Chapter 3

New Marketing Applications for the Internet

Hala Mohamed Labib Enaba
Cairo University, Egypt

Nermeen Atef Ahmed Hegazy
Cairo University, Egypt

ABSTRACT

The Internet is an important source for data and knowledge; hence, it currently plays a significant role in our daily lives. Internet applications have contributed tremendously in facilitating our work in terms of cost and effort cutting, expanding markets, changing the methods used to carry out activities, different applications, changing the quality required by customers, and consumer desires and behavior. Examples of these applications are online marketing, e-mail marketing, home business, and mobile marketing. E-research can also be considered as an Internet application. In fact, there are many terminologies related to this concept such as Internet research, online research, and Web research. This chapter provides an illustration of some of the new marketing applications of the Internet.

INTRODUCTION

Internet is considered as one of the 21st century miracles, opened new domains, and new marketing opportunities. Accordingly, this chapter focuses on some of its new marketing applications. Internet provides the possibility to use e-marketing methods in traditional areas, which led to the emergence of so-called: E-broker, home marketing, e-mail exporting, direct marketing using e-mail, and others. Some would wonder and ask what’s new in using these applications, especially that international marketing or home business, etc., are not new activities. So what can the Internet contribute for these activates? In fact, Internet applications have done a lot in terms of facilitating work, cost and effort cutting, expanding markets, changing the methods used to carry out these activities, and changing the quality required by customers, consumer’s desires and behavior. Examples of these applications are online marketing, e-mail marketing, home business, and mobile marketing.

With regards to e-research, there are many terminologies related to this concept such as: Internet research, online research and Web research. Via buying e-research services, a researcher can
achieve both performance speed and reduce overall costs for research (Kirkpatrick, 1990). 40% of the research cost can be reduced through finish the research in half of the time that it may be taken to complete it when the researcher depends on traditional research methods. Many research ideas that were previously more difficult to be done by using traditional methods are becoming easier via Internet such as:

- Measuring the demographic variables for the actual market.
- Study of competitors.
- Accurate assessment of research strategy.
- Study the decisions to complete the purchase.
- Measuring the efficiency of online advertising.

CONTEMPORARY E-MARKETING TECHNIQUES

Without defending the capabilities that have been added to the marketing power as a result of technological developments, it might be fruitful to see what has been achieved in this area, and how business organizations can deal with these developments.

On-Line International Marketing

Because of considering e-commerce as a business’s strategy, one of its advantages is representative in increasing the ability of e-international marketing. Consequently export opportunities are now available for Arab business organizations in several directions (Dunlap, 2013):

First, opportunity for Arabic business organizations is to work in Arab e-market and by using Arabic language, they can acquire a competitive advantage. While there is a tendency to seize business opportunities in the Arab e-market, professional firms in e-export domain (mostly American and European companies) are still busy mainly with English-speakers markets around the world. After they satisfied English markets, these firms will give an attention for the large numbers of Internet users who speak other languages and Arabic might be one of these languages.

Second, marketing opportunity (in English-speaking markets) is normally achieved through strong competitive advantages to meet the expected intensity of competition in such markets. Arabic business organizations have two competitive advantages represented in:

- Proximity to some Asian markets as markets for The Arab States of Gulf and European markets for the countries of North Africa. This proximity is reflected on the shipping costs and consequently the price of the product.
- Arabic organizations can export local heritage products or natural products, such as carpets, Pharaonic products, Handicrafts, dates, Arab Women’s Clothing (Abaya), and other products which is unique for each Arab country.

Thirdly, the available opportunities of conducting marketing activities for Internet users who speak other languages such as Arabic and English. The final decision about the use of any of these trends depends on the study of the advantages and disadvantages of each of them, taking into consideration the nature of the market, and addressing the target market in a proper way. When the marketer wants to take online international marketing decisions, he or she must learn, review, and understand the following four issues precisely because they will help him or her to achieve success internationally:

1. **Determine which languages you should translate your sites for, in case of marketing for non-English speakers:** Identify target countries, which you will market to