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2. Abstract

This paper will serve as the Master Thesis on the Cand.Merc.Ibe education. The paper is designed to give the reader an insight to if, and how companies utilise the possibilities of Internet advertising and branding.

2.1. Introduction

Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually the goal was to get a company- and/or product name, a statement etc. communicated to as many people as possible for the smallest price possible.

When the Internet arose, a number of search options became available. Companies had the option to advertise themselves on a larger scale. Due to advertising perception at the time, many businesses were assumed to have great value, and thus traded on the stock exchange at extraordinary high rates. This collapsed in 2001 at what is commonly known as the dot-com bubble.

After the dotcom collapse, the Internet was almost disregarded because of many failing website-based businesses that had expectations to the market and assumptions about consumers. However, both consumers and companies continued exploring online options. Soon more substantial business models emerged; search advertising¹ and e-commerce were the new possibilities. Enhancements in targeting advertising, and understanding how websites maintain visitors, became relevant. Researching consumer's behaviour and buying patterns online began to interest scholars.

Due to the technologies available today, as well as broadband implementations in most homes, advertisers are able to make massive leaps and create global campaigns (become

¹ When you advertise on a search engine, you purchase keywords that relate to your product or service. Internet users type in your keywords and see your ad on the same page as their search results.

globalised in just at few minutes). Leaps that will be more obvious as a new generation of professionals take control.

"(...) are likely to continue as marketing and advertising are increasingly peopled with individuals for whom the internet, eBay, Amazon, Google, and YouTube were always there and which played some role in forming their worldviews, just as television, film, radio, and print did for prior generations." (Rappaport 2007)

So, let us face the facts: The Internet is no longer a medium of "new economy", and "Ebusiness" as a term has rather been rendered obsolete. The Internet is used in any and all industries, as a branding and marketing tool, as an internal communication tool, and as the start of most business transactions. Today companies use the Internet as one of the most powerful tools in a big number of ways. The Internet has unlocked a large number of search options and new ways of highlighting the important aspects of any item. Thus marketing has been redefined via the Internet, and given even small businesses a chance to promote and brand their products on a larger scale. The Internet has therefore experienced enormous growth in online advertising, since its inception in the early 1990'ies. It is still however executed in the usual one-way-communication, as it has always been done.

Success stories in advertising are easy to find: Amazon is using their customers to market products to others via the "other buyers, who looked at this, also looked at this". Coca Cola are storytelling via the Internet, MasterCard use humourous clips, and through that viral marketing.

But are all companies aware of the possibilities, and do they use them?

We live in a world of connectivity; the number of mobiles phone subscriptions in Denmark outnumbers the number of inhabitants. The number of text messages increases year-by-year, email and instant messenger programs set records each year. All of which points out that people are in need of being in contact with others.

When the Internet connects people across oceans and continents, dating services, networking pages and blogs, forums and chat rooms are increasing every minute, are the companies aware of the consumers' need to be connected and be part of a dialogue?

Are companies adopting the interaction approach to their advertising concepts?

Getting the user to feel like part of the company will create not only happy customers, but ambassadors, that will promote the company and its products even further. Most people do not leave their home without their mobile phone, they are scared to miss anything, and want people to be able to reach them for an opinion. Customers are jumping on the chance to be heard in large audiences.

Can this interaction approach be used in advertising to create success?

3. Problem formulation

Based on the before-mentioned questions, we have therefore decided to investigate the following:

- What alternative advertising options does the Internet provide to internationally oriented companies?
- To what extent are internationally-oriented Danish companies aware of such alternative advertising options, and to what extent do they take advantage of them?
- What strategies should Danish companies adopt to take advantage of these options?

We wish to investigate these questions in an effort to highlight where advertisers have options to expand current, and develop new concepts that will give companies the option of targeting their campaigns even further.

What are the alternative options?

To understand the options available, a review of existing thoughts on the topic is needed. A thorough presentation of the approaches companies can undertake, and how they affect the outcome. Moreover, different options of advertising online will be discussed, and a presentation on already done material will highlight where the current potential is, and what should be carefully considered before use.

This section should develop into some considerations, which expand into the option of carrying out some empirical studies.

Are internationally-oriented Danish companies aware of, and how do they use online marketing?

We will examine examples of companies targeting their communication to the end-user, via investigation of online communication (websites). This will however not provide insight to which options the companies are not using. Therefore an informed opinion poll will be conducted, in order to find out if the companies are aware of all options, and only have decided against their use; our preliminary understanding is that companies will use all the insight they have.

What strategies should Danish companies adopt?

It would be obvious to make recommendations based on a study of companies and their strategies, but a far more interesting point is whether the end-user is more prone to advertising if conducted differently than the companies currently market themselves. We will investigate the end-user opinion via questionnaires, and get opinions on the different options available.

Furthermore we expect to find differences in advertising used by foreign entities, compared to what is used by Danish companies.

In order to examine these questions in depth we need to understand and explain our methodological viewpoint. To understand the assumptions of this paper, it is necessary to highlight the foundation and the methods used. This is done as a stand-alone chapter, from where items will be derived and discussed when applicable and will especially be introduced in the empirical chapters.

We will through this paper make a number of assumptions, and we have dedicated a chapter to make the reader follow our chain of reasoning. This is done in the chapter of Conceptual framework. Here we will also set our limitations for the questions, and define the keywords used throughout this paper.

Our empirical data will consist of both the companies view, as well as the enduser/customer, and this will provide us with the necessary options to analyse what options are available (and used), as well as giving us a set of "do's and don'ts" for companies when advertising online.

The paper is trying to establish a clear picture of companies' use of Internet marketing (or lack thereof). Part of the answer to this question is therefore whether the Internet is a new medium for traditional marketing, or supports a new way of conducting marketing. Our analysis will seek to provide us with insight to how customers view the Internet.

It is important to stress that this paper is not a final manual of do's and don'ts online, our research area is too small, and time is too much of essence. Neither will this paper give any insight to whether the Internet is a more optimal tool for marketing than other channels (such as TV-, radio- or outdoor advertising). Furthermore no return on investment discussions will be sought, ROI requires a very different perspective, but could easily be the natural extension of this paper. Though the paper is not meant to give a conclusion on the matter, or become a guideline of what to do, (and not do) as a business, there will be points that lead to several statements, that alone could raise new questions, and therefore the paper will end with a reflection of the project and topic.

3.1. Structure of the project

This project is overall divided into four main parts. The introduction, methodology and problem formulation is our pre-understanding and questions towards Internet marketing, and how we intend to analyse them. Each of our main questions from the Problem formulation will have an interdependent section. We tried to find existing material on the subject, but were unable to attain such. Therefore we have no primary data, and thus have to create our own. This will be conducted from questionnaires and interviews, and together with secondary data will be our main empirical collection.

In Figure 1 the project structure is depicted.

Problem formulation



Figure 1: Structure of this paper

4. Conceptual framework

This paper requires a number of definitions and delimitations in order to keep focus on the important aspects, and to avoid raising more questions, rather than answer the ones at hand. Furthermore, it is important that the different terms/concepts that we refer to in this project are defined, to give the reader a broader perspective of the issue that we are dealing with.

4.1. What is marketing?

Marketing is a societal process, which discerns consumer's wants, focusing on a product or service to fulfil those wants, attempting to mould the consumers toward the products or services offered. Indeed, marketing is fundamental to any businesses growth. The marketing teams (marketers) are tasked to create consumer awareness of the products or services through marketing techniques. Unless it pays due attention to its products and services and consumers' demographics and desires, a business will not usually prosper over time.

Essentially, marketing is the process of creating or directing an organisation to be successful in selling a product or service that people not only desire, but also are willing to buy.

Therefore good marketing must be able to create a "proposition" or set of benefits for the end-customer that delivers value through products or services.

Throughout this paper we will not differ between marketing, advertising and the term ad. Our understanding of the words is meant to be the same, and thus they will frequently be used. One term needs to be explained though; viral marketing, which is a concept that have developed with the emergence of the Internet. Viral marketing spreads through social relations, and is considered a modern version of word of mouth marketing. Whether funny, surprising or with deep impact many small texts, pictures or even videos are sent from one user to another for various reasons. Viral marketing will be discussed in detail later.

4.2. Limitations

Throughout this paper online and offline will refer to whether or not the subject is available to the public via the Internet. We will not consider in what "language" (HTML or other) the information is available, nor will it be considered, what device the information is brought from. The Internet is not only available on computers. Cellular phones, mechanical calendars, portable music players etc are integrating faster and faster.

"In the near future, networked computers will be everywhere. Low-cost microprocessors and network connections will be embedded in all consumer durable devices, such as the washing machine, the refrigerator, the hot water tank, the oven, and many others. Every one of these devices will be connected to the Internet, through either the electrical wiring system or through a community wireless network (Watson et al., 2002)." (Zinkhan 2005)

Online communication today is not only confined to the computer, and so marketing can be provided to the end-user in more ways than via the computer. This paper will not distinguish between different ways of accessing the Internet. A website can be designed to appear best on a smaller screen (cellular phone), or chat can via the Internet go from computer to regular phone, even with one end typing in text and the other end speaking. Online marketing will therefore be used in the broadest term possible, only where necessary will the definition be stated and discussed.

We have decided to use internationally-oriented Danish companies in our problem formulation. An internationally-oriented company is defined as any company that is already operating on the international market or is in the process of entering the international market, and seeks to inform the target customers about its goods and services. The reason for using Danish companies is threefold, firstly it is our native country, and so the dialogue will be simpler, any need for visiting or follow ups will be simpler, secondly Denmark as a nation is one of the most developed in the world when it comes to IT, both infrastructure (number of broadband users), public service and the private sector is available online. Consumers are expecting online solutions, for banking, groceries, information, service etc. Thirdly we feel that even though these consumers are expecting (and receiving) online solution to nearly every aspect of their life, the strategy of most Danish companies are not in sync with what is available and requested.

5. Methodology

In this chapter the methodological view that we possess and the project work is described. Depending on which methodological approach one chooses, the subject of study may change.

People understand, explain, and improve businesses depending on the approach being used (Arbnor & Bjerke 1997). By choosing a given methodological approach it will also restrict the way information/data is collected and used. Different methodological approaches have different characteristics and terminologies. To illustrate, these approaches, used by Arbnor and Bjerke, will be briefly described, after this, a deeper insight into the methodological approach of this paper will be introduced.

5.1. Why consider methodology?

The main idea of the methodological chapter is to highlight the method used to solve a problem. To do so, the way one will view and tackle a problem depends on his/her fundamental assumptions, in other words his/her own perception of reality.

When a group of people works together, very often their perception of reality and, consequently, of the ins and outs of the problem will differ. Logically, they will come up with distinct methods to address the issue. Therefore, it is necessary to agree on one single methodological approach in order to create a common understanding of reality. Such an adoption will lead to a natural selection of several sets of tools (paradigm, model, etc.), connected to the chosen approach.

Taking up a certain methodological approach also gives a frame for how to work throughout the project, so the data collection, its analysis, and finally the conclusions drawn out of them are all determined by the choice of these techniques.

5.2. Paradigms

From one's perception of reality derives the adoption of a paradigm. The theory of science offers a number of paradigms as different ways to view the world, which leads to different ways of processing. A paradigm can be defined as:

"A basalt set of values, we basically take for granted, but controls our actions- the daily actions but also actions that are combined with actuated investigations." (Darmer & Freytag, 1996)

An American philosopher named Thomas Kuhn (1922-1996) was the first to define the concept of paradigms. According to his theory, a paradigm consisted of 4 components (Arbnor & Bjerke, 1997):

- **Symbolic generalization**, i.e. typical expressions used within scientific a group (also called jargon), which are not questioned,
- Metaphysical aspects i.e. typical models. These models function in a similar way as symbolic generalization, offering suitable and acceptable analogies and metaphors.
- Values, i.e. tools for judging the research results, theories or scientific topics,
- Ideal examples i.e. specific solutions to a problem, which scientists confront early in their careers and can be found in scientific journals.

This definition of paradigm is however not widely accepted among the social scientific community, since challenging theories suggest other components to explain the concept of paradigm (ibid).

Alongside Kuhn's revolutionary theory; the scientific theorist Törnebohm developed an evolutionary definition, built upon four components (see Table 7 in the Methodological appendix):

- **Conception of reality** (view of the world), i.e. the philosophical idea of how the reality is constructed, whether it exists by itself or it is formed through our reflection.
- **Conception of science**, i.e. the knowledge achieved through education, which form the perception of the studied objects and subjects.
- Scientific ideals, i.e. the expected goal of any investigation/research/ consultancy.
- Ethical/aesthetical aspects, i.e. the moral norms of the investigators/ researchers/consultants, as being morally (un) suitable, beautiful or ugly, etc.

Moreover, Törnebohm states that generally no major driving forces can influence the four mentioned aspects of a paradigm. Furthermore, the constitution of reality or scientific opinion shall not be discussed, since otherwise a practical research would be virtually impossible to conduct.

In this thesis, it is decided to utilize Törnebohm's definition as the foundation of our methodological understanding because his realistic angle is suitable for the working process of this project.

5.2.1. The six social science paradigms

The six social science paradigms are considered as the most important set of paradigms to understand and explain business activities. They represent the different categories of creation of knowledge about and in a given reality (Arbnor & Bjerke, 1997). We have in Table 6: The six social science paradigms in the Methodological appendix tried to describe the six paradigms. We have decided to draw out the hermeneutical circle from the appendix, and visualise the thoughts behind the model.



Figure 2: The hermeneutical spiral (own creation, inspired by Arbnor and Bjerke 1997, p. 164-166)

The thought behind the model can be used in any given conception of social construction. The post understanding becomes a new pre-understanding, and thus the never ending spiral creates a new view of any given subject. The understanding of knowledge arises from a **hermeneutic point of view**, where knowledge is acquired through a step-by-step process composed of a pre-understanding, a present understanding and a post-understanding.

5.2.1.1. Creating knowledge

As mentioned earlier, methodology is the understanding of how methods are constructed, that is why an operative paradigm is developed. An **operative paradigm** is the conceptual bridge linking a methodological approach to a specific study area. These paradigms consist of two key parts: (Arbnor & Bjerke, 1997):

The methodical procedures, i.e. the way creators of knowledge incorporate, develop and modify some previously given techniques (e.g. selection of the units to study, data collection or results analysis) into methods through a conscious and explicit procedure. Adapting or modifying a previous result can also be referred as methodical procedures.

The methodics, i.e. the way creators of knowledge relate and incorporate these "techniques-made-into-methods" into a study plan and how the study is actually conducted.

Summarizing, adapting a technique to a methodological approach is a methodological procedure, while applying this adaptation in a plan or in an implementation of a study is called methodics. This operative paradigm may change from time to time, depending on the shifting character of the study area and the type of operative paradigm in question.

Furthermore, this assumption of reality leads to a certain paradigm, which embraces a methodological orientation. Each paradigm can be based on one or two different methodological approaches – in the minds of Arbnor & Bjerke: analytical, systems or actors approach - to create knowledge. Consequently, the next step is to present the three methodological approaches, so as to match them with their paradigms.

5.3. Different approaches

From past studies Arbnor and Bjerke have been used as the higher understanding of methodology, therefore their three approaches to creating business knowledge are applied in the considerations of this paper. The three approaches are:

- Analytic approach
- System approach
- Actor approach

To see a deeper explanation of the three approaches see Methodological appendix.

5.4. Relating paradigms to the methodological approaches

When talking about methodology, there are different paradigms that lie beneath the choice of the three approaches. As the methodology in each approach differentiates, it is necessary to depict how the four components of a paradigm are viewed in order to incorporate the six social science paradigms to the three approaches.

The conception of reality and science, the scientific ideals and the ethical and aesthetical aspects are to be described in Table 1 according to the approach of analytical, systems or actor methodological points of view see Methodological appendix.

The following figure aims at providing the reader with an overview to what extent social science, orientative paradigms and the three methodological approaches are correlated.



Figure 3: The three methodological approaches related to the six paradigms (Adapted from Arbnor & Bjerke, 1997)

5.5. The chosen approach

It is not possible to empirically nor logically to determine the best methodology approach. This can only be done reflectively by considering a situation to be studied and one's own opinion on life (Arbnor & Bjerke, 1997). Theories of science can be looked at from different approaches as explained above, but the different experiences and previous studies will always bias the investigator. In this section we will shortly explain the choice of our methodological view.

Our choice reflect the way data are collected and used further in the project, but also the approach that we have decided to use, reflect our perception of reality of how business knowledge is created.

Choosing the right approach depends on how creation of knowledge is perceived, namely the differentiation between explanatory and understanding creation of knowledge but also based upon the influence from the environment.

Creators of knowledge who make a distinction between the methods of the classical natural sciences and those of the social sciences are often called hermeneutics. They claim:

"There exist a decisive difference between explaining nature and understanding culture" (Arbnor & Bjerke, 1997).

A person that totally denies the existence of a fundamental difference between the natural and the social sciences are traditionally called positivists. Since there is few left in the world today that like to be called that, they primarily prefer to as explanaticists. Even though methods might have to be modified, in specific cases, explanaticists maintain the explanatory logics, e.g., causal explanations, in both sciences.

We believe that knowledge is a reconstruction of information seen in contexts, and that we are depended on information in order to gain knowledge. Our perception of reality is that human transform information into knowledge and thereby we act on the transformed information. As a consequence of such beliefs the system approach would be the most suitable approach to use.

Using a system approach allows us to use both explanation and understanding in order to answer the presumption that we have created in the problem formulation. More important it provides us with an opportunity of comprehend the little amount of data's that exist concerning this issue. We then interpret the information, which then becomes knowledge throughout experience and interpretation. The approach we have decided to use is the system approach with the assumption that reality constantly changing forms and activities are based on the transfer of information. Some would say that we am pragmatic, meaning that see reality (world) is seen as boxes and together they create synergy. Maybe that is right, but we also see similarities in the reality as a social construction, in a way that we view reality as a world of symbolic relations and significances that emerge out of human actions and interaction.

There are a number of different concepts in circulation in business studies today about when and how to use various methods for developing business knowledge. Different methodological approaches make different assumptions about their subject. This means that when people apply the different approaches in practice, they have to proceed differently when trying to understand, explain, and improve business, depending on the approach being used.

5.5.1. Applied Methodology

In this section we will explain our operative paradigm for the project work.

Through literature study, text interpretation, reflection on the material read and discussions, the main characteristics will be drawn up. The literature that will be studied was located through searches on the Internet, recommendations and literature-references, and consists of published scientific articles, books and teaching-notes. Empirical studies will be conducted, as questionnaires, and a jury of experts will be used to give further opinions on the issues brought up in this paper.

5.5.1.1. Methods

A normal distinction between methods is the qualitative/quantitative, which also can be developed into the reach and richness distinction. In Figure 4, it is shown how main types of methods are positioned according to reach and richness.



Figure 4: Reach and Richness (interpretation of http://www.ivang.dk/Handouts/012904%20internet%20and%20IMA.pdf)

Figure 4 shows which types of methods create the best reach vs. the best richness. Richness is how much information/knowledge each respondent adds to the research and reach is the number of information/knowledge sources obtained by using a specific method. A trade-off between reach and richness exists and by using a specific method, we chose information that would have more reach and less richness with regard to questionnaires. Furthermore, this distinction and trade-off can also be made between qualitative (richness) and quantitative (reach) methods.

Besides the methods depicted in the figure above, there exists a variety of other methods and all these methods have advantages and disadvantages, which make them more or less suitable to use in specific situations. Since we have a specific methodological assumption, we are more inclined to use some methods prior to other. In order to gain an understanding of the advantages and disadvantages of some of the more popular methods; we have included Table 1.

	Description of Survey Method	Advantages	Disadvantages
Telephone Interview	Reaching respondents through telephone.	High response rate, easy to reach respondents, good control.	Costly, not everybody has telephones, sometimes regarded as disrespectful.
Personal Interview	Conducting interview face- to-face with respondent.	High quality of information, high response rates, flexibility, visual aids, see facial expressions.	Very expensive, interviewer bias, interviewer skills need to be good.
Mail Survey	Sending questionnaires with mail.	No need of a field staff covers broader respondent base, less costly than telephone interview.	Low response rate, no control over questionnaires after mailing.
Web Survey	Reaching respondents with e- mails and Internet.	Least costly for big surveys, comfortable for respondents, easier data analysis, fast answers.	Usually impossible to use probability samples, low response rates, no control.
Focus Groups	Six to twelve people group participating in a discussion that concentrates on a particular issue.	Qualitative information on very new products or issues, opinions of very different or similar customers.	Very costly, the lack of skilled moderators.

Table 1: Different survey methods

In order to make statistical generalisation, we have to include a quantitative approach as part of our data collection method.

Survey research is one of the most popular methods of gathering information about a population. There are different ways in which surveys can be conducted, e.g. mail surveys or Internet surveys. We have chosen to use the Internet as our channel, not only as it is fast and efficient, but also because we need information on Internet behaviour, and therefore want to make sure that respondents are regular users of the Internet. There are, however, both strengths and weaknesses by using the Internet and in the following chapters; we will draw up the main points in this discussion.

6. Does the Internet provide new options?

The starting point of any research is what has already been examined, and what the conclusions of these examinations are. This chapter is divided into two main parts, with two subchapters;

- 1. The traditional Internet marketing
- 1. B: The traditional marketing strategy
- 2. The new internet marketing model
- 2. B: The new marketing strategy

Firstly to explain the theories of Internet marketing and their current use (i.e.: how companies perceive online marketing today), and secondly to recap what options companies have in creating marketing plans. Before this, we have included a brief explanation of the Internet.

6.1. The Internet

Concerning the Internet there have been many ideas and theories. Due to the fact that the Internet is rather a new phenomenon there is yet room for evolvement.

At first marketers, quite naturally, considered online media as extensions of the space and time media—TV, radio, and print. Advertisements during most of online advertising's first 10 years filled measured spaces on web pages with variously sized banners, rectangles, buttons, or leader boards. In fact, a good amount of early advertising industry work focused on defining such spaces, called Interactive Marketing Units, in order to standardize practices for the sale and delivery of paid advertising.

Through the years, many experts have developed theories concerning online Marketing. Since the famous "Bubble" started collapsing in the late 90'ies, speculations around the reason why it came to this point, has been many as mentioned earlier.

In order to realise the potential and possibilities of the medium, it is important to understand what the Internet has brought of marketing communication.

Internet Marketing has evolved from websites with company logos and contact information, through online product catalogues to a two way communication tool (questionnaires and specific correspondence), and now, with Customer Relationship Management (CRM) a variety of new options are opening up.

To understand e-communication and how companies use the internet as marketing/advertising tools, it is important to understand how it is adopted into companies and organisations.

6.2. Traditional Marketing

In this chapter we will try to give you an overview of what traditional marketing is and how it is used over the internet. The traditional marketing (TM) is a common known media concept. There are several ways of looking at TM, and using it. We have in this project chosen only to focus on the TM over the internet. In the next subchapter we try to point out some of the common know media tools as advertising tools.

But before doing that, it would be necessarily to point out that these tools were as common before the internet, in another shape, than it is today.

6.3. How is marketing conducted online?

Throughout this paper, the term Internet marketing, will be used in a broad sense. There will be sought to make the reader understand the closer definition by using other more precise terms, where applicable. But in general internet marketing can be trying to promote both sales and communication, e.g. Contact details, Product sales, Support possibilities, Aftersales options etc. So what are the thoughts on marketing options online? How does one approach the consumer (visitor), and to what extend do the visitor behave?

6.3.1. Banner ads

One of the most widely used forms of advertising online is that of the banner ad. The ad is placed on a website, and usually highlights itself with different colours, size and motion. It can be a punch line, a question or even a video. It has (as almost every other item online) evolved with the discovery of newer tools and programs. In the beginning the banner was a non-moving square with a text and/or picture, but today it is often a video that starts with a mouse over². Therefore the banner ad can be compared to an outdoor communication form that developed with the Internet.

The ROI for banners are measured in two ways, firstly the brand awareness (Robinson et al 2007), where the remembrance of your message or brand name is important. Secondly by a rate of interaction - the *click through rate* (CTR) – the more people who click on the banner, the more value the advertiser has been given. It has been found that while repetition reduces CTR is enhances brand awareness (Robinson et al 2007).

Banner ad has been studied since the beginning of the commercialised Internet. Many different angles of discussions and conclusions have been drawn, and there are several counter perceptions. The form of the banner, the size, placement on the page, colour and sound etc. are all factors to be considered in order to emphasise your message. A study from Kingston University revealed that bigger is better (Robinson et al 2007); however the study did not take into account the placement on the website. For instance a banner placed in the top left corner could be more likely to generate awareness or (as the case for this study) CTR. Earlier studies have proven to have little effect, Dreze and Hussherr tested in 2003 standard size (specific pixel size) banners against two other sizes, and found that the smaller did actually perform as well as the larger one (Robinson et al 2007).

Studies also show that the message on the banner can have an impact. Mentioning of price, gift, or free offers actually reduce CTR, while banners with neither price nor promotional offers have bigger influence on CTR and brand remembrance (Rettie et al 2004).

² When you move your mouse icon to be placed at a specific point (e.g. a picture or text)

A more specific targeting of the banners has proved to be more successful, generating higher CTR.

"There is considerable evidence that targeting can improve click-through rate (Briggs et al., 1997; Chandon & Chtourou, 2001; Chandon, Chtourou, & Fortin, 2003; Chatterjee et al., 2003). Briggs and Hollis

distinguish three aspects of targeting: the immediate relevance of the product to the target audience, the immediate relevance of the message to the target audience and the relevance of the brand. The internet enables advertisers to target users by choosing appropriate sites, in addition, advertising delivery can be related to the search terms that surfers use." (Rettie et al 2004)

This suggests that advertising via banners is more than just having the brand name, or making a good promotional offer. It is necessary to target the specific consumer via the correct host website, and it also needs to be with the correct message. This is not different from that of offline marketing, but the Internet has created an option to target simpler than otherwise. It is possible to track where the visitor is from via the ISP (Internet service provider), what search words were used to visit this website (what website did the visitor leave to visit the current) and is the visitor a first timer on this site, or a frequent visitor.

6.3.2. Pop-ups

The pop-up is defined by a new page (of your current browser) opens on top of the one you are currently visiting. There are several variations of the pop-up:

- The pop-under, opening a website under the one currently being visited.
- The pop-in; where something is blurred or covered at the visited website in order to advertise for something.

Pop-ups can be designed to appear when a website is loading, after a period of time is spend on a website, or upon leaving the site/closing the window. Pop-ups can appear as small windows covering a portion of the host website, it can therefore be less intrusive, e.g. when not covering a vital text or similar. The popup has been perceived as very annoying, and has often been compared to that of advertising breaks on TV. Several pop-up killers³ have been introduced online, and lately Microsoft has included such a killer in their very popular Internet Explorer program. Pop-up advertising is discarded by most users. Several other bigger software producers have included pop-up killer software in their programs, and major advertisers have disregarded the option of pop-up advertising. Edwards, Li and Lee examined the intrusiveness and irritation of pop-ups in a study from 2002. They stated several hypotheses based on when and where pop-ups appeared, and found that more relevant content was perceived less intrusive, and the perception was also dependant on whether the user is searching something specific or just browsing without goal.

Although the pop-up is perceived as more of an annoyance than that of the banner ad, the success rate is often higher:

"Still, some advertisers cling to pop-ups. Despite aggravations, ad execs say that 2% of them entice Websurfers to click -- four times the rate of traditional banner ads." (Baker 2003)

Some companies even have great success with pop-ups, designing them as entertainment or small puzzles.

6.3.3. Search advertising

Google has developed the option of search advertising. According to Danish Newspaper Jyllandsposten, the idea was actually invented by a small competitor, eventually bought by Yahoo! a major competitor (JP 3/6-2008). Without bringing to much detail, the concept is that any given word typed into a search engine, can be bought. This way, the results shown is at one hand the result of the search concept, but a new list of advertising is available (typically in a different list than that of the search results. Here the buyer of the word, get advertising space. The more popular the word is, the more expensive it is to buy.

³ a small program that terminates the pop-up before it opens

Another feature is that you can buy pr. click. One thing is to have your site/product shown in a search, it also has to be clicked on to be truly effective. Therefore it is possible to define your budget for a specific word, and thus create even small campaigns through Google.

Furthermore, Google has introduced a quality score, where the site behind a bought word is valued. The webpage shown when a bought word is clicked could for instance be a new site with advertising. Such a site would receive a lower score, and be charged more for a good placement on the search advertising list. Thus marketing via Google have enhanced the serious actor's possibilities.

6.3.4. Email/Newsletters

Email is a very simple way of reaching the customers. It has however been misused, and most users of the Internet are very familiar with the concept of Spam. Less serious companies and advertisers buy email addresses by the hundreds and send out ads.

Many websites that ask for details on the visitor, and thus require an email address, and often ask to be allowed to send out regular newsletters. These newsletters are a good way to keep visitors returning to the site.

6.3.5. The herd-behaviour

The Internet reaches the globe in seconds. Therefore a successful site such as facebook.com has millions of users. The question is, however, if the site is successful because it has a product millions of users wants, or if the site is just popular because of herd-behaviour. Dholakia and Soltysinski examined this behaviour in "Coveted or Overlooked" from 2001. The publishing was based on online auctions, but it is relevant to marketing as well. The results were that a parameter such as price might create herd behaviour, even though other auctions (sites/services) might be similar.

The herd behaviour can be compared to viral marketing. If the message is interesting to large numbers of people, it will be watched by even more people.

An example can be found at youtube.com, where top lists of different videos can be found. Not only most viewed (which is obvious), but also most recent, - discussed or active. The herd behaviour is here used when browsing videos, and the most viewed will be even more viewed, as people think this must be seen, since so many have been watching it.

6.4. Traditional marketing strategy

As stated previously marketing is a broad term used to cover many aspects. In everyday use "marketing" is the promotion of any product you wish to sell. However marketing is more than just getting a statement that says "buy this product".

6.4.1. The four Ps

Marketing is company centred, and is according to E. Jerome McCarthy divided into four general sets of activities, namely product, price, promotion and place. E. Jerome McCarthy defined his four P theory in his Basic Marketing: A Managerial Approach (McCarthy 1960). Each of the activities can be further divided into different categories.



Figure 5: The 4 Ps - The Marketing Mix (source www.freewebs.com/coachrogers/freshmanseminar.htm)

This paragraph will go through the 4P as defined by E. Jerome McCarthy and Philip Kotler, then we will explain what enhancements/developments have been discussed, and from here we will define how the theory applies to the discussion at hand.

The **marketing mix** is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. Also known as the Four P's, the marketing mix elements are price, place, product, and promotion.

The concept is simple. Think about another common mix - a cake mix. All cakes contain eggs, milk, flour, and sugar. However, you can alter the final cake by altering the amounts of mix elements contained in it. So for a sweeter cake add more sugar!

It is the same with the marketing mix. The offer you make to you customer can be altered by varying the mix elements. So for a high profile brand, increase the focus on promotion and desensitize the weight given to price. Another way to think about the marketing mix is to use the image of an artist's palette. The marketer mixes the prime colours (mix elements) in different quantities to deliver a particular final colour. Every hand painted picture is original in some way, as is every marketing mix.

Some commentators will increase the marketing mix to the Five P's, to include people. Others will increase the mix to Seven P's, to include physical evidence (such as uniforms, facilities, or livery) and process, i.e. the whole customer experience e.g. a visit to Disney World (Borden 1964).

6.4.1.1. Product

The actual product is what the consumer wants, quality and colour, size and features. It also includes supporting elements such as warranties, guarantees, and support. It is made up from relations between:

Definition; physical product, a service or even people and organizations can be products. *Level*; the product level gives the marketer an option of differencing otherwise similar products. The levels are:

- The core benefit, the fundamental product, buying a car is buying transportation.
- The generic product, transport need to be transformed to something physical for example wheels.

- The expected product, the car needs to be silent and comfortable
- The augmented product, special attributes that define your product from the competitors.
- The potential product; what will the product turn into the future. The car may be ready to install an auto drive function.

Hierarchy is the road from basic need to the specific product choice. Included here could be choice of brand (more on this later) and product type.

Classification is simplified, long or short term goods or service products

Mix, the product mix is an overview of your own products. How many different product lines do you have? How many items in each line? What is the depth of each line (variations of the same product)? And what, if any, relation is between the products.

From the product line it can be derived what is creating income and what is creating turnover. From this decisions can be made whether to expand the product line, either by drawing out the line (draw the same product towards new markets) or expanding the line with new products.

Brand; A major part of the product is the brand of the product. Several studies have been conducted on the topic. Martin Lindstrom argues in Brand Sense (Lindstrom 2005), that everything surrounding your product can be turned into branding. Lindstrom uses a term called "smash your brand", meaning that if you destroy your product people should still be able to identify it. A broken Coca Cola bottle will be recognized because of the special bottle design. Brand therefore is much more than a logo or product design.

6.4.1.2. Price

Price is one of the easiest ways of differencing from the competition, if you sell your product cheaper than anyone else, the conclusion must be that you get the sale. In its core understanding the price need not be monetary - it can simply be what is exchanged for the product or services, e.g. time, energy, psychology or attention.

Setting the right price is a difficult task, what to charge depends on your strategy. The simple way is to look at supply and demand. But in certain cases strategy requires to neglect one. Using Price-elastic theory (Case & Fair 1999) e.g. if the goal is to conquer a new market in 33
competition with existing products (market penetration), low price is a good start. Or the opposite – if your strategy is to have the best product in terms of quality, price is much less a factor. It can even be a downside to market your product at a low price. An important notice is that most products become more elastic over time, as consumers have time to find substitutes. It is also an option to estimate demand at different prices and then optimise your income, by selecting the place on the curve where your contribution margin is highest.

Sometimes price changes are necessary, normally consumers tend to look with suspicion on lowering price, deeming that the product might by lowered in quality as well. Also, while a price reduction will give a higher turnover, the customer loyalty is lowered as well. Thirdly your competitors will also lower their price and start an avalanche. An increase in price will normally cause a reaction from both customers and competitors. If your product is a luxury, then it will be more vulnerable if the price is heighted. The competitors can react in different ways to your chance of price, depending on their own strategy.

It is also important to notice that an increase in price can be altered by changing something about your product, e.g. lowering service, quantum pr. unit, packing or removing functions, and thereby keep the same price, but maximising contribution margin.

6.4.1.3. Place

Place, refers to where the product is sold, what place in the store, or what type of store. And also to which segment the product is sold.

It is however also about distribution and the choice of the number of levels before the product reaches the end-user. The links between producer and retail outlet are often enhancing the sale. For instance selling groceries are done in stores, where many different producers are present, inevitable heightening competition, but also making the product available to a large number of customers. These links can therefore be a subject of much strategy discussion. Who to pick, what are the terms of the distribution and what are the alternatives.

Placement or distribution: refers to how the product gets to the customer; for example, point of sale placement or retailing. Retailing consists of the sale of goods or merchandise from a fixed location, such as a department store or kiosk, or by post, in small or individual

lots for direct consumption by the purchaser.⁴ Retailing may include subordinated services, such as delivery. Placement of a product is essential for the seller to sell and also form the purchasers that are viewing the sites. Later in the analysis we look at the impact the placement of a goods or adverting have on the internet; it is not different from stores or kiosks than it is over the internet. Purchasers may be individuals or businesses. In commerce, a retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user.

Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy.

Shops may be on residential streets, shopping streets with few or no houses, or in a shopping centre or mall, but are mostly found in the central business district. Shopping streets may be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. In the U.S., retailers often provided boardwalks in front of their stores to protect customers from the mud. Online retailing, also known as e-commerce is the latest form of non-shop retailing, for instant mail order.

Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase

This P is therefore referring to the channel by which a product or services is sold (e.g. online vs. retail), but can also be specific to which geographic region or industry, to which segment (young adults, families, business people), etc. also referring to how the environment in which the product is sold in can affect sales.

⁴ http://www.fas.usda.gov/info/factsheets/China/distribution.html

6.4.1.4. Promotion

The way the product is promoted also influences the buyer behaviour, not only with regard to the actual product, but also to the surrounding parts, i.e. the promotion of the warranty or the company's reputation.

Promotion can be divided in five subcategories:

Advertising is seen as a tool to communicate broadly. The general purpose of advertising is to persuade potential customers to purchase or to consume more of a particular brand or product.

All types of media are used to deliver messages, including television, radio, cinema, magazines, newspapers, video games, the Internet and billboards. Most companies that want to advertise for their brand or product uses advertising agency or other organisation.

The general idea of advertising is to promote a specific product or Brand in few minutes to as many as possible. This could be done on the seats of shopping carts, on the walls of an airport walkway, on the sides of buses, and are heard in telephone hold messages and instore public address systems. Advertisements are often placed anywhere an audience can easily or frequently access visual, audio and printed information.

Places and to whom the advertising is addressed to depends on the product or brand. Some organisations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. These types of advertising are directed to specific populations. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

"While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial Email and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers".⁵

Today's advertising is progressively more invading public spaces, such as schools, and can to some extend be seen as a form of child exploitation.

⁵ http://interviews.slashdot.org/article.pl?sid=03/03/03/1528247&tid=111

Sales promotion is most of the time the hiring of external media and non-media marketing communication skills, engaged for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. In other words external employment task that have one focus and that is to sell the product or Brand in a fast and easy way. Furthermore they also do surveys that provides the companies with statistic concerning the given product or market.

Publicity is the attempt to guide the public's awareness of the issue. To make sure that product or brand are been digested prober by the public. Any ethic discussions that appear through advertising have to be in order. The right message is brought out to the people.

Personal selling is a sale activity that involves a direct contact between the sales representative of the given product and the consumer. A personal sale is a sold product in return for money or other compensation. It is an act of achievement of a business-related activity.⁶

The "deal is closed", means the customer has accepted the proposed product or service by making full or partial payment to the seller.

Branding is a very broad sub-element under promotion. Branding is part of all four above mention sub-elements, and therefore we have decided not to give a deeper explanation of this element

The mix of these four parameters will determine the success of sale. There are however limitations to this theory. Firstly it is often seen as marketing of low-interest, low-price products, secondly several "p"s has been added to the theory when dealing with specific sectors, or products. One of the more noticeable ones is from Booms and Bitner in 1981, they analysed service firms, and came up with an addition of three issues.

The *people*, who are involved with the customer, whether they are sales personnel, support personnel or other customers who describe your product, are important to consider. Although marketing can be viewed as a one way communication, it is important to realise that e.g. word of mouth is very powerful.

⁶ http://dictionary.reference.com/browse/sales

Process, is regarded as an item in itself. The process of your after service, e.g. if a product is faulty and you reimburse the customer, it has to be done quickly otherwise this will reflect poorly on the product, regardless of the warranty issue.

Related to the study field of Booms and Bitner a service cannot be experienced before it is bought and delivered. Therefore it is necessary to show the product before sale, which also applies to many products delivered in the Internet. Studies or demonstrations therefore provide important marketing. This issue was named *Physical evidence*, and gives the marketer the option of providing the customer with a feeling of security before buying the product.

6.5. New marketing theory

The online marketing should be based on the consumer's abilities to select and choose in the interaction with the multiple Brands over the Internet.

"The rise of the model was based on advertising-supported revenue models or the assumptions about consumers. The problem, we know now, were not the Internet, but in the business plans, management and in the unreasonable expectations for their success based from the lesson of the bubble burst. Post-collapsed, as consumers and companies continued moving online, more practical business models emerged and started proving themselves, such as search advertising (now 40 percent of online advertising spending) and e-commerce." (Rappaport 2007)

After a while came an enhancement in targeting advertising, understanding how websites build and keep audiences, and acquiring deeper insights into online consumers and their media, and buying patterns. Added to that, new technologies and broadband adoption enabled advertisers to make enormous creative leaps and create landmark campaigns. These leaps are likely to continue as marketing and advertising are increasingly peopled with individuals for whom the internet, eBay, Amazon, Google, and YouTube were always there, and which played some role in forming their worldviews, just as television, film, radio, and print did for previous generations. Based on these experiments the marketers are moving towards the three new models of advertising:

- On Demand model, is based on consumers' abilities to select and choose their content and interactions with brands.
- The engagement model, where visitors are engaged in the product or service.
- Advertising as service to consumers, where the simplicity of a website becomes an advantage.

We will now go in depth with these new thoughts on these models.

6.5.1. On Demand Model

The overall aim of these three models is a new way of thinking. We need to distance from the traditional way of thinking. With the internet the possibilities are enormous.

The essential part of this model is the approach to the consumer as satisfied participant. The era of consumers reading, watching, or listening on the medias' schedules seems almost appealing; today nearly every companies is promoting their capacity/products in a way for them to be seen or heard when ever consumers has a desire for their products. Even network television, which built its business on aggregating viewers at specific times, is experimenting with On Demand models. Episodes of some programs, even wildly popular ones, are sold on Apple's iTunes, or made available from their own online distribution systems like CBS' Innertube, or through the shows' own websites. Through these websites it is possible to watch news 24 hours a day even from the weekend before. In fact, many media have enjoyed an unforeseen benefit from the on-demand trend: their archives have become hot properties because consumers seek access to materials from hours, days, weeks, or years ago. Storage, retrieval, and on-demand access have transformed the media business and increased the value of its content.

Broadly adopted information search tools are important developments supporting the On Demand model. Before search engines and good websites, consumers were forced to seek information and knowledge from the manufacturers, retailers, and distributors personally for brand information. If the store was closed or consumers missed an advertisement, they had no knowledge of the product, nor the ability of purchasing the product. Capable search and 39 websites optimised for search engines changed that situation. Today consumers' access, considers, and acts on product information 24/7.

Another important aspect of the On Demand model is satisfied personalisation. In addition to produced content, consumers want to leverage and connect the knowledge power of brands by customising content to their personally interests, needs, and tastes. This takes the form of managing preferences: "I want to see the weather in the 9500 and 9800 zip codes on my home page," "Update me only when there's new information about a certain Brand X." With choice comes responsibility. Consumers like choices, but not too much (Rappaport 2007). If we have too many choices, we will get confused, irritable or immobilising, and counterproductive seen from a brand viewpoint. Instead of giving consumers multiple options the companies should provide them with the necessary tools (Wagner 2007). That way it simplifies the entrance to a Brand or implementing sophisticated business rules that present the most relevant choices for the customers/consumers and at the same time the company controls the choices.

The ideas are many, choices can vary and the tools sophisticated.

"(...) nobody's really in control, not the brand or the consumer." Joe Plummer (Rappaport 2007)

One thing that is essential to have in mind. The control has not been totally given to the consumers, for most parts the company/brand still sets the stage, and establishes the rules. For some parts it is the companies that control most parts, but in order to reach the consumers' needs, it is necessary for them to recognise that we are living in a two-way communication era.

The thing that is different today is however, that consumers have new and powerful options to accept or reject brand messages. For instant it is possible for most internet users today to avoid pop-ups, and other unwanted advertising mails only by adding pop-ups killers. Therefore it is necessary for brand marketers today, to take these new tools into consideration in order to stimulate the demand for their products and services, but also stimulating interest among the consumers to incorporate their brands in the choices consumers make about what they want to see, read and listen to. Due to the many media types and the consumers behaviour they become uniquely individual and their choices also becomes individual choices and therefore causes many complications for the advertiser.

These situations differentiate the traditional view of segmentation and signify that new types of thinking are needed to exploit the advertising opportunities.

To summarise on the Demand model it can fairly be said that the consumers' need are covered 24 hours a day. Also the ability to alter the consumers search behaviour to specific pages is important for the Demand model. The model also points out the ability the consumers have concerning choices. It is crucial that choices are limited; meaning that if the consumers have too many choices, the effect of the Brand is only partial. Therefore communication is essential to avoid this. With the traditional marketing the advertising marketers are more interested in having their brand at as many places as possible, whereas with the Demand model it is more vital where and who sees the adverting. Sequentially to gain that position, communication with the consumers is fundamental for the new brand marketers. Communication is a keyword for this model. One thing is to modify the choices for the consumers, but also to recognise that in order to increase the sales throughout marketing, it is essential for the marketers to acknowledge the communication to be twoway. With the Demand model it is important that not only do the brand marketers need to promote their product on the internet, but they also have to make sure that the consumers include their brand to their favourite choices.

6.5.2. Engagement Model

The Engagement model is based upon two key ideas:

- 1. High relevance of brands to consumers
- 2. The development of an emotional connection between consumers and brands.

Additionally, engagement occurs, like all relationships do, in a social context that can influence the quality and duration of the engagement.

As Joe Plummer relates to:

"Consumers want to get involved with brands they care about, and give brand marketers explicit permissions, through an opt-in program, to involve them with the brand." (Rappaport 2007) For these consumers, brands provide opportunities, this is not always given, that go beyond typical relationships, where they looking at a ranking of privileged statuses and rewards. They are called "The Brand Ambassador". This status is a status the companies give to the faithful consumers, and it is more or less the highest status that can be given to them.

As an ambassador you have insider access to marketers, and gain appreciation and social status in the selected communities by being a spokesperson or leader. This type of marketing looks a lot like Viral Marketing.

Because Engagement is based on emotions and relationships between customers and the companies, marketers believe the Engagement model conceive it differently from traditional advertising.

Engagement is much more than "I know you". In its ideal form it is about bonding, shared meaning, and identification. You feel connected to the Brand.

Take Harley-Davidson as perhaps the ultimate example, where a buyer identifies themselves with a lifestyle. Professionals writing about Engagement, view it as opportunity because once consumers have chosen to receive brands' communications, the strategy is to make it worth their while by providing compelling brand experiences.

Marketing Insight Corporation CEO Vincent Barabba:

"... consumer choice can lead to greater and more meaningful engagement between the consumer and the provider of products and services" (Rappaport 2007)

A similar and more urgent thought is expressed by Digitas Chief Marketing Officer David Edelman:

"... Consumers are seizing control. Marketers have no choice, but to reframe their perspectives and deliver engaging experiences that inform, educate, or entertain. It is about defining an engaging concept... Making it come to life and enabling consumers to call it their own" (Rappaport 2007)

Engagement strategies are relevant for B2B marketers and B2C marketers. One of the strategies in the engagement model is that the company persuade consumers to make inputs, or puts up a competition between regular and faithful customers, in order to hold on to them.

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After selecting finalists they hooked the businesses up with appropriate consultants/sales representatives, and then created video case studies of them. In that way it enables the company to fully engage their customers by working the cases through and keeping a laser-like focus on efficiency.

"They assiduously avoided becoming a mere provider of business information." (Rappaport 2007)

Engagement depends on having the consumer insights. Solid Engagement strategy is rooted in consumer data, drawing upon multiple sources that assist marketers in evaluating their engagement efforts, and takes place through multiple communication channels and touch points.

Standard learning and opinion pools, familiar to 30-second TV spots or online banners, for example, like brand awareness and purchase intention, are the essential foundation in understanding what they think of, as brands' common phases—they are the ability to involve, inform, and entertain, and longer term, to co-evolve with consumers through the creation and ongoing development of brand meaning.

To outline the essential of the engagement model several important issues are notable.

- Distinguishing the Brand so the consumer identifies himself in it.
- Involve the consumer in the process through for instance competition, questionnaires etc.
- Have dialogs with the consumer, but most important make the consumers feel significant so in the future they becomes "ambassador of the Brand".

To enhance that idea, it is vital that the consumer indentifies himself in the brand and therefore get emotional attach to the Brand, like the example previous about the Harley Davidson brand.

6.5.2.1. Forums/Chat

Previous we mentioned several options of advertising available in TM. These options are also included in the new models. There is however and options not discussed previously – that of chat functions.

Chat and forums are one of the more widely used ways of engaging visitors, by allowing them chat options, both support chat and user chat the visitor has options of committing themselves to a site and/or brand. Chatting has evolved to one of the most used functions of the Internet, programs such as MSN Messenger, Yahoo Messenger and the now outdated ICQ (I seek You) was among the most downloaded and used programs online⁷. Forums are found on many different pages. Mostly used to link up people with a specific issue, for instance sports interests or collectibles, the forum can also be found on sites discussing news or politics.

6.5.2.2. Viral marketing

Viral marketing is actually based on social relations, where ambassadors of your product will create advertising for you by highlighting their experiences with your product or service. Viral marketing is cheaper than normal advertising option, as you in theory only have to place you advertisement one place, and let it spread from there. Furthermore viral marketing is often not even perceived as commercial advertising, as the person behind the message often is a friend or co-worker. Viral marketing often has the possibility to reach consumers the company normally would not reach with any advertising option.⁸

Viral marketing is word of mouth translated into Internet marketing, and can be seen as the herd-behaviour in social relations. Many people have a tradition for passing funny emails on, or having a specific Friday ritual with wishing good weekend with a joke.

Many companies today are very much aware of viral marketing, and typically have their advertising material available online, and possible to send to friends.

6.5.3. Advertising as a service

Advertising as a service aims to provide consumers with information and capabilities that soften transactions or enhance brand engagement. The first approach for the companies is to identifying the services and information the consumers requires, and then creating the

⁷ There are no reliable sources as most downloads are only monitored by the producers. Estimates on number of users differ greatly.

⁸ http://www.forbrug.dk/raad/reklamer/renbeskedmarkedsfrin/brnved/viral-markedsfoering/

messages and experiences relevant to those needs (Rappaport 2007). Planning campaigns begin with a conducted survey. This could be like questionnaires seen from consumers' viewpoints.

- What services does a consumer need?
- How does the service need to function?
- What is the best platform, or combinations of platforms, to deliver the service?

These types of questions could almost be related to every product category. Take a car. When consumers want to know specifications and details, like engines, trim lines, or safety features, they turn to branded sources.

But when it comes more direct and personal information as to ratings, reliability, and quality, consumers are unlikely to evaluate manufacturers' claims in light of sources they consider more independent and objective, which can be searched through, TV-programs such as "Basta" and "Rene ord for pengene", magazines, Auto or the simple word-of-mouth from friends or family (Viral marketing).

One major task the brand marketers and their agencies have is to assist consumers manage the variety of sources brought to their attention during brand learning and decision-making. Or to offer a different example, a company has an agreement with an agency to order flight tickets, as SAS does today via Carlson Wagonlit. The customers (a different company's employees) have the ability to make flight reservation online at home. A username and a password is the only thing required to make a reservation. In order to make a reservation, there are 8 to 10 passages to get to the actual reservation. After having selected the date, time, and company you only have to press submit. Even then it is not for sure that the reservation has been made. After perhaps 25 to 35 minutes of trying you surrender and go directly to another site and within no more than 2-5 passages you have ordered tickets and saved money.

A buying experience that was easy to follow, gave the customer assurance, and allowed him to easily complete the transaction. The difference between the two sites selling a service or product, tickets to the same team and arena, resulted in two different outcomes because the winning broker built its service on consumer insight that simplified things, whereas the site that lost a customer due to it process appeared to be more for the benefit of the broker than for the customers benefit. The same process can be seen for other product than flight tickets Advertising as a service as a tool goes deeper than the examples we just discussed to providing personalized services. These are merely examples, of how importance it is for the marketers to involve the consumer in the advertising.

Like the general practitioner who treats patients and has a lot of data of the patients, marketers are increasingly able to capture consumers' histories and use them to provide services. This level of customer knowledge can be used to intervene and assist customers when necessary. This is for most parts done through logins.

Some online websites have a pop-up help window when a shopper (customer) has performed a certain amount of searches in a short period of time. The reason for having such items causes may be that customers are having difficulties finding an item or just not sure what they want. Service can be more specific, based on previous behaviour on the specific site. These are just a few illustrations where a little guidance may be very helpful and tip the balance from browsing to buying and improving the brand experience. Advertising as a service is perhaps the most personal of the three models we are discussing and, for this reason, might be considered the most unselfish. Marketers need to make sure they deliver a helpful service at the appropriate times and avoid the trap of substituting technology for consumer insight and connection.

As a conclusion to the third and final model, Advertising as a service direct its focus on the places to advertising, but more important the need of service the consumer demand. Sites must not be too difficult to navigate through. The consumer demand simplicity and value of the individual sites. In order to accomplish that the producers/companies have to make it simple and needed. How the services should be is entirely up to the consumers' need. Now that we have discussed the three models, let us now take a look across them to identify themes that can guide our practice.

It seems clear that while each model may be used alone, we have described a family of models that can also be used in combinations that marketers believe is best for their brands. There can or should be a relationships among the three; On Demand provide the basis for deeper Engagement, and Engagement leads toward strengthening the brand-consumer 46

relationship through Service. These models are not the final word; they may come together or splinter, or new models may appear.

One thing we are certain of, is that we will not have another millennium with the same model that is dominated by just four mass media. The internet is here to come, and every day it expands.

"The new models shift attention away from traditional one-way models of advertising to two-way communicating marketing, centered on reach, exposure, cost-per thousand, and standard brand metrics to measures that evaluate the quality of the relationships among consumers and brands, of which there are many" (Rappaport 2007).

The new models emerge from new technologies, but they are not determined by technology but more on the people that uses the technology. Technology is an instrument of strategy and effecting:

"Start with the consumer to understand what drives peoples' passion for your products and services, and then determine how you can use technology to deepen those relationships" Joanne Bradford MSN Corporate Vice President (Rappaport 2007)

The last observation of the three models is deepening those relationships depends on collecting and aggregating data on individuals and combining those results with additional sources of consumer information and insight.

There are several proportions here: the belief that brands are trustworthy and liable, that they will deliver as promised and most important they will treat consumers' personal information with confidence. Although there are "privacy issues," as addressed previously it is essential for brand-consumer relationships and thus brand demand.

These models provide marketers with flexible options applicable depending on consumers and situations. It is for companies to experiment with one model, or combinations of models, depending on the specific situation.

6.6. New Strategy

The traditional view of marketing assumes that an organisation should start with its customers, learn their needs, and then try to fill those needs as shown in the previous subchapter— profitably and on an ongoing basis. Based on the three new marketing models, that is not the way it really works today to archive success. Marketing, as it has evolved over the past half-century, has not been developed to satisfy customer wants and needs. Instead, in too many cases, it has been used to assist companies in disposing of products and services they have manufactured, created, developed, or simply wanted to vend at a profit. As a result, most marketing concepts and techniques have focused almost exclusively on new customer acquisition and on generating profitable transactions through cross-selling and up selling, rather than on building long-term relationships with customers over time.

The market changed from the historic "marketer in control" to "retailer in control." Today, we argue it is now "customer in control." Customers now have a wide variety of choices from a wide variety of suppliers with a multitude of retail choices among a broad set of products and services that are pretty much alike. Most products and services today are being sold at continuously declining prices or at least at continuously declining margins to the marketing organizations.

The problem, of course, is that most marketing organisations persist in trying to manage the "supply side" of the company. That is what traditional four Ps marketing is all about: manipulating price, product, place, and promotion to make better use of the tools and resources available to the marketing manager in supplying products and services to customers and prospects.

Many companies today have a customer focus (or customer orientation). This implies that the company focuses its activities and products on consumer demands. Generally there are three ways of doing this: the customer-driven approach, the sense of identifying market changes and the product innovation approach.

In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no point spending R&D funds developing products that people will

not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.

6.6.1. SIVA9

In today's interactive, networked, and customer-controlled marketplace such as the internet, we attribute much of marketing's inability to live up to the stated goals of "identifying and satisfying customer needs and wants" to the most common of all marketing management concepts, the managerial rubric of the four Ps—the focus on product, price, place, and promotion.

A formal approach to this customer-focused marketing is known as SIVA (Solution, Information, Value and Access). This model was proposed by Chekitan Dev and Don Schultz in the Marketing Management Journal of the American Marketing Association, and presented by them in Market Leader - the journal of the Marketing Society in the UK. The model focuses heavily on the customer and how they view the transaction. The system

is basically the four Ps renamed and reworded to provide a customer focus.

The SIVA Model provides a demand/customer centric version alternative to the well-known 4Ps supply side model (product, price, place, promotion) of marketing management. Product becomes solution, promotion becomes information, price becomes value and place becomes access.

⁹ This section is inspired from multiple readings of websites such as:

http://tjmacdonald.com/blog/on-marketing/marketing-strategy-siva-replaces-4ps http://en.wikipedia.org/wiki/Marketing

Does the Internet provide new options?



Figure 6: SIVA Model (New marketing Mix)

The four elements of the SIVA model are:

Solution: How appropriate is the solution to the customer's problem/need?

Customer question: How can I solve my problem?

Customers are inundated with product offerings but starved for solutions to their problems. Witness the rate of new product failures in the United States despite half of a century of marketing "science" on new product development. The problem is, marketers are obsessed with developing products (the next new thing), rather than focusing on solving the problems customers have. The demand chain approach begins with destroying the notion of the product or service as the first element of a marketing mix and re-creating that product or service as a solution. IBM, anticipating this change more than a decade ago, refocused the company from "we sell computers" to "we sell solutions." Today, if you look up computer consulting in the Yellow Pages, it's not surprising to note that Microsoft endorsed software supplier and support firms are listed as "solution" providers

Information: Does the customer know about the solution? If so, how and from whom do they know enough to let them make a buying decision?

Customer question: Where can I learn more about it?

The current marketing and marketing communication spectrum inundates customers in a sea of messages, visuals, and sound bites. The average American sees an estimated 3000 advertisements a day. Thus, simply having customers and prospects hear the message so they can either (1) purchase or (2) learn more is today's major communication challenge. The current marketing and communication planning and delivery methods simply are not relevant in the marketplace that most of our customers and consumers operate in today. For example, most consumers are networked, interactive, and accustomed to multi-tasking. Yet, most marketing approaches assume "single point in time messaging" or marketing activities designed primarily to deliver outbound monologues in an attempt to convince customers or prospects to buy or try the products or services we have already developed. That is simply not how the multi-tasking consumer works anymore

Value: does the customer know the value of the transaction, what it will cost, what are the benefits, what might they have to sacrifice, what will be their reward?

Customer question: What is my total sacrifice to get this solution?

Today, the customer buys a solution bundle or even a solution experience, not a product or service. Thus, we need to think in terms of customer sacrifice, not just financial costs. The V in the SIVA model becomes the value received by the customer for the investment made. More than 100 years ago, economists were telling us that value is best defined as pleasure minus pain, or satisfaction minus sacrifice. We seem to have forgotten this and continue to focus obsessively on price. While many organisations believe that price and promotion are the primary tools for increasing sales or gaining market share, price-and-price-alone customers generally account for only 15%-20% of all shoppers at most organisations. *The New York Times* recently reported that, with Burger King's Whopper often selling at 99¢, prices of most products have gone down in the past 12 months. "While McDonald's and Burger King engage in a dollar menu death-spiral price war, Starbucks has customers paying nearly \$5 for a cup of coffee and \$49.99 for a wireless access connection." Smart marketers like Starbucks have realised that taking the customer's mind off the price and focusing on value with an emphasis on style, time, and delivery can change the value equation and 51

motivate customers to pay more, not less. As long as we think of price alone, we will miss the non-price elements of value that are becoming more important in many other aspects. Value is what customers want. Price is only one element in the mix. With the right value package, customers are sometimes willing to pay more in order to save time, simplify procedures, or satisfy a style preference.

Access: Where can the customer find the solution? How easily/locally/remotely can they buy it and take delivery?

Customer question: Where can I find it?

Instead of thinking in typical manufacturing terms of getting the product to the customer, marketers should think in terms of service businesses that are obsessed with bringing the customer to the solution. Even McDonald's, heralded in Ted Levitt's classic *Harvard Business Review* article as the paragon of bringing a manufacturing approach to service, is experimenting with letting customers phone their orders in for more convenient pickup. Domino's Pizza's success with delivery was an object lesson for most restaurant businesses that have begun to offer easier takeout and delivery options. With the needs of today's multitasking and time-starved customers, traditional place or distribution activity may no longer be an option. Today, the question is less about what type of logistical system the marketer can build and more about what type of distribution system the consumer wants to access. Thus, the issue is no longer about place, but about how the marketer can provide the fastest, easiest, least expensive access to the product or service—alone or in combination with others— even including erstwhile competitors. Access has at least two components: closing the loop with customers by getting the customers to the products on their terms and making the contact work.

In customer focused marketing it is the customer that drives the entire working force behind the product. Customer focused marketing managers must know exactly who their customers are and what segments of the market that they fit into. Customer focused marketing managers need to know the demographics of their customers and information like, how much information do your customers need before making a purchase? Do they buy the 52 latest? And the greatest products available or do they stick with what they know? What is the general purchase behaviour (i.e. are they impulse buyers)? The list can and does go on and on. You can have hundreds of very specific customer segments, but most can be narrowed down to 5-10 consumer groups.

The challenge is great when it comes to customer focused marketing. With so many specifics to appeal to the process of doing so can be quite exhausting. As a customer focused marketing manager you must send a unique and powerful marketing message to all of your consumer groups. Or you can somehow create one marketing plan that will appeal to all customer groups in which you are interested.

Obviously creating such ideal customer focused marketing plans is easier said than done. Most companies spend the life of their business working to evolve to the point that they are completely in synch with the purchasing desires of their customers.

Customer focused marketing spans further than just having the consumer make a purchase. A consumer focused marketing plan also strives to increase the value their customers have concerning the purchasing that they do. Consumer focused marketing managers are responsible both for satisfactory levels of profitability and for improving relationships and understanding of customers and their needs. The usefulness of each customer must be maximized. This means both developing a product specifically for them and creating relationships that will result in loyalty and repeated business.

As is the case with most business matters, there are technical ways to look at the process of customer focused marketing. The rationale behind needing to look at relationships with customers technically is that there is no use is spending precious time and money on projects and products meant to guide a customer to buy, if ultimately the result is not an increase in cash flow.

6.7. Part conclusion

Now we have described the two theories and the strategy. The overall issue was as described the Problem formulation:

What alternative advertising options does the Internet provide internationally oriented companies?

In order for us to answer this question, we have described essential theories concerning marketing over the internet. Also - to some extent - the strategy that is normally used in traditional marketing. TM is well known by most marketing people, whereas the new theory has not been broadly accepted into the marketing strategy. All though, there are some companies that are beginning to direct their focus, towards this new viewpoint, there are still long way to go.

The overall concern is whether or not there are differences between them. While they technically resemble each other, the focus has changed. The TM is a theory many markers has been using over the years and it is working. The new theory has similarities, but distinguishes itself due to the triangulation. Each of the three models can stand alone, but used together they create synergy.

The TM has more or less focused on the product and producer. Consumers have not been taken into consideration, and up till now there has not been any reasonable sense of where and when to advertise. From the TM view quantity rather than quality has been in focus. Like for instant the television, millions of people use the television and therefore commercial in-between programs arose. Like the television, the internet is used by millions of people. Today there are no media used more than the internet. As soon as you click to submit a homepage you are literally global.

The same options the TM provides, add banners, emails, etc. the new model uses. It is the way they use the features that differentiates.

Our answer to the first question is therefore: There are alternatives - the possibility has always been there, but has never been taken into consideration. Moreover the Internet provided a possibility to utilise these options on a larger and more "standardised" way. There are new opportunities, not that the old theories are outdated, but the new theory give opportunities that have never been seen or used before. Communication is now the key essence. The new trends are concerning customer/Consumers buying pattern/information and from these data direct the marketing.

Traditional Options	New Options	Advantages and disadvantages
Banner ads	Chat functions	Whether it is with pre or post sales, the
		consumer is now in direct contact with the
		manufacturer/retailer. Too much emphasis on
		problems?
Pop-ups	Consumer feedback	Both manually (surveys) and mechanical (how
		did the visitor end up on our site), the data can
		be used to further optimise the marketing plan.
		Possible to drown in data, and thus get nowhere.
Emails	Marketing	More segments can be created and messages can
	communication	be customised to fit even small groups based on
		their interests. Less structure with many
		segments.
Search advertising	Search advertising	Even small companies can "buy" visitors from
		the most popular search words on the biggest
		search engines. Having to find the right words to
		buy, and with a major competitor the best words
		are expensive.
	Viral advertising	Cheap marketing, although no control and hard
	<u>}</u>	to track ROI.

In Table 2 we have provided a list of the options available to companies in online marketing. It must be stressed that the listed items are not directly comparable horizontally.

Table 2: Differences in "old" and new marketing strategy

Further to Table 2 the marketing strategies can be compared and optimised from a company focus to a customer focus.



Figure 7: The Marketing Mix with Customer focus (Own creation)

The figure above shows the 4Ps (traditional marketing) and SIVA (The new way of thinking) in a symbiosis. We have tried to construct a model that shows the advantages SIVA give contrary to Traditional marketing - Where Traditional marketing covers one part a time SIVA covers two. That makes SIVA more effective and useful in order to gain obtain the customers need.

- Solution is defined from the product itself and the price it costs.
- Information is about the product and where it is based.
- Value is the perceived value to the consumer based on price and also the promotion (after sales?) of the product.
- Access is where to get the product and how it is promoted.

It can be argued that for instance Value also is about the product and Information is also about the promotion, so a complete merger of the two strategies is not possible in a simple figure.

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Suppose we redefined the marketing process to reflect the customer's point of view rather than that of the supplier or producer. Instead of defining marketing in terms of what it does (develop new products or sell the products the firm has made), we could define it in terms of what customers expect (solutions to problems)? Would this new and different approach suggest new opportunities, lead to different conclusions, and change the way we relate to customers? We believe it will.

In the SIVA marketing mix, the marketer acts as a server (not as a supplier) of the ideal combination of solution, information, value, and access for each market segment. Defining, designing, and delivering these combinations are the marketer's key challenges. Doing it from the customer's point of view, can only improve the chance of success, as we have shown with our examples. Over the years, Pogo, Walt Kelly's most famous cartoon character, provided many business truths. One was: "We have met the enemy, and he is us." Purloining Pogo's line, we suggest that this wisdom applies to the traditional approach to marketing. Marketers today have an opportunity to re-establish their claim to adding shareholder value. One impediment, we think, is related to our reluctance to re-examine the fundamental approach enshrined in the four Ps, arguably the fundamental marketing orthodoxy.

What we are proposing here is to redefine the marketing mix as customer driven rather than company driven. Clearly, the four Ps have provided businesses with a valuable framework for managing the marketing effort and have served us well for the past half-century.

What we propose is replacing the old supply-driven concept of the four Ps with a new, modern, customer-focused approach to the marketplace. We do not, however, propose the destruction of all that we have learned from the four Ps. Instead, we propose re-creating the marketing mix as a more demand-driven set of corporate competencies that align and coordinate an organization's various activities as a set of cross-functional systems or processes, driven by and for the customer. In this new marketing mix, we re-conceptualise the marketing approach from the customers' viewpoint. That view, we argue, opens up a whole host of possibilities for the marketer that the existing four Ps approach does not readily allow. Our "customer-centric" mix has four key elements based on four key questions customers ask when considering or buying a product: solutions, information, value, and access (SIVA) fit these new competencies in the order in which we recommend using them. (Incidentally, SIVA, an alternate spelling for Shiva, is the Hindu God of destruction and re-creation. He destroys, it is believed, to create something better.

7. Are the companies aware?

This section we will analyse the current advertising online. We will draw parallels to the theoretical discussions from previous sections, toward the end we will offer suggestions and highlight options for improvements.

These ideas we will discuss with a few marketing specialists from various companies as well as ask some generic questions that will allow us to compare with our customer questions.

With an analysis based on both material available to the public (websites and literature) and in depth conversations with professionals responsible for (Internet) advertising based in internationally oriented companies we are able to provide details as "to what extent are internationally oriented Danish companies aware of these alternatives advertising options and to what extent do they take advantage of them?"

7.1. The companies

Since the emergence of the Internet, companies were quick to adopt the fast communication methods it provided. E-mail is today as common as phones, and many business details are often confirmed via email, even after being discussed and agreed over the phone.

Most companies also have their own website, or websites. A thorough search online among the bigger companies in Denmark depicts a clear established presence online.

Most companies advertise for themselves via websites that cover all bases such as products and services, job opportunities, company history, press material and news. Some even state their mission and vision statements online, and enhance their attitude towards specific subjects, such as environment and pollution, employee satisfaction and well-being.

Every website searched and analysed also showed options for contacting the company, typically both with physical address and phone number of their main complex, as well as an E-mail or contact form.

This paragraph is based on an examination of some of the internationally oriented companies in Denmark, as stated in our Conceptual framework the examples drawn out here, are not to be considered the most optimal, or the opposite, they are just drawn out as examples. Analysis of their websites was done to give a set of examples, which we are able to compare and relate to the marketing options drawn out from our chapter on New marketing theory.

7.1.1. Marketing as a service

Most websites are also available with a .dk address, without a clear preference on whether you are guided to the main .com site (such as maersk.dk), or you enter the local site directly (arla.dk). Some sites even allow for the choice for each visit (grundfos.com). After an initial visit, the site often remembers your choice even when visiting the .com address. This service allow the companies the possibility of create sites with different languages and thus differentiate the site with regard to local customs, contact details etc. The downside is that the sites are maintained by different people, and therefore the sites become less and less similar. Different navigation can cause confusion, should a professional from Denmark need information from the site from United Kingdom, he/she will have to adjust to a new site.

Many websites use a similar navigation system, where buttons on the top give the visitor options of selecting the page of need. The sites' navigation systems bear similarities to that of the Operating System Microsoft Windows (wrist.dk). As this OS is the most used throughout the world, there are compelling arguments for this fact. One downside though is that more often than not, it is not possible to view the path to that specific page. And it can provide even tougher to link to that page, unless you have technical insight to your web browser.

Some sites also tend to have too much information on the page. Take arla.dk for example – pictures and text in a big mix. The navigation on top seems to create some order, and when going past the start page, the order is restored. Grundfos.dk is another example of order, but most of the links from the start page opens a new window, and a new site provides new options (Grundfos caps) without the possibility to find contact details or any of the simpler features from the previous site.

Vestas.com should be mentioned as a good example of utilising the web as a service. Their site is easy to navigate, because you are always aware of where you have clicked, and the address bar can be easily linked. They do not however provide a site in local languages, so some of the low level staff can find it hard to achieve information from the site.

Physical contact details are easy to find, and every site had email or contact form in order to contact the company online. However none of the sites searches provided much information on board members, key personnel or specialists. Therefore a potential business partner or customer would have to use the old fashioned ways of communication to find and talk to whoever is needed.

7.1.2. Advertising on demand

Information should be available when it is requested. Search engines have provided users with powerful options for finding precisely what they are looking for. Newspapers have for years kept their articles in databases that can be searched as a subscriber. Are companies not adopting this approach? Old products and/or brands can be remembered, even requested. Old news can be found at most sites, but specific items, such as various consumer goods, deodorants, clothes and simple electronic devices can be difficult to find if they are a few years old. There are specific sites for old computer games, now considered abandonware¹⁰ (gamlespil.dk). Why are the game developers not utilising that they had a popular title years ago to promote their new games? There are sites that specialise in finding old sports jerseys (footballshirts.dk) why are these designs not available anymore FCK.dk does not even offer the option of viewing an old shirt design.

Some websites also offer login to their visitors, corporate login used to create EDI or Intranets, others as a mean of CRM and to further engage the visitor (more later). Login, or even better the use of cookies could also allow sites to be customised for each individual visitor. That way, a visitor who primarily are looking for job opportunities could this way, have the companies job-section open when visiting the site.

Newsletters and direct mail are used by many different companies, SAS for instance advertise to their customers with quick getaways and ideas for using frequent flyer miles. Only the link provided in such an email rarely provides access to a site where you only have

¹⁰ Abandonware is software now obsolete, and thus legal to distribute/copy without written permission from the developer.

to chose a date and pay. Competitions found in for instance "Bo Bedre"s newsletter (part of the Aller group) does not link directly to the competition; you have to navigate their site first.

On demand also requires that the website is up and running every hour of every day. Home banking sites that maintain their security and equipment every night at 2-4 am should reconsider, as there might be customers that prefer this time to use the banks services. Furthermore contacting a company with a request or question should not be neglected for days or weeks. An email to a company address should prompt a response and a timeframe for dealing with the enquiry, if the handling takes longer than expected.

7.1.3. Engaging the visitor/customer

Companies are still using the Internet as they would with print media, and TV/Radio. Commercials run in TV can be found at their websites available for download, and even more material is available online – an example is www.axe.dk that has utilised the Internet towards even more advertising material. They have also made efforts to get visitors to sign up for further content not possible to access without.

SAS login provides simple ordering of tickets, and the option to check in online, and register for frequent flyer miles. However, the profile can also remember what seats you prefer, and try to find similar seats for your next flight. Why are other companies that sell numbered seats for an event not using this? Sports events, movie theatres etc. could all be engaging their customers even further with simple use of technology.

A forum where customers can debate products and search for inspiration from other customers is one example of engagement that companies should try to achieve. www.bangolufsen.dk has just that, so here is a clear example of an internationally oriented Danish company that utilises some of the possibilities provided by web access. The forums even provide the possibility to connect seller and buyer of used equipment. Clearly an option that will be cannibal some of B&Os own sales. The upside is however, that you might keep the buyer loyal to the brand, and possibly he/she will eventually buy new parts. With a 62

company that focuses on after-sales services, this option becomes even more valuable since even defective equipment can be sold and later repaired by the company's authorised dealers. What therefore seems, and is, a competitor becomes a part of the value chain simply because it exists on the company's own website, instead of a non official, non related forum at a privately owned website.

Bilbasen.dk is able to utilise the Internets offer of behaviour targeting. Banner ads on their site are related to what the visitor is viewing, if for instance viewing a specific model or make, most of the advertisement on the site relates to this. Car dealers are very good at creating these links. Toyota.dk also has a "used cars" part on the website, and thus is not only trying to catch the customers looking for a new car. They do however keep to their prime dealers throughout the country, here the possibility to link direct to Den Blå Avis (dba.dk) Toyota used cars part and other 3rd party selling might engage the customer even further. Also a site called Toyotaextreme.dk, an online community for enthusiasts has a thriving visitor base. Could this have been a part of Toyota.dk had it only had a forum? At least there had been a place for the customers to discuss ideas and possibilities, a place that Toyota could have utilised to find out what their customers are looking for.

7.1.4. Other advertising considerations

Websites for companies that produce and sell specific products have been found almost without exception to lack any advertising other than what is possible to find on their site. None of e.g. the sites for kitchen furniture and decorating advertise for plumbers, or domestic appliance sellers. At www.hth.dk it is possible to find a few inspiration articles; however no links to user reviews of their material or service. No contact with the customers, no forum to discuss possibilities with other customers and/or designers.

Another example could be www.merlin.dk with a high number of stores throughout the biggest cities in Denmark; one could argue that their website has the sole purpose of bringing the customers to their stores. Once again, you have to go elsewhere to find reviews of their products, and specific questions cannot be posted at Merlin's website, as they have no customer to customer forums or similar.

7.1.4.1. Legal

In Denmark there is a very strict policy when it comes to registering sensitive (personal) information. It is for instance not allowed to store credit card details, one very simple process that would provide many online shoppers with the option of quick shopping, e.g. as on E-bay where it is possible to store personal information, such as credit card, previous purchases, etc. of the users. In order to be allowed to store credit card information they use PayPAL as their co-operator. Storing personal security numbers (CPR) requires that you have a permit to do so, and Datatilsynet (the government organisation that deals with these details) are very strict with permissions, and more often than not large investments in security and handling of these details are required to obtain permits, and still the visitor has to give permission.

7.2. Informed opinion poll

This analysis of the corporate websites provides us with a thorough knowledge on what plans the companies have for their marketing strategies. Although we cannot without further investigation and communication with the specific companies know their intentions and reasons for using that specific layout and tools. In order to gain knowledge we have therefore decided to conduct an informed opinion poll, by discussing a number of open end questions with a number of people who deal with marketing and the Internet on a daily basis. The interviews were based loosely on a set of questions, and from there the discussion evolved.

To gain insight to both the consumer and company we have decided to conduct an informed opinion poll. By doing this, it will be possible to determine whether the company is aware of both the possibilities of Internet marketing, and what the consumers are requesting.

The value of interview methods is that the researcher gains a thorough understanding of a specific matter while maintaining good control, and observing the body language of the interviewee. The word interview can be divided into the two words inter and view, which means an exchange of views between an interviewer and an interviewee. Therefore, both parties have the possibility to elaborate on their views. (Kuada 2002) The interviewer has the possibility to be sure that the interviewee has full understanding of the stated questions, and 64

therefore, ensure an accurate answer. On the other hand, the interviewee has the possibility to elaborate on answers so that the interviewer gets a full understanding of what the interviewee meant with his answer. Also, the value of knowing facial expressions, tone of voice (e.g. irony) and gesticulations of each participant should not be underestimated; these can all have great importance on how results are interpreted. Again the interviewer has the possibility to interrupt the interviewee and ask about, for instance a specific facial expression if he is in any doubt about it.(Kuada 2002)

A weakness of these possibilities is the ability of the interviewer to read these expressions. For this reason the interviewer has to be experienced in conducting interviews. If the interviewer is not familiar with doing interviews and seems nervous, he might influence the respondent and the answers given in a certain direction. It is therefore important that the interviewer is confident in his work. In general the influence of the interviewer on the interviewe is one of the greatest weaknesses of the interview. Trusting the interviewer is important in getting the respondent to answer truthfully to all questions and questions that can be regarded as personal are not well suited for a personal interview since a respondent often will not tell the truth. If personal questions are needed, they should always be done at the end of the interview, because by then the interviewee may feel more confident after talking for a while. The cost of doing interviews is quite large, especially if the interviewer has to travel long distances to meet with the interviewee. (Kuada 2002) As a result of the high costs, a limited number of interviews will normally be conducted, and for this reason there is a low reach.

Telephone interviews with some of the people how have written on a given subject (Internet Marketing in Denmark) or people in key positions within companies and use their views and opinions serves as empirical data to support the subject. This is called "informed opinion poll" or "jury of experts" approach to data collection. An informed opinion poll can be utilised without the intention of collecting empirical data, or – as in this case – to solicit their opinions to test some of our ideas with those who may have some insight into the subject.

7.2.1. Validity and representation

We have tried to divide our interviews, so that we would attain different perspectives in our answers. Firstly we have interviewed a pure online company; they maintain a number of sport news websites. The company is less than 3 years old and therefore had to start building knowledge of their site from zero. We had the opportunity to interview founder and daily administrator Esben Billum.

The next company is a B2B company and one of the largest in Denmark. Vestas today is a result of a merger between two Wind turbine companies from Denmark (Bonus and Vestas), our contact is Global Brand Manager in the Group Communication department Kasper Granat.

Our third interview is with the biggest plaster manufactory in Denmark, their name is KnaufDanogips. KnaufDanogips is a part of one of the world larges manufactories of plaster and materials within building construction. We spoke to Production manager Hans Lauge.

Each interview began with an email correspondence, where a number of questions (mostly closed-answer questions) were sent. The interviewee had the option to answer these questions, and from there an informal and prolonged in depth conversation about the topic was conducted either on the telephone or in person.

The questions are enclosed in the Informed opinion poll appendix. We chose to select different companies to interview. We ended up with a professional from Vestas (V) - who is among the world leaders in wind-power, SportensVerden.dk (SV) a news site with focus on sports in Denmark and Europe only 1 year old, and lastly KnaufDanogips (DG) the plaster manufacturer that produces all kind of materials for building construction made from plaster.

As the poll's population is too small to use for statistics, we have decided to use the answers given as means for interpreting the company views on advertising via the Internet, thus awareness and use of the new options available.

7.3. Empirical data

In order to gain an overview of the answers given, we have divided the topic into five different subtopics, and discussed each with the use from all of the interviews. Each statement is denoted with the company initials as in the earlier paragraph.

7.3.1. Own design

SV is a very new website, and the goal was to create a simple site, where some of the less known sports genres would stand out. The site layout was a trade off between the owners own ideas, the design/build team and what were perceived as practical by the mass. It has later been discovered that the design has many disadvantages, for instance: each article need to have each own page, this way it can be found via search engines – and thus the site is given further attention.

One the other end of the scale is Vestas. They are among the world leaders in their industry, and their website is a very important means of marketing. Their design is based from the concept the web-designer introduced, and furthermore they use focus groups, popup questionnaire and eye-tracking to maintain and develop the site.

DGs website is a subpage to a bigger brand. Their design changed since they were bought, and their page was less structured previously. Now it is based on the rest of the groups design and subject to changes on corporate level.

7.3.2. Advertising

Price seems to be an important parameter. The small budget of SV has tried many different ways of advertising, from banners at other sites, to search advertising, to joint ventures with other members of the value chain. The site has also been promoted through the owner's network; other people have written about the site in forums and mentioned it to friends and co-workers. The site is not focussing on the number of users of the site they plan to advertise on, they are aware that it is not possible to gain e.g. 20% of a site's users as visitors, instead SV focus on getting out to the right people, therefore they generally advertise on similar sites and that of the value chain. Oddly enough SV was confident that they did not know every means for advertising online.

V is also trying many different means of advertising: banner ads on different sites relating to the different campaigns they are using; i.e. if V wants to recruit new personnel the sites used would be portals where the potential employees visit, if V wants to promote a new product, industry-related sites would be used. Search advertising is also frequently used. New ideas such as video blogs are also used, where V gets an ad before the video starts. V is very strict with their brand, and will not allow other sites to use their logo in their advertising; i.e. advertise through subcontractors.

As with the others, DG was certain that they did not have knowledge of every aspect of online marketing. They did however consider their online efforts to be the best options available. DG uses banner advertising at industry specific websites; they also offer the option of a news letter. There has been a discussion of a forum online, but the idea was dropped. When using banner advertising, DG is not monitoring the specific place of an ad, but the place does have an impact on the attention of the visitor.

7.3.3. Communication

SV is very proud of their communication. Each site has a chat window that requires little time to engage into. Furthermore, the site is still very focused on the visitors that take part in discussing topics of relevance. For instance, one of the employees was contacted after he sent a series of emails with ideas for articles and important issues. The site is however still using the mainstream contact form on their site as well as a generic mail@domain.com option.

As mentioned before V is using the contact form and email similar to many other sites. Most of the contact with customers from the website ends up calling, and mainly this regards their sales from agents. V also uses as stated before focus groups and online questionnaires to test their site and communicate with the user to keep in track with customer expectations.

There are no options at the DG website to buy or get direct contact to the dealer-network, a network that can be searched is available, but without further links to the store where the products are sold. The generic email addresses are available according to department (sales, technical etc.) but there is also option to get in contact with the specific person via the website.

7.3.4. Optimisation

In order to gain visitors SV use different strategies. They have for instance bought several other domain names, although not all of them are in use, or point towards SportensVerden.dk. As mentioned earlier, the site structure is being revised because of search engine optimisation. SV also make it a point to get the name mentioned as often as possible. In the sports news world many sites borrow material from each other, and therefore it is important to quote correctly; SV are planning to hire an employee to follow this more thorough.

V buy domains primarily on a defensive effort to protect trademarks, misspellings and other versions of domain names are bought, and all link to the starting page of the official site.

DG have after the takeover let the group consider such activities, and have not been optimising their site much, apart from the advertising, the site is in no way promoted and there has not been bought any domains offensively or defensively.

7.3.5. Engaging

SV is using login, and creating frequent competitions with simple winnings, voting for team of the week, and player of the month etc. Other than that, the sub site hockeymagasinet.dk has a live chat function, where users discuss hockey. SV are not really participating, other than moderating the language.

To keep the visitors engaged V is not using anything in particular. It has never been considered to have chat/forum functions on the site. Lately it has however been considered to link to other sites, because Google rates sites that link elsewhere higher than those that do not.

In order to maintain the commitment with DGs website, DG is focusing on having a lot of information available online. All of DG certificates are posted and explained online, as well as several lists of products and explanation of use. For professionals there are downloadable files of their products, so that you can use them in drawing programs.
7.4. Part conclusion

We set out to examine:

Whether internationally oriented Danish companies were aware of the alternative advertising options available with the Internet, and to what extent they used them.

From our analysis it is clear that most companies are aware that the Internet provides options not available from elsewhere. Most companies have well developed websites that incorporate several of the theoretical options described the chapter of How is marketing conducted online? Whether conscious choice or random chance or even a need to "follow suit", most companies try to keep their sites easy to navigate, with focus on language and information on most topics important to the companies (service). They also utilise the benefit of having much information available at any given time; however, there are several ways to broaden this, especially with regard to historic products and events. Also the way a website is build can reflect on the demand. The easier something specific can be reached, the better. Competitions and buys will work better (create further visits/sales) if it is easily accessible. Links need to go all the way, so only the very last steps need to be taken by the visitor.

The sites analysed engage their visitors through login, and in few instances, forums. Other not discussed topics e.g. sending out newsletters are also frequently used. There are however several points that most companies neglect. For instance the live chat functions and customer to customer forums are rarely used. Both of which could engage the visitors and customers further online.

The overall issue the companies could and should be to reach and react to the customers' needs and wishes. The online communication is a general concern for most companies today.

8. What do the customers want?

Strategic discussion is a very difficult topic. There are usually as many ideas as there are people involved in the discussion. Furthermore as this project is based from a generic internationally oriented company it is impossible to make specific recommendations. We have therefore decided to ask the consumers, to find out what they find important when going online. This allows us to base our conclusions on general knowledge obtained without the use of cases or specific websites in mind.

We have conducted a questionnaire, and asked approx 400 students at Aalborg University a series of questions about their preferences of online behaviour and attitude towards online marketing. We will conduct an examination of the end-user by the use of questionnaires, here we can find out if the end-user is prone to "use" or succumb to the current form of marketing available. We can also test some of the ideas presented in our chapter of New marketing theory.

These two sets of viewpoints (the companies' experiences and the consumers' demand) will be held against each other to find gaps and flaws in existing strategies of marketing on the Internet, as well as highlighting areas of possibilities to explore further. Our focus is to establish a pattern that gives us the possibility to answer the questions highlighted in our problem formulation. In order to keep a reader friendly interface we have chosen to draw out specific parts of our data collection and discuss the points they raise. The full data can be found in Survey appendix.

Before we will discuss and analyse the data we have gathered. It is important to address the methodological considerations concerning the specific method used.

8.1. Questionnaire

In general, survey sampling can be grouped into two categories: probability-sampling and convenience-sampling. In the probability sample, the probability of each person or respondent in the entire population selected into the sample is known. By this, the researcher must know the entire population, and thereby select the sample from this population. Furthermore, it is possible to make generalisation about the population, but at the same time this method is often more difficult or/and expensive to conduct.

The other approach is the convenience sample, in which each selected respondent is not known. This method is often easier in regard to time and costs, but at the same time it is a weakness that the entire population is not known. Thus, it becomes harder to make statistical generalisations (Schonlau et al. 2001).

Another important aspect to consider when doing a survey is the sample size, and the response rate. Surveys in general have a low response rate and it becomes crucial to have a proper sample size in order to get a satisfactory result. According to the literature, different results have been gained and the response rates reported have been as low as 7% for web surveys and up to 44 % (Schonlau et al. 2001). However, repeated contacts with respondents and use of reminders can push up response rates, also factors including design and performance can influence response rates. Online answers are also more finished, meaning fewer unanswered questions, and thus response rate is higher because of fewer questionnaires that will be discarded or specific questions with too small population.

Online answers are considered less influenced by the desire to please or to be seen in a good light, and therefore they have a better reliability than questionnaires conducted via telephone or face to face. The answers will be honest because respondents feel anonymous and they can avoid follow up questions on answers. Our questionnaire is considered a convenience sample as we do not know the specific number of respondents or the complete population.

There are also other aspects to consider this paper. Online questionnaires are often returned faster than offline questionnaires, and therefore it is a good way for us to speed up the process. Furthermore an online questionnaire is a cheap way of collecting date, both with regard to time and money. An established surveyor such as webpol or zapera might give us a more optimal validity and reliability, but would also be very expensive.

8.1.1. Validity and representation

Data collected online are often not representative of the general population (Palmquist and Stueve, 1996; Dommeyer and Moriarty, 2000; White, 2000). (Schonlau 2001) The demographics of online population in general are not the same (education, sex, income, age, and industries) compared to demographics offline. A larger part of the elderly is currently not reachable online, although these numbers are inclining, the younger the age, the more people have experience with the Internet.

In this survey it is not important to have a representative section of the general public. First and foremost not everybody have internet access, among both businesses and privates.

We had the option of using an online questionnaire system called Surveyxact, we had never used this system before, and thus a few of our questions required further work in order to show what was intended (will be discussed in detail in the next chapter, where we present the questions and reasons for asking them).

We then broadcasted the link to this survey via MSN and Facebook. Furthermore we asked our fellow students to answer the survey, this was done by email – we made an introduction mail with the link included and asked the administrative staff at the university to pass on email through the university mail groups. We ended up with a population of roughly 250 persons, and got 98 usable responses, which gives us a response rate of 39%. Our goal was to attain 30 usable responses, and therefore the result was overwhelming. This gives us a far better validity of the analysis, and the option of using statistical analysis.

Moreover the reliability of the survey should be addressed with regard to demographics, as we have decided to use university students and advertise for the survey via different online mediums.

Our population will consist of primarily university students, as we believe that these for the years to come will set the trend in online marketing. There are a number of reasons for using these people as our population:

First and foremost, many of them will presumably be in high income groups, and thus be able to set demand for products. Second, they are already very experienced Internet users, and thirdly we believe they will feel obligated to help their fellow students, and therefore our response rate should climb to a satisfactory level. We wanted to make sure that our population would be regular users of the Internet, and have chosen to mail to most of our population via the internal mailing lists at campus. Furthermore we will use our personal relations and different chat/contact programs to achieve a good response rate.

As our population consists of young people, we are aware that the survey cannot be regarded as representative, but as stated earlier, demographics online and not online are two very different items. Furthermore we have not made any considerations on several segmentation issues (wealth, residence, workplace, social status, children etc.), and to retain representative data would require too many resources.

A thorough analysis of the answers, as well as a discussion of why the questions were used will be presented in the following chapter.

8.2. Empirical data

This section will be a brief walkthrough of the questions we decided to ask. The rationale behind each question, and thus our pre understanding to the topic is explained. In order to keep this chapter reader friendly we will go through each question, and then draw out important and interesting point in our analysis. We have tried to keep the chronology of the questions, but in our planning of the questionnaire we have moved related questions apart to avoid the respondent trying to validate a former answer; therefore the analysis will jump back and forth between answers instead of discussing them in a chronological list.

We have decided to start with a few simple questions, gender, age and nationality. As we are aware that our population is not representative with regard to age and nationality we have decided to divide the answers into categories rather than getting a specific answer. This will allow us to make certain generalisations, for instance in age whether 20-25 year olds have a different perspective than those older than 30. The nationality is embedded to have possibilities to see if there are diverse perceptions outside of Denmark. It is our hope that we are able to get a decent response rate with foreigners, even though we are aware that they a very limited group in our population. Our respondents turned out to have a small overrepresentation of male respondents (in percent 55-45) and we were able to get a good rate of foreigners in our respondents as close to 30 % had a nationality other than Danish. With regard to age we expected to have a huge population around 25, and as seen more than 80% of the respondents were within the two groups 20-25 and 25-30.

Our question about use of web navigation is designed so we rule out mail users, chatting and other programs that are perceived as "the Internet" by the main public. Our pre assumption is that heavy users of web browsing are more annoyed than that of less experienced. We also believe that users are more interrupted and annoyed when they are "on the clock", than browsing in their spare time – hence the logical question of where they browse, and the percentage of use.

Unfortunately, our design of the question did not give us the data we were hoping for. The question should have been merged, so that we were able to have an answer of how much time the respondent use web browsing (compared to mail checking and chatting) at home and at work.

What is interesting though is that below 10% are online less than 1 hour a day. Compared to for instance use of TV the Internet is far more used every day. Here it is important to stress that our population was primarily students, and this result might be different if an examination with a representative selection was conducted.

Next, we have a designed for the questionnaire to show a website. We chose an English newspaper with many different banner ads and pop-ups. We needed a site in English to support our foreigners, and hoped to use a site was not too known in our population. Furthermore, we wanted to show the site before we let the population know what we were dealing with a topic of online advertising.

The website had a few different banner ads placed in different positions. Our main goal here was not to create awareness of traditional online marketing, but to see if people actually notice it. Our thought was that not many would be able to remember the brand or product advertised on the website.

However as it turned out many did notice the advertising and quite a few could name the specific brand/product or at least the type of brand/product.



Figure 8: Recognition of advertising

More than 90% remembered that they had seen banner ads, and approx half of the respondents named one or more brands or type of brands. The low number in noticed pop-ups we ascribe to pop-up killers that most Microsoft products have.

The website had options of forums (discussing each article) but none of the respondents recognised this as "other". Among the responses for "other" were several of the same as mentioned as banner or pop-up.

The position of an ad could also have an effect. We have embedded the question to see if the user think that their focus are on specific parts of the website and whether or not it influence their choice. Figure 9 show that to some degree the placement of an ad has influence to the responded attention.



Figure 9: Influence of position of an add

In table 2 we have the result of our question regarding the placement of the advertising and to what extend it matters. The number 1-5 refers to the level of importance, where 1 is the biggest.



Figure 10: placement of ads

We have divided the standard use of banner-ads into five different parts, and ask the subjects to rate them. We have no way of evaluating this statement, but specific studies show that our attention differs from picture to picture, and so we may be prone to notice a banner-ad more if it correlates its position to the main window. Eye tracking¹¹ would have given us the option of testing this statement

The position of the banner that respondents named is therefore interesting. The two most mentioned banners are "Lidl" and "Bingo". Lidl has an ad on the left had side of the site a little below halfway down. None of the other banners below Lidl are mentioned by any of the respondents. Bingo had a large banner appearing on the top approx half of the time the page is loaded, and also a rather large banner on the right hand side of the site, stretching almost from top to bottom. Both the Bingo banner and Lidl's banner are colourful and with movement in the banner. What attracts attention with regard to banners is not part of our discussion, but studies in this topic could also provide good insight into what strategies should be chosen.

Then we asked about general perception of advertising online, if the subject is aware of the possibilities, and notices them (remembers them).

Our pre-understanding is that online advertisers are not considering the advantages of advertising with similar products or sites. Utilising the options of the Internet requires a deliberate choice of what consumers you wish to target. Advertising for diapers on a site for cars is not going to catch nearly as much attention as it would if placed on a site for children's clothes. This is not new in advertising, it also happens with TV commercials, but we believe there is too much emphasis on the number of potential targets. Similar the most popular websites are measured in number of unique visits, instead of number of re-visits. Chat and blogging are gaining in momentum, we believe that there is an un-harvested potential from advertising via these channels. As we have described in the previous chapter, it can be compared to viral marketing. We have therefore included a question to see how big the use of these is in our population. It was considered to make statistics on the time spend on it, but our concern is that there is too far a spread on it. Therefore we decided that our goal was to define the area as a possibility, and not define the size. It is however important to notice whether or not for instance blogs are read by many or most people just want their opinion aired.

¹¹ Eye tracking can be used for many purposes, marketing is just one area. The specifics of the technique will not be explained here.

	Chat programs	Forums in general	Forums-Specific brand or product	Blogs
Read	80,90%	92,90%	90,90%	92,30%
Write	97,10%	38,10%	30,30%	23,10%

Table 3: use of forums and blogs

To start with we would just like to establish the fact that the percentages do not give 100 %. The reason for that is that the responded had the opportunity to place their responds in both places (Read and Write). That means that some are both writers and readers. Even though there are thousands or new signups in blogs every day, many of our responders only read blogs and not many writes in them.

Most of them use chat programs such as Windows/MSN Messenger, Yahoo Messenger etc.) This type of communication could also be emails.

A new survey conducted by a headset contractor Plantronics they asked employees at different companies such as Siemens, Xerox, PWC, Itera og Ergotel¹². The survey shows that there is a big difference in the attitude towards the use of emails as a communication tool placed in different ages. In the age of 55-60 years there is a believe that email as communication is not to be avoided, whereas the younger people in the age 20 prefers chat programs instead of electronic mails. We believe that many of the younger generations have been born into a right-now culture, and therefore prefer to have their enquiry answered at once, thus a chat program is based on real-time, and not to be ignored for hours, even days as most emails can be. Also, the older generation, prefers the telephone and teleconference as the primary communication form. This is perhaps due to the fact that in this age the internet is more used at work than in private. Through teleconference there is a personalisation that this generation finds necessarily to do business.

Most of the different ways of advertising are remembered, several could mention specific brands or type of products being advertised. However, not many respondents could remember chat/forum advertising. We regard this as an issue with the lack of advertisement,

¹² The survey in has been published at: http://epn.dk/teknologi/internet/article1105239.ece

more than it is not remembered as well as other online advertising options. It could be interesting to see the data of "standard" media such as TV or newspapers. Typically, websites are viewed more times than that of an advertising section between shows on TV, or on a specific page in the newspaper. However, these media recycle their advertisements daily, even hourly (most applicable to TV).



Figure 11: Online search adverting

Search advertising is what we see in Google, Yahoo and so on. Banner ads and search advertising, this kind of search advertising is remembered by the most the responded.

Our next line of questions is regarding buying patterns. Intended to establish the subjects buying behaviour, by asking how often they buy online. Their cognitive attitude towards online advertising is also included by questions about attention to marketing and choice to browse further down into an offer. We expect the attention to be small, but have chosen answer options in text, where it is open to interpretation. Our understanding is that most companies have not been aware of the problems with online "on demand" attitude. It is important to hold the subjects attention once you have been guided to the advertising site. For instance – an ad for a cheap flight, should lead directly to the booking system, rather than to another page with more advertising for the same (or different) flight(s). We are not able, however, to test this to its full potential, as it would require the design of an entire 80

website, and to get the stats would require a specific insight into the companies' competitive advantages. We have never the less, discussed the topic with companies back in the chapter of Communication.

We also wanted to test the websites' ability to keep their visitors, not in the sense that we need visitors to stay for long periods at a time, but more to make sure that they do not find other similar sites after their visit. We estimate that users are quite loyal towards a site, if it has the options each visitor mark most important. Firstly we want the subject to define with their own words, and then we give 10 examples of things sites can have, and by letting them choose three of these as most important, we are able to test if for instance personalisation is important. The entire data is enclosed in Survey appendix, but we have here drawn out a few comments from our population:

It must be simple, not to many frustrating adds
good overview, homepage from which I can go to most sub-sites, not too many advertisements
easy to navigate not too many annoying ads, easy to read colours not too many sounds or flash
intros (or at least the possibility to terminate one if one exists)
structure and easy path to information
being able to comment, interact etc
I use the internet to read the news and chat with friends on msn or Facebook

Table 4: Part of the comments about personalisation

This shows that layout is of utmost importance, rather no site, than a big flash intro site. Unfortunately we are not able to test this to a further extend, for instance review the sites of Carlsberg or Nike, both of which use flash and many moving objects in their sites.

The main thing was to get simple structure, and a few mentioned the two way communication as seen in Table 4. We therefore created 10 statements and asked the participants to pick the three most important (in unsorted order).

What do the customers want?

Statement	Number of participants who chose this				
Personalisation (login)	34				
Forum/Chat with users	15				
Easy to find	39				
Forum/Chat with customer support	9				
Links to relevant tests etc.	30				
Links to related products etc.	14				
Easy to navigate	45				
Price of product/service	26				
Recommended by others	31				

Table 5: important aspects of a website (80 respondents)

Navigation is of utmost importance, both how to find the site and to navigate it is the two highest ranked statements. Furthermore personalisation and recommendation from others rank high as well. The price is of less importance, which we ascribe to the fact that the Internet by nature has the lowest prices available (due to many company expenses are cut away with only a presence online). Forum and chat are among the lowest listed statements, which we find surprising, as involvement and right-now concepts are very popular. One reason for this can be that our tested population is still a generation who knew the world without the Internet, and thus are not totally dependent on digital communication.

Last we want to give the population a possibility to write down any thoughts they had during the questionnaire, whether it is about the line of questions, something that was unclear – or something with the topic in general. Our hope is that a part of our population does focus on the topic at hand, and therefore give us some insight into their thoughts. It will also give us an option of concluding on the method used.

Some of the comments the respondents gave us was a critique of the questionnaire, which will be embedded in our reflection. Also, a few mentioned their attitude towards marketing as very negative, which leads us to believe that there certainly is a need for a different approach in online marketing.

8.3. Part conclusion

As we set out to discuss the companies' strategies, as:

What strategies should Danish companies adopt to take advantage of these options?

As discussed earlier it was a difficult task to pick strategies, when there is no specific case to take a starting point in. Therefore we chose to highlight the opinions of the consumers. It has to be said that our population in the investigation is not representative for that of the general population in Denmark, but we were able to find a few points that need to be addressed when discussing strategies in online marketing.

Primarily the overall phrases are, easy to navigate through, no pop-ups (disturbances') simple layout. Unfortunately, there is only a few that mention Forums/Chat rooms on the homepage. Interaction is needed on the webpage. Communication with friends over the internet is mentioned, and although communication with the company is not yet as popular, there seems to be many things that point to the fact that younger people who have grown up with the digital communication age will create a larger demand for this in the future.

9. Conclusion

In this chapter we will try to tie the ends on our problem formulation:

- 1. What alternative advertising options does the Internet provide to internationally-oriented Danish companies?
- 2. To what extent are internationally-oriented Danish companies aware of such alternative advertising options, and to what extent do they take advantage of them?
- 3. What strategies should Danish companies adopt to take advantage of these options?

Each question has been examined during the project in the previous chapters. From the start of this journey, we discovered that the literature was plenty, but theories concerning the issue were limited. Many different people have a comment concerning the use of the internet, but the thoughts and use is directed towards the traditional marketing. Our mission was to find out other possibilities to engage the internet. We found that the Traditional Marketing has been used for many years and that companies' websites are founded upon these theories.

Throughout our search we discovered that it appears that the companies, have been, and still are using internet as a communication tool to a limited extent, i.e. one way communication to the consumers (as opposed to new marketing models). The literature provided us with some indication of why this is the situation. One can call it simplicity for the companies or lack of knowledge towards other ways of using the internet. Most important discovery is maybe the fact that the latter has been the trend and way to do business. Many companies have not been keeping track on the trends that have arisen in the past decade.

So the answer to our first question is that, international oriented Danish companies have alternative options available, and are not that far from being able to utilise these alternatives. With few correction and a little of extra resources it would be possible for most of them to gain a better use of the internet.

Having analysed several company websites it is clear that parts of the theory behind the new marketing models are being used. Whether conscious choice, random chance or even a need to "follow suit", most companies try to keep their sites easy to navigate, with focus on 85

language and information. However several are not utilising items such as chat forums, direct service contacts and in general the two way communication to get closer to an enhanced use of their presence online.

We have examined the Internet users' demands and needs online, and found that they only to a small degree ask for involvement. There are explicit demands for less advertising and simple and well structured websites, but when it comes to dialogue, and participation only a smaller part of our population asked for direct involvement. Login and personalisation are however in high demand, a relatively new tool, login have appeared on more and more sites, developed from extranets (dealer logins) to consumer login to remember setup, addresses and other information the consumer need to type each time a purchase is made. This leads us to conclude that over time the demand for further involvement will grow.

One of the most important features the internet provides is communication, communication between themselves and their customers. Companies has for a long time been using the internet as advertising tools to promote their product. In other words, it has been a one-way communication.

Chat and forums is one of the possibilities the internet provides. The focus has to take a turn in the consumer's direction. So instead of one-way communication it should be two-way communication.

Consumers want to able to identify themselves in the sites and product. This would be achieved through chartrooms and forums. Instead of being a visitor they would rather be participants on the sites. Conceivably more like Blogs and newsgroup provides.

What we also found out, was that the entrance to a site has to be simple and direct. A concern that we were faced with, was the fact that only few companies has a list of contact persons for direct contact. Also, with larger companies a receptionist is available; why not make his/her presence available on the internet via the company website. A simple process that would start the dialogue with the visitor, perhaps reveal areas where the website are failing to meet the needs of the visitor. It would moreover be an indication that the companies involved the consumers/participants in the process.

All in all we believe that in order to gain fully effect of the internet and thereby increase the sale it is more important to have 20 dedicated customers that uses the sites than 100 visitors that have no direct connection to the site and therefore do not purchase anything.

Danish companies have to reorganise their homepages in a way that it becomes easy and simple to navigate through and the possibilities to communicate with the consumers.

10. Reflection

Reflection to recap what we have learned, and what could have been obtained had we done things differently will give us insight to future possibilities and areas of study.

This chapter will be divided into two parts: firstly a reflection on our methods and analysis and secondly a reflection on the topic itself.

10.1. The project

Our project is from the beginning structured a certain way, with a certain methodological viewpoint. This could have been chosen differently and thus empirical data should have been weighed differently, thus possibly creating a different conclusion.

Our empirical collection also defined some interesting points to consider: Why are many users so annoyed by advertising online, when advertising in Television for example often is accepted, even expected? Breaks between broadcasts do not even cause a small annoyance, and breaks in long broadcasts are accepted, to use for toilet breaks etc. Then why are pop-ups and the like so hated by the online community? Examinations that would highlight how newsletters could be viewed separately from spam, and when a pop-up should appear not to cause annoyance could prove valuable to the companies.

10.1.1. Critique of the methods

After having conducted the empirical gathering, we have learned a great deal about our empirical collection method. This paragraph is designated to give insight into problems and considerations that should be addressed should a similar study be conducted.

We had prolonged discussions both with and without the supervisor about our methods. The chosen path reflects, to our knowledge, the best way to get unbiased answers to our questions at hand.

Having conducted semi structured interviews we realised that we had to use a critique of the source of our interview. Where the interviewee was based, influenced the answers; e.g. a marketing specialist had to "defend" the company methods, and a product manager could easily question the way marketing was conducted.

Our questionnaire revealed that a small number of our respondents were a bit unsure of the meaning of some of the questions, that a more rich data collection method e.g. a focus group might have given further insight into the topic, but we feel that it would compromise our methodological viewpoint, as it then would become from an actor's approach.

10.2. The topic

Most websites with success are charging for their services. But there are usually always free sites with almost the same product and or service as the successful ones. The herd behaviour allows some sites to charge because of the number of users, and others (usually in their startup) must stay free of charge. Sites have sometimes started their payment plan too early (without enough visitors or recognition) and therefore lose the visitors to other sites. Simple examples are dating sites. While there are many successful ones, a large number start up every year, and some make it, while others close down again.

The Internet is the most competitive market ever. Users tend to jump to a new site if they are not interested in paying for the services. Most sites lose half their visitors when introducing payment.

During our interviews, one of our subjects stated that CTR is not the best way to measure ROI. Branding also has a success when the ad is noted, but not clicked upon. This leads us to an interesting discussion on how to measure ROI online. Are ads remembered more if they are shown many times to one single individual, and thus – should a page have more success with advertising if they have many returning visitors, or if they have many new visitors?

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12. Appendix

12.1. Methodological appendix

The analytical approach

The analytical approach stems from a positivistic, objective point of view. The analytical approach is based upon the assumption that reality is independent of its observers, and that the sum of each part equals the whole (e.g. 2+2 = 4). Each part can be investigated and studied separately, as independent from each other. A fundamental issue in this approach is how knowledge is to be attained, so how can objective facts be differentiated from subjective information. As subjective knowledge is influenced by the environment and can vary from person to person under the same conditions, it can be taken into account to create knowledge. Only invariant and measurable elements can be seen as "true".

Relations between these phenomena can be seen from different points of view. Firstly, these connections can be understood as universally valid with no subject to change, according to the model "one cause = one effect". Therefore, one event will lead to another in a deterministic or a highly probabilistic way. This concept called "causality" is the keystone in determining the analytical "real truth". Therefore, individuals are described as objective, able to model and influence human behaviour. On the other hand, the relations between invariant elements can also be seen as finality per se. Rather than determining a circumstance through given causes, the explanation will be given by the larger context, where the circumstance will serve a purpose. Likewise, logic and mathematics have a pivotal position through the analytical approach's history.

Within the analytical approach, hypothesis can serve as the foundation to explain certain facts or to help the conduction of surveys to explain others. According to Webster (1956), a hypothesis can be defined as:

A proportion, condition or principle which is assumed, perhaps without belief, in order to draw logical consequences, and by this method to test its accord with facts, which are known or may be determined

Appendix

Furthermore, hypothesis can either derive from a guess or from the outcome of a previous study. As reality can be objectively explained, the hypothesis is to be tested using induction, moving from observations to the stated hypothesis and deducting an hypothetical method, which is a logical ending from a common assertion to a special one (Hansen, 2000).

The systems approach

The systems approach has its roots in system theory, functionalism and pragmatism. In the system approach, the reality is based upon systems and their interaction. Studying a system includes not only the examination of its components, commonly labelled sub-systems, but also the assessment of the relations among them. Like the analytical approach, the systems approach makes a distinction between the objective reality that can be found in real systems, and the reproductions of this reality, depicted in systems models. Nevertheless, the system approach aims at considering an objective reality, even though it allows a certain level of subjectivity. These subjective representations should be made accessible by becoming systemic. The reality exists independently from us and we become determined by it (Darmer & Freytag, 1996).

Validating a solution of an eventual problem should be conducted both through an understanding point of view and an explaining point of view, depending on which scientific paradigm is being used. Because the system approach lays in-between the analytical- and actors' approaches, many elements from each of them can be found in the system approach; that means that there is quantitative and qualitative investigation methods.

In the systems approach there are four systems model, which can be used to explain the reproduction of reality in the real system.

The actors approach

The actor approach comes from the hermeneutic and the phenomenological tradition, more focused on the understanding of each individual and the social network.

The actors, by interacting with one another, contribute to a "social construction". Although the whole is composed of individual and multiple meanings of structure, as individual 96 interact they attempt to create shared meaning, which when succeeded form the common reality. From an understanding point of view, it is not possible to describe the reality in a interpretations. However, it may be possible to take into account objective information, if incorporating the actor's subjective understanding.

Unlike the two previous approaches, this approach relies on determining meaning, culture and language, whereas the other two refer to objective definitions. Individuals are by essence considered as actors, who act according to their understanding of the reality. It is, consequently, crucial to investigate the multiple perception of reality to explain the human behaviour.

The dialectic process of thesis-antithesis-synthesis enables the transformation of a higher, qualitative form of reality. Creators of knowledge use qualitative investigation methods, such as interviews, observation to analyse and understand the actors' individual or shared values. Validating the results of a study is not possible, since there is no universally valid answer to a given problem.

nother way than subjective, since reality depends on the actors and their subjective

Reality as concrete and	i.e. an external, tangible and objective reality. The relations between the components		
conformable to law	are easily predictable and measurable because of their deterministic characteristic. The		
from a structure	study method takes the form of controlled experiments, according to the "stimulus-		
dependent of the			
observer	response of causality model (Arbhor & Bjerke, 1997).		
Reality as a concrete	i.e. an organically evolving process, concrete in nature but changing in details. The		
determining process	relations between the components, considered as "social facts", are influencing and		
	influenced by the environment. A "competitive situation" is created over the		
	satisfaction of their needs and their survival. The empirical data collection, to		
	understand the patterns of the changes over time, consists in extensive interviews and		
	the analysis of documental material (Arbnor & Bjerke, 1997).		
Reality as mutually	i.e. the constantly changing reality depends on the exchange of information. The		
dependent fields of	relations are dynamic, probalistic and relative to the components of the "network of		
information	relations", as individuals react to and interpret the information received. The study		
	method is based upon the collected information about the achieved results, or		
	"contextual dependency" (Arbnor & Bjerke, 1997).		
Reality as a world of	i.e. an inter-subjective interpretation, based upon dynamic exchange and negotiations		
symbolic discourse	leading to a shared understanding and social rules. The relations are based upon		
	culture, symbols and language, making the results of the study method relative and		
	specific to the immediate context (Arbnor & Bjerke, 1997).		
Reality as a social	i.e. has no concrete status, reality evolves through a continuous process, because of the		
construction	shared but multiple, subjective perceptions of reality. The study method is based upon		
	a "hermeneutic Spiral" (Arbnor & Bjerke, 1997).		
	a nemencade opnia (nubior et bjene, 1997).		
Poolity on a	i.e. individuals creates the reality within their own consciousness or "transcendental		
Reality as a			
manifestation of	consciousness". They are looked upon as intentional creatures, whose (un) conscious		
human intentionality	intentions when creating the knowledge are the key determinants for the understanding		
	(Arbnor & Bjerke, 1997).		
	Table 6: The six social science paradisms		

Table 6: The six social science paradigms

	Analytical approach	Systems approach	Actors approach
Conception of reality	Exists in itself Independent from the creator of knowledge Basically stable structure Causal links Objective facts Parts can be studied independently from one another	2 different perceptions Systematically constructed, Independent from the creator of knowledge Dependent on the creator of knowledge, In both situation: contains objective and subjective aspects (described as systemic)	Exist in the "social construction" Depends on the actors' perception (multiple or shared realities) Reality evolved through the exchange and the negotiation of values (interaction)
Conception of science	Viewed as a picture of reality Definite facts ("ceteris paribus") Sum of parts = the whole Objective theories based on logics/mathematics Separated from moral & ethics, subjective data used for discussion not for knowledge creation	Viewed as various systems pictures of reality Subject to changes Sum of sub-systems > or < the super system (synergy effect) Dependent on the users and their perception (explain, understand and add value)	Pre-understanding, actual understanding, post-understanding
Scientific ideals	Knowledge created by testing hypothesis. Follow formal and deterministic rules. The higher the causality, the more complete the scientific explanation. Knowledge is used to predict future causal links	 Producer-product relations strengthened when: Better explanation and understanding of the interactions and their circumstances. Better understanding of the systems world (development of new concepts) 	No theoretically- based: specific to the actors' personal goals
Ethical & Aesthetical aspects	To explain = answer "why" (empirically proved or theoretically deducted) Creator of knowledge take no responsibility for the use of this knowledge	Need not only to consider the relationships between sub- systems, but also between the higher system and its environment Specific ethical & aesthetical features to each system	No theoretically- based: specific to the actors' personal goals

Table 7: Relations between the three methodological approaches and the social science paradigms

12.2. Informed opinion poll appendix

Manuscript for semi structured interview

- 1. Company size (number of employees)?
- 2. What is the primary industry of your company?
- 3. % amount of marketing budget used towards online marketing?
- 4. What is the design of your website based from?
 - a. Consumer requests
 - b. Own specifications
 - c. Web designers suggestion
 - d. Other (specify)
- 5. Do you use other companies' websites as outlets for advertising your product/service?
 - a. Yes Website is related to my company (subsidiary or similar)
 - b. Yes Website is related to my industry (subcontractor, competitor or other)
 - c. Yes Website has the users the we wish to target (segmentation)
 - d. Yes based on numbers of users (or similar)
 - e. No
- 6. Do you believe that you are aware of the different options available online?
- 7. What types of online advertising do you use?
 - a. Pop-ups
 - b. Banners
 - c. Search advertising
 - d. Email/Newsletters
 - e. Forum/Chat
- 8. Do you consider the position of your advertisement on a specific site?
 - a. Yes
 - b. No
- 9. Please rank the position 1-5 (1 is best)
 - a. Top
 - b. Bottom
 - c. Left

- d. Right
- e. In the "main window"
- 10. Are you in dialogue with your online consumers
 - a. Yes via Email
 - b. Yes via Telephone
 - c. Yes via Forums/Chat
 - d. Yes via shops
 - e. No
- 11. Do you feel that you are engaging you consumers on your website?
- 12. What options do you use to engage your consumers?
 - a. Log in
 - b. Forum/Chat with customer support
 - c. Personalisation
 - d. Links to related/similar products
 - e. Forum/chat with other users
 - f. Easy navigation
 - g. Links to relevant tests/reviews
 - h. Price reductions/ loyalty programs
- 13. Do you optimise your presence online?
 - a. Yes, by buying several domain names
 - b. Yes, by search advertising
 - c. Yes, by search-engine optimisation
 - d. Yes by links from other websites
 - e. No
- 14. Are your links from banner ads specific, or do they go to your main website? E.g. does an ad
 - a. for a product go directly to the shopping basket with the product in, or just to the page
 - b. where the product is described?

12.3. Survey appendix

This appendix is made up of two subparts, the first being the questionnaire as it looked on the screen for any respondent. The link for the page to be viewed is: www.keriksen.dk/Questionnaire/1.htm

The second part is the collected data. We have cleaned out the less serious answers.

The questionnaire

Sex/Gender

□ Male □ Female

Age

• 0-20 **•** 20-25 **•** 26-30 **•** 31-99

Nationality

Danish Other

How much time do you spend online a day?

 $\Box_{0-1 \text{ hour}} \Box_{2-5 \text{ hours}} \Box_{5-10 \text{ hours}} \Box_{\text{more than } 10 \text{ hours}}$

Where do you use the Internet navigating via webbrowsers such as Mozilla, Internet Explorer, Firefox, Netscape etc.?

(percentual use, sum=100)

Work/Studies

Private

We will now show a website. Be aware that this is a "static" page of an existing website.

Appendix

Look at the page, and when you are ready to proceed, just close down the window.

You will then be asked a few questions about the site.

Click here (opens in a new window)

What, if any, advertising did you notice on the page?

Banner ad Pop ups Other

There are several ways to advertise online - can you remember having experienced any of the following in the last month?

	I remember this form of advertising		If possible name the
			company name/type,
			product name/type or other
			characteristics
	Yes	No	
Pop-ups and pop-unders (a new browser			
window opens on top of or below the one you are currently using			
Mail ads (sometimes mentioned as spam)			
Banner ads (a picture, text or video inserted			
into the browser window/webpage you are currently using			
Forums/Chat advertising			
Search advertising (ad words by Google etc.),			
where companies buy specific words and their website is promoted when searching that specific word in a search engine.			

Do you experience correlation between the website you are visiting and their advertisement? (related product and or company etc.)

□_{Yes} □_{No} □_{Not sure}

Do you think the position of an ad has influence on your attention? (Whether the ad is placed in the topright corner, or between the lines of the text you are reading etc.)

Yes big influence Yes somewhat influence No almost none No not at all

Rate the following (1-5 1 being the best position to attract attention) Top Bottom Left Right In the "main window"

How often do you notice "advertising links" (for instance in a mail/pop-up or on a banner)?

	Rarely	Occasionally	Often	Always
Notice				
Click on				

If you click on a link, how often do you experience being mislead (for example: have to browse further to participate in a contest etc.)?

Rarely Occasionally Often Always I only click by mistake
Do you use any of the following?

	Read	Write
Chat programs (Windows/MSN Messenger, Yahoo Messenger etc.)		
Forums in general		
Forums for a specific brand or product		
Blogs		

When you think of your overall use of the Internet, what options do you favour a website to have? (write anything that comes to mind)

What makes you re-visit a website? (mark the 3 options with the numbers 1-3 (no ranking required))

Personalisation

Forum/Chat with other users

Links to relevant tests/reviews

Easy to find (simple web address/top Google hit)

Forum/Chat with customer support

Links to related/similar products

Easy to navigate

Price of their service/products

Recommended by friends

Write down any comments you might have to this questionnaire, marketing online, marketing in general etc.

Thank you for participating. Comments etc. can also be mailed to kim@keriksen.dk

The Data

Sex/Gender

Respondents	Percent
. 54	55,10%
44	44,90%
98	100,00%
	44

Age

	Respondents	Percent
0-20	0	0,00%
20-25	44	44,90%
26-30	40	40,80%
31-99	14	14,30%
Total	98	100,00%

Nationality

	Respondents	Percent
Danish	69	70,40%
Other	29	29,60%
Total	98	100,00%

How much time do you spend online a day?

	Respondents	Percent
0-1 hour	8	8,70%
2-5 hours	45	48,90%
5-10 hours	29	31,50%
more than 10 hours	10	10,90%
Total	92	100,00%

Work	Home					
%		Stk-		%	Stk	
	0		0			
	5		2	0)	1
	10		4	10)	7
	15		1	15		1
	20		7	20)	11
	25		2	25		3
	30		14	30)	9
	40		3	40)	8
	49		1	50)	18
	50		18	51		1
	60		8	60)	3
	70		9	70		14
	75		3	75		2
	80		11	80		7
	85		1	85		1
	90		7	90)	4
	100		1	95		2

Where do you use the Internet navigating via webbrowsers such as Mozilla, Internet Explorer, Firefox, Netscape etc.? - Work/Studies - (percentual use, sum=100)

What, if any, advertising did you notice on the page?

	Respondents	Percent
Banner ad	51	91,10%
Pop ups	9	16,10%
Other	12	21,40%
Total	56	100,00%

What, if any, advertising did you notice on the page? - Banner ad

ok magasin, lidl, DVD rental dvd rental og så hel med en express! Liddl Bingo Daily express, Bingo lidl, bing LIDL bingo Daily Express Bingo

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no Lidl top and left side greenwood something lidl bingo Chance to win something lidl 4 none 2

Daily express bingo

What, if any, advertising did you notice on the page? - Pop ups

OK magazine

no

0

none

What, if any, advertising did you notice on the page? - Other

Bingo
pictures
no
A lot of famous people
none - I use adblocker
google adsense
lidl

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Pop-ups and pop-unders (a new browser window opens on top of or below the one you are currently using - I remember this form of advertising

	Respondents	Percent
Yes	47	60,30%
No	31	39,70%
Total	78	100,00%

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Pop-ups and pop-unders (a new browser window opens on top of or below the one you are currently using - If possible name the company name/type, product name/type or other characteristics

apple, chevrolett lottery popup for: danish gamesite usa viza lotery Paridise Poker Carlsberg

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Mail ads (some times mentioned as spam) - I remember this form of advertising

Respondents	Percent
44	56,40%
34	43,60%
78	100,00%
	44 34

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Mail ads (some times mentioned as spam) - If possible name the company name/type, product name/type or other characteristics

JP, billig-ting.dk, lister er uendelig Sterling, iclandair, Norwegian, travellink etc Travelstart Asos, Tobi i delete them and do not remember viagra adds Forbrugerliv.dk Viagra many diff. Today from Med24.d facebook.com

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Banner ads (a picture, text or video inserted into the browser window/webpage you are currently using - I remember this form of advertising

Respondents	Percent
66	84,60%
12	15,40%
78	100,00%
	12

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Banner ads (a picture, text or video inserted into the browser window/webpage you are currently using - If possible name the company name/type, product name/type or other characteristics

ok magasin, lidl, Mostly bookmaking companies Clement Kærsgård nyt show NHL adv. for use of NHL Center Ice star tours car advertisement Mannaz Eventbingo.com, startour.dk, apollo.dk ok, bingo, lidl

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Forums/Chat advertising - I remember this form of advertising

	Respondents	Percent
Yes	23	29,50%
No	55	70,50%
Total	78	100,00%

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Forums/Chat advertising - If possible name the company name/type, product name/type or other characteristics

Porn vietcupid

messenger playground On messemger; Fanta

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Search advertising (ad words by Google etc.), where companies buy specific words and their website is promoted when searching that specific word in a search engine. - I remember this form of advertising

	Respondents	Percent
Yes	54	69,20%
No	24	30,80%
Total	78	100,00%

There are several ways to advertise online - can you remember having experienced any of the following in the last month? - Search advertising (ad words by Google etc.), where companies buy specific words and their website is promoted when searching that specific word in a search engine. - If possible name the company name/type, product name/type or other characteristics

consultancy companies Lyngsoe Systems, Sterling Led Zeppelin cd some bookshops google Severel depending on the type of google search. google and yahoo

Do you experience correlation between the website you are visiting and their advertisement? (related product and or company etc.)

	Respondents	Percent
Yes	35	44,90%
No	21	26,90%
Not sure	22	28,20%
Total	78	100,00%

Do you think the position of an ad has influence on your attention? (Whether the ad is placed in the topright corner, or between the lines of the text you are reading etc.)

	Respondents	Percent
Yes big influence	20	25,60%
Yes somewhat		
influence	35	44,90%
No almost none	14	17,90%
No not at all	9	11,50%
Total	78	100,00%

Rate the following (1-5 1 being the best position to attract attention) -

Т	ор	Bottom	Left	Right	In the "main window"
1	42	6	2	9	21
2	23	3	22	13	13
3	3	3	28	28	20
4	5	10	20	22	19
5	6	56	6	6	5

How often do you notice "advertising links" (for instance in a mail/pop-up or on a banner)? - Notice

	Respondents	Percent
Rarely	15	20,00%
Occasionally	28	37,30%
Often	26	34,70%
Always	6	8,00%
Total	75	100,00%

How often do you notice "advertising links" (for instance in a mail/pop-up or on a banner)? - Click on

Respondents	Percent
51	69,90%
16	21,90%
5	6,80%
1	1,40%
73	100,00%
	51 51 5 16

If you click on a link, how often do you experience being mislead (for example: have to browse further to participate in a contest etc.)?

	Respondents	Percent
Rarely	5	6,70%
Occasionally	20	26,70%
Often	22	29,30%
Always	1	1,30%
I only click by mistake	27	36,00%
Total	75	100,00%

Do you use any of the following? - Chat programs (Windows/MSN Messenger, Yahoo Messenger etc.)

	Respondents	Percent
Read	55	80,90%
Write	66	97,10%
Total	68	100,00%

Do you use any of the following? - Forums in general

	Respondents	Percent
Read	39	92,90%
Write	16	38,10%
Total	42	100,00%

Do you use any of the following? - Forums for a specific brand or product

	Respondents	Percent
Read	30	90,90%
Write	10	30,30%
Total	33	100,00%

Do you use any of the following? - Blogs

	Respondents	Percent
Read	36	92,30%
Write	9	23,10%
Total	39	100,00%

When you think of your overall use of the Internet, what options do you favour a website to have? (write anything that comes to mind)

overblik. Jeg hader når der popper en masser vinduer op, som jeg skal ligge ned før jeg kan komme videre.Struktur og skarp opdelt.Det skal være let at finde rundt i.Der skal være klar besked om hvad tingene fører hen til.Bliver jeg vildledt bruger jeg det ikke igen.Jeg vil have klar besked om fordele og ulemper, hvis jeg melder mig til noget.Jeg vil vide, hvad det kan bruges til.Ex. Facebook - jeg hader når jeg skal vælge 20 venner for at kunne se noget. Det gider jeg ikke.

I like it, easy to find information

an easy and understandible way of getting information

Videnssøgning, information, datoer...! Brede demokratiske deltagelsesidealer kan forenes gennem dette medie!

It must be simple, not to many frustrating adds.

good overview, homepage from which I can go to most subsites, not too many advertisements,

Easy to navigate and without too mucj flashing

Stupid question!It entirely depends on the type of website!-On a web-shop it would be beneficial to have the option to buy things..-On web-banking it would be beneficial to have the option to make bank transaction..etc. etc. etc.

interresting articles. Pictures that seize you. The possibility of being linked to more information about subjects.

Depending on the web page I am visiting. Mostly news websites in what interest me the most.

Visible buttons

webshop

I expect them not to have much advertising

News etc.

easy to navigatenot too many annoying adseasy to read coloursnot too many sounds or flash intros (or at least the possibility to terminate one if one exists) Good layout

A website is a good one if there's not to many disturbing pictures, ugly colours, moving objects or many text boxes!

a well functioning 'search' application

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The info that I'm searching for.

structure and easy path to information

good search function and a lot of sub menues so it is easy to find what you are looking for.

i use for kontact people i knowor search for information

Clear overview of contentQuick of use

you get all needed information from internet, connect your friends everywhere in the world

not to many advertisements- it is confusing for the eye, and it creates chaos on a website. I hate popups, and that can make me drop visiting that website again. There should not be too much writing on the frontpage, or to many pictures. Just af few to make the point, to then click further ahead, if I'm curious. In generel I think commercials are annoying, and are often disturbing my use of the internet, so I try to avoid them.

being able to comment, interact etc

Easy to navigate

Altså det skal jo være nemt at navigere på siden altså at den er logisk opbygget + grafikken skal være iorden, vi er jo blevet lidt kræsne

Relevant information for the "problem" I try to solve.

Should be easy to browse. Having advertisements in the middle of a page is irritating and often results in ruining the brand reputation of the product being advertised.

the information that i need

very little advertising. many relevant articles and that "works" fast

Den skal være overskuelige, og med informative menuer, så den er nem at finde rundt på. En god søgefunktion

I use the internet to read the news and chat with friends on msn or facebook

Few (NO) pop ups!

good structure of the websit, search option

news

new information at any time

Convenient, no limited for time and space, low costs, be my good friend

good structure, nice webdesign

Simple with a beneficial view. I really dont likewhen a website is to complex with a lot of advertising andespecially pop-ups

informations, news, interaction. but not sure i understand the quistion

news, sports

struktureret, let overskuelig

It has to be easy to find what you're looking for, and a I like that most sites has a search option web 2.0 basic, search engine,

the option to choose by myself where i wish to go

Easy overview, search option, Activity (change of content from time to time)

I use Firefox, I see no advertising, and when I do I delete them for faster browsing.

no ads, simple navigation and layout

appealing layout- user friendly- "overskuelig"- of an interesting topic

It should be easy to use, and interesting pictures need to be there, to gain my attention. If puchacing items product specification is very important. So information and layout is what I find most important.

not too many disturbing commercials, simple overall layout

What makes you re-visit a website? (mark the 3 options with the numbers 1-3 (no ranking
required))

Personalisation	34
Forum Chat with other users	16
Links to relevant tests/reviews	30
Easy to find (simple web address/top Google hit)	39
Forum/Chat with customer support	9
Links to related/similar products	13
Easy to navigate	45
Price of their service/products	26
Recommended by friends	31

Write down any comments you might have to this questionnaire, marketing online, marketing in general etc.

Nemt spørgeskema, dog kunne jeg have brugt præcise forklaringer på, hvad er pop up, hvad er banner, etc. Der er enkelte steder hvor jeg blev i tvivl om hvad det var jeg kunne vælge. I forhold til marketing online, så oplever jeg det dybt frustrerende af blive forstyrret at pop up reklamer, når jeg er midt i noget. Jeg vil helst have at de er stationære og ikke skal lukkes ned for at komme videre. De må ikke være misvisende, og lede en gennem en jungle af muligheder og tilvalg. Jeg er nok bare mest til reklamer i papirsform. Når jeg skal købe noget på nettet, går jeg målrettet efter det jeg skal købe. Kan godt lide sider der sammenligner priser, og at der er relevant information omkring produkt. Hmm, spørgeskemaet opfanger ikke alle mine holdninger..! Der mangler svarkategorier

I think many adds are confusing, I prefere sites with adds that aren't placed in the middle and which doesn't scare you away from the site.

This survey is not very clear. Some of the questions and answer possibilities are a bit fuzzy... To be completely honest I am not sure that my answers a valid in an investigation, as I was uncertain about the meaning to a lot of the questions?sorry?

Fine questionnaire, maybe some more examples could help with the answering.

Difficult to understand and answer some of the questions in the questionnaire.Marketing online is ok, but maybe to some exteend to product focused and need to focus more on corporate marketing/branding.

It is too confusing, the questions need to be more especific as what answers need to be given

useally I use the internet to gather information, whether it is a product or news or e-purchase. So what makes me reuse a website has to do with the content of the webpage in the first place. Useally a consumer don't show interest for gasoline prices until the own a car themselves.. you get the picture?

I specifically ignore the ads because I find it so annoying and therefore I would not buy anything that is advertised in this manner. The worst are the kinds were you cant clearly see where to click to close the pop-up

i hate marketing in general i make products more expensive! i never go to these websites.

I do not understand your purpose until I read the above line. So if possible, please make clearer explanation to the attender.

Questions in the questionnaire are precise and well written, however, some of the options are complicate to Answer.

Some questions or explainations are not very clear. I have to read several times in order to understand. By the way, online safety and privacy is much more important for users currently.

It might be done better and more interviewee-friendly way.

Online marketing er ok, men det er forbundet med spa, så jeg tror mange internet brugere, som er af samme mening ser ikke annoncer, der er online.

In my opinion the website I jsut visited was to confusing with all the adds. Especially the big ones to the right. Good luck with the thesis

Jeg hjælper gerne når jeg modtager spørgeskemaer. En dag kunne jeg jo selv få behov for hjælp. Men bliver altid så træt af det, når jeg får oplyst at det tager tre minutter, og så tager det 10.Pøj pøj med opgaven.

I normally hate doing any of this, but since its you doing it, why not :) btw please add my new email to msn, I miss playing whist with you :) just take my first and last name@hotmail.com /bye :)

I do not watch commercials on TV, I click to another program and watch that instead. I delete all web adds and do not watch them, never ever click at one even if it slips through my add fliter.

Firms need to be very important with their layout and information. The easier the site is to use the better otherwise, from my point of view, I go elsewhere.