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Permission marketing in the sphere of electronic commerce

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Аннотация

В данной статье рассматривается доверительный маркетинг в сфере электронной коммерции, сравниваются массовый и доверительный маркетинг. Описывается краткая история развития маркетинга. Даются примеры использования доверительного маркетинга в интернете.

Ключевые слова: доверительный маркетинг, массовый маркетинг, история маркетинга, примеры доверительного маркетинга, электронная коммерция, реклама.

Abstract

This article considers permission marketing in the sphere of electronic commerce, mass marketing and permission marketing are compared. The history of mass marketing is touched upon. The examples of using permission marketing in the Internet are presented.

Keywords: permission marketing, mass marketing, history of marketing, examples of permission marketing, electronic commerce, advertisement.

A large number of advertisements are the cause of advertising clutter. No doubt we see ads every day and almost everywhere. Billboards, TV and radio advertisements, search engine pop-ups and annoying Youtube ads are the reason of this clutter.

The well-known marketer and American entrepreneur Seth Godin explains in his book "Permission Marketing" that distraction is the main tool of the mass marketer. It is a traditional weapon to grab the attention of the buyer. And it doesn't work well.

Mass marketing are still alive because of four approaches. The first approach is when companies spend money on different advertising spaces. Someone uses the Internet, someone uses a car park. The second approach is creating entertaining or controversial ads, for example, when companies hire Hollywood directors to produce advertisements.

The third approach is when marketers often change advertising companies in order to make them modern and interesting.

The fourth approach is when marketers stop doing ads on radio, television and the Internet. Instead, they do personal sales and organize sales promotions. The last two marketing tools are not very good, as they disappear over time in the ad clutter.

The main problems of mass marketing are: 1. People have a limited amount of attention; 2. People have a limited amount of money; 3. The more products are on the market, the less money is on the market.

Based on the problems of mass distraction marketing, we can say that the market has a lot of good quality product and buyers spend less time looking for alternative solutions, so time is a valuable resource.

In these conditions, it is necessary to use permission marketing. Permission marketing approach isn't cheap, but it deals with the clutter and brings positive results in comparison with mass marketing where advertising messages come to the consumer at unexpected time and places.

Permission marketing should be expected, personal and relevant. That is, Expectable marketing is when buyers want to contact you. Personal marketing is when the message is personal. Relevant marketing is when advertising is what the expected buyer is interested in.

If you remember history, it turns out that permission marketing existed many years ago when artisans made and sold their goods to each customer personally. Mass marketing and large manufactories appeared at the same time after the Industrial Revolution. Buyers were out of stock and mass marketing was effective. Huge companies spent money on advertising and sales grew. Times have changed and now mass marketing is not working well but companies still use this type of marketing [1].

Speaking about the history of the Internet, everything was different here. Initially, the World Wide Web was conceived as a universal system for storing and exchanging or receiving information. The internet is now in a mess of ads and people.

Previously, internet servers did not track users. For example, if you sent a request for information and received a response, the server forgot about you.

Everything changed in 1994 when a programmer Lee Montulli developed the “NetScape” Internet browser where he used “cookies”. “Cookie” is storage of the user’s personal data.

Now if you send a request for information to the server, the server sends back a page with the data you are interested in and your cookies which your browser saves. Then, when you visit the same site, your browser sends your cookies to the server where your preferences can be, for example, the dark mode of the theme. Cookies can also be used for your authorization on the site after you have registered.

The developers of the cookies realized that this could be used to track people and set a rule that only the site the cookies were created on can read them. Although, this site can use pictures, script codes from other internet pages. All these services can set and read all their cookies.

Thus, when sites have ads, it means that they are sent from the servers of ad agencies. Agencies can set their own cookies to track users across the entire internet. And if these advertising companies cooperate with various Internet sites, they will be able to build your detailed profile. For example, even if they don't know who you are, they will find out that you were on the website of your city, then on the website of your university, or what you bought in an online store. They can work secretly and get your different data. At the end they can fill in your name and your address in the profile that they have.

To combat this tracking, a cookie law has been created in Europe which has led to the creation of a mandatory notification of consent for the use of your data cookies on Internet sites. In most cases, these notifications interfere with the use of the sites and people often agree with them.

In addition, the developers of Internet browsers have created tools to enable users to block third-party cookies. But dishonest ad agencies have adapted and started using the digital fingerprint of devices to track Internet users. A digital fingerprint includes information about the computer settings or how it reproduces a web page, the font you use, the size of your screen, and the sites you have visited.

At the moment, the General Data Protection Regulation of the European Union states that no one can track Internet users without their permission. The maximum penalty for tracking data is 4% of the company's average finished income, or € 20 million [3]. Based on this, it is vitally important for marketers to use permission marketing.

Let's take a look at examples of permission e-commerce marketing.

Email marketing.

In accordance with the CAN-SPAM Act of the United States of America and other laws that require user notification of consent or opt-out of mailing on the Internet. The most effective way to use permission email marketing is through the double notification method. This method allows companies to send emails to a truly interested user.

Figure 1. E-mail marketing

Chat-bot marketing

You can create a chat-bot on Facebook and Telegram to automate the work of some stages of the product life cycle. In the chat-bot promotion, you can send messages to everyone who has given their permission.

Figure 2. Example of chat-bot

SMS marketing

This promotion is similar to Email and requires the buyer's permission to send short SMS messages.

Get weekly coupons sent to your phone!
Sign up today!

Want a 6-inch sub for only \$2.99?
Additional charge for Extras.*

Simply enter your mobile number and zip code below. Once you reply to our confirmation, we'll text you your first coupon.

Enter mobile number (digits only)

Enter your ZIP code

☒ I'm not a robot [Privacy - Terms](#)

SMS Program available for participating restaurants, excluding U.S. Territories. By entering your mobile # and clicking "I'm In" you are agreeing to receive up to 10 autodialed ads and other marketing messages per month from Subway at your phone #. Your consent is not a condition of making any purchase. Message and data rates may apply. For help, text **HELP** to 782929. To opt-out, text **STOP** to 782929 or call 8447887525. By clicking "I'm In" you agree to be bound by the terms of use and the privacy policy. [PrivacyNotice](#) | [Terms of Use](#)

I'M IN

This page is not a coupon.
Offer will be sent to your smartphone via text message

*Limited time only at participating restaurants. Additional charge for Extras. Plus applicable tax. No additional discounts or coupons may be applied.

Figure 3. Example of SMS marketing

Online Push notifications

Marketers send Internet Push notifications to share news and updates. But they also cannot send these messages without the user's permission.

← → ↻ oriflame.com

www.oriflame.com wants to
Know your location

[Allow](#) [Block](#)

SWEDEN

SELECT YOUR COUNTRY

EUROPE >

ASIA >

LATIN AMERICA >

AFRICA >

Figure 4. Example of online push notifications

To summarize, permission marketing is when you tell the user how to start and stop communicating. Permission marketing is when you tell customers how often you will send notifications and what they are about. This way, users will be able to understand if your services meet their requirements.

Permission marketing also means that you give the user control over their preferences and ask a user about the possibility of obtaining their personal data which helps to maintain a friendly relationship with them [2].

In the words of Seth Godin, permission marketing is when you see a stranger, become his friend, and then he becomes your customer [1].

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Digital as a tool for small business development

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Аннотация

Данная статья посвящена исследованию использования малым бизнесом инструментов диджитал-маркетинга в условиях существующей российской экономики. А также приведен пример сохранения и дальнейшего развития бизнеса благодаря использованию диджитал инструментов и специальных каналов продвижения — социальные сети, Интернет.

Ключевые слова: бизнес, малый бизнес, диджитал, маркетинг, диджитал инструменты, диджитал каналы, социальные сети, глобализация, креативная экономика.

Abstract

This article is devoted to the study of use by small business tools of Didjital-marketing in the conditions of the existing Russian economy. And also provides an example of the preservation and further development of business through the use of Digital tools and special promotion channels - social networks, Internet.

Key words: Business, small business, digital, marketing, digital tools, didigital channels, social networks, globalization, creative economics

Small business is one of the main driving forces of the Russian economy, but even despite this, his chances of survival every year are becoming less and less. This is largely due to the monopolization of some areas by large companies and insufficient technological development of small entrepreneurship. This is due to the lack of young creative personnel, certain means and opportunities. However, if a few decades ago it could be a huge problem that it is impossible to decide today, in the age of globalization and active development of technology, the chances of survival in small business are all-such.