

## Website - Tool of Marketing Strategy?

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### Abstract

*One of the main features of globalization is the emergence of the Internet, the latter came to be a cornerstone of the information society by means simplifying its ways of transmitting information and collaboration.*

*New marketing as part of a new virtual world is present 24 hours from 24 hours and is very unique. The purpose of this paper is to highlight the role and importance of the website in a process of generating the virtual identity of the company. The advent of online marketing does not substantially change the management system of marketing, but marketing experts offer a new effective tool that can easily reach a large number of new customers. Thus, experts in marketing strategies must adapt to new technologies and media while marketing essentially unchanged.*

**Keywords:** internet, website, marketing, strategy,

**J.E.L. Classification:** M30, M31

### 1. Introduction

The Internet has undergone a borderless development, this being done without a central plan. Internet technologies available, which we all use today, allow new services to appear and be used in addition to protocols that are already available. Internet users can enjoy all the facilities it offers, without other users of Internet networks to be affected in one way or another (Pascu & Iancu, 2016, p.10-15).

Internet is a particularly advantageous business environment. Characterized by fast (removing the barriers of space and time), interaction and flexibility, the Internet has now become an effective tool for implementing marketing strategies (Iancu *et al.*, 2014, p.187-193).

According to Schroeder (Schroeder, 1996, p.11-14) virtual environment or virtual reality is a display computer generated that shows the user a feeling of being present in an environment other than the one you are actually in, and interact with that environment.

Marketing experts agree that activities' occurring in the last decade has had a huge impact on the development of marketing to potential customers in the future purchase (Dobrača, 2012, p.81-85).

How will affect new technologies and new forms of business activities "corporate identity", "brand identity" and what kind of impact will it have on organizational behavior, organizational culture, and even human resources strategy? These are questions we try to answer in this work.

### 2. The main characteristics of the Internet

Computer network called the Internet consists of two types of technologies:

1. IT technologies, which give the power of the Internet as a complex system, perhaps the most complex, allowing user's daily access to different types of information.
2. Communication technologies that allow Internet connecting computers and networks that comprise it, thus the communication infrastructure in order to enable the exchange of data and information between users.

Among the advantages of the Internet as a new medium considered marketing can remember (Rosu, 2001, p.):

- Facilitate interaction and direct communication with current and potential customers, representing an ideal environment for the development of direct marketing;
- Allows precise targeting and direct marketing messages to specific individuals, especially individuals who have been identified and characterized based on their behavior on the Internet. It provides a real opportunity to implement individual marketing techniques (one-to-one-marketing);
- Internet users have the freedom to choose promotional messages or information they wish to access them; thus their involvement in transactional process is greatly enhanced;
- Offers the possibility of obtaining feedback from users, is highly effective in providing services with direct impact on consumer loyalty;
- Web sites provide more information on companies and products offered, compared with the standard tools of trade information (brochures, posters, advertisements, advertising). In addition, information on the Internet can be changed very easily and in a timely manner;
- Is a commercial environment privileged to direct the underlying commercial transaction. Digital products can be transmitted directly through the computer network, from the producer to the buyer, and many other natural products may be transported by postal services;
- Is par excellence a global market. National barriers have a direct relevance in cyberspace;
- It is cheaper than traditional channels of communication (eg using email service, reduce costs by mail or messaging).

Despite all these advantages, the Internet has a number of important limits (Radu et al., 2002, p.23-76):

- Tends to be used mainly for high-income consumers, and therefore, the electronics market is not yet sufficiently diversified;
- It is particularly suitable for dissemination to a wide audience standardized. Go to a website on the Internet is ultimately a very personal experience;
- Internet advertising effectiveness can not be measured just in terms of cost / benefit. The indicators used in direct marketing have some applicability, but I can not adequately describe the special features of user interaction with the information on the Internet;
- Accessing and searching information on the Internet is still difficult for many users, especially in terms of location information / specific sites;
- The limited availability of wavelength transmissions complex (which include audio, video or photographic image and text) drastically reduces virtual advertising effectiveness. Using virtual reality for promotion and marketing on the Internet is still unfeasible due to difficulties in transmitting large volumes of information, although the basic technology is already sufficiently developed.

### **3. Importance of the Internet as an economic phenomenon**

Lack of security standards widely accepted users continues to adversely affect confidence in e-commerce, especially as regards payment via Internet or dissemination of confidential information.

Due technologies underlying the Internet and study what I always do, innovations and brightest minds, prosperous Internet world every day and grows increasingly more (Stoicescu, 2015, p.68-79).

Table 1 shows how the Internet has penetrated the global evidence on the importance of the Internet as an economic phenomenon as significant growth can be gauged in each of the seven regions.

The advantages of the Internet, determined, since its creation, a continued rapid increase in the number of connected computers. Continuous improvement tools for the automatic processing of information (personal computer PCV), reflected in the rapid reduction of production cost and increasing performance continues, allowed a significant number of companies to connect to the Internet.

Table no. 1 Internet globally

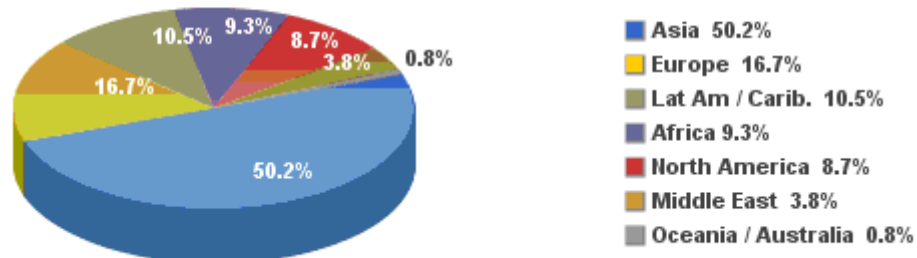
WORLD INTERNET USAGE AND POPULATION STATISTICS, JUNE, 2016						
World Regions	Population (2016 Est.)	Population % of World	Internet Users 30 June 2016	Penetration Rate (%)	Growth 2000-2016	Users %
Asia	4.052.652.889	55.2 %	1.846.212.654	45.6 %	1.515.2%	50.2 %
Europe	832.073.224	11.3 %	614.979.903	73.9 %	485.2%	16.7 %
Latin America/ Caribbean	626.054.392	8.5 %	384.751.302	61.5 %	2.029.4%	10.5 %
Africa	1.185.529.578	16.2 %	340.783.342	28.7 %	7.448.8%	9.3 %
North America	359.492.293	4.9 %	320.067.193	89.0 %	196.1%	8.7 %
Middle East	246.700.900	3.4 %	141.489.765	57.4 %	4.207.4%	3.8 %
Oceania/ Australia	37.590.820	0.5 %	27.540.654	73.3 %	261.4%	0.8 %
<b>TOTAL</b>	<b>7.340.094.096</b>	<b>100.0 %</b>	<b>3.675.824.813</b>	<b>50.1 %</b>	<b>918.3%</b>	<b>100.0%</b>

Source: <http://www.internetworldstats.com/stats.html>

From Figure 1 it is noted that Asia has the most Internet users (50,2%) at the opposite end is Australia which has the lowest number of internet users (0,8%).

Figure no. 1 Internet regions

**Internet Users in the World by Regions**



Source: <http://www.internetworldstats.com/stats.html>

Table 2 presents the evolution of the Internet at European level. Thus in Romania almost 2/3 of the population are Internet users..

Table no. 2. Internet in the European Union

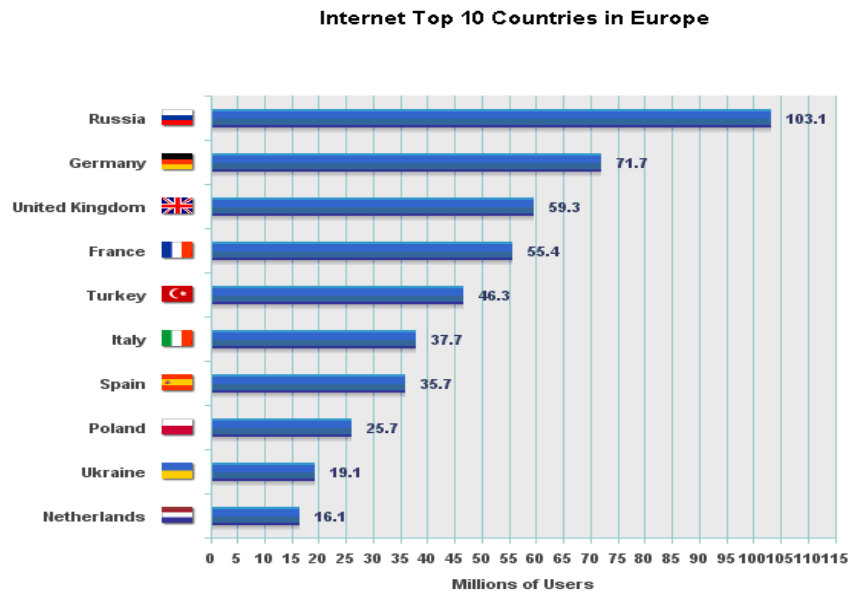
Internet Users in the European Union - 2015					
EUROPEAN UNION	Population	Internet Users	Penetration %	Users %	FACEBOOK
Austria	8.584.926	7.135.168	83.1 %	1.8 %	3.500.000
Belgium	11.258.434	9.569.669	85.0 %	2.4 %	5.900.000
Bulgaria	7.202.198	4.083.950	56.7 %	1.0 %	3.200.000
Croatia	4.225.316	3.167.838	75.0 %	0.8 %	1.800.000

Cyprus	847.008	804.306	95.0 %	0.2 %	590.000
Czech Republic	10.538.275	8.400.059	79.7 %	2.1 %	4.500.000
Denmark	5.659.715	5.432.760	96.0 %	1.3 %	3.500.000
Estonia	1.313.271	1.106.299	84.2 %	0.3 %	590.000
Finland	5.471.753	5.117.660	93.5 %	1.3 %	2.600.000
France	66.132.169	55.429.382	83.8 %	13.8 %	32.000.000
Germany	81.174.000	71.727.551	88.4 %	17.8 %	29.000.000
Greece	10.812.467	6.834.560	63.2 %	1.7 %	4.800.000
Hungary	9.849.000	7.498.044	76.1 %	1.9 %	5.100.000
Ireland	4.625.885	3.817.491	82.5 %	0.9 %	2.600.000
Italy	60.795.612	37.668.961	62.0 %	9.3 %	28.000.000
Latvia	1.986.096	1.628.854	82.0 %	0.4 %	650.000
Lithuania	2.921.262	2.399.678	82.1 %	0.6 %	1.400.000
Luxembourg	562.958	532.952	94.7 %	0.1 %	280.000
Malta	429.344	314.151	73.2 %	0.1 %	270.000
Netherlands	16.900.726	16.143.879	95.5 %	4.0 %	9.500.000
Poland	38.005.614	25.666.238	67.5 %	6.4 %	14.000.000
Portugal	10.374.822	7.015.519	67.6 %	1.7 %	5.600.000
Romania	19.861.408	11.178.477	56.3 %	2.8 %	8.100.000
Slovakia	5.421.349	4.507.849	83.1 %	1.1 %	2.300.000
Slovenia	2.062.874	1.501.039	72.8 %	0.4 %	850.000
Spain	46.439.864	35.705.960	76.9 %	8.9 %	22.000.000
Sweden	9.747.355	9.216.226	94.6 %	2.3 %	5.600.000
United Kingdom	64.767.115	59.333.154	91.6 %	14.7 %	38.000.000
Total European Union	507.970.816	402.937.674	79.3 %	100.0%	236.230.000

Source: <http://www.internetworldstats.com/stats4.html>

One can talk about a gap in Europe behind the United States, due to the more limited spread of the Internet in Europe, due to different buying habits. Regarding European Union members, it is necessary to point out differences between the various countries of EU infrastructure, especially between the Nordic countries and other countries, as shown in Figure 2.

Figure no. 2. Internet Top in Europe



Source: <http://www.internetworldstats.com/stats4.html>

#### 4. Conclusions

The paper analyzes the impact of the Internet on mankind. This type of interaction has a significant impact in the process of creating goods, the relationships between companies and their customers, which highlights the role of marketing online as an important tool, not only in the marketing system and in a Customer Relationship Management system. Therefore, it is clear that effectively managing a marketing system in the new virtual environment is one of the central issues and opens a whole new paradigm of marketing and economic and socio-cultural environment.

Some authors consider the Internet as an ideal business environment in which small and medium businesses have the chance to successfully compete with large multinational companies. Research undertaken shows that these benefits are not so obvious for small and medium-sized or that, ultimately, they can be operated only by choosing and implementing a strategy optimal marketing.

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