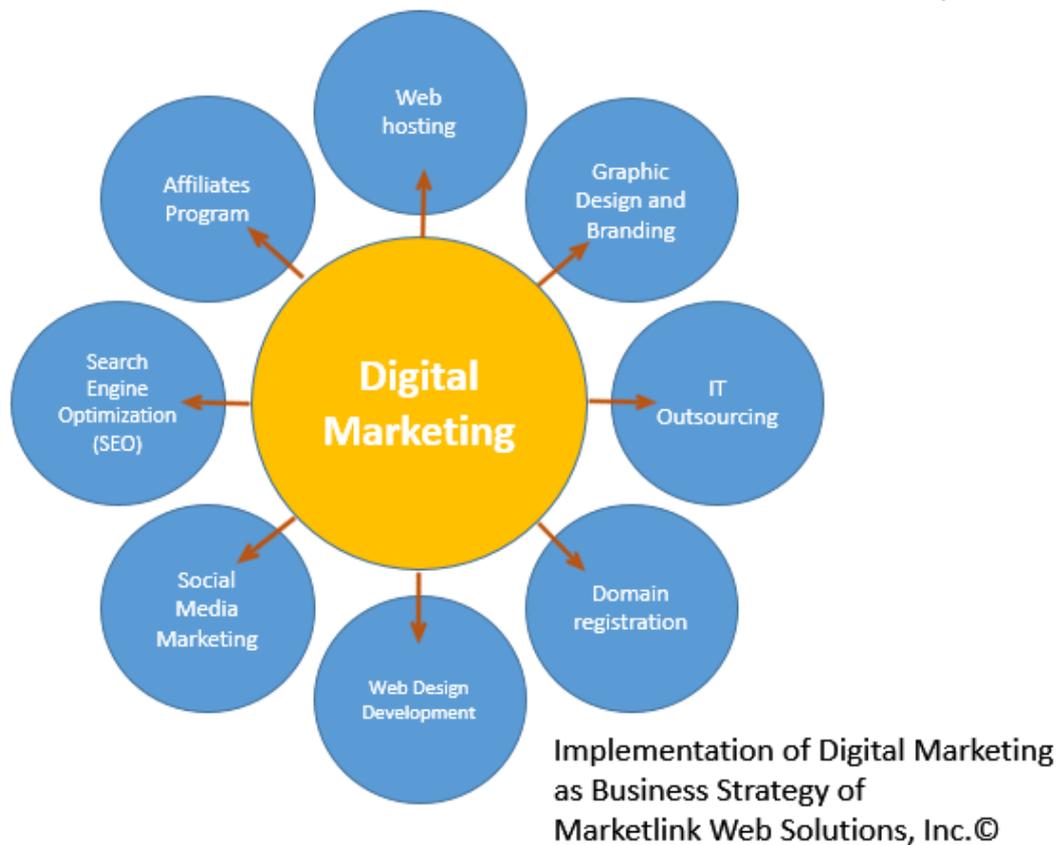
Figure 1. Services offered by Digital Marketer

Affiliates Program

Affiliate Marketing ensures greater market penetration through various websites where they can target specific groups of customers. It is a technique where other associates will promote the company's website. When a visitor visits the website of the Associate, they will be rewarded when a sale occurred. There are many ways where compensation will be provided for the Associates.

This strategy has become more popular in this 21st century where companies are putting their advertisements in Associate website. The companies often use banners and text ads to promote their products or services for creating awareness among the end users [11].

Domain Registration

In addition to website development, a customer who avails acquisition of its own website need no worries on how to register its site on-line. Included on the packaging is domain name registration once you buy a website from a digital marketer company. Customer chooses a unique name for its website and if it is available it can be registered and be viewed once the website is already deployed.

Graphic Design and Branding

One of the strategies in making a high impact presence online is creating a unique identity for the company. This may include visual solutions such as logo design and multimedia presentations. Small to Medium Enterprises (SME) may discuss first with a digital marketer of the services they could offer to its customer and what particular image (brand) they want to project or to be known for Digital marketer employs graphic design artists to suit this need.

IT Outsourcing

Outsourcing a digital marketer saves companies by half compared to hiring a full time digital marketer. You need to hire a middle or senior level executive to be at par with outsource agencies.

An outsource agency gives a fresh and creative marketing perspective compared to an in-house digital marketing team. [10]

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process which improves the volume and quality of traffic to a web site from search engines via natural search results for targeted keywords. [8]

Digital marketer is mostly a one-stop shop marketing agency. Included are strategies on how to land on top of the google searches in a specific industries at specific places. SEO is supplying keywords that may be present on its site to be ahead of other competitors in terms of page ranking with its relative importance.

Social Media Marketing
Contribution of social media sites such as facebook and twitter has contributed in product branding which may lead to increase of sales.

Studies shows that significant amount of tweets is related to brand image, brand satisfaction and purchase intention. Particularly, 68,61% of tweets is classified to one of the Brand Equity Theory (BET) categories. Moreover, tweets mostly denote brand image (28,42%), then purchase intention (26,41%) and finally customer satisfaction (13,78%). The study also found that 60,51% of tweets express sentiment.[9]

Digital marketer includes increase of facebook and twitter number of likes as a package in availing their services.

Web Design Development
One of successful website software development software tool today is Wordpress. Wordpress has already contributed 74.6 million sites to date. It is preferred by most business websites in maintaining content management services (CMS). It has already 46 million downloads as of July 2013 since 2003. [6]

Digital marketing companies mostly use wordpress in their website development because of plug-in features that are readily available and easy to deploy.

Web Hosting
A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web. Web hosts are companies that provide space on a server owned or leased for use by clients, as well as providing Internet connectivity, typically in a data center. [7]

GoDaddy.com is one of popular web hosting companies that includes web site development (using Wordpress), domain registration, and web hosting services.

On the case of Marketlink, it offers the following packages:
1. Package A – Starter (Ready in 2 days with package price of US$ 164)
   Features:
   - Domain Registration
   - Unmetered Web Hosting space
   - Informative Web Design and Development
   - Basic SEO (keyword registration)

2. Package B – Business (Package price of US$ 348)
   Features:
   - Domain Registration
   - Unmetered Web Hosting space
   - Dynamic Professional Web Design and Development
   - Basic SEO (on-site optimization)
   - Free 1,000 FB likes of fan page

3. Package C – Professional (Package price of US$543)
   Features:
   - Domain Registration
   - Unmetered Web Hosting space
   - Professional Business and E-commerce Web Design and Development
   - Advanced SEO (on-site and off-site optimization)
   - Free 2,000 FB likes of fan page
   - Feature ads in cheap.com.ph for 1 year

4. Package D – Enterprise (Package Price of US$ 761)
   Features:
   - Domain Registration
   - Unmetered Web Hosting space
   - Professional Business and E-commerce Web Design and Development
   - Enterprise SEO (on-site and off-site optimization)
   - Free 5,000 FB likes of fan page
   - Free 1,000 twitter followers
   - Feature ads in cheap.com.ph for 1 year
   - Feature ads in imap.ph for 1 year
   - VIP Support 24/7

5. Package E – Crazy (Package Price of US$ 1,087)
   Features:
   - All features of package A,B, C, D.

- 5,000 unique visitors from banner ads posted at Mitsubishi.ph, hyundaiPhilippines.net, hondaPhilippines.net and toyotaPhilippines.net
- Banner ads in all real estates sites
- Free 5,000 FB likes of fan page
- 10,000 likes from fb
- Free 3,000 twitter followers
- 1 high-end AVP for youtube/vimeo

Marketlink uses Feature-Driven Development(FDD) software process model. This model is also known as Active Stakeholder Participation of Agile Modeling. AM's practice of Active Stakeholder Participation is an expansion of eXtreme Programming (XP)'s On-Site Customer, which describes the need to have onsite access to people -- typically users or their representatives -- who have the authority and ability to provide information pertaining to the system being built and to make pertinent and timely decisions regarding the requirements (and prioritization thereof)
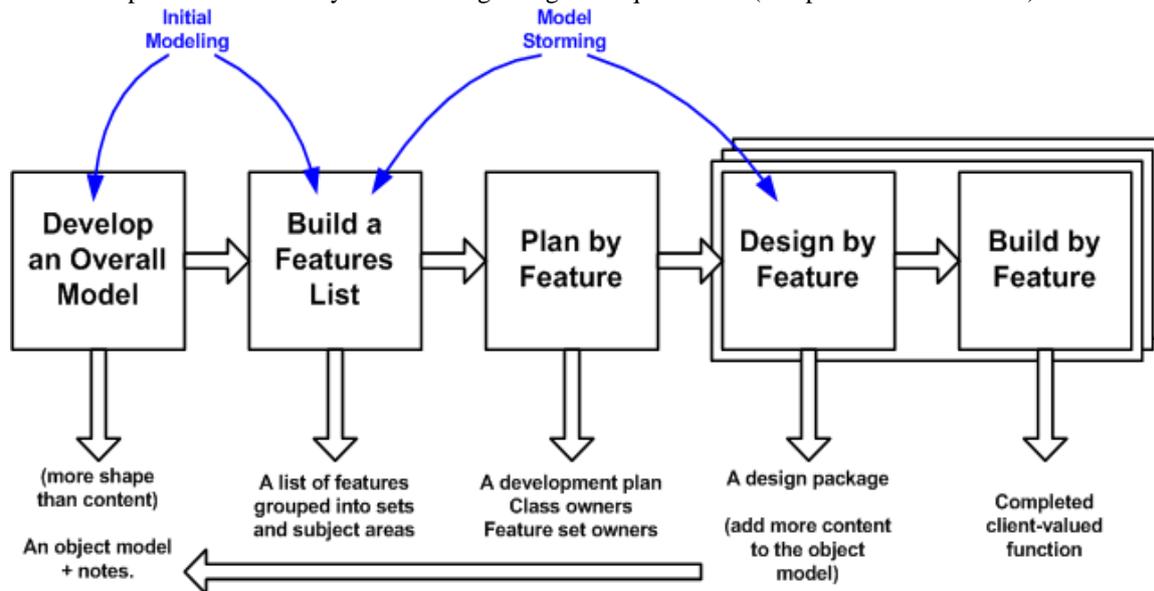
Copyright 2002-2005 Scott W. Ambler
Original Copyright S. R. Palmer & J.M. Felsing
Figure 2. FDD Project Life Cycle

Feature-Driven Development (FDD) is a client-centric, architecture-centric, and pragmatic software process. The term "client" in FDD is used to represent what Agile Modeling (AM) refers to as project stakeholders or eXtreme Programming (XP) calls customers.

As the name implies, features are an important aspect of FDD. A feature is a small, client-valued function expressed in the form <action><result><object>.

On the case of Marketlink, products are in the formed of packages on which the customer may avail as package A, B, C, D, or E.

Packages come with features depending on the price the customer can afford. Features may include (depending on package chosen) "Validate the password of a user", "Show banner ads", and "Integrate keyword for site optimization". These are primary source of requirements and the primary input into the planning efforts.

As you see in Figure 2 there are five main activities in FDD that are performed iteratively. The first is **Develop An Overall Model**, the initial result being a high-level object model and notes. At the start of a project your goal is to identify and understand the fundamentals of the domain that your system is addressing, and throughout the project you will flesh this model out to reflect what you're building. An agreement is set with the customer of what to expect upon the completion of the website.

The second step is **Build A Features List**, grouping them into related sets and subject areas. This map two main sub-activities, initial requirements envisioning and initial architecture envisioning. These are done during Inception.

Next you Plan By Feature, the end result being a development, the identification of class owners, and the identification of feature set owners.

The majority of the effort on an FDD project, roughly 75%, is comprised of the fourth and fifth steps: **Design By Feature** and **Build By Feature**. These two activities are exactly what you'd expect, they include tasks such as detailed modeling, programming, testing, and packaging of the system.

An FDD project starts by performing the first three steps. These steps identify the scope of the effort, the initial architecture, and the initial high-level plan. Construction efforts occur in two-week (or less) iterations, with the team iteratively working through all five steps as needed. As with other agile software development processes, systems are delivered incrementally by FDD teams.

There are six primary roles on an FDD project: Project Manager, Chief Architect, Development Manager, Chief Programmer, Class Owner, and Domain Expert. An individual will take on one or more roles on a project as you would expect. The concept of a class owner includes a practice called Collective Ownership the idea of which is that any developer can update any artifact, including source code, as required. FDD takes a different approach in that it assigns classes to individual developers, so if a feature requires changes to several classes then the owners of those classes must work together as a feature team to implement it. Just like programming pairs will model storm to think something through before they code it, so will feature teams.

With Marketlink set-up, they have the following roles:

- Senior Web Master
- Senior Wed Developer
- SEO Specialist
- Junior Web Developer
- Quality Analyst
- Web Developer
- Graphic Artist
- Professional Marketer

FDD's five steps are supported by several best practices. The first is domain object modeling, the creation of a high-level class diagram and supporting artifacts that describes the problem domain. Developing by feature and individual class ownership are also best practices, as is having developers work together in feature teams. Inspections are an important aspect of FDD. FDD also insists on regular builds, and configuration management. It also promotes a best practice called reporting/visibility of results as Agile Modeling's philosophy of open and honest communication. [12]

IV. SUMMARY

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Marketlink Web Solution Inc. offers a one stop shop for SME's to start their online business. It's very vital to have their own website nowadays since majority of people has an access to Internet. Digital Marketing has created a new dimension on the client and business owners' relationship. This study utilized digital marketing concept and techniques to enhance businesses especially the Small Medium Enterprises. Among the most significant changes in the business landscape are the emergence of 'cyber consumers' and the cyber business-to-business world, the changing reality of an increasingly complex, dynamic and chaotic world, and the waves of entrepreneurship and innovation and their associated new business models.

The Marketlink Web Solution Inc. offer digital marketing services to their clients that may deliver maximum returns to customers availing the services. Marketlink is mostly a one-stop shop marketing agency. Included are strategies on how to land on top of the google searches in a specific industries at specific places. SEO is supplying keywords that may be present on its site to be ahead of other competitors in terms of page ranking with its relative importance. Marketlink uses Feature-Driven Development (FDD) software process model. This model is also known as Active Stakeholder Participation of Agile Modeling.

ACKNOWLEDGMENT

REFERENCES

[1] McQuade, Shayne, et al. "Marketing to the digital consumer." *The McKinsey Quarterly* Summer 1996: 4. *Academic OneFile*. Web. 18 Aug. 2016.

[2] Wind Jerry, Mahajan Vijan, Digital Marketing, Symphonya. Emerging Issues in Management (symphonya.unimib.it), n. 1, 2002, pp. 43-54.

[3] Mort, G. & Drennan, J. J Database Mark Cust Strategy Manag (2002) 10: 9. doi:10.1057/palgrave.jdm.3240090

[4] Rossiter J.R., Percy L. (1987) Advertising and Promotion Management, Singapore, McGraw-Hill.

[5] Definition of Digital Strategy. Digital Strategry [Online]. 2016 [viewed 2016- 08-19]. Available from: < http://www.smartinsights.com/digital-marketing-strategy/>

[6] Ewer, Tom. 14 Surprising Statistics About WordPress Usage. [viewed 2016-08-18]. Available from: < https://managewp.com/14-surprising-statistics-about-wordpress-usage>

[7] Wikipedia contributors. "Web hosting service." Wikipedia, The Free Encyclopedia.Wikipedia, The Free Encyclopedia [Online] August 3, 2016 [viewed 2016-08-19]. Available from:< https://en.wikipedia.org/wiki/Web_hosting_service>

[8]   Patil Swati P., Pawar B. V., Patil Ajay S. Search Engine Optimization: A Study. Research Journal of Computer and Information Technology Sciences. Vol. 1(1), 10-13, February (2013)

[9]   Kalampokis, E., Karamanou, A., Tambouris E., Tarabanis, K.. Applying Brand Equity Theory to Understand Consumer Opinion in Social Media. Journal of Universal Computer Science, vol. 22, no. 5 (2016), 709-734

[10]   Gregorio, J. Digital Marketing for Business – In-house or Outsource? [Online]. 2016 [viewed 2016- 08-19]. Available from: < http://digitalmarketingphilippines.com/digital-marketing-for-business-in-house-or-outsource/>

[11]   Jadhav, A. Chandra, MS. Affiliate Marketing as an Innovative Campaign in e-commerce: A Field of Rising Opportunity. Galaxy: An International Multidisciplinary Research Journal, May 2016 Vol. 5, Issue 3, ISSN: 2278-9529

[12]   Ambler, S. Feature Driven Development (FDD) and Agile Modelling [Online]. 2016 [viewed 2016- 08-19]. Available from: < http://agilemodeling.com/essays/fdd.htm>