

MARKETING MANAGEMENT WITH USING MODERN FORMS OF THE COMMUNICATION

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Abstract: The article is presenting the subject matter of the effective execution of tasks marketing in the area of widely understood promotion, advertisement, building the image of products and services up and the organization given to public relations. The issue was discussed on the example of promotion campaigns for different industries carried out with the application one from most modern and most popular at present of media - of Internet.

Keywords: marketing management, information technologies, marketing communication

JEL Classification: M15, M31, M37

1. ADMISSION

The development of information technologies, the growing importance of information and new opportunities in announcing are forcing enterprises to constant seeking novel solutions and the flexible approach in the management of actions marketing. Many changes, both in the social as well as economic sphere is caused by the development of the Internet, of which the environment became an indelible part of the conducting business activities. Emphasizing the presence of the company on the Internet was becoming increasingly common, however alone using services of Networks isn't tantamount to distinguishing the enterprise and his offer on the market. For this reason developing a strategy of the presence on the Internet is essential, of organization taking into account his specificity and possibilities and needs in the appropriateness of such action, the scope and using available tools.

Paying attention to the process of the marketing communication is very important. In this sphere using the Internet is not only most noticeable, can also bring notable benefits in. However it requires exploiting diversified forms of the communication adapted for specific needs of internal and outside recipients.

2. MARKETING CONCEPT OF MANAGEMENT

About most important meaning and creative character of managing in the contemporary economy P. F. Drucker is justifying the thesis [Drucker, 1994]. He shows that the main role of the management board consists in the care about an economic productivity of stores, being in his instruction, but a main objective are a business management, i.e. the business activity specific, orientated to the profit.

The business administration is an unusually complex process. It is possible to consider this process from different points of view, e.g. taking three fundamental dimensions into account: object of the management - managing the supply, the production, marketing, research-developmental activity, finances or stores of work; management functions - situation analysis, planning, organization of action, realization and control of the results of a calculation; the degree of the realization of the decision and action i.e. the

strategic management and operating managements [Niestrój, 1994].

In original meaning marketing is a type of the connected human activity from exchange market. At first this activity included only activities associated with the sale of products and leading them to recipients. Along with growing of the awareness that in the developed market economy the success of the company depends above all on her customers marketing became a function integrating all recruiting being aimed at decisions made in the enterprise and action and keeping such a market which would answer are needed, with aspiration and development potentialities of the enterprise. In companies adopting the knowledge to the customer, marketing became a function leading - dominated remaining economic functions of the enterprise.

An aspiration to the accomplishment of economic purposes of the enterprise is a principal marketing principle through satisfying customers. A need for a conscious choice of the market which is able to serve, but next examining him to the purpose are marking it getting to know needs, desires and the possibility of potential consumers and buyers and having an influence on a chosen market with the appropriately programmed composition of marketing instruments (Figure 1).

An application is giving marketing most appropriate in the specific situation of the strategy of going up the existing already market or promoting the brand new market, and then such an influence on the market so that he becomes a long-lasting and efficient source of revenue of the enterprise comparatively. The effectiveness of marketing is not only conditioned with recognizing the market but also the assortment of effective instruments of the influence on the market. The effectiveness of the marketing management causes that it goes used also in other areas of the business administration as well as in managing undertakings and organizations set to the profit.

3. THE ROLE AND THE SCOPE OF THE MARKETING COMMUNICATION OF THE ENTERPRISE ON THE INTERNET

The marketing communication is one of plains of building and keeping the competitive edge on the market.



Figure 1 Marketing process

Resource: Niestrój R., Zarządzanie marketingiem, Aspekty strategiczne, PWN, Warszawa, 1994, s. 14.

He assumes coordinating promotional measures and the marketing other activity in the destination of the transport with customers [Pilarczy, 2010], taking place by picking up and communicating determined contents or of information [Mattelart, 2001]. In the competitive and changeable environment of the conducting business activities, formed by the development of the information society, a significance of the careful assortment of communication channels used by companies grows in order to create the convincing form concerning the individual and her offer [Kotler, 2005]. The process appropriately carried out lets the marketing communication for creating and reinforcing the relation with customers, increasing the interactivity of contacts, getting the extensive knowledge about employees, customers, business partners and competitors and the personalization of sent information. These factors - actually used - can be a base of increasing the effectiveness of marketing action and deliberate building the competitive edge. According to Szapiro and Ciemniak the Internet causes expanding the traditional market space in dimensions of announcing and of distribution and the transaction (Model IKDT) [Szapiro, Ciemniak, 1999]. Expanding traditional market spaces as a result of the influence of the Internet is taking place by creating new areas, in which business entities can among others communicate, to build relations, to exchange (i.e. to make available and to get) information, to shape opinions what an greater interest in the Internet is explaining in the sphere of marketing action than in remaining areas of the business administration. Enterprises most often carry out one of three purposes associated with using the Internet. Firstly are exploiting him exclusively as the additional channel of the transmission of information about the enterprise, secondly - to the interactive communication increasing the effectiveness of promotional measures and thirdly - are exploiting the circle of the Internet to promotional but also commercial purposes [Fręckiewicz, 2006]. Creating the exhaustive typology of models is limited by constant changes in this respect, since their number depends directly from seeking and implementing the innovative manner of using of the Internet by enterprises in the rivalry, raising the effectiveness of marketing action.

In the marketing communication it is possible to categorize diversified strategies of using the Internet based on analysis of the presence of enterprises in the media community. Cells, for which companies or water parsnips are current in social media are most often building the community around the brand, increasing the brand awareness, increasing the www website traffic, increasing sales, managing the reputation of the brand and the identification of needs of customers [Grzechowiak, 2011].

How Kaczorowska-Spychalska claims community portals can turn out to be the very effective tool performing the image and sale function, however, as a result of the incomprehension natures of this medium can lead to the loss of trust and the desired image amongst customers [Kaczorowska-Spychalska, 2011]. Community media in the large degree enable companies and water parsnips to lead the interactive dialogue with market surroundings. Entering interactions means both transmission of information outside, as both picking up and analysing information coming from the environment [Zbrzyzny, 2011].

MillwardBrown SMG/KRC findings are demonstrating, that representatives of enterprises (specialists for marketing, the communication and public relations taking participation in the examination) will acknowledge that community media constitute the effective communication channel business (73% of readings) and factor of the improvement in the image (44%). According to new surveys of the same company Internet (including community media) are both with basic tool of marketing announcing (leading profiles - 70%) as well as of obtaining information (monitoring - 55%). The marketing communication on the Internet isn't confining itself to available action in the media community. Amongst tools of marketing communications on the Internet which enterprises often reach for one should exchange among others: online services (web page), e-mail marketing (the newsletter and the advertisement in the form e-mail), on-line advertisement (graphical and video), marketing in search engines (Sem), viral marketing or e-PR. expenses on promotional measures monitored by IAB are confirming it Poland. Findings of recalled examinations are showing the strong growth trend on the market of marketing in search engines. A rise in this industry is being kept in Europe on the level of the 10.8%, while in Poland it is almost three times larger. The efficiency of advertising in Internet search engines is confirming the rise in the share of this channel up to the 30% in total expenses on the advertising online in Poland what is giving to the about 474 m PLN (given for 2010). An advertisement is on the top one spot of this balance sheet display (different forms of the graphic online advertisement), however compared with 2009 a decrease in her market share took place from 50 up to the 45%.

4. MANAGEMENT MODEL WITH VALUE OF THE CUSTOMER WITH USING THE INTERNET

This model is referring to many concepts of marketing among others for perceiving the relation of the company with the customer as exchanges values, as well as to models of competing with values for customers. In the model of the structure of the wallet of customers with using the Internet defining the value is a first phase.

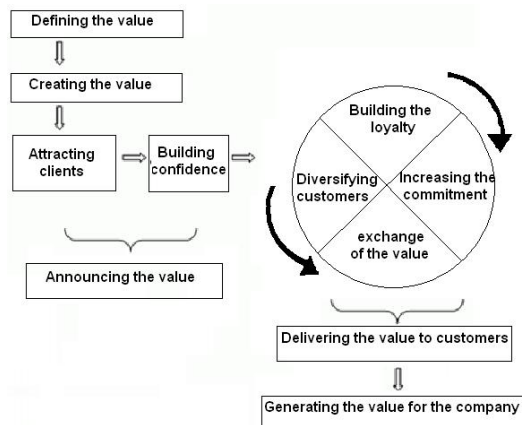


Figure 2 Management model with value of the customer with using the Internet

Source: T. Doligalski, Budowa wartości klienta z wykorzystaniem internetu; w: Zarządzanie wartością klienta, red. naukowa B. Dobiegała-Korona, T. Doligalski, Poltext, Warszawa 2009.

At this stage chosen a target group of customers and a composition offered them of the value are staying. As part of defining the value achieving the majority singling out is an aim of action, which means that, how Doyle is giving, of difference perceived by customers in values offered them which causes, customers are choosing companies out of other her offer [Doyle, 2003]. In the process of delivering to the value and so applying the Internet enables the extension of the target group against customers so far unavailable, among others on account of the location, the lack of time or the lifestyle. Statements of representatives of shops selling foodstuffs through the Internet which through using this channel want to reach persons not-effecting the shopping in supermarkets because of the lack of time are confirming it [Fura, 2007].

After defining the value in the discussed model a forming of the value is the following stage. Ensuring stores, competence and organizational solutions is a being of the forming of the value so that the company is able to provide the chosen target group with the composition of values determined at the stage of defining. In dotcoms, apart from the relation with customers, a brand and a credibility connected with her, a knowledge of employees, a technological infrastructure, as well as relations with other operators acting on the Internet are the most frequent key resources (partnerships, leading hyperlinks to the side). The forming of the value also includes ensuring organizational solutions enabling to contribute to the value by customers. This notion is enough wide and it includes the situation, in which the customer is contributing to values, of which alone is a recipient, as well as different situation, when other customers are recipients of the value created by him.

The stage of announcing the value includes attracting clients and the structure of the confidence of the customer in the company. As part of announcing the value for customers on the Internet to distinguish it is possible two strategies: push and pull. Strategy push means the concept direct exerting action influence on the key prospects in the destination of impelling them to the purchase of the product or the change of noticing the company etc. With strategy pull a concept, in which customers are picking it up is determined activity aimed at initiating the relation with

the company [Kumar, Shah, 2004]. They universally think that an Internet is a medium, in which the strategy is dominating pull. According to this concept, these are Internet users are initiators of the relation which are being established through the information retrieval about companies, setting requests for proposal etc. From a point of view of the whole process of managing the value of customers a structure of the confidence in the company is a key element. Because the distrust is one of main causes which Internet users are refraining from the on-line purchasing, using internet services and communicating sensitive information for.

Using the Internet enables the value to involve customers into the process of the exchange in the large degree than in the traditional economy. The exchange of the value can because include contributing to values, when the customer is affecting the final composition of the value he receives which from the company. Increasing employing customers into the relation with the company is an activity aimed at increasing the range of values being an object of the exchange between the customer and the company. Companies are increasing investing the customer in the relation not only aspiring to the maximization of product bundles, but also enabling the information exchange with other users.

In the process of attracting customers extremely an unofficial communication will matter greatly. This notion is indicating the information exchange about products or companies, led by unrelated persons with these companies. The unofficial communication is an inevitable phenomenon in every society and is exerting influence on different his aspects. The Internet indeed is increasing the potential of the unofficial communication through facilitation in recruiting, publishing and the information exchange. Internet unofficial communication to appear perhaps under many figures. To most important of her carriers blogs and discussion forums, services enabling to publish video files, an electronic mail and Internet messengers belong. The unofficial communication is also an essence of the current trend on the Internet a 2.0 web is which. He relies on contributing, spreading and the exchange of contents by Internet users. In case of the relation of the customer with the company based on using the Internet a role of the confidence grows what is connected with the increase in the perceived risk of the relation.

A structure of the loyalty of customers is a key element of the under construction wallet of customers. Along with the development of the relation needs and expectations of the customer are changing, so repeat diversifying customers is taking place value leading for offering them the modified composition With being of the relation of companies with customers, and more widely also of the entire marketing, there is an exchange of the value. The bundle of the value which constitutes the object of the exchange in relations of companies on the Internet is changing in comparing to values delivered in the traditional economy. Among the company and customers the author recognizes the basic, nonmoney and financial exchange as the most frequent models of the exchange of the value. Providing information for potential and current customers about the company and her products and initiating the further, undergoing often communication of the company with the customer are a

being of the basic exchange apart from the Internet. As part of the nonmoney exchange the company offers free contents to customers (articles, audio files, video) or services (electronic mail, searching for contents, publishing contents). However customers are recipients of commercials transmitted by the company, increasing the same values for the second group of customers of the company which are for the advertiser. The money exchange assumes delivering to customers the value in exchange for financial impacts generated by them. In this way online shops and other operators delivering values against payment to customers in the form of making contents available are acting (archives of newspapers, musical files) and providing paid services (banks, brokerage houses).

Conclusions from the examinations concerning the structure of the loyalty of customers are interesting in relations with the company with using the Internet. It results from many examinations that the loyalty of customers on the Internet isn't being shaped by loyalty programs, but through due satisfying the needs of customers. Conclusions referring to the loyalty of customers of Internet commercial platforms are confirming it are included in the The 2006 publication Walker Loyalty Contango for online Retail [Jackson, 2007]. Identifying leaders amongst platforms was a purpose of this report the e-commerce in the loyalty of customers and establishing shared characteristics for these undertakings. About the top stair customer loyalties were recognised as undertakings: Amazon.com, eBay, iTunes, L.L. Bean, Lands 'End, QVC, Victoria's Secret and Walgreens. Leaders of the loyalty stood out from examined companies in the following areas: the appearance of a website, the easiness of using it, the description and the visualisation of products, perceived confidence in the side, speed of loading sides, the uniqueness of the offer, opinions of other persons on products and the possibility of personalizing of the side.

With the last stage in the management model generating the value for the company is a value of customers. In the initial exchange, in which the Internet serves initiating the elaborated report next outside it, generated benefits to the company concern the canvass. Using the Internet can lead to the canvass from new markets or to the increased effectiveness of the canvass from current markets. Given that it is a customer he is initiating relations contacting the company through the side, specific automatic_selection of customers is taking place on account of fitting needs to the offer of the company.

Irrespective of the model of the exchange of the company developing the relation with using the Internet is taking the liberty of acquiring data, information and the knowledge from customers, it is often hard attainable in traditional relations.

How above examined enterprises were demonstrated mainly a financial outlays on the advertising is allocating online, to a lesser degree for remaining instruments of the e-promotion. Considering the fact that on average the 90% of buyers consists in recommendations of the family and acquaintances, while for online advertisement (graphical and video) on average a 35% trusts, enterprises should concentrate on new forms of the marketing communication, especially of the ones with exploiting community media. They enable to combine the public relations, promotional measures and the interactive customer service what in comparison with their opinion-forming power and the great reach from them at present the tool of the marketing communication is making about the considerable potential for the business. However findings show that examined enterprises still notice of potential of the Internet in this area. The appropriate manner of using community media by companies from the industry which in them poorly is being represented can contribute to distinguish them on the market and to get the competitive edge.

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