



## **MANAGING THE ELECTRONIC ADVERTISEMENTS AND ITS ROLE IN RAISING THE E-MARKETING LEVEL**

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### **Abstract:**

A major role of managing advertisements is the success of advertising marketing, as it identifies advertising goals and these goals have to respond with decisions that related to the identified market and putting the trade mark. The advertisements are a major and significant detail of the media policy that have to be adopted by the administration to communicate the idea of the advertisement and showing the strength points. Advertising is one of the most significant elements of the promotional mix, and its significance reveals with the different fields of goods marketing, ideas, services and people, due to its significant influences on consumer behaviors at the present time and future. In view of the increase of interest in electronic advertising activities in the recent period, due to the multitude of its means, techniques and methods, as it took a big share of advertisements around the world, because of its ease and speed of access to customers with many advantages that differentiate it from regular advertising. Nowadays, electronic advertising has become a global business led by large professional corporations in the field of management and through which, they earn very large profits.

**Keywords:** Electronic Advertisements, Managing Advertisements, Electronic Marketing.

### **INTRODUCTION**

In late decades, the world has witnessed quick technological development and made a lot of changes, and one of the most significant of these changes is developments in the field of communication and information technology. With the appearance of e-marketing, all institutions and companies have created their own websites, and that to maintain their place in the market with recent developments, and to display and promote its products, overtaking all spatial boundaries and reaching customers faster and more accurately. Electronic advertising is considered one of the most popular and widespread promotional means in light of the e-marketing trend. Managing advertisements is one of the most significant main aspects of advertising, because it is a process of supervision on the advertising activity through a specific program and controlling it to reach the target of this advertisement. Managing advertisement process concentrates extremely on several aspects, which they are (setting a budget, advertising strategy, advertising targets, determining the targeted market, buying advertising space).

### **FIRST TOPIC**

#### **General Framework of the Study**

##### **First: Problem of the study**

The multitude of consumer needs with the huge development in services and products in the market created a connection between the producer and the consumer. The producer wants to promote the goods and services that he performs greatly, to identify the consumer with them and increase his buying ability. Social media have become the best advertising tool at the present time, because it enables corporations and institutions to promote their ideas and products through more than one site and communicate with large societies that they could not reach through traditional advertising.

Organizations and corporations pursue to expand their market share by using e-marketing, because it is more effective than other means, as it guarantees them to attract specific customers who are interested in the goods that offered by these organizations and corporations, and this enables them to increase sales of their goods. The problem can be formulated as follows:

- What does electronic advertising management mean?



- Does management has a significant effect on the success of e-marketing?
- What is the contribution of advertising management in increasing the market share of organizations and corporations?

### **Second: Importance of the Study**

This study represents an important addition to the study of electronic advertising management, and the importance of the study lies in the occurred development at the present time for electronic advertisements, which have taken a large space in marketing operations. The importance is in identifying a set of variables that related to the use of websites in the field of advertisements.

The importance of this study appears as follows:

- This study is useful for decision makers and directors of advertising management to know how to deal with electronic advertisements and how to get benefit from them by knowing the most efficient methods of electronic advertising.
- Achieving all desired goals, the most important of which is increasing sales to organizations and corporations in order to guarantee them an appropriate market share compared to rivals.
- Provide assistance to the management that is responsible for advertising in knowing methods, factors, and correct and basic ways for an effective and powerful advertisement.

### **Third: Objectives of the Study**

The purpose of this study is to shed the light on the developed side of advertisements, which has become the best type of advertisements at the present time. Through our study, the following objectives are shown:

1. Increasing advertising awareness among institutions, organizations and individuals.
2. Measuring the effectiveness of the management in electronic advertisements and the extent of their effect on them.
3. Illustrate the position of electronic advertising and reveal the properties of electronic advertising and its marketing abilities.
4. Revealing the motivational and persuasive criteria that are taken into account in these advertisements.

### **Fourth: Approach of the Study**

The study method is considered necessary in all studies, because it is the method that the student follows and uses to reach objective and scientific results. The study approach is determined according to the objectives of this study, and since this study falls within the fields of human studies, so it is a type of descriptive research in which the concentration is on describing the study and illustrating its meanings, features and properties. The descriptive approach is

based on collecting information in detail, revealing the features of the phenomenon and how it occurs, and finding appropriate solutions to it.

### **Fifth: Determining Terms**

1. Managing Advertisements: It is a set of procedures carried out by institutions, corporations or individuals to determine the methods of executing advertising activity through a particular program and controlling it to communicate with the targeted market (i).

2. Electronic Advertisement: It is the advertisement that spreads on the internet and social media sites, and the purpose of it is to promote a service, goods, or advertisement for a particular website or others (ii).

3. E-Marketing: It is an overlapping and interactive system of various activities prepared and planned for the purpose of promoting and distributing services and goods to current and prospective customers, and it is designed to facilitate and create meaningful mutual processes to satisfy human needs through social media and internet sites (iii).

## **SECOND TOPIC**

### **Theoretical Framework**

#### **First: E-Advertisement Origin**

The great development in the world of technology and the presence of modern networks represented by the internet and social media sites helped to form a revolution in the world of marketing. Advertising has maintained its natural concept, but it has acquired new properties represented by modern techniques and communications. Electronic advertising is nowadays considered one of the most used marketing activities in e-commerce, and electronic advertising is considered one of the modern promotional policies that rely on the internet and social media sites to transmit marketing messages, in order to attract the targeted audience and convince them to buy goods (iv).

The factors of the appearance of electronic advertisements are (v):

1. The huge increase in the number of computers in homes.
2. The presence of an open market policy, the expansion of the global trade market, and the technological development that links trade to internet.
3. There are no strong conditions for posting the advertisement on social media sites. It is not important that it is a company or institution in order to publish the advertisement.

The most important objectives of advertisements are (vi):

1. Introducing the owner of the goods or the service provider.
2. Giving a good image and reputation to the owner of the corporation or institution.



3. Giving and improving the value of the offered goods and clarifying their features.

4. Increasing the number of consumers and achieving continuous profits.

Electronic advertising has several properties:

1. Flexibility: Internet and social media sites provide a large amount of flexibility in information that is unlimited and unrestricted with place and time. It enables the customers to quick and easy access to goods and products more than printed advertisements, and it contains a lot of information not just with goods, but for the corporation or productive institution <sup>(vii)</sup>
2. Targeting: The internet and social media sites are the best means to target people in advertisements, and that is because of the many users of it. It enables the advertiser to send the advertisement to a specific group that is targeted according to (age, gender, interests and places) <sup>(viii)</sup>.
3. Effectiveness: One of the best properties that social media networks provide is effectiveness, where it enables the customers to react with advertisement in more than way, and to communicate with the advertised company, and enabling the customer to express their thoughts and opinions about these advertisements <sup>(ix)</sup>.
4. Availability: One of the features of advertisements on the internet and social networking sites is the availability, as they are available at any time and any place throughout the day, week and months, and this feature enables advertisers to reach the audience they target at any time and any place <sup>(x)</sup>.
5. Low Cost: Advertisements on the internet and social media sites are considered low and cheap compared to printed advertisements that show on television <sup>(xi)</sup>.

The importance of electronic advertisements is appeared in <sup>(xii)</sup>:

1. Drawing Attention and Arousing Interest: Companies and institutions that have a website on the internet and social media sites pursue to draw the attention of customers and arouse public interest in the website of this institution or corporation in order to draw their attention to the goods, services and products that they advertise.
2. Creating A Positive Image: Websites have a major role in the reputation of corporations and institutions, and that because the website is a sign of the legitimacy of the corporation or institution and helps in forming a clear and positive image of the corporation or institution.

3. Information Spread: These electronic advertisements make it easier for the consumer to know all the information and details that related to the services and products offered by the corporation or institution.

4. Cost Reduction: The website helps reducing costs for current and future customers.

### **Second: Managing E-Advertisements**

Managing advertisement of a position in the organizational structure of institutions, establishments and corporations based on the extent of the responsibility it bears to achieve its goals, if advertisement represents a vital activity for these institutions, corporations and establishments, and the organization of advertising management takes several forms, and they are <sup>(xiii)</sup>:

1. Organizing based on product
  2. Regulating based on consumer
  3. Organizing based on job
  4. Organizing based on advertising media
  5. Organizing based on geographical locations
- And advertising management has many functions, the most important of which are <sup>(xiv)</sup>:
1. Research for everything related to advertising components before starting the advertising production process.
  2. Preparing the necessary budget to finance the advertising activity.
  3. Preparing the advertisement from the technical aspects, especially the production and editorial material.
  4. Manufacturing of basic materials for advertising publishing (panels, slides and posters).
  5. Promote these published advertisements to identify these advertisements.
  6. Continuity of supervision after publishing the advertisement and knowing the evaluations on it and its effectiveness among the public.
  7. Carrying out the arithmetic and administrative work for the advertising business as administrative organizational bodies.

Every advertising activity must be connected to a particular management plan and formulated with great care to achieve the objectives of the announced institutions or corporations. The management must observe the advertisement after its appearance to the public to note the positives to enhance them and note the negatives to treat them. Planning is before placing the advertisement, while the observing is after publishing the advertisement, and the advertiser has to do a full study and develop a comprehensive advertising plan, under which the general objectives and mission of the organization fall, and then the sub-objectives. Planning is a key element in determining the resources allocated and specified to advertising <sup>(xv)</sup>.



The correct management of electronic advertisements helps in increasing the marketing share of the company or institution, and this is obvious by <sup>(xvi)</sup>:

1. Creating a distinction between the products of the corporation or the advertised institution with its rivals.
2. Reaching out to opinion leaders in society who have a significant effect on the acceptance of these goods and its spread among consumers.
3. Continuing to observe the goods and try to edit errors in it and some bad impressions that appear on consumers.
4. Providing special offers during a limited period of time, including lowering the price of the product or giving a gift about buying goods.
5. Providing new products and services to consumers or old samples that the corporation update.
6. Attempting to gain the trust of consumers and creating a kind of connection between the corporation's products and consumers.

### **Third: Managing Advertisements and Its Effect on E-Marketing**

The development of communication and information technology, a new form of marketing communication tools appeared, which was known as (e-marketing communication tools), as they do not differ from the elements of the traditional communication mix, but they are used through websites. The elements of the electronic marketing mix are different and many, such as (personal selling, advertising, activating sales, direct marketing and public relations), while many see that these elements extend to more than that <sup>(xvii)</sup>:

1. Pricing policies carried out by institutions and corporations, and the more prices are unified for all customers, the more the corporation and institution give credibility to customers.
2. The specified brand to services and goods creates an impression of the corporation or institution.
3. The shape of the product is one of the means of marketing communication, as it gives an idea about the institution or corporation.

One of the requirements for applying electronic advertisements is to provide an immediate and effective communication environment that connects the buyer and the marketer, and this environment is already present in computers, internet and dealing programs within the internet. The marketer must create his own site on the internet or social media sites, in order to be able to present and promote their products and enable the buyer to access this site and learn about goods and see all the products offered by the site <sup>(xviii)</sup>.

The importance of advertising marketing is highlighted in <sup>(xix)</sup>:

1. Increasing Production: Advertisements introduce the products offered by corporations and discover new markets for them to spend in.
2. High Income: These advertisements provide suggestions to consumers about the way to spend their income on several goods.
3. Creating Awareness for the Consumer: Advertisements are presented by increasing the level of education of consumers about the goods presented in the advertisement.
4. Reaching Out to Many Categories: The advertisement reaches different consumers in terms of gender and age.

The relationship of marketing with electronic advertising is an objective pursued by the modern marketing management, as it is a tool and a means to achieve the marketing objectives, and it is not the only thing that is able to achieve the objectives sought by the advertising management. It should not be isolated from the rest of the other marketing methods and means, such as (distribution, sale, pricing, services, warranty and etc.), the market in general consists of a group of methods that interact with each other. Whatever the advertisement is designed in a professional and good manner, it will face failure if there is no prior coordination between it and the marketing methods. Buying and marketing operations come through advertisements, which play a major role in identifying goods to consumers, which creates a marketing movement for these advertised goods <sup>(xx)</sup>. The correct management of electronic advertisements has contributed to a significant increase in the number of visitors to the websites of institutions and corporations, and this indicates the effectiveness of electronic marketing activity much more than the traditional activity that reaches to a small number of the audience. This organized management helps to create a long-term relationship between the product and consumer, and attention to the consumer, their desires and meeting their needs helps in maintaining the consumer and the permanence of dealing with the corporation or institution <sup>(xxi)</sup>.

### **Epilogue**

Through what we mentioned in this study, it is obvious to us the effective role that the management play in organizing advertising. The intense competition between corporations and institutions, and the desire to get new customers and new markets make them rely on electronic advertising, because of its flexibility, efficiency and features that distinguish it from traditional advertising.

### **CONCLUSIONS**

1. Electronic advertising is considered one of the most prominent features of the modern era that attracts



many customers with a large difference from traditional advertisements, because of what is characterized by it.

2. Electronic advertising and good management contribute to increase the number of consumers and visits to the corporation or institution's website.

3. The electronic advertisement plays a major role in getting to know the announced corporation or institution, and knowing the services it offers and the products it advertises them.

4. The more the advertisement is distinctive, the more effective it will be with the audience and the more widespread it is, as it creates a long-term relationship between the institution or corporation and consumers.

5. E-marketing largely overcomes all geographical barriers, and this helps the corporation or institution to reach new global markets, not just local ones.

#### **RECOMMENDATIONS**

1. Creating an annual budget for electronic advertisements, and it is supervised by the advertising management of the institution or corporation.

2. Establishing rewards for employees in the advertising management to motivate them to develop work and reach a large number of consumers.

3. Increasing the interest of corporations and institutions in social media, and knowing which sites have a larger segment to advertise in.

4. Studying market conditions well to identify what is needed to show services with distinctive properties and qualities that meet the needs of consumers.

5. Conducting more recent studies that specialized in electronic advertising and the effect of advertising management on it and its relationship to e-marketing.

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