

New Trends in Internet Marketing

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Abstract: The main trends that influence development of new internet marketing approaches in mobile business include: mobile social media, mobile games, mobile TV and Internet intelligent devices.

Mobile games are often used mobile applications, so they have a good advertising potential. Although in practice, dynamic advertising is often present, where the message displayed within the game changes according to defined criteria, the choice and manner of displaying marketing messages is not always appropriate or tailored to the characteristics of users, so more personalized advertising is necessary. The delivery of television content to mobile devices has brought innovations to traditional television advertising.

Keywords: E-marketing, mobile, business, web-site, internet

Introduction

Mobile TV commercials can be customized to each individual viewer, with innovations in billing models for advertisers. Intelligent device Internet technologies have made it possible to connect the physical and virtual world. In the context of internet marketing, Internet intelligent devices influence the development of new models of mobile store in physical and online stores (Nedeljković-Valić, D., 2014). There is a growing need and a trend for small and medium-sized enterprises to become active users of the web search for certain solutions.

E-marketing- A new form of marketing

Intelligent e-marketing processes must be designed to take into account the necessary relationships between e-marketing trends and data mining techniques in developing specific marketing strategies.

At the very beginning, the focus is on marketing campaigns and they are oriented towards the needs of consumers. If the needs of e-customers were to be recognized as the needs of most e-commerce customers, the reliability of knowing the relationship between the E-commerce actors (consumers and retailers) could be achieved, so e-marketing tendencies would be closer to reality than the theoretical concept supported literature.

Providing tools that add value to e-marketing campaigns, such as a digital fingerprinting tool, should be integrated in the web mining process to increase control. (Gerrikagoitia J et al., 2015).

The e-commerce strategy primarily relates to techniques, technologies and organizational prerequisites, which direct users to the business with the advertising company. Marketing activities mean that all channels of communication with users are integrated.

The marketing strategy in e-commerce is a complex job that implies that all activities by communication channels are directed to building a company and product only. This is achieved by the quality of the product being offered and providing information that is true, accurate, and describes in detail what users should be aware of in the product, the company and the conditions under which the product will deliver optimal results. This ensures that customers are satisfied. The acquisition of new users represents an investment in marketing campaigns. The goal is to reach as many interested users as possible (targeted campaigns). Marketing via the Internet is a good communication channel, but it has one limit, which is that not all users of mobile devices can access the Internet from anywhere. This deficiency can be overcome by a combination of technologies that are applied on the Internet, the real environment and mobile services. The basic task of the marketing strategy in e-commerce is to get in touch with the users, to communicate to them and to focus on the channels through which they will obtain a product or service.

Marketing activities in the electronic environment are determined by a large amount of data on consumers and their behavior, the interaction of marketing activities, and a high degree of measurability of their performance due to direct consumer response. Internet marketing activities are generally carried out in combination with traditional marketing activities and enable their improvement through the advantages provided by technology. The concept of internet marketing is based on focusing attention on personalized advertising. Careful consumers are identified who adapt products and services of the company. The Internet is a convenient medium for the application of various marketing strategies, various forms of trade and advanced relationships with consumers. The next type of consumer activity in the electronic environment is the creation and sharing of fun and creative content, which contribute to popular culture. Even before the emergence of Internet marketing has influenced popular culture, the Internet has allowed this impact to be even more pronounced. Internet users use technology to express their creativity by creating interesting, fun, witty and useful content that they want to share with others.

One of the most important activities of consumers in the electronic environment today is participation in virtual communities. The basis for connecting members of these communities is shared interests such as profession, hobbies, entertainment, etc.

Community members exchange digital content (text, images, audio and video files), publish articles (blogs), evaluate and comment on other digital content, build knowledge bases and develop professional networks. The concept of virtual communities is very similar to the concept of social networking sites, but it is broader and includes all forms of virtual networking, through all kinds of social media (blogs, digital content sharing sites, etc.). Businesses can encourage the creation of virtual communities or support existing ones, communicate directly with community members, advertise on virtual community platforms, and more. (Deighton and Kornfeld, 2009).

Web site as a form of e-marketing

The website is part of the organization's online presence. It is possible, for example, to design a special mobile app. It is necessary to create the look of a YouTube channel, a Twitter account, etc. The organization's organization on the Internet combines all activities on its own and other media, including communication through various Internet services (such as e-mail, chat, etc.). (Varagić D., 2012) Internet marketing combines all the activities that enable the creation of a high-quality organization on the Internet. These outcome activities should have the organization's competitive advantage and survival on the online market.

In order to define how to achieve high-quality online performances of the organization:

- It is necessary to know the possibilities of online organization (human, technical and financial resources); It is necessary to determine the relationship between the organization's needs in the online environment and its ability to carry out defined online activities.
- Familiarize yourself with the goals of online performances The business goals of the organization in the online environment are achieved by defining the following specific characteristics:
 - ✓ brand development via internet
 - ✓ reaching potential customers (pre-sale, sale, after-sale)
 - ✓ generating revenue
 - ✓ lowering costs
 - ✓ customer Support
- Determine how the projected objectives are realized and implemented within given time frames
- Redefine goals in relation to existing resources. (Varagić D., 2012)

The website is a collection of hyperlinked documents related to the advertised product. Trust increases satisfaction, because if users believe service to the provider means that clients believe that they will get a promised service and feel a reduced level of risk. Since trust depends on the quality of the site, managing all dimensions of quality-meeting needs, security, and responsibility, as well as the functionality of the website - are crucial for loyalty. (Gummerus J., 2004)

A company promoted through a website should regulate the actions of its partners and advertisers and ensure consistent privacy and security policies in order to protect its reputation. Changing the safety rules can be fatal, as it can provoke vicious customer reactions (Gummerus J., 2004)

Well-designed website should increase sales. Particular attention is paid to the design of the site as well as to the design of the product, as organizers and Internet sales companies are aware that an attractive website can attract more users and potential customers and that it is very important to enable its easy use. Companies compete who will do a better designed website, including any additional content that goes with that site.

After positioning the site on the Internet and advertising campaigns, it is necessary to measure the effects of an eb-siteonline campaign. Measuring the effects of the campaign is done by statistical analysis of site visits and financial indicators.

By registering domains and placing a site on a server, each owner of the presentation has the ability to monitor the results of his campaign on the Internet daily. Software that tracks all visits to the site provides great opportunities for statistical analysis (FON, 2014). It is possible to get information about the total number of visits to each site's website, the length of the visit during the day, the number of computers from which access was accessed, the country from which the site was visited, whether it is a visit to a direct presentation or from another presentation.

Mobile business

Mobile telephony, as we know it today, is beginning to develop in the late 1970s, and its first experiments began in Chicago in 1978. The system utilized the technology called Advanced Mobile Phone Service (AMPS) and ran on the 800 MHz band. For many reasons, including AT & T decay, it's been a few years before the first commercial system started operating in America. The system was first released in Chicago in 1983, and shortly thereafter in other US cities.

In Europe, it also actively worked on the development of mobile telephony, and in 1981, mobile telephony began operating in Sweden, Norway, Denmark and Finland. The first GSM network was launched in 1991. GSM has been experiencing a growing and

greater success as one country has introduced this system into use. GSM has expanded beyond Europe, so it has reached even Australia. It was clear that GSM would be not only a European but also a global system. For this reason, the abbreviation GSM has also received the new meaning of Global System for Mobile Communications (Global System for Mobile Telephony).

Mobile business is the application of mobile technologies for business purposes, for the provision of services, marketing and trade, as well as making payments in order to increase business efficiency, lower operating costs and better competitive position in the market. Mobile business is a new concept of modern business. The advantage of this business is that it enables consumers and customers to order products or services from anywhere in the country and abroad, as well as the ability to pay in the same way with the use of Internet technologies.

There are a number of different definitions of mobile business:

- M-Business is the use of mobile devices for communicating, informing, informing and conducting transactions using text and data via a public or private network. (Lehman Brothers)
- Mobile shop represents any transaction with monetary values over the mobile telecommunication network. (http://archiv.iwi.uni-hannover.de/lv/seminar_ss03/Maluche/main/issues.html)
- Use of mobile devices for communication and interaction by means of connection to the Internet (Forrester Research)
- Use of wireless technologies to provide conventional, personalized services to its customers, employees and business partners (Mobilocity).

In development of mobile business, according to Forrester Research, the following barriers have emerged:

- Lack of information,
- Fear from bad experience of other users,
- Security of the transaction,
- Ignorance of the use of the technology necessary for the operation of mobile devices and others.

According to Anckar and D'Incau (2000), mobile marketing (m-marketing) is defined as any form of marketing communication that is delivered to a mobile phone, while offering potential opportunities for creating additional value for consumers. It includes: advertising and geolocation marketing.

Despite the fact that there is potential added value, marketing people need to respect the fact that mobile phone users use their own devices for private purposes and are not willing to make them available for marketing activities. In the market, there must be an understanding of how users perceive the value of their mobile phones in terms of the function they take in their everyday life, and find ways to match the best possible extent to the ways in which m-marketing can create added value for them. (Andrews L. et al., 2012).

Within this practice, it is possible to identify elements of the social value of an individual, and his system of values by observing his or her membership or membership. Ropke (2003) has expressed the mobile phone as a means of avoiding uncertainty, coordinating daily activities for rationalizing the time that helps to coordinate daily activities because it ensures the performance of obligations on the move.

It is therefore very important that marketing people understand how mobile phone users set a value system in order to meet their needs accordingly (Andrews L., et al.2012). Mobility provided by these devices form the application of mobile marketing and trade in business. Information to the end-user is available at any time, anywhere, and from any wireless device.

Success of using mobile devices depends on the ease of use and delivery of information at the right time. The value of the services is based on the manufacturer's offers and consumption by consumers. They determine the dependence between the success of selling products or services and meeting customer needs.

Benefits of Mobile Marketing

One of the main advantages of marketing through mobile communication devices is the personalization of messages sent to the target group. The advantage of mobile marketing is the large range of mobile phones, which is the consequence of their omnipresence, that is, the increasing penetration of mobile phones as the main means of communication, penetration is higher than in the Internet. The mobile phone has become inseparable from its user, it is always with it and it is turned on almost always, 24 hours a day.

This is a great advantage for those who use mobile telephony capabilities to market relationships with the target population, which, in contrast to the traditional media that has one-way relationships, will be bi-directional and interactive in real time. Through social networks, by creating special groups with the same interest, there has been great interconnection of mobile phone users. Entertainment content that is available through mobile phone games, prize games, quizzes provide space for marketing activities. The results of mobile-phone campaigns are precisely measurable, which helps to select the target audience well.

Smart phones have the ability to transform consumers' purchasing habits namely, users can quickly and easily buy through multiple channels (classic stores, web stores and mobile devices) with considerable degree of comfort, flexibility, efficiency and personalization. Smartphones offer consumers a wide range of options, including mobile internet browsing, thousands of applications, e-mail, instant messaging, photo-sharing, video and audio playback, GPS games, video cameras, images and video editing, and more.

Benefits of mobile marketing are:

- Mobility-the user uses mobile store services from different locations.
- Localization of products and services-regardless of the time and location of the user's location, will be forwarded to the information it has previously requested.
- Convenience - the ability to store more data and access from any mobile device.
- Personalization - information is tailored to the needs of the individual user
- Connectivity-Easy access to the Internet, Intranet, etc.
- Wide availability-information is available at any time, from anywhere.
- Lak pristup informacijama u realnom vremenu.

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