

E-COMMERCE AND WEB MARKETING AS AN ANSWER TO THE GLOBAL MARKET. METHODS IN WEB MARKETING

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In this paper the authors present the process of web marketing as a specific subject and as an integration of the traditional marketing. The conclusion is that e-commerce and web marketing are a pragmatic and modern answer to the globalization; presenting the process of web marketing the authors outline the necessary methods in teaching web marketing and the new professionalism required.

Introduction

Everyone is conscious of the revolutionary changes Internet has imposed at training, culture, entertaining, communication and personal business relations level. For everybody Internet has opened the existence of the Cyberspace with a virtual market and its cyberclients, cybercompetition and cybermediators. It has involved a new way of doing economy and business, communicating, working, searching, organizing the offer, promoting and selling, doing marketing.

Cyberspace and its world (searches, e-business, communication, web marketing etc.) cannot be considered an optional by institutions, training centers, enterprises and entrepreneurs, but, on the contrary, a reality with which one must strategically compare and verify the chances offered. This comparison is certainly not easy, but very difficult, risky, still confused for many. Therefore it is very im-

portant to examine the e-commerce and the web marketing in detail and seriously, consequently to arrange and to manage models and methodologies, to analyse all the aspects in order to give one concrete and convinced answer of organizational, commercial, innovative, cognitive, technological type and take the fabulous chances which are offered.

1. The imperatives from the "scenario"

With Internet we are in presence of two markets; the real one (marketplace) which has characterized the material demand-offer, limited by borders, made of visible and tangible products, of a commerce based on the physical relation producers-buyers, of customers, of competition, of physical intermediaries; the second one, cyberspace relations as a marketplace, without borders, based on cyberclients, cybercompetition, cybermediators;

in the first market the production and the product were the principal reference points, in the second one instead the bidirectional and interactive exchange of the information is and will be more and more the strategic factor of the business relations.

Examining the imperatives of the scenario which condition Cyberspace, the e-commerce and the web marketing we will certainly receive indications to understand their future horizon, their continuous evolution, the cybermarket toward which they are addressed, the products and services which can be offered, the necessary strategy of marketing which can strategically support them.

a. The net economy. Internet's cyberspace activates a considerable impact for the economy as much that it qualifies the same denomination in "net economy" taking us towards a new market and a new economy. To the economy of the industrialization that was concentrating on the production, the distribution and the mass communication, the "net economy" opposes the information, the interactive negotiation, and the "one to one" sale.

The digitalization process has produced new modes; many economic activities that were developed in material way in the context of the real market, today, they become virtual with big advantages for the same enterprises which offer and for the consumers which demand; we refer to activities as:

- e-business in all his applications;
- e-commerce in particular;
- research;
- learning;
- communication;
- finance;
- working;
- training and education;
- entertainment;
- links inside and outside the company.

The net economy asks to redraw "how" and "what" to produce, to sell, to communicate, to inform, to promote, to make marketing, to work, to

train, opening a new scenario; all that means developing the e-business activities, ordering new rules, new negotiation models, new marketing approaches; these pushes from the net virtualizes the enterprises in digital enterprises, the consumers in cyberconsumers, the society in digital society, the business in net economy, the points of sale in webshops, the value in digital value, integrating functions, experiences inside and outside of the company. The net economy becomes a big project, surely rather difficult to manage, but with wide potentialities in part still to be found out.

b. Cyberspace and the World Wide Web. Among all the technologies which computer science and the telecommunications have introduced us (television, mobile telephones, flights in the space, computer medicine and surgery etc.), Cyberspace certainly presents itself as that of greater extent (all the "global village" is involved) and applicability (information, research, communication, promotion, work, entertainment, culture, business, training, education etc.); then in the marketing and business context, it is the means certainly more innovative, expressive, fabulous that has appeared in the last few years.

It is like a new world to be found out and to be lived which does not have frontiers and nationality, in continuous evolution; with 450 millions of users and with beyond two billion of web pages, it is certainly more than one computer network; it creates one social, informative, cultural, formative, economic, commercial space which communicates, enquires, educates and can do business; Internet appeals and guides a varied world of subjects: states, institutions, public administrations, single people, professionals, various organizations, big, medium and small enterprises, universities, schools, research centers etc.; everyone finds a means in Internet to reach better their aims.

In particular Cyberspace is able to offer the enterprises, both big and medium-small ones, a series of concrete chances:

- sale of products and offer of services;
- market and customers research;
- partnership research;
- new businesses;
- communication and promotion towards the market, the suppliers, the customers, the consumers, the sale forces, the institutions;
- saving costs in communication, distribution, and sale;
- return of profitability in short term.

The potentialities of the Cyberspace are incredible for everybody; culture, education, research, universities have a chance to reach if they will accept this challenge.

c. Services and potentialities offered by the Cyberspace. That cyberspace through the interconnection of computers and the application protocols of Internet offers strategic services in specific fields:

- Internet as an information and research tool.
- Internet as a communication tool.
- Internet as a promotion tool.
- Internet as a work tool.
- Internet as an entertainment tool.
- Internet as a marketing and sale tool.

d. A global, virtual and selective market. The overcoming of the geographic barriers and the real-time acting offered by cyberspace inevitably take towards the globalization. It has a strategic role in the global market; through Internet one can make business in any part of the world; it is possible to receive information from every corner of the hemisphere, to communicate with whomever; that gives a big support to the global net on which Internet is based and allows the e-business communication. The potentialities of this cybermarket are huge and for a few sectors with greater vocation to the e-business, they are also higher than those of the same physical market.

This cybermarket, even if global, will not be able in any way to be considered a mass market;

the Internet users represent a very selective segment; they are in fact users / consumers / customers above the average, with a personality which is not referable to a mass market; really for this Internet will impose "one to one" marketing strategies and policies.

The answer to the cybermarket, to the global market could become for the e enterprise a moment of relaunching, of renewal, of greater profitability. In the worldwide market reserved for the e-business and for the e-commerce, the global marketing finds the best application.

e. The digital society. The revolution produced by Internet with the creation of worldwide data processing nets and the big role of the information / communication technologies gave a big contribution to our society's new characterization, as "digital and information society". This society recognizing a strategic role to the information and the knowledge in the process of economic social, cultural development, is improving, but also changing uses and customs of the people, but also of the same enterprises and institutions; the phenomenon Internet and all its derivations (real-time information and communication, digitalization in all fields etc.) are really changing our way of living.

f. From the mass business to the e-business which is new, interactive, personalized, bearer of new value. Every era had his inventions and his methods to do business and characterize it; please think for instance of the coming of the telegraph, of the telephone, of the radio, of the television, of the fax, of their decisive contribution to increase the business; also Internet conditions and changes way and characteristics to do business; through the computer it has been possible to put in contact immediately and in all the world enterprises which sell products / services and well identified buyers which want to buy them; from the sale in "the traditional shop", from the physical negotiation one has passed to a virtual shop, to the online transaction with "aimed and interactive customers".

The electronic commerce changes the market, the way of doing marketing, the same company; the market becomes virtual, the times of action are “real”, in some case “zero time”; the traditional intermediation undergoes an authentic disintermediation process, replacing or activating a reintermediation of new subjects.

The e-business with his innovations feeds the creation of new value overthrowing the traditional process; this value is given by the information which characterizes the offer, then by the new chain which determines it; we refer not only to the enterprise which sells online, but to all the subjects which collaborate in net with specific expertise, reaching the demand with a personalized offer; in this chain flows of information and actions increase the value. The information that suppliers, producers, buyers reciprocally exchange and share, allows to improve the offer, to propose it in a personalized way, to produce a greater satisfaction, to increase the customer’s faithfulness.

When we talk about new e-business, we intend to refer to a wide context of interventions in net, of which the e-commerce is certainly a considerable part:

- E-commerce.
- Teleshopping.
- Telebanking.
- Telefinancing.
- Teleworking.
- Telelearning or distance learning.
- Teleassistance.
- Teleconferencing.
- Telentertaining.
- Telemedicine.

g. The enterprises become virtual. The presence in the virtual market that is required, the virtual characterizations of the offer and of the same online negotiation inevitably reflect themselves on the same enterprise, which requires adequate web marketing strategies and policies, new

organization models to answer the cyberdemand and stay in the net as protagonist; the enterprise must really become actually and strategically virtual to answer the cybermarket, the cyberconsumer. The virtualization requires thinking over and redrawing the way of being enterprise in the real market, but also in the cybermarket.

The scenario assures many chances to the enterprises engaged in the e-commerce:

- Reasonable and reduced costs.
- New and wider markets.
- Reduction of the geographical, commercial, linguistic, psychological, cultural barriers.
- Stronger competition.
- Disintermediation and new reformulation of the value chain.

The scenario wants a net-enterprise, conceived and managed as a system in which it is possible to direct all the interventions towards the cybermarket (research, production, communication, sale, marketing, planning, control etc.); this systemic management will require new distributive and sale solutions, capacity to integrate old distributive channels with new channels, availability of products / services online sellable, new professionalisms, new orientations, a lot of training to support the e-commerce; the web marketing will assume a determinant role in this systemic business context.

h. The cyberconsumer. Internet has created an international community which feeds the economy of the web; there are enterprises which offer, enterprises / clients and consumers / clients which ask and buy; today, according to reliable estimates, there are in the world about 450 millions of web users; if we think that these users live in a family, it means that we are in presence of at least a billions of consumers-clients which could use the web to do purchases of products / services, to search for information. The consumer thanks to the electronic commerce develops an immediate and constant interaction with the enterprise

which produces and sells in net; the interactive consumer's attention moves so from the product to all a series of other aspects (competitive price, wide offer, abundance of information, comparison of the prices and the qualitative level, easiness of purchase, personalization of the purchase, assistance in net, guarantee, service etc.).

i. The online intermediation. The electronic commerce makes the trade simpler, since it does not need shops with stocks, it does not want the warehouses of the wholesalers and the shops of the retailers; the distribution of the products in the producer-wholesaler-retailer circuit is replaced by the only information circulation concerning the products which have to be sold. The scenario forecasts big changes for the trade according to process of disintermediation that the electronic commerce activates; as the market virtualizes in the net, it happens so also for the same intermediation; figures as wholesalers, retailers, distributors, buyers, agents, representatives, salesmen who characterize the traditional distributive system, disappear in the cybermarket; collaterally a reintermediation process of new intermediaries replaces with various roles even if the function does not change, we refer to new figures as info intermediaries or cyberintermediaries; their role is to guarantee a communicative and informative intermediation; search engines, portals, mall, shopping centers, shopping lists will assure the users of the information about the online offer of products / services.

l. The competition. The cybermarket, even if virtual, has all the characteristics of a perfect neo-classical market; in fact we are in the presence of a strong competition which can act freely and in the best conditions. The competition takes place in the context of the information, communication, technological support, sale, marketing; everyone tries to find his space at any price; all the enterprises deciding it, have understood the importance to reach the consumer, to satisfy and make him faithful, so they are disposed to everything

just to succeed, even to face a supercompetition.

In order to win the competitive battle in the net the enterprises have to provide with exclusive technologies, creativity, professionalisms, resources, policies and strategies of web marketing. This competitive battle will ask the enterprises to acquire in net the right dimension which enables not only to compete, but also to win the challenge.

2. In and to the global market with e-commerce and web marketing

2.1. The e-commerce

In the cybermarket the enterprises compare themselves with the global market, with the global consumers, with a global competition; therefore to accept cyberspace and the e-commerce means to accept also the globalization and to give a pragmatic and strategic answer. An enterprise cannot ignore a global and important channel as Internet, which allows communicating, selling and competing in the entire world.

The choice of the e-commerce can become the opportunity to increase also at the same time the presence both on the national market and the international one for many enterprises; that means that the e-commerce must absolutely find a strategic integration with the traditional business; the online and offline offer in supporting each other will strengthen the business efficiency, will increase the competitiveness, will increase the profitability.

The e-commerce requires a specific process and specific means, as it refers to a specific market; therefore thinking that the e-commerce is a prolongation or a transposition of the traditional business it is a big mistake which could have catastrophic consequences for the enterprise.

The electronic commerce is certainly the most important context under the economic point of view of the Internet development; it is a way of making business, selling / buying by telematic sys-

tem; instead of paper documents normally used in the traditional commerce, one employs the computer to present products, to make offers, to sell, to formulate purchase orders, to pay, to send messages etc. The e-commerce allows realizing commercial transactions by telematic system everywhere; his action develops in the context of:

- ⇒ business-to-business (B2B): it concerns transactions of industrial goods / services between enterprises;
- ⇒ business-to-consumer (B2C): it concerns sale transactions of goods (digital products, food, furniture, books etc.) and supply of services to the consumer;
- ⇒ public administration-to-business / citizen (PA2B/C): it concerns all the possible services addressed online by the public administration to the enterprises and citizens;
- ⇒ consumer-to-consumer (C2C): it concerns transactions between consumers.

The e-commerce offers the enterprise the possibility of reaching specific aims:

- introduction into the cybermarket and the global market;
- support to the global competition;
- integration of the traditional business;
- activation, maintenance, develops of online business relations;
- simplification and rationalization of the online sale process;
- online presentation of products / services in a website;
- offer, promotion, transaction and sale of products / services;
- promotion of the offer;
- visibility on the net;
- increase of the sales;
- electronic delivery of digital products;
- communication with users / customers;
- realization and growth of a new value chain in the phases of the e-commerce process;
- profit attainment.

2.2. The web marketing

Cyberspace dematerializes the market, developing the culture of the virtual market which places the information to the customer at the centre of the attention; surely this culture is different from that of the traditional marketing in which the product is the reference point; the web marketing wants that the information has to reach the customer first of all; the customer must know a product / service in the best way, that is in a personalized way on his computer, only after that he will make his purchase.

A company can be considered as web marketing oriented if in business strategy it will favor the requests of the cybermarket and cyberconsumer, acting in function of their specific demands; in this sense we can affirm that an enterprise will be web marketing oriented not if it sells in the cybermarket what it produces, but if it produces what it can sell.

An efficient web marketing orientation will allow the e-enterprise to reach some fundamental aims:

- to identify and satisfy in the better way the cyberdemand;
- to optimize the offer position in the cybermarket;
- to maximize the income capacity of long period;
- to adapt to the changes imposed by the net and the cyberconsumer better and more quickly than the competitors;
- to integrate the traditional marketing the company will activate in the physical market in a strategic way.

Thanks to the possibilities offered by Internet offers, the marketing is able to enter into the net with effectiveness; however the marketing requested by the web cannot be the simple translation of the traditional marketing or a forced attempt of adaptation; it finds a new market (the virtual mar-

ket) and asks a new relation with this market, with the customers, with the competition. Certainly the methodology which characterizes the traditional marketing process remains (market research, segmentation, product positioning, marketing mix, marketing policies and strategies, marketing plan, marketing audit), but the contents and the necessary applications change. The offer of a product to a physical market, to a traditional customer is completely different from the one to the virtual market, to the cybercustomer; the product / service stays identical, but how to position it in the cybermarket, to make it to know and to sell; we are in presence of a new business model and a new sale channel.

Certainly the reference market of the web marketing presents fundamental diversities with respect to the traditional marketing; we are in presence of:

- a market which cannot be considered as a mass market, even if we have many customers, but a dematerialized, virtual, online market in which the information about the products represents the offer;
- a customer who wants to know products and prices, to do comparisons, to interact with the e-enterprise, to receive complete and present information, to have a "one-to-one relation".

Among the many applications that marketing can have (consumption marketing, industrial marketing, international marketing, global marketing, trade marketing, agrimarketing, marketing for services, social marketing, non profit marketing, political and electoral marketing, tourism marketing, bank marketing, insurance marketing, state marketing etc.), there is also the significant and aimed presence for the web marketing. How these pages show, the web marketing must have autonomy, specific process, context, even if its cycle registers the same process of the traditional marketing.

Therefore one will make a big mistake applying the same marketing practiced in the real market to the cybermarket; it is not possible to apply the traditional marketing, since the context could not accept it; if we are in the virtuality, to apply what is activated in a material market, would mean to use an improper language and to be misunderstood by the cybermarket; the web marketing must be studied and arranged not to answer a material market, but the virtual one.

The "virtual market" on the cyberspace is so dynamic, innovative and complex that without a "reference compass" (the web marketing) becomes difficult to navigate in it, to understand it, to interpret it, to act, to give strategic answers. Who tries "navigation only on eyes", very soon he will wreck with catastrophic consequences.

For the actuality and the difficulty which characterize the virtual market, it is necessary a key of reading and a methodology which allow supporting the right approach and its development; this is the aim that the web marketing must pursue: to drive the quite complex approach of the enterprise towards the virtual market, the cyberclients. The web marketing must become the scheme of reference which allows organizing both the cyberspace context and the one of the e-commerce, today still too much confused for the lack of clearness, order and practicality, training.

Relating us to the semantic value of "web marketing", we will explain it with "marketing in the net", or better with "doing cybermarket", "doing cyberbusiness", "discovering and satisfying the cyberdemand" for those products / services which can be sold / offered in Internet.

We will say that the web marketing is the commercial dynamics aimed to:

- ⇒ a careful analysis of the online demand in all its aspects and limits;
- ⇒ the rational exploitation of the virtual market that cyberspace and the technologies of the information and the communication have created;

- ⇒ the removal of the obstacles which can obstruct the sales of products / services online;
- ⇒ the choice of the most favorable segments of cyberclients;
- ⇒ the use of the marketing policies and strategies directed to support a website;
- ⇒ the effective communicational and promotional action in the net;
- ⇒ the individualization and application of the right online sale policy;
- ⇒ the optimal online meeting between offer and demand;
- ⇒ the strategic integration with the traditional marketing.

The web marketing must give punctual answers to fundamental questions:

- what is the development trend of the cybermarket?
- what are the requests of the cyberclients?
- what are the conditions imposed by the electronic commerce?
- what are the most suitable target-segment and how to approach it?
- which website can satisfy the target-segment?
- which contents can characterize the website?
- which are the web marketing policies (product, price, communication, promotion) and the strategies to activate?
- which specific tools offered by Internet (mailing lists, newsgroup, forum etc.) must be used?
- which characteristics require the products / services offered to the cyberclients?
- what is the optimal price?
- which are the control, planning and management lines?

After all we have said, it is clear that the web marketing has all the presuppositions to be a qualifying element of the e-enterprise's life and determinant for its development.

2.2.1. Web marketing functions

The electronic commerce has asked the marketing the development of his traditional functions, but certainly also of new ones; it is the virtuality of the market and the same process of disintermediation existing in the e-commerce to ask the web marketing new modes to do business and then further functions to provide for the missing one of the intermediation, to answer the new relations between offer and demand. With reference to the new business model the e-commerce imposes, to the new organizational and commercial methods the web marketing asks, the old and new functions can be identified and summarized in:

- ⇒ *research function*: the web marketing through the research and the segmentation identifies data and information concerning the cybermarket, the relative segments, the cyberclients, the cybercompetition, the right product / service to offer online, the data and information to be used in the marketing process etc.;
- ⇒ *product / service development function*: the cybermarket requires products and services with particular characterizations; the web marketing provides an informative and assistance support to the product / service in order to answer the cyberdemand in optimal way;
- ⇒ *sale function*: the products / services have to be offered to the cyberclients with the most suitable online sell policy;
- ⇒ *promotion function*: the web marketing must push the cyberdemand through aimed policies of communication and promotion;
- ⇒ *planning function*: the web marketing can only develop in a planning context which refers to the global marketing plan, to the specific web marketing one;
- ⇒ *organization function*: the whole web process marketing is able to give a remarkable contribution to organize and harmonize the actions of the company at production, planning, sale,

- communication and promotion, logistics level (management of the stocks, deliveries etc.);
- ⇒ *control function*: the web marketing is also control; without a constant control of the site, of the marketing actions addressed to the cybermarket it is not possible to find out the deviations and to make the right corrections;
 - ⇒ *integration function*: the web marketing allows a happy union with the marketing which a company carries out in the physical market; really in this happy integration there is the reciprocal success of the online and offline offer; the web marketing is able to strengthen the offline offer in effective way.

2.2.2. The process of web marketing

Internet offers new chances in the various phases that characterize the web marketing process; we think of its valid support in the research, communication, promotion, sale and control action. Certainly everything made in a normal marketing process towards the real market, it is kept, but however the process improves itself with all the other chances which the net is able to produce. What joins the web marketing in this process with that offline, apart from the means which operate in different contexts (online market for the web marketing and real market for the offline marketing), it is certainly the result that sale and profit must get. The web marketing can get the success if it can arrange an exhaustive, valid and planned process:

- ⇒ to know the e-market: it is the starting point to activate a valid web marketing action; the action of research will focus cybermarket, ideal product, cyberclient, cybercompetition, website to realize, policies and strategies of web marketing to activate etc.;
- ⇒ to identify the target-segment: the knowledge of the cybermarket and the cyberclient must allow the company to identify the reference segment which will be reached by the website and the online offer;

- ⇒ to arrange the right website: the website will have specific requests to satisfy the requirements of the demand, to tempt visitors / customers to discover it, to get some possible online purchases;
- ⇒ to position website and offer: these will have characteristic specifications for a positioning aimed at the cyberdemand and well differentiated from the competition;
- ⇒ to define the web marketing mix: it is necessary to identify policies and strategies of web marketing to support the website and the offer and to reach the cyberclient;
- ⇒ to plan: it is possible to plan aims and actions in the context of web marketing plan;
- ⇒ to control: it is important to make a constant control of the means outside and inside the net, that is the website, the offer, the requested actions, the cyberclients; in the moment in which the control had to verify some discordances between aims and results it becomes easy to intervene with corrective or alternative actions.

It is clear that a process of web marketing as we have presented, if accepted will reduce the difficulties and open properly the cybermarket.

3. Methods and practices in Web Marketing

Web Marketing as we have already said is not a copy of traditional marketing, but it is specific and personalized. Before considering the right methods and practices to face, to apply, to manage, to teach the web marketing it is very important to outline some specific considerations on which methods and practices in web marketing must be founded.

3.1. Web marketing must be oriented to the cybermarket

Also the web marketing as the traditional one will have a success if his orientation will be turned to

the cyberclient, to his satisfaction; we must give the cyberclient what he asks; in this sense the offer has to be web marketing oriented. Cyberspace and the web marketing revalue the customer's figure, for a long time considered by the traditional marketing and media only as a general customer (a mass consumer if we refer to consumption products), a passive customer; today cyberspace and the web marketing are not satisfied having a customer as their addressee, how traditional marketing has always made, they want him, interactive and protagonist, therefore they want to know his name, his age, his location etc.

Coexisting with Internet without having a clear and aimed web marketing orientation it is impossible; it would lack the compass to manage the offer in methodological and strategic way which must be addressed to the cybermarket. The web marketing gives the company the right orientation to make and to open a site, to offer and to sell, to communicate, to attract visitors, to promote, to plan, to control.

Only on these presuppositions a company can carry out its web marketing action at level of right policy of product, of price, of communication and promotion, of sale, of planning and control. Then we say that there is a correlation able to show the development of the presence of an enterprise in net; it means that where there is a growth it is only because of web marketing; then where this growth is greater, it is because its use and credit are greater.

3.2. Web marketing must be integrated with the offline marketing

A company who is already present in the physical market and decides to place its offer of products / services in the virtual market, it must absolutely try to integrate the traditional marketing of the real market with the one of the web; in fact the two marketing approaches will act and interface with reciprocal advantages.

With the web marketing the enterprise will not replace the traditional marketing; the two approaches of marketing must coexist strategically and in synergy; one must become support of the other in a constructive and harmonic cohabitation; the traditional marketing will be able to strengthen the web marketing and this will improve the approach of traditional marketing with all the online tools; this integration will certainly allow the company to get a series of online and offline aims:

- reinforcement of image and business notoriety;
- knowledge of the products;
- increase of online and offline sales;
- availability of useful information;
- an offer more aimed at the market;
- greater and better answer to the specific segment.

With conviction we must say that the strength of the web marketing is really in this capacity to integrate with the traditional marketing; an approach addressed only to the cybermarket will be very limitative; no customer will place confidence in a company which sells in the virtual market ignoring the real one; the confidence will be greater towards that company who can arrive both to the e-market and the material market with the web marketing and the traditional marketing harmonically integrated.

In fact the web marketing for the interactivity which creates, for the multimedia which it can have, for the aims which can get, it is an effective means of communication and promotion for the business offline; also the traditional marketing will be an useful means to transfer the online message also in the traditional channels of the traditional marketing.

3.3. Web marketing must be one to one and interactive

The specific virtual market and the actions aimed to it, the interface and the interactivity the software develop in Internet, the necessary personalization

of the demand, the new way of communicating between offer and demand, ask to re-think and to re-design the traditional marketing. The marketing gets more personalized; in fact Internet and the e-commerce want the “*personal total marketing*”, in other words the single user’s micromarketing. The visitor of a site is not one among many visitors, but he is “a visitor with name and surname”.

If the traditional marketing was distinguishing itself as “one-to-many” or mass marketing and its aim was to increase the market shares, the electronic commerce requires a new marketing setting at level of offer, sale communication and promotion; the web marketing turns itself into marketing “one-to-one”, into a relational and individual marketing, as it addresses each of the visitors of the site; the customer is not considered as an element of the mass any more, but he represents a “market” which requires an aimed approach; the enterprise can know, communicate, sell to each of his customers and involve him in a personalized way (personalized communication and promotion, personalized transaction, personalized offer and product, personalized service, personalized assistance); thanks to the technologies it is possible to have some thousands of customers, but for everybody there is the possibility of applying a mass personalization, answering online personally; the computer with the website, the programs, the software connect the visitor / customer to the e-enterprise, diffuse the one-to-one marketing globally. Ignoring this personalized demand it would be a serious mistake; it would mean a failure doing marketing in the web with the old methodologies of the mass marketing.

3.4. Web marketing can be applied in all marketing sectors

All the possibilities offered by web marketing (research online, communication online, promotion online, shopping online, email etc.) can have an

application in all the sectors which form the marketing, that is:

- Operative marketing
- Strategic marketing
- Consumption marketing
- Industrial marketing
- International marketing
- Global marketing
- Trade marketing
- Agrimarketing
- Marketing for services
- Social marketing
- Non profit marketing
- Political and electoral marketing
- Tourism marketing
- Fashion marketing
- Bank marketing
- Insurance marketing
- State marketing

3.5. Web marketing requires a good knowledge and teaching of English

The knowledge of English is necessary, as the language in the cyberspace for 70 % is English. To communicate globally, to know and to learn the technical aspects, the web marketing, the e-process require a good knowledge of English.

A good teaching method of web marketing requires the learning in English. A glossary of web marketing supplied to the students can be very useful.

3.6. A good knowledge and teaching of technical aspects

There are a lot of technical aspects which must be taught and are very important in e-commerce and web marketing:

- Internet working.
- Connection to Internet.
- Connection typologies.

- The protocols and the communication systems of Internet.
- The navigation in Internet with the web browser.
- Navigation tools.
- Intranet and Extranet.
- Web addressing and registration of the domain.
- Typologies of website connection.
- Location of the site.
- The development of the web pages in the website.
- Preparation of the documents in language HTML.
- Elaboration and structure of the web pages.
- Efficient Knowledge of web publisher programs.
- Safety of the website.
- Security technologies.
- Cryptography.
- Digital authentication.
- Certification and digital certificates.
- Digital signatures.
- Antivirus devices.
- Antipiracy devices.
- Privacy tutelage.
- Knowledge of the safety programs of the website.
- Management of the website (front and back office).
- Maintenance of the website.
- Updating of the website.
- A database in the website.

3.7. From web marketing a successful website

The website is a visible part of Internet; it is an open window on the world which offers information, products / services; in this virtual shop whoever comes in, observes, asks, compares, negotia-

tes, buys; the website is the place where the meeting, the dialogue, the communication exchange, therefore the transaction take place; these functions ask the website some characterizations to be developed with effectiveness and property; that means that the site has to be seen as a true and real marketing intervention, of course studied, arranged, compared, planned, communicated, supported by a sufficient budget. It becomes the point of arrival of the cybermarket research, then the starting point of the policies and strategies of web marketing which must be activate. It is not enough to make a site “technically”, it must be also provided with strategies and policies to answer the cybermarket, the target-segment; one deduces that the web marketing remains the only way to make a site successful.

The site is the means through which an offer is presented in net, then the means which must help customers (B2B) and consumers (B2C) first of all to understand it in the better way and discover it; for an e-enterprise the website becomes the first point of contact with many visitors / cyberclients really for the information which is able to give, subsequently the site will be able to become a valid webshop.

The web marketing must find all the necessary conditions in the site to develop its process (to know the cybermarket, to identify the ideal visitor / cyberclient, to address itself to the target-segment, to position the same site and its offer, to strengthen them with the right strategies and policies, to plan the actions and check them).

The realization of a site will relate to a “plan” with clear aims to be reached, as some means will have to activate and some times to respect.

Two fundamental elements must condition the realization of a site; first of all that it is really to the service of the visitor / cyberclient, therefore that it can assure profitability if not in the short time, at least in the long one.

We are convinced that a site will have to allow the attainment of some aims:

- ⇒ *to inform*: a website must be a good catalogue which describes the company and its products / services offered online; in this sense it must be able to satisfy all the possible informative requests of the visitor / cyberclient quickly and completely; in the site the visitor will behave as in a physical shop, in practice he will enquire about the products, the producer, the seller; he will examine the characteristics and the prices and compare them with those of other sites; then he will decide his purchase; the information provided is certainly the most important service which a site can give;
- ⇒ *to interest*: the site with all his characterizations will have to provoke interest in the visitor / cyberclient; only if there is an interesting site a visitor wishes to visit it carefully, then subsequently to revisit it, at last to recur there at the right moment;
- ⇒ *to identify the company and to strengthen the image*: in a site a company must identify itself; that is possible turning to a series of messages (history, philosophy, technological level, offer, characterizations etc.), then to a graphics able to present it well; we have to remember that those companies with an image in the physical market must be able to present it also in the cybermarket through the site; texts, images, policies and strategies of web marketing will help the site to present the business identity in the better way;
- ⇒ *to attract visitors / cyberclients*: it is certainly a primary aim to reach; the site and its offer must activate traffic of visitors / cyberclients which reach it easily, constantly and in a considerable number and therefore want to know it, navigate, place orders; that will be possible using all the means put at disposal in the web;
- ⇒ *to be found by visitors / cyberclients*: the visitor / cyberclient will be able to arrive to the site if accessible and also easily findable; the site will have to be equipped with all those means which make its finding easier (registration at portals / search engines and electronic catalogues / indexes, link, banner etc.);
- ⇒ *to discover the target-segment*: the site will not generically answer visitors / cyberclients, but it will certainly refer with clearness to the target-segment which the cybermarket research and the cybersegmentation have identified; therefore the contents will not be generic, but able to meet the specific requests;
- ⇒ *to drive the visitors / cyberclients*: various information, tools as maps will orient the visitors / cyberclients in the navigation, indicating in any moment where they are in the site, where they can go, what services are offered and what could be interesting for them etc.;
- ⇒ *to justify the visitors / cyberclients*: only a valid motivation addresses the visitor / cyberclient to a site, then supports the purchase; the motivations provided by the site will concern the offer of the products / services, their price, the clearness of the information, the fast and clever navigation, the easiness of the purchase, the business image; without motivations it will be difficult to keep visitors / cyberclients in the site and then to encourage their purchase decision;
- ⇒ *to support the purchase*: a visitor / cyberclient buys if there are all the necessary information on the offer of products / services, that is their characteristics, the price, the way of doing the purchase and the transaction, the order form, the payment possibilities, the assistance etc.; a good site will give a determinant contribution to support the purchase by the visitor / cyberclient; if this success was not reached, one can conclude that the site would not be able to reach its most important aim;
- ⇒ *to promote the offer*: towards the qualified audience that the site will be able to discover and approach, there is the concrete possibility of

promoting the offer and increasing the sales; the means will be the special offers, the promotional announcements, the forum activation etc.;

- ⇒ *to integrate the offline sale*: the site cannot ignore the sale policy carried out by the company in the real market, but on the contrary it must find a strategic integration; in this sense the site will support the offline sale policy, receiving at the same time a reciprocal support;
- ⇒ *to interpret the web marketing*: the site becomes a determinant way of doing web marketing; the various policies and strategies will develop themselves in and with the site; from here it derives the absolute importance that it interprets the foreseen marketing action strategically;
- ⇒ *to make profit*: if not in the short term, the site must give a yield at least in the medium-long term; we cannot forget that the e-commerce is an investment, therefore the site must have the right time to get the necessary profitability.

In the site every enterprise on the basis of its aims will have functions and skilled contents to create the best interaction with the users. When a site is planned, it is necessary to remember that it must be a meeting point between offer and demand; that means that a visitor will direct himself toward a site if he is convinced that it is able to satisfy his informative and purchase requests.

The site will have a denomination and configuration according to the aims to reach, the areas to occupy, the initiatives to activate; the various typologies of sites will characterize the way of being virtual enterprise and will impose several e-commerce forms with specific contents and relations.

- ❖ *Presence site*. It is also said “webshop” or “site of first level”; it presents an enterprise or an institution with its history, its activity, its cha-

racterizations, the range of the products / services offered; it is the most common site for enterprises, institutions, associations when they decide an online presence; Internet is understood in this case as a means to introduce into the cybermarket, to increase their image.

- ❖ *Information and communication site*. These sites are institutional, associative, but also they can refer to business; normally they acquit to a single task, to put information at user’s disposal.
- ❖ *Promotion site*. It integrates the company’s offline promotion, for this it directs the visitors toward the traditional sale points located in the physical market; the site does not sale online; the sale is made only by the physical distributive structures that the site instead promotes. The promotional site will interface the visitor / customer when he wants to know various information about products / services, their characteristics, possible prices, special offers, addresses of the sale points where to buy.
- ❖ *Sale site or webshop*. In this site it is possible to sell to some cyberclients, to receive their orders, to perfect electronic transactions; the site is a webshop which allows the company to acquire new market shares, exceeding the geographic barriers that characterize the material offer located in a particular territory and bound to the local reality.
- ❖ *Traffic site*. There are included in this context all the sites (portals / search engines, electronic mall, electronic service centers, incentive sites, trading sites, virtual communities sites) which have the capacity to create traffic of visitors thanks to the services offered and to the aims reached (information, search in the web, assistance in the communication and promotion, sale, offer of products / services, newsgroup, virtual communities, chat line etc).

A successful architecture of a website can have some possible pages:

- Home page.
- Map of the site.
- Possible registration.
- Business profile.
- Products / services catalogue.
- FAQ (Frequently Asked Questions).
- Coupon or online promotions.
- Online order (shopping cart, customer information, formulation of order, delivery options, order confirmation, payment modes and procedure).
- Customer service page.
- Mail to.
- What is new.
- Newsletter.
- Press Room.
- Chat Room.
- Newsgroup / Forum.
- Guest Book.
- Visitors / cyberclients check.

It is obvious that the realization of a good website will depend on a good knowledge of the technical aspects that we have already mentioned (3.6.)

3.8. A good teaching syllabus of web marketing

Teaching web marketing must present in a clear and pragmatic way its process presenting all the necessary aspects which characterize the offer online in the marketing context, but also in the technical-technological aspects. The process of web marketing can refer to the following teaching syllabus:

1. The e-commerce.
2. The techniques to access cybermarket with the right website.
3. The web marketing.
4. To know the cybermarket.
5. To segment the cybermarket and to position website and offer.
6. The strategic combination of the elements of web marketing mix.
7. The policy of online product.
8. The policy of online price.
9. The online sale policy.
10. The policy of online communication and promotion.
11. The web marketing strategies.
12. The planning and the control web marketing.
13. Institutions, rules, ethics of the e-commerce.

3.9. The necessary professionalism

The teaching must take into consideration the new professions that e-commerce and web marketing activate and require; therefore it must be aimed to them. The lack of technicians able to develop valid e-commerce projects is certainly one of the causes of the delayed development which is registered in many countries. To answer strategically to the cyberspace, to the e-commerce and take the chances offered to the enterprise, good professionalisms are urgently required.

The new professionalisms have to support the offer in creative, commercial, organizational and technological aspects; the e-commerce and the web marketing require tasks and functions of specific professional figures as:

- internet specialists;
- specialists in data processing technologies;
- webmaster (planners and creators of web sites);
- experts of web marketing and of online sale;
- experts of software and hardware applications;
- specialists of digital transmissions;
- experts of the information.

Conclusion

We think that up today the World Wide Web has expressed only a reduced part of its potentialities; in fact even if we have registered a continuous and considerable increase, it is unbelievable what is forecast for the next years; the growth will concern the development of technologies and new protocols, of the greater accessibility to Internet, of the multimedia, of the Internet-TV integration, of the computer number, of users (every month there is a growth of 10 %), of other e-business (mobile-commerce - m-commerce, vehicle-commerce - v-commerce), of the television and PC diffusion in the family involving a big revolution and starting "the era of TV Web"; Internet and TV will end up being so in competition, but will realize a happy integration and will start a series of revolutionaries applications, which will have a big influence also in the e-business addressed to the family.

This paper in front of the perspectives of the e-commerce and the web marketing, outlines the limits conditioning the possible development:

- poor knowledge of English;
- insufficient PC diffusion and poor knowledge of computer-literacy;
- poor security and lack of privacy;

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- inadequate development of the telecommunications and difficult, congested and expensive telecom connection;
- obstacle of the legal barriers;
- little space for web marketing in traditional marketing teaching syllabus;
- insufficient teaching of e-commerce and web marketing;
- few expert trainers and teachers of e-commerce and web marketing.

In front of these limits and of what we have said in these pages we understand that there is a big responsibility for states, public institutions, schools, universities, education centers, associations of entrepreneurs, media, academic people like us; it is important and necessary to give a serious, innovative, enthusiastic, pragmatic answer to our "digital era", to our "information society", to the cybermarket, to the new learning requests. Ignoring the potentialities of the net and the imperatives here presented would mean to misunderstand "our time", to disappoint ourselves, but also, and this is the worst thing we could do, the young generations which through the net economy can give satisfaction to their desires of culture, of innovation, of employment. After that everybody must give a contribution to assure this process a satisfactory and useful development.

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GLOBALIOS RINKOS E. KOMERCIJA IR MARKETINGAS INTERNETE.

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Santrauka

Straipsnyje nagrinėjamas marketingas ir tinkamiausi jo metodai internete. Aptariamos galimybės apjungti ir panaudoti tradicinio marketingo metodus plėtojant elektroninę prekybą. Elektroninės prekybos aplinkai, kuri čia suvokiama kaip pasaulinės rinkos apraiška,

iškirti taikomi marketingo metodai. Elektroninės prekybos plėtra traktuojama kaip ekonomikos globalizacija. Iš to kyla poreikis rengti naujų profesijų specialistus, sugebančius plėtoti ekonominę veiklą naujomis ekonomikos globalizacijos sąlygomis.