

A Taxonomy of Online Marketing Methods

By: **Mohammad Hajarian^{1 2}, Mark Anthony Camilleri³, Paloma Díaz¹ and Ignacio Aedo¹**

This is a prepublication version.

How to Cite: Hajarian, M., Camilleri, M.A., Díaz, P. & Aedo, I. (2020). A Taxonomy of Online Marketing Methods. In Camilleri, M.A. (Ed.) Strategic Corporate Communication in the Digital Age, Emerald, Bingley, UK.

Abstract

This chapter presents a systematic review of over thirty (30) types of online marketing methods. It describes different methods like email marketing, social network marketing, in-game marketing and augmented reality marketing, among other approaches. The researchers discuss that the rationale for using these online marketing strategies is to increase brand awareness, customer centric marketing and consumer loyalty. They shed light on various personalization methods including recommendation systems and user generated content in their taxonomy of online marketing terms. Hence, they explain how these online marketing methods are related to each other. The researchers contend that the boundaries between online marketing methods have not been clarified enough within the academic literature. Therefore, this chapter provides a better understanding of different online marketing methods. A review of the literature suggests that the ‘oldest’ online marketing methods including the email and the websites are still very relevant for today’s corporate communication. In conclusion, the researchers put forward their recommendations for future research about contemporary online marketing methods.

Keywords: online marketing; digital media; websites; search engine optimization; WEB2.0; social media; blogs; review sites.

¹ Computer Science and Engineering Department, Universidad Carlos III de Madrid, Spain.

² Department of Computer Engineering, Basir Institute of Higher Education, Abyek, Iran.

³ Department of Corporate Communication, Faculty of Media and Knowledge Sciences, University of Malta, Malta.

1. Introduction

The origins of online marketing can be traced back to 1978, when Gary Thuerk has forwarded the first advertising emails to 320 people (Oetjen, 2019). Since then, online marketing has changed significantly with the advances in technology. In 2019, \$333.25 billion was spent on digital marketing and this expenditure is projected to increase to \$517.51 billion by the end of 2023 (eMarketer, 2019). Google alone has registered a \$24.1 billion income from AdSense and AdWords during the third quarter of 2018 (Rosenberg, 2019). Most of this income was generated through contextual digital advertisements (ads) that was presented to online users (Hassan & Privitera, 2016). These descriptive statistics suggest that online marketing is increasingly being used as a tool for corporate communication.

Generally, the marketing mix consists of the four Ps: Product, Price, Place, and Promotion. In online marketing, the Place represents social networks, websites or mobile applications, to name a few, whilst Promotion is related to advertising, branding and public relations (Harvey & An, 2018). Yet, the researchers contend that the characteristics and effects of online marketing methods are still unclear in the academic literature. For example, the concept of influencer marketing is often associated to electronic word-of-mouth (eWOM) marketing and/or messenger marketing is related to social network marketing in non-academic sources. Therefore, this chapter identifies the online marketing terms and differentiates between online marketing methods and online marketing strategies. It describes those terms that are used to calculate the effectiveness of digital advertisements. Hence, this contribution provides a better understanding on the taxonomy of online marketing terms and concepts. It addresses a gap in the literature as it sheds light on the differences and similarities of each online marketing method. To this end, the researchers have conducted a systematic literature review that categorized different online marketing terms, explained their usage and specified the boundaries and relationships between them. They describe online marketing strategies such as

gamification, viral marketing, recommendation systems, among others. Hence, this review will help corporations to identify the most suitable online marketing methods and strategies that can increase the effectiveness of their online marketing approaches.

The rest of this chapter is structured as follows: in section 2 the researchers explain their research approach. In sections 3 to 5 they categorize the online marketing literature in three main sections, (i) online marketing methods, (ii) strategies, and, (iii) pricing models. In section 6 they put forward their theoretical implications of this contribution and clarify the relationship between the online marketing terms. In section 7, they put forward their recommendations for future studies that are focused on online marketing methods. In conclusion, in section 8, they have featured a summary of this chapter.

2. The research approach

A Google search about “online marketing” has identified the existing online marketing terms that are being used by marketing practitioners and in academia. Moreover, a Google Scholar search revealed some of the most popular academic articles, chapters and books that that were related to this topic. Google Scholar allowed the researchers to identify those articles which included online marketing within their title, abstract, keywords and in their main body. The researchers noted that there were peer-reviewed journals that were focused on computer science and digital advertising, that have published contributions on online marketing. Hence, their review has considered the academic articles that better represented online marketing methods, according to the publisher's reputation and recency (i.e. publishing year). Where the articles involved experiments in the realms of computer science, the researchers have described those experiments to show the role of computer science in online marketing. In some cases, the online marketing terms were not available in the academic literature, however they were

presented in non-academic websites. Admittedly, this search about the related notions has helped the researchers to recommend further research about online marketing in academia. The researchers have categorized and classified different online marketing methods into three categories: online marketing, online strategies and pricing models. To this end, they followed Turban, Outland, King, Lee, Liang & Turban's (2018) methodological stance for their systemic review on online marketing. Then, based on these categorizations, the researchers have indicated the relationship between each online marketing term. Hence, the researchers illustrate the similarities and differences between different online marketing methods, as they have visualized the boundaries between various methods.

3. Online marketing methods

3.1 Email marketing

Several online marketing terms are methods that can be implemented to increase online visibility and to enhance the sales of products or services. One of the well-known online marketing methods is the use of email marketing. It is one of the most popular digital tactics. Despite the current popularity of social media, many individuals still prefer to receive the news about the brands via emails (Camilleri, 2018a). Email marketing is very effective in terms of return on investment (ROI). However, there are many ways that can improve the email marketing performance (Conceição & Gama, 2019). Sahni, Wheeler and Chintagunta (2018) found that by personalizing email marketing (e.g. adding the name of the receiver to the email subject), the probability that the receiver reads the email increases by 20%. Conceição and Gama (2019) have developed a classification algorithm to predict the effectiveness of email campaign. The authors suggested that the open rates were based on the keywords that were featured inside the email. They maintained that the utilization of personalized messages and

the inclusion of question marks in the subjects of the email can increase the chance of opening an email. Moreover, they hinted that there are specific times during the day where there are more chances that the marketing emails will be noticed and read by their recipients. These times can be identified by using data mining technologies.

Direct emails could be forwarded to specific users for different reasons. Evans, (2018) described advertising emails in three categories: (i) promotional emails that raise awareness about attractive offers, including discounts and reduced prices of products and services. This type of email is very helpful to increase sales and customer loyalty. Some innovative marketers are using disruptive technologies, including gamification to reward and incentivize online users to click their email links; (ii) electronic newsletters that are aimed at building consumer engagement. Hence, these emails ought to provide high-quality, interactive content to online users. These emails are also known as relational emails that are intended to build a rapport with online users; (iii) confirmation emails that are used to confirm to the customers that their online transactions were carried out successfully. These types of emails are very valuable in terms of branding and corporate image. In sum, the electronic newsletters are intended to redirect online users to the businesses' websites.

3.2 Social network marketing

Another major online marketing method is the social network marketing. Brands and corporations can feature their page on social media networks (e.g. Facebook or Instagram) to communicate with their customers and/or promote their products and services to their followers. This can result in an improved brand awareness and a surge in sales. On the other hand, customers can write their reviews about brands or even purchase products online (Smith, Hernández-García, Agudo Peregrina & Hair, 2016). Thus, social network marketing can have

a positive impact on electronic positive eWOM advertising in addition to enhancing the customers' loyalty (Smith et al, 2016).

There are other forms of social network marketing including influencer marketing, video marketing and viral marketing, among others. The social networks are providing various benefits to various marketers as they can use them to publish their content online. Their intention is to influence online users and to entice them to purchase their products or services. Liang, Wang and Zhao (2019) have developed a novel algorithm that can identify the effects of influencer marketing content. Notwithstanding, various social networks such as Facebook and Instagram are increasingly placing the businesses' video ads for their subscribers. In both cases, the advertisers may use Facebook marketing (Instagram is owned by Facebook) to identify the most appropriate subscribers to serve their ads (Camilleri, 2019). The social networks are a very suitable place for targeted advertising because they have access to a wide range of user information such as their demographical details, and other relevant information (Hajarian, Bastanfard, Mohammadzadeh & Khalilian, 2019a). However, online users may not always be interested in the marketers' social media messages. As a result, they may decide to block or filter ads (Camilleri, 2020).

3.2.1 eWord of mouth marketing

One of the most profitable and interesting online marketing methods is the electronic Word of Mouth (eWOM) (see Hajarian, Bastanfard, Mohammadzadeh & Khalilian, 2017). The internet users are increasingly engaging in eWOM. More individuals are sharing their positive or negative statements about products or services (Ismagilova, Dwivedi, Slade & Williams, 2017). Hence, the individual users' reviews in online fora, blogs, and social media can be considered as eWOM. Ismagilova et al. (2017) stated that the businesses would benefit through positive eWOM as this would improve their positioning in their consumers' minds. Moreover,

eWOM is also useful to prospective consumers as they rely on the consumers' independent comments about their experience with the businesses' products or services. The consumers' reviews and ratings can reduce the risk and search time of prospective consumers. In addition, individuals can use the review platforms to ask questions and/or interact with other users. These are some of the motivations that lure online users to engage in eWOM.

3.2.2 Influencer marketing

Influencer marketing is another type of online marketing that is conspicuous with the social media. The influencers may include those online users who are promoting products or brands to their audiences. Hence, influencer marketing is closely related to eWOM advertising. However, in this case, the influencer may be a popular individual including a celebrity, figurehead or an athlete who will usually have a high number of followers on social media. The influencers may be considered as the celebrities of online social networks. They are proficient in personal branding (Jin & Muqaddam, 2019). Hence, the social media influencers will promote their image like a brand. Thus, the influencer marketing, involves the cooperation of two brands, the social media influencer and the brand that s/he are promoting (Jin & Muqaddam, 2019). Social media influencers can charge up to \$250,000 for each post (Lieber, 2018), although this depends on the number of their audience and the platform that they are active on. The influencers work on different topics such as lifestyle, fashion, comedy, politics and gaming (Stoldt, 2019). It is projected that influencer marketing will become a \$5 to \$10 billion market by 2020 (Mediakix, 2019). It is worth to mention that the gaming influencers are also becoming very successful in online marketing.

3.2.3 Viral marketing

Viral marketing is another method of online marketing that can be performed by regular social media users (not necessarily influencers). The social media subscribers can disseminate online

content, including websites, images and videos among friends, colleagues and acquaintances (Daif & Elsayed, 2019). Their social media posts may become viral (like a virus) if they are appreciated by their audiences. In this case, the posts will be shared and reshared by third parties. The most appealing or creative content can turn viral in different social media. For example, breaking news or emotional content, including humoristic videos have the potential to become viral content as they are usually appreciated and shared by social media users.

The social networks as well as the messengers like Facebook messenger, WhatsApp, et cetera are ideal vehicles of viral marketing as online users and their contacts are active on them. Similarly, other marketing methods such as email marketing can also be used as a tool for viral marketing. In viral marketing the influencers can play a very important role as they can spread the message among their followers. Hence, the most influential people could propagate online content that can turn viral. Nguyen, Thai and Dinh (2016) have developed algorithms that identify the most effective social media influencers that have more clout among their followers. In a similar way, businesses can identify and recruit influential social media users to disseminate their promotional content (Pfeiffer & Zheleva, 2018). Their viral marketing strategies may involve mass-marketing sharing incentives, where users receive rewards for promoting ads among their friends (Pfeiffer & Zheleva, 2018). There are business websites that are incentivizing online users, by offering financial rewards if they invite their friends to use their services.

3.2.4 Videos

Videos are one of the best methods for marketing. Abouyounes (2019) estimated that over 80% of internet traffic was related to videos in 2019. He projected that US businesses will spend \$28 billion on video marketing in 2020. The relevant literature suggests that individuals may be intrigued to share emotional videos. Such videos may even go viral (Nikolinakou & King,

2018). The elements of surprise, happiness as well as other factors such as the length of the video can affect whether a video turns viral or not. Abouyounes's (2019) reported that the individuals would share a video with their friends if they found it to be interesting. Alternatively, they may decide to disseminate such videos on social media to share cognitive (informational) and/or emotional messages among their contacts. Hence, the term social video marketing refers to those videos that can increase the social media users' engagement with video content. Over 77% of the business that have used social video marketing have reported a positive direct impact on their online metrics (Camilleri, 2017).

3.2.5 Content marketing

With the rise of social media, many online users have started to refine the content of their online messages to appeal to the different digital audiences. The online users' content marketing involves the creation of relevant messages that are shared via videos, blogs and social media content. These messages are intended to stimulate the recipients' interest. The content marketers' aim is to engage with existing and potential customers (Järvinen & Taiminen, 2016). Therefore, their marketing messages ought to be relevant for their target audiences. The online users may not perceive that the marketed content is valuable and informative for them. Thus, the content should be carefully adapted to the targeted audience. The content marketers may use various interactive systems to engage with online users in order to gain their trust (Montero, Zarraonandia, Diaz, & Aedo, 2019; Díaz, Aedo & Zarraonandia, 2019a; Díaz, Zarraonandía, Sánchez-Francisco, Aedo & Onorati, 2019b; Díaz & Ioannou, 2019c; Baltes, 2015). To this end, the advertisers should analyze the interests of their target audience to better understand their preferred content. Successful content marketing relies on the creation of convincing and timely messages that appeal to online users. Zarrella (2013) study suggested that some Facebook and Twitter content is more effective during particular times of the day and in some days of the week.

3.3 Native advertising

Native advertising present promotional content including articles, infographics, videos, et cetera that are integrated within the platforms where they are featured (e.g. in search engines or social media). In 2014, various business invested more than \$3.2 billion in this type of digital advertising (Wojdyski & Evans, 2016). Native ads may include banners or short articles that are presented in webpages. However, online users would be redirected to other webpages if they click on them. Parsana, Poola, Wang and Wang (2018) has explored the click-through rates (CTR) of native advertisements as they examined the historic data of online users. Other studies investigated how native ads were consistent in different situations and pages (Lin, 2018).

The advertorials are similar to native ads as they are featured as reports or as recommendations within websites. They are presented in such a way that the reader thinks that they are part of the news (Charlesworth, 2018). This type of advertising can be featured as video or infographic content that will redirect the online users to the advertisers' websites. Besides, these ads may indicate a small "sponsored by" note that is usually ignored by the online users. In some regards, this is similar to the editorial content marketing, where editors write promotional content about a company or a website. However, in the case of editorial marketing, the main purpose is to educate or to inform the readers about a specific subject. Therefore, such a news item is usually presented free of charge as it appears at the discretion of the editor. Nevertheless, both advertorial and editorial marketing can have a positive impact on brand awareness and brand equity.

3.4 Mobile marketing

Both online and mobile users are coming across online marketing messages on their screens. The mobile devices have become very popular as people are spending more time using them.

They are always connected to the Internet, even when they are out and about. Hence, they can access a wide array of information online. At the same time, they are sharing their personal information with the technology giants, including Google, Facebook and Microsoft, among others, about their online activity as well as their location. These features make mobile marketing a very promising online marketing method (Berman, 2016). The short message service (SMS) marketing and the multimedia messaging service (MMS) were recently the most popular methods of mobile marketing (Ferreira, 2017). However, with the emergence of smartphones, other online marketing methods such as social network marketing, app-based marketing, and email marketing were also made available through mobile marketing. The app-based marketing is a type of mobile marketing as businesses' ads are featured in mobile applications (Gosling et al., 2016). Mhaidli, Zou and Schaub (2019) reported that many app developers rely on app-based marketing to make money as they are not earning enough from in-app purchases.

The app-based marketing is different from other types of mobile marketing like SMS and MMS, because they are based on mobile applications. Companies such as Google Admob, MoPub, Amazon and InMobi are using app-based marketing as they cooperate with advertisers and developers (publishers). For example, Google features ads in their YouTube app. Gao, Zeng, Sarro, Lyu and King (2018) have analyzed the mobiles' infrastructures in terms of their features and capabilities to identify how to improve the quality of mobile ads. These authors discovered that Google Admob is the most suitable ad company in terms of resource usage. Besides they reported that the full-size banners are very effective for app-based marketing.

Various technologies companies including Google and Facebook among others are tracking their users' movements when they are out and about. Hence, these technology giants are providing location-based marketing opportunities to many businesses. However, this innovative marketing approach relies on the individuals' willingness to share their location data

with their chosen mobile applications (apps). For example, foursquare, among other apps, can send messages to its mobile users (if they enable location sharing). It can convey messages about the users favorite spots, including businesses, facilities, et cetera, when they are located in close proximity to them (Guzzo, D'Andrea, Ferri & Grifoni, 2012).

3.5 Messengers and live streaming technologies

Currently, the messengers are growing at a very fast pace. It may appear that they are becoming more popular than the social networks. Messengers such as WhatsApp, Viber, Telegram, Facebook Messenger, WeChat, and QQ, among others, have over 4.6 billion active users in a month (Mehner, 2019). This makes them a very attractive channel for online marketing. Since messengers can provide a private, secure connection between the business and their customers, they are very useful tools for marketing purposes. Moreover, the messengers can be used in conjunction with other advertisement methods like display (or banner) marketing, viral marketing, click-to-message ads, et cetera. Online or mobile users can use the messengers to communicate with a company representative (or bot) on different issues. They may even raise their complaints through such systems. Some messengers like Apple Business Chat and WeChat, among others have also integrated in-app payments. Hence, the messengers have lots of possible features and can be used to improve the business-to-consumer (B2C) relationships. In addition, other messengers like Skype, Google Meet, Zoom, Microsoft Teams, Webex, et cetera can provide video conferencing platforms for corporations and small businesses. These systems have become very popular communication tools during COVID-19.

Other online marketing approaches can assist corporations in building their brand equity among customers. Various businesses are organizing virtual events and webinars to engage with their target audience. They may raise awareness about their events by sending invitations (via email) to their subscribers (Harvey & An, 2018). The organization of the virtual meetings are

remarkably cheaper than face-to-face meetings (Lande, 2011). They can be recorded and/or broadcast to wider audiences through live streaming technologies via social media (Veissi, 2017). Today, online users can also use Facebook, Instagram and LinkedIn live streaming facilities to broadcast their videos in real time and share them amongst their followers.

3.6 Display marketing

The display (or banner) marketing may usually comprise promotional videos, images and/or textual content. They are usually presented in webpages and applications. Thus, online banners may advertise products or services on internet websites to increase brand awareness (Turban et al, 2018). The display ads may be created by the website owners themselves. Alternatively, they may have been placed by Google AdSense on behalf of their customers (advertisers).

The display advertisements may also be featured in digital and mobile games. Such online advertisements are also known as in-game marketing. The digital ads can be included within the games' apps and/or may also be accessed through popular social networks. The in-game marketing may either be static (as the ads cannot be modified after the game was released) or dynamic (where new ads will be displayed via Internet connections) (Terlutter & Capella, 2013). Lewis and Porter (2010) suggested that in-game advertising should be harmonious with the games' environments. There are different forms of advertisements that can be featured in games. For instance, advergaming are serious games that have been developed in close collaboration with a corporate entity for advertising purposes (Terlutter & Capella, 2013), e.g. Pepsi man game for PlayStation.

3.7 Augmented reality

The latest online marketing technologies are increasingly using interactive systems like augmented reality. These innovations are being utilized to enhance the businesses' engagement

with their consumers (Díaz et al., 2019b). The augmented reality software can help the businesses to promote their products (Turban et al, 2018). For example, IKEA (the furnishing company) has introduced an augmented reality application to help their customers to visualize how their products would appear in their homes. Similarly, online fashion stores can benefit from augmented reality applications as their customers can customize their personal avatars with their appearance, in terms of size, length and body type, to check out products well before they commit to purchase them (Montero et al., 2019).

3.8 Search engine marketing and search engine optimization

The banner advertising was one of the earliest forms of digital marketing. However, there were other unsophisticated online marketing tactics that were used in the past. Some of these methods are still being used by some marketers. For instance, online users can list themselves and/or their organization in an online directory. This marketing channel is similar to the traditional yellow pages (Guzzo et al., 2012). The online directory has preceded the search engine marketing (SEM). This form of online advertising involves paid advertisements that appear on search engine results pages (like native ads). Currently, SEM is valued at \$70 billion market by 2020 (Aswani, Kar, Ilavarasan & Dwivedi, 2018). The advertisements may be related to specific keywords that are used in search queries. SEM can be presented in a variety of formats, including small, text-based ads or visual, product listing ads. The advertisers bid on the keywords that are used in the search engines. Therefore, they will pay the search engines like Google and Bing to feature their ads alongside the search results.

The search engine optimization (SEO) is different than SEM. The individuals or organizations do not have to pay the search engine for traffic and clicks. SEO involves a set of practices that are intended to improve the websites' visibility within the search results of search engines. The search engines algorithms can optimize the search results of certain websites, (i) if they have

published relevant content, (ii) if they regularly update their content, and (iii) if they include link-worthy sites. Although, SEO is a free tool, Google AdWords and Bing ads are two popular search engine marketing platforms that can promote websites in their search engines (through their SEM packages). Various researchers have relied on different scientific approaches to optimise the search engine results of their queries. For example, Wong, Collins and Venkataraman, (2018) have used machine learning methods to identify which ad placements and biddings were yielding the best return of investment from Google Adwords.

4. Online marketing strategies

Some of the online marketing terms may also be considered as strategies as they can be implemented to increase the marketing effectiveness of a business. One of the most important strategies in online marketing is personalized marketing. Various marketers are increasingly using recommendation systems as they share their consumers' online reviews about their products and services. The cocreation of content is benefitting both the consumers and the corporations. Recommendation systems can help customers to get informed about new products that they like while corporations can enhance their user engagement by providing a personalized shopping experience for the users (Lee & Hosanagar, 2019). Some popular review sites are also using contextual marketing as they target and retarget online users with relevant ads when they leave their webpages (Wu & Bolivar, 2008). They use cookies to track the online (and mobile) users' through the Internet. Google AdSense is one of the most successful advertising company that is implementing contextual marketing as it presents promotional content that may appeal to online users (Mei et al., 2016). Such contextual marketing approaches can also be used in various apps including digital gaming technologies are they can feature advertisements in them (Yoo & Eastin, 2017).

The content-based and collaborative recommendation systems are two major types of recommendation systems (Cheung et al., 2003). The collaborative recommendation systems can identify the users' preferences and personalize advertisements for them. For example, Hajarian, (2015a) has used the Apriori algorithm to identify relevant advertisements according to the individual users' demographic information. He reported that the online users' data is a key factor for personalized marketing. Similarly, Hajarian et al. (2017) has used fuzzy logic to better understand the online users' interest levels in products. Hence, he identified the most relevant advertisements for them. Other researchers suggested that artificial intelligence, big data and text mining can be used to identify the most effective ads that can have an effect on individuals (Amado, Cortez, Rita & Moro, 2018). The interaction design is also an important factor for customer centric marketing. For instance, Mei, Li, Tian, Tao and Ngo (2016) suggested that PageSense is effective in captivating the online users' attention as it places the advertisements in prominent areas. Previously, Atterer and Lorenzi (2008) have developed a method that clearly indicated what content is being sought by online users. The researchers have explored which parts of the screen was capturing the online users' attention. Such findings are useful to marketers as they will enable them to better understand online users. Hence, they may be in a position to improve the effectiveness of their display advertisements inside webpages.

The cross-platform marketing is one of the emerging strategies in online marketing. Online users, including businesses can align different digital media channels in a cohesive manner, as their followers may switch between environments and devices (Neijens & Voorveld, 2015). The cross-platform advertising allows them to communicate with different consumer segments across several channels. It is worth mentioning that cross-platform and mobile advertising markets will be worth over \$80 billion by 2020 (Marketsandmarkets.com, 2019). Notwithstanding, many online marketers are increasingly using gamification to engage with

online users (Hajarian, Bastanfard, Mohammadzadeh & Khalilian, 2019b). Very often, the online games are being used in conjunction with other digital media including social media networks (Tondello, Orji & Nacke, 2017). The social media subscribers may be intrigued to receive rewards and incentives for watching an advertisement and/or to click on display ads.

5. Online marketing pricing models and their return on investment

Marketers incur charges by the digital platforms including websites, social media, et cetera, to promote their products and services. However, they can measure the effectiveness of their digital marketing methods. They can evaluate their return on investments as there are various metrics that can measure their online marketing performance. For example, the pay per click (PPC) or the cost per click (CPC) are such popular metrics, among others. Advertisers pay search engines like Google or Bing each time their ad is clicked through by online users. Hence, the CPC refers to the actual price that is paid for each click.

Successful PPC campaigns are dependent on high click through rates (CTR) because they represent the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement (Hajarian et al., 2017). CTR is commonly used as a metric to evaluate the effectiveness of particular websites or email campaigns (Camilleri, 2018b). CTR is calculated by dividing the number of clicks (on ads) by the number of impressions (Hajarian, 2015a). The higher the CTR (i.e. close to 1) indicates that the ads were clicked through and that the display advertising is yielding results. Many publishers use the "cost per thousand" (CPT) metric. This is also known as the "cost per mille" (CPM) metric as advertisers are charged for every 1,000 views or clicks. This performance measure calculates the relative cost of a digital marketing campaign, by dividing the cost of the ad by the number of impressions (expressed in thousands) that it generates. Other metrics include the "cost per second" (CPS),

pay per view (PPV), et cetera. CPS is a time-based advertising metric. In this case, the publishers charge the advertisers according to the time that is spent on the advertised link. The PPV (that is also known as cost-per-view - CPV) is a pricing model relating to video marketing and influencer marketing.

The engagement rate measures the users' interactions within social networks. It is calculated by dividing the sum of social media interactions (including likes, shares, comments) by the number of followers of the corresponding social network account (Hopperhq.com, 2018). This metric helps brands and companies to identify the best social media networks for their digital marketing. Similarly, other metrics, including pay per post (PPP) and the cost per follower (CFP) are used to measure the effectiveness of influencer marketing in social media platforms such as Instagram. Hence, the influencers may charge the advertisers on the number of followers that they attract for their respective sponsors. The pay per lead (PPL), or cost per lead (CPL) or cost per action (CPA) are other online marketing metrics that are used to quantify the conversion rates (and lead generation). Similar terms include cost-per-acquisition (CPA) or pay per acquisition (PPA) and/or cost per engagement (CPE) (Berkowitz, 2009). In addition, the cost per install (CPI) and cost per download (CPD) metrics are industry terms that are used by app developers.

6. Research implications

This chapter shed light on the relationships and boundaries between various online marketing methods. Firstly, the researchers have identified the online marketing strategies (e.g. brand awareness, personalized marketing, et cetera). Secondly, they featured the online marketing approaches (e.g. social network marketing, messenger marketing, et cetera) Thirdly, they described the metrics that may be used to measure the effectiveness of online advertisements.

The latest online marketing methods are increasingly relying on social media and messenger marketing. For example, influencer marketing is being carried out through various social networks. For instance, today's corporations can use influencer marketing to promote brands, products and services. The influencers may use social media such as Instagram, Twitter, Facebook, Pinterest, and weblogs to influence their followers' purchase intentions. Another important platform for influencer marketing is YouTube as every month it has over 1.8 billion active users (Statista, 2020). Factors including the influencers' trust-ability, social influence, quality of arguments and information can determine the effectiveness of their marketed content on YouTube (Xiao, Wang & Chan-Olmsted, 2018). Various studies indicated that more corporations are using more women, rather than men, for their influencer marketing (Sammis Lincoln & Pomponi, 2015). They are increasingly building relationships with individual social media influencers as well as with agencies to enhance their online marketing strategies. Several marketing agencies are also providing influencer marketing services to their customers. However, the influencer marketing content may or may not become viral among online users (Daif & Elsayed, 2019).

There are different benefits of using social media platforms like YouTube, Facebook and Instagram, among others. These networks can help the businesses to improve their engagement with online users. At the same time they allow them to monitor and analyze their traffic. Notwithstanding, there is scope for the business to utilize the messenger channels, including Facebook Messenger and WhatsApp. These messengers convey personalized, interactive messages in real-time and they can support various multimedia technologies. Hence, the messengers are a good vehicle for content marketing (Mehner, 2019). However, there are other digital marketing approaches that still remain very popular among online users, including display ads in webpages, native ads, user generated content, reviews, et cetera. Many businesses are using SEM to improve their visibility in search engines. Very often that are

retargeting or remarketing online content to build brand awareness. They use Google AdWords to present promotional content to online users. Alternatively, they may publish their consumer reviews, endorsements and ratings. It is in the brands' interest to connect with online users to prevent negative eWOM (Ismagilova et al., 2017). The negative publicity can have a dreadful effect on the business (Bhandari & Rodgers, 2018). Therefore, the businesses' marketers ought to monitor online conversations. They may use crawlers to track eWOM publicity in different websites including social media (Puri & Kumar, 2017).

Recently, many businesses are also integrating gamification technologies to engage with online users. They are providing interactive opportunities to engage with prospective customers. This research indicated that in-game marketing is a new online marketing method. Marketers may benefit from cloud gaming (Hsu, 2019) and google stadia. They can advertise through cloud gaming platforms in real-time. This can present new challenging opportunities for software engineers. They may avail themselves of new media technologies and online marketing methods including personal fabrications (Baudisch, 2016) and object marketing among other options. The latest advances in technology have provided them with additional interactive channels, pricing options and monitoring metrics for online marketers.

7. Summary

This chapter has presented a systematic literature review that has categorized different online marketing terms. It also highlighted the relationships between them and discussed how they can be combined to increase the businesses' online marketing performance. Hence, the researchers explained how online marketers can measure the effectiveness and the success rates of their online marketing tactics. They raised awareness about the boundaries between online marketing methods as they delineated the intersections between different online marketing

terms. Finally, the researchers have pointed out their implications to practitioners and have identified future research areas.

References

Abouyounes, R. (2019). Going Viral: Elements that Lead Videos to Become Viral. In International Conference on Digital Economy (pp. 266-277). Springer, Cham.

Amado, A., Cortez, P., Rita, P. & Moro, S. (2018). Research trends on Big Data in Marketing: A text mining and topic modeling-based literature analysis. *European Research on Management and Business Economics*, 24(1), 1-7.

Aswani, R., Kar, A. K., Ilavarasan, P. V. & Dwivedi, Y. K. (2018). Search engine marketing is not all gold: Insights from Twitter and SEOClerks. *International Journal of Information Management*, 38(1), 107-116.

Atterer, R. & Lorenzi, P. (2008, October). A heatmap-based visualization for navigation within large web pages. In Proceedings of the 5th Nordic conference on Human-computer interaction: building bridges (pp. 407-410). ACM.

Baltes, L. P. (2015). Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 8(2), 111.

Berman, B. (2016). Planning and implementing effective mobile marketing programs. *Business Horizons*, 59(4), 431-439.

Berkowitz, D. (2009). CPSA: The new pricing model for social media. *Social Media Insider*.

Bhandari, M. & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125-141.

Baudisch, P., Silber, A., Kommana, Y., Gruner, M., Wall, L., Reuss, K., ... and Roumen, T. (2019, April). Kyub: A 3D Editor for Modeling Sturdy Laser-Cut Objects. In Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (p. 566). ACM.

Baudisch, P. (2016, June). Personal fabrication in HCI: trends and challenges. In Proceedings of the International Working Conference on Advanced Visual Interfaces (pp. 1-2). ACM.

Camilleri, M. A. (2018a). The SMEs' technology acceptance of digital media for stakeholder engagement. *Journal of Small Business and Enterprise Development*, 26(4), 504-521.

Camilleri, M. A. (2018b). Integrated marketing communications. In *Travel Marketing, Tourism Economics and the Airline Product* (pp. 85-103). Springer, Cham.

Camilleri, M. A. (2019). The Use of Data Driven Technologies in Tourism Marketing. In Ratten, V., Alvarez-Garcia, J. and De l Cruz Del Rio-Rama, M., *Entrepreneurship, Innovation and Inequality: Exploring Territorial Dynamics and Development*, 1st Edition, Routledge, Oxford, UK.

- Camilleri, M. A. (2020). The use of data-driven technologies for customer-centric marketing. *International Journal of Big Data Management*, 1(1), 50-63.
- Casado-Aranda, L. A., Dimoka, A. & Sánchez-Fernández, J. (2019). Consumer processing of online trust signals: a neuroimaging study. *Journal of Interactive Marketing*, 47, 159-180.
- Cheung, K. W., Kwok, J. T., Law, M. H. & Tsui, K. C. (2003). Mining customer product ratings for personalized marketing. *Decision Support Systems*, 35(2), 231-243.
- Conceição, A. & Gama, J. (2019, October). Main Factors Driving the Open Rate of Email Marketing Campaigns. In *International Conference on Discovery Science* (pp. 145-154). Springer, Cham.
- Daif, R. & Elsayed, K. (2019). Viral Marketing Impact on Tourism and Hospitality Industry. *International Journal of Research in Tourism and Hospitality (IJRTH)*, 5(3), 34-41.
- Díaz, P., Aedo, I. & Zarranandia, T. (2019a). Investigación en TIC y educación en el grupo de Sistemas Interactivos DEI-Lab. *Informatica Educativa Comunicaciones*, 30(30).
- Díaz, P., Zarranandía, T., Sánchez-Francisco, M., Aedo, I. & Onorati, T. (2019b). Do Low Cost Virtual Reality Devices Support Learning Acquisition?: A comparative study of two different VR devices. In *Proceedings of the XX International Conference on Human Computer Interaction* (p. 5). ACM.
- Díaz, P. & Ioannou, A. (2019c). Learning in a Digital World: An Introduction. In *Learning in a Digital World* (pp. 1-12). Springer, Singapore.
- eMarketer. (2019). Global Digital Ad Spending 2019. [online] Available at: <https://www.emarketer.com/content/global-digital-ad-spending-2019> [Accessed 22 Dec. 2019].
- Evans, J. (2018). Digital Marketing for Dummies. <https://www.pdfdrive.com/social-media-marketing-d7221224.html>
- Ferreira, M. A. M. (2017). Mobile marketing channel (online consumer behavior) a book review. *International Journal of Latest Trends in Finance and Economic Sciences*, (1), 1305-1306.
- Gao, C., Zeng, J., Sarro, F., Lyu, M. R. & King, I. (2018, September). Exploring the effects of ad schemes on the performance cost of mobile phones. In *Proceedings of the 1st International Workshop on Advances in Mobile App Analysis* (pp. 13-18). ACM.
- Gosling, V., Crawford, G., Bagnall, G. & Light, B. (2016). Branded app implementation at the London symphony orchestra. *Arts and the Market*, 6(1), 2-16.
- Guzzo, T., D'Andrea, A., Ferri, F. & Grifoni, P. (2012, September). Evolution of marketing strategies: from internet marketing to m-marketing. In *OTM Confederated International Conferences" On the Move to Meaningful Internet Systems"* (pp. 627-636). Springer, Berlin, Heidelberg.
- Hajarian, M. (2015a). Applying Data mining for advertisement in social networks and improving CTR. *J. Appl. Environ. Biol. Sci*, 5(12S), 417-420.

- Hajarian, M. (2015b). A Framework for Improving Web 2.0 Interaction Design. *Ciência e Natura*, 37, 156-161.
- Hajarian, M., Bastanfard, A., Mohammadzadeh, J. & Khalilian, M. (2017). Introducing fuzzy like in social networks and its effects on advertising profits and human behavior. *Computers in Human Behavior*, 77, 282-293.
- Hajarian, M., Bastanfard, A., Mohammadzadeh, J. & Khalilian, M. (2019a). A personalized gamification method for increasing user engagement in social networks. *Social Network Analysis and Mining*, 9(1), 47.
- Hajarian, M., Bastanfard, A., Mohammadzadeh, J. & Khalilian, M. (2019b). SNEFL: Social network explicit fuzzy like dataset and its application for Incel detection. *Multimedia Tools and Applications*, 78(23), 33457-33486.
- Harvey, K. E. & An, Y. (2018). Marketing and Mobile: Increasing Integration. In *Mobile Commerce: Concepts, Methodologies, Tools, and Applications* (pp. 299-327). IGI Global.
- Hassan, A. & Privitera, D. S. (2016). Google AdSense as a Mobile Technology in Education. In *Wearable Technology and Mobile Innovations for Next-Generation Education* (pp. 200-223). IGI Global.
- Hopperhq.com. "What Is Engagement Rate? - Social Media Marketing Glossary 2018." Hopper HQ Instagram Scheduler, 2018, www.hopperhq.com/social-media-marketing-glossary-2018/engagement-rate/.
- Hsu, J. (2019). How YouTube led to Google's cloud-gaming service: The tech that made YouTube work everywhere promises to do the same for games-[News]. *IEEE Spectrum*, 56(09), 9-10.
- Ismagilova, E., Dwivedi, Y. K., Slade, E. & Williams, M. D. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. Springer.
- Järvinen, J. & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164-175.
- Jin, S. V. & Muqaddam, A. (2019). Product placement 2.0: "Do Brands Need Influencers, or Do Influencers Need Brands?". *Journal of Brand Management*, 1-16.
- Lande, L. M. (2011). *Webinar best practices: From invitation to evaluation* (Doctoral dissertation, University of Wisconsin--Stout).
- Lee, D. & Hosanagar, K. (2019). How Do Recommender Systems Affect Sales Diversity? A Cross-Category Investigation via Randomized Field Experiment. *Information Systems Research*, 30(1), 239-259.
- Lewis, B. & Porter, L. (2010). In-game advertising effects: Examining player perceptions of advertising schema congruity in a massively multiplayer online role-playing game. *Journal of Interactive Advertising*, 10(2), 46-60.
- Lin, B. (2018). *Automatic generation of native ad styles*.
- Liang, X., Wang, C. & Zhao, G. (2019). Enhancing Content Marketing Article Detection With Graph Analysis. *IEEE Access*, 7, 94869-94881.

- Lieber, C. (2018, November 28). How to make \$100,000 per Instagram post, according to an agent for social media stars. Retrieved from <https://www.vox.com/the-goods/2018/11/28/18116875/influencer-marketing-social-media-engagement-instagram-youtube>.
- Marketsandmarkets (2019). "Cross Platform and Mobile Advertising Market." Market Research Firm, <https://www.marketsandmarkets.com/PressReleases/mobile-advertising.asp>.
- Mehner M. (2019) Messenger Marketing and Recht: Datenschutzkonformer Einsatz von WhatsApp, Facebook Messenger and Co.. In: Messenger Marketing. Springer Gabler, Wiesbaden
- Mei, T., Li, L., Tian, X., Tao, D. & Ngo, C. W. (2016). PageSense: Toward stylewise contextual advertising via visual analysis of Web pages. *IEEE Transactions on Circuits and Systems for Video Technology*, 28(1), 254-266.
- Mhaidli, A. H., Zou, Y. & Schaub, F. (2019). " We Can't Live Without Them!" App Developers' Adoption of Ad Networks and Their Considerations of Consumer Risks. In Fifteenth Symposium on Usable Privacy and Security ({SOUPS} 2019).
- Montero, A., Zarraonandia, T., Diaz, P. & Aedo, I. (2019). Designing and implementing interactive and realistic augmented reality experiences. *Universal Access in the Information Society*, 18(1), 49-61.
- Neijens, P. & Voorveld, H. (2015). Cross-Platform Advertising: Current Practices and Issues for the Future: Why the Gross Rating Point Metric Should Thrive in Today's Fragmented Media World. *Journal of Advertising Research*, 55(4), 362-367.
- Nguyen, H. T., Thai, M. T. & Dinh, T. N. (2016, June). Stop-and-stare: Optimal sampling algorithms for viral marketing in billion-scale networks. In *Proceedings of the 2016 International Conference on Management of Data* (pp. 695-710). ACM.
- Nikolinakou, A. & King, K. W. (2018). Viral video ads: Examining motivation triggers to sharing. *Journal of Current Issues and Research in Advertising*, 39(2), 120-139.
- Oetjen, J. (2019). Using artificial intelligence in the fight against spam. *Network Security*, 2019(7), 17-19.
- Parsana, M., Poola, K., Wang, Y. & Wang, Z. (2018). Improving native ads ctr prediction by large scale event embedding and recurrent networks. arXiv preprint arXiv:1804.09133.
- Pfeiffer, J. J. & Zheleva, E. (2018, August). Incentivized Social Sharing: Characteristics and Optimization. In *IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining* (pp. 149-174). Springer, Cham.
- Puri, C. & Kumar, N. (2017). Opinion Ensembling for Improving Economic Growth through Tourism. *Procedia computer science*, 122, 237-244.
- Rosenberg, E. (2019, December 4). How Google Makes Money (GOOG). Retrieved from <https://www.investopedia.com/articles/investing/020515/business-google.asp>.
- Sammis, K., Lincoln, C. & Pomponi, S. (2015). *Influencer marketing for dummies*. John Wiley and Sons.

- Sahni, N. S., Wheeler, S. C. & Chintagunta, P. (2018). Personalization in email marketing: The role of noninformative advertising content. *Marketing Science*, 37(2), 236-258.
- Mediakix (2019). The 2019 Influencer Marketing Industry Ad Spend [CHART]. (2019, October 7). Retrieved from <https://mediakix.com/blog/influencer-marketing-industry-ad-spend-chart/>.
- Smith, D., Hernández-García, Á., Agudo Peregrina, Á. F. & Hair Jr, J. F. (2016, July). Social network marketing: A segmentation approach to understanding purchase intention. In *Proceedings of the 7th 2016 International Conference on Social Media and Society* (p. 20). ACM.
- Statista (2020). Number of YouTube users worldwide from 2016 to 2021(in billions). <https://www.statista.com/statistics/805656/number-youtube-viewers-worldwide/>
- Stoldt, R., Wellman, M., Ekdale, B. & Tully, M. (2019). Professionalizing and Profiting: The Rise of Intermediaries in the Social Media Influencer Industry. *Social Media+ Society*, 5(1), 2056305119832587.
- Terlutter, R. & Capella, M. L. (2013). The gamification of advertising: analysis and research directions of in-game advertising, advergaming & advertising in social network games. *Journal of advertising*, 42(2-3), 95-112.
- Tondello, G. F., Orji, R. & Nacke, L. E. (2017, July). Recommender systems for personalized gamification. In *Adjunct Publication of the 25th Conference on User Modeling, Adaptation and Personalization* (pp. 425-430). ACM.
- Turban E., Outland J., King D., Lee J.K., Liang TP., Turban D.C. (2018) Marketing and Advertising in E-Commerce. In: *Electronic Commerce 2018*. Springer Texts in Business and Economics. Springer, Cham
- Veissi, I. (2017). Influencer Marketing on Instagram. https://www.theseus.fi/bitstream/handle/10024/135448/Iman_Veissi.pdf?sequence=1
- Wojdyski, B. W. & Evans, N. J. (2016). Going native: Effects of disclosure position and language on the recognition and evaluation of online native advertising. *Journal of Advertising*, 45(2), 157-168.
- Wong, J., Collins, B. & Venkataraman, G. (2018, June). Large Scale Search Engine Marketing (SEM) at Airbnb. In *The 41st International ACM SIGIR Conference on Research and Development in Information Retrieval* (pp. 1357-1358). ACM.
- Wu, X. & Bolivar, A. (2008, April). Keyword extraction for contextual advertisement. In *Proceedings of the 17th international conference on World Wide Web* (pp. 1195-1196). ACM.
- Xiao, M., Wang, R. & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, 15(3), 188-213.
- Yoo, S. C. & Eastin, M. S. (2017). Contextual advertising in games: Impacts of game context on a player's memory and evaluation of brands in video games. *Journal of Marketing Communications*, 23(6), 614-631.

Zarrella, D. (2013). *The science of marketing: When to tweet, what to post, how to blog, and other proven strategies*. Wiley Publishing.