

“Exploring the role of Digital Marketing – A case of Maritime Industry in Norway”

Final Dissertation

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Abstract

A major research gap exists in the area of maritime management and digital marketing. Various past studies have been conducted on the issue of marketing and its correlation with maritime industry, however, no research has been conducted on finding the relationship between maritime industry and digital marketing. This study is novel in the way that it investigates the relation between the both for Norway. Again, it is the first study to investigate this relation for Norway. This study not only contributes to the literature but also helps the industrial experts in Norway to revisit their traditional marketing strategies. The current research works towards exploring the role of digital marketing in the maritime industry of Norway. The researcher opted for a quantitative research method as it was in line with the purpose of this research. The population of the research included the respondents who were living in Norway and were employed in the Maritime Industry. The researcher selected survey questionnaire as the data collection tool for gathering quantitative primary data from the respondents; the research had 120 respondents for the primary data collection. The research's plan of analysis included simply the frequency and descriptive analysis of each question. The questions in the primary data were well formed and based on important justifications therefore the frequency & distribution analysis was found sufficient for the analysis part of this research. Conclusions for the Norway maritime industry includes: Majority of the companies have no digital marketing strategies in place; Majority of the companies are not using social media platforms and believe that biggest barriers to digital marketing are the knowledge and understanding levels towards these tools and methods which also require technical knowhow; Companies are largely relying on word-of-mouth, TV commercials and newspaper / magazine advertising, among other traditional marketing tools. This is mainly due to the perceived barriers to digital marketing. Recommendations for the strategy makers and benefactors representing the Norway maritime industry include: companies start investing and focusing towards digital marketing mainly through by increasing the current understanding levels of the concept and eventually making proper DM strategies; presence on social media needs to increase to have a channel that customers can reach the companies through; low investments levels of digital marketing need to change and higher investment and focus on DM is required; trainings and workshops for digital marketing are almost non-existent. The companies, in the Norway maritime industry, need to focus on conducting trainings and workshops for its employees so that the barriers of lack of knowledge and understanding are also eliminated.

Key Words: Traditional Marketing, Digital Marketing, Maritime Industry, Norway.

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List of Abbreviations

Ad	Advertising
Apps	Applications
DM	Digital Marketing
SEO	Search Engine Optimization
TV	Television
WD	Web Design

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Chapter 1: Introduction

1.1 Background of the Study

Shipping industry is considered as an integral source of trade around the world. A large amount of items are carried via sea route to other countries. It is first global industry to link states and continents together. According to statement by U.S Department of Transportation this industry is important for nation's economic, security and transportation purpose. It has helped in the economic uplift of maritime nations around the globe. Brafelt & Larsson (2000) has stated that for guaranteeing well developed and constructed ship, the strict regulations has played a major role. For the improvement of sea security and maritime incidents, international rules and treaties has been devised. Countries that are involved in sea trade are following them rigorously since mid of 19th century for smooth flow of the ships (Brafelt & Larsson, 2000).

According to report Norway is an open country having higher labor cost in the maritime sector and this cost is much higher than that of the cost faced by the manufacturing sector. For being competitive, Norway's maritime industry need to add high valued goods and make it more knowledge intensive. For achieving this goal, it needs to invest a huge amount in its research and development sector. The shipbuilding industry of Norway is included in the maritime cluster besides international shipping companies, classification societies, equipment manufacturers, ship designers, brokers, insurance and financial service providers. The GDP share of maritime industry in 2014 was 6.7 %, shipping 3.9%, maritime equipment supply 1.2% while ship building 0.3%. It is major shipbuilding economy in the world and stood 19th with ship completion of 0.25 % in 2014. This industry accommodated 4% of the labor force i.e. 109,600 labors in 2014. In shipbuilding sector 10,400 people were employed making it 0.4% of the whole

labor force. In 2015 this high level of employment has nosedived by 10%, due to lack of a strong offshore market, this decrease is higher than that of 2009-10. This drop was observed in shipping and equipment manufacture sector (OECD, 2017).

The marketing techniques and principles propagated through the use of electronic media, especially internet is called E-marketing or digital marketing. For connecting business with the concerned customers it uses the combination of direct responses as well as indirect marketing elements and a variety of modern day technology. It encompasses a wide range of activities that company perform using worldwide web like attracting new ventures, new marketing, identification and making of relationship with customers, operating the present business and brand promotion (Strauss & Raymond, 2016).

By using the E-marketing companies can have access to their customers in various ways. Boone (2011) asserts that the use of internet provide industries a wider/ global coverage of its customers base. He says that “the net eliminates geographic protections and limitations of local businesses and it gives smaller firms a wider audience” (Boone, 2011).

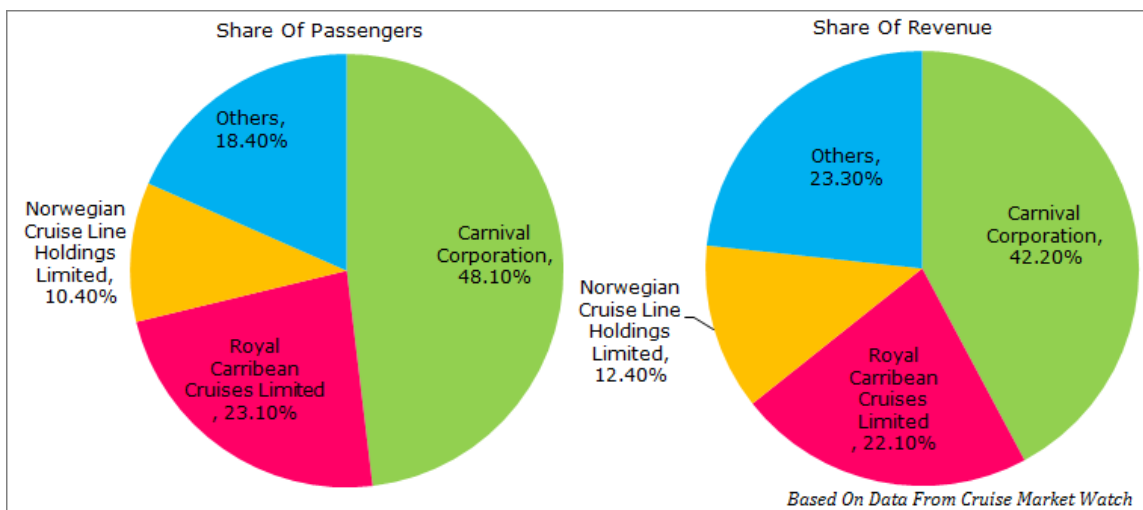


Figure 1.1: Share of Passengers & Share of Revenue

It is consequently that the Internet is regularly observed as being inevitably connected to the comprehensive power of economic globalization, which various financial analysts considers as being accountable for the growing downsizing of the country state and the growing power of non-state players, for example, multinational corporations. The capability to attain customers associated by the Internet anywhere on the globe is viewed as a tremendous advantage to firms in their mission to accomplish, attract and retain clients. Moreover, digital marketing encourages firms to achieve their consumer bases is the level to which it can additionally customized marketing. It enables firms to make products that "meet client determinations" and recently the progress of this type of marketing particularly has been viewed as perhaps the most critical long term growth over the period of digital marketing (Boone, 2011).

Using the online networking, such as, business experts consider that corporations may substantially be to tackle sufficient data to tailor goods, services and basically search engine brings about such an outcome that buyers will be automatically appealed to them, on the fact that the product and services proposed will be of intrigue either to them individually or to their fellows on social networking websites. Alternatively, in spite of such modern targeting techniques definite websites, such as, Amazon has made implausible paces in customizing content to singular shopper. "Amazon is the most commonly known case where the shopper is welcomed by name on the site and gets suggestions on website and in their emails in view of past purchases" (Chaffey D. , 2009).

Boone (2011) argues that digital marketing offers other critical directions for firms to attain their shoppers including the usage of intuitive marketing and integrated marketing. Intuitive marketing is a type of marketing in which the advertising procedure is driven by buyer vender communication and where the "client determine the type as well as amount of data obtained from

the advertiser" Integrated marketing alludes to a type of marketing strategy in which all promotional as well as correspondence endeavors are consolidated in respect to make a unified and shopper driven promotion movement. In this way, digital marketing offers a wide range of various modes for organizations to attain shoppers.

1.3 Research Gap – Purpose of the Research

A major research gap exists in the area of maritime management and digital marketing. Various past studies have been conducted on the issue of marketing and its correlation with maritime industry, however, no research has been conducted on finding the relationship between maritime industry and digital marketing. This study is novel in the way that it investigates the relation between the both for Norway. Again, it is the first study to investigate this relation for Norway. This study not only contributes to the literature but also helps the industrial experts in Norway to revisit their traditional marketing strategies.

1.3 Research Significance

Digitalization has created lots of opportunities for the businesses in areas like access to data and information and creation of new techniques to increase their customer base and to acquire their loyalty. These advantages of technology are not limited for specific sectors. It is interesting to note that shipping sector has failed to avail these opportunities even when this sector is more technology based. This points out towards the fact that digital marketing provides opportunities of economic uplift of shipping industry. The reason is that it will pave way for creativity and more competition which in return will increase the chances of economic growth.

The theory explained the same thing that for the survival, economic gain, competitiveness and profit of shipping industry, innovation is a prerequisite (Jenssen & Randoy, 2006). With

innovation in digital world, companies can use social media like twitter, Facebook, Instagram etc. These sources are famous for lack of any restrictions on them and for freedom of speech, thus they can be effectively used by companies to reach their customers and to get directly involved with them as there is no middle-man or third person present between both the parties (Jenssen & Randoy, 2006).

This study is a quantitative study that has performed a survey with various stakeholders of maritime industry in Norway. This study is based on the surveys conducted via specifically designed questionnaires for the stakeholders. The results of the survey are analyzed quantitatively for the better understanding of the problem.

1.4 Research Hypotheses

The hypothesis of this study is as follow

H₀: Digital marketing is not a better platform to advertise in maritime industry as compared to conventional marketing.

H₁: Digital marketing is a better and more creative platform to advertise in maritime industry as compared to conventional marketing.

1.5 Division of the Study

This study is divided into five chapters. The first chapter is introduction and has presented the background of the issue. The second chapter reviews the latest literature on the digital marketing role in various industries. Third chapter discusses the data and the methodology. Then, in fourth chapter, the researcher presents the results and a thorough discussion is carried on based on the collected primary data. Fifth chapter concludes the study and puts forward the recommendations.

Chapter 2: Literature Review

2.1 History of Marketing & the Evolution of Digital Marketing

"Many organizations are intrigued to expand the utilization of the content marketing tool in their marketing approach, as they perceive the restrictions of the conventional marketing communication system, and additionally the immense opportunities brought by e-marketing " (Loredana, 2015). Various organizations are certainly intrigued by the e-marketing as an alternative tool from the customary marketing however in respect to run splendidly in the maritime business, e-marketing must be utilized as a part of a specific situation (Loredana, 2015).

Marketing: The term marketing can be explained in many ways. According to Kotler and Armstrong (2008) marketing is defined as the exchange system which is used to provide to the needs and wants of the individuals (Kotler, 2008). On the other hand (Lancaster and Withey, 2007) marketing is also considered as the management of the market for predicting the consumer demands and ways to fulfill it on time. In current studies marketing is known as a development which came after the industrial revolution during the 18th and 19th centuries. This was the era in which rapid fundamental social and economic changes created by the scientific society. The era between the 18th to 20th centuries the industrial revolution era is divided into three eras. The first one is the production era which focuses on distribution of the production costs. The second era is the sales orientation, this era is characterized by advertisements, communication and branding. The third era is the marketing orientation era which is based on the area of competition (Lancaster & Withey, 2006).

According to Kotler and Armstrong (2009) marketing involves managing cost-effective consumer relationships. Marketing today does not only focus on products but it is the satisfaction of the customers which is most crucial. The best firms in the world tend to create a trust relationship between them and the customer by giving them the best product and not deceiving them for short term gains. The common goal of the firms in the market involves delivery of long term satisfaction of customers (Jobber, 2001). For building a healthy commercial customer relationship it is imperative that additional value be integrated in the product or service. According to Drucker (2001) the most essential function of marketing is to amaze the customer while seeking profit. Hence it is crucial to make researches on the individual customer case study regarding their needs, wants and desires which is totally different from the traditional marketing methods which only involved selling and advertising. Advertisement now is the only tool which can create customer relationships through the process of marketing (Cohen, 2012). The steps of marketing are described below:

Market place and customer needs and understanding: The step keeps in mind the individual needs, market offerings and the mutual understanding for customer satisfaction. According to the hierarchy of needs created by the social-psychologist Maslow, the most basic of human needs found on the bottom of the pyramid is the need for food and shelter. This is followed by safety needs, love and sense of belonging, self-esteem needs and the associated demands and on the top of the pyramid is self-actualization. This hierarchy can facilitate the firm to project itself in one of the categories described above and then understand the consumer need from that perspective. Firms will elicit a positive response from the public if it manages to priorities its needs properly. This would also facilitate the marketer to shape their customer relationships (Berkowitz, Caron, Hartley, & Rudelius, 2000).

Customer driven marketing and strategic design: In this step the marketer should be well aware about the group the customer group which they will be catering to through their product and what more could they offer them. The first step over here should be segmentation of the market based on customers. The division of the market based on grouping will make the target search more convenient. Now to differentiate the product from other products in the market it is important that the firm has a proposition value in the market. For instance Samsung any call (Middleton & Clark, 2001).

Furthermore there are five concepts from marketing management which facilitate in creating commercial relationships with the target market. The production concept: This focuses on large scale production with the minimum cost associated. The product concept: Places emphasis on the product quality, selling concepts such as new ways to tempt the customers into purchasing by offering them a discount or promotion. The marketing concept: This involves being aware of the needs and wants of the targeted consumer base and then delivering value to them. Social marketing concept: This part focuses on the interests of the consumer and the associated interests of the society in longer terms. This concept involves keeping in mind the vested interest of the society at large as well (Lancaster & Withey, 2006).

Implement the marketing strategies: When the nature of the target customer is decided, the implementation of the marketing strategies comes into play. This step makes it crucial to use the 4ps of market strategies implementation which are price, product, promotion and place. In order to deliver and communicate with the customer it is imperative that the firm integrates all the 4ps together and devise a comprehensive marketing plan. When the required processes have been done it is time to manage the customer relationships in an effective manner. It is better for the

firm to conduct researches on the market as opposed to creating a product with superior customer value and giving them customer satisfaction through profitability. Highly satisfied consumers can be produced when a firm undergoes such management. These customers will stay loyal and purchase even more in the future, allowing the firm to have a promising profitability in the long run. This profitability can be employed in the expansion of the businesses in the long run (Jobber, 2001).

It can be easily observed that marketing has experienced a huge change. From being inward looking and the disciplined era which places emphasis on the organization to being outward looking with a wider understanding of the market and the individual consumer (Middleton & Clark, 2001). Market orientation is basic knowledge in today's market but there are many potential enterprises of smaller level which do not fully understand the nature of the market dealing and are still sales and production oriented. Marketing is changing every day and this is a fact. According to Kotler and Armstrong the marketing process will be the only crucial step a product would need before entering the market despite a firm is small or large (Kotler, 2008).

The history of digital marketing begins with the use of the Internet and more specifically the search engines. The marketers, with the rise of these tools were coming up with the changes and observed the way search engines ranked different web pages. The following timeline will describe those changes:

1991: Gopher was one of the first network or search tool used widely for some years. Its utility declined drastically with right now only a 100 Gopher servers now indexed.

1994: Jerry's guide to the World Wide Web was launched. The name belongs to one of its founders Jerry Yang. Later it was named Yahoo. Yahoo achieved 1million users in the first year

of its launch. In the same year the main international standard body for the Internet called World Wide Web consortium (W3C) was setup. This body controls the many sets of architecture and coding standards which are used by search engines when they rank a website a quality score. In the same time period the corporations started to upgrade their firm's websites to achieve a higher search engine scoring (Smyth, 2016).

1995: Infoseek launch: A search engine that was quite popular in its time has been closed down. Inktomi was acquired by Yahoo. In 1995, AltaVista became the exclusive provider of search information results to Yahoo. However the situation reversed with AltaVista being provided information search results by Yahoo. Then in 1995 Excite got the license to two search engines Magellan and Web crawler and this was also public.

1996: HoBot , Looksmart and Alexa search engines were launched in this stream.

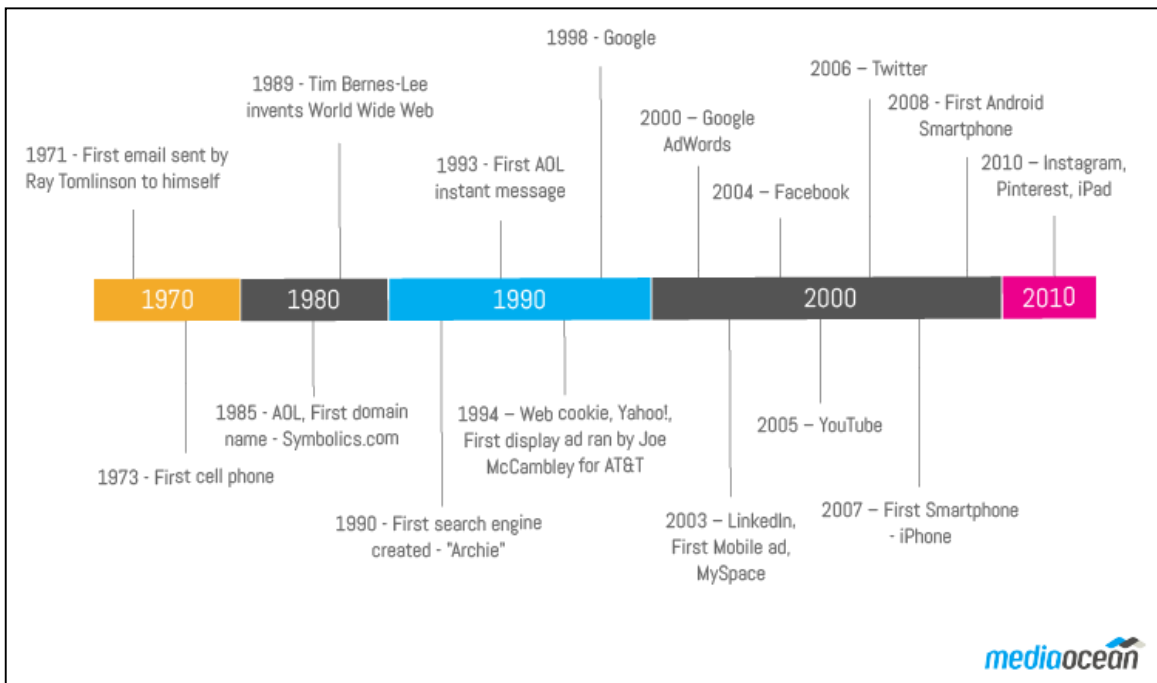


Figure 2.1: Evolution of Digital Marketing

1998: The Google Corporation was launched by Larry Page and Segey Brin in September 1996. In the same year many other new search engines were also introduced. When Google went public it was worth almost 23 billion dollars. This was followed by the Microsoft launching its search engine as the MSN search engine and yahoo's search engine was called the Yahoo Web Search.

2001: Internet was introduced to the general public and this massive entry was followed by swiping off of the many small search engines. This situation provided an opportunity to the big giants such as Google and Yahoo to make their permanent positions in the market.

2004: The Web 2.0 conference was held in which emphasis was placed on having more user-generated content on the Internet and also gave a certain direction to it. With this the Internet was exploding with WebPages and this also indicated that Google was having the index to about 8 billion web pages in 2004 (Gaitho, 2017).

2006: Traffic on the Internet grew to a whopping 6.4 billion searches only in the month of March. Live search was launched by Microsoft which replaced MSN search. This was also going to compete with Google and Yahoo. DexterB.com was hybrid website which linked the directories as well as the online articles. This was indicative of the rise of digital marketing. The SEO history also experienced a back lash when Google banned BMW Germany and Ricoh.de for one week because they had used black hats SEO tactic.

2007: The Web 2.0 conference had predicted that there would be an enormous increase in user-generated content. This became a reality with the introduction of social media. Social media revolutionised the landscape of the Internet. User access was increasing by every day because of mobile phones allowing users to acquire access to Internet anywhere anytime (Smyth, 2016).

In the history of digital marketing it can be clearly seen that change is very elementary. The change Internet users and digital marketers observe is rapid and with a wider reach. This historical briefing showed us how successful search engines were fallen out of the race because they could not keep themselves updated to the new changes or they simply went dysfunctional. The Web 2.0 channels and social media indirectly influence the search engines in ranking of the websites all the time. The digital marketers of today need to keep up with all the updates of the search engine ranking and also keep an eye on all upcoming trends on any developments which can introduce more smarter and efficient algorithms for smart engines. In this fast race no one wants to be left behind (Gaitho, 2017).

2009: Instant real-time search results were launched by Google in this year. Adwords are 3 line ads which usually appear on the top of your search engine results and Adsense, a cost-per click advertisement technique were launched by Google. Google quickly became a crucial player in the realm of digital marketing and business because then it started to target ads based on customer's interests.

2010: Google Buzz and whatsapp are launched

2011: Google panda and Google+ were introduced which surpassed the television viewership. People started spending more and more time on these search engines and they became the prime mediums (Smyth, 2016).

2012: The era of social media had started. Corporation started spending a large chunk of their budget on social media (64%). The Google knowledge graph was also launched. In 2012 MySpace and Facebook were the popular social media websites in the general public.

Corporation started using social media as means to promote their business. Social media was also used to leverage businesses.

2013: Yahoo acquired Tumblr.

2014: Smartphone and mobile phone users increased in a rapid way and it surpassed the users of personal computer. Tailored ads on LinkedIn, Facebook messenger and Iwatch were introduced. In the same year Facebook acquired whatsapp.

2015: Snap chat with its discovering feature also became quickly popular. Many technological analytics were introduced as well as wearable tech along with content marketing. Facebook released their instant articles as well (Media Ocean, 2015).

In the field of marketing the cookie also served to be an important element. The cookie was introduced with the purpose of recording user habits. But over time its use has been changed. Now the cookies are coded for offering marketers different ways to collect literal user data.

2017: Facebook, YouTube, Instagram, Twitter, Reddit etc are currently the most popular social media networking sites. According to the record in June 30th 2017, Facebook has a 2.01 billion user base.

The scope for digital marketing is increasing exponentially. The company owners and the users are exposed to more and more opportunities. Anyone who wish to establish their business firmly then they should make use of the digital marketing in a conscientious way.

2.2 Traditional Marketing

In this marketing the concept revolves around the creation and ends with the consumer. The process involves the consumers learning process and how they acquire it. Marketing is never only advertising. Although a prominent place of marketing and promotion lies in the field of advertisement. But it also includes the media through which the offering is made to the consumers and the research which is placed into it which decides about the type of packaging it would have and how to sell it.

Branding: A focus and a target market are needed by the products and services and an identifiable name which can make the brand is also needed. This is the basic prerequisite for having a successful brand. It is a type of marketing strategy which is the basis of the firm for future advertisements and promotion. The attractive element in the product comes through this factor. The process involves having catchy and nice names, slogans and logos. The development of a brand strategy is one of the most difficult steps in the marketing program. It proves to be the most challenging task for the business firms. However it is one of the most important steps as well (Kibera & Waruingi, 2007).

The grand strategy a firm employs is the index to the three most important core components of the business a firm runs. It can also act as the blue print for the marketing strategy being employed.

Purpose: A functional and intentional purpose of the firm must be present.

Consistency: A firm will face difficulties without having the proper consistency.

Emotional impact: The customers are connected to brand through emotions. The brand strategy will help the brand to develop emotions of the people thereby facilitating them to connect with them. The brand identity will be repeatedly communicated to the consumers by the firm, in

frequent and multiple ways. The understanding of the four elements of marketing is imperative for the better understanding of a brand strategy.

- Primary target customer/client:
- Competition
- Product and service mix
- Unique selling proposition

If these components are properly recognised and created then the essential base of the branding strategy has been placed. A branding process which is effective and proper will allow the firm to have differentiated image and brand from that of its competitors. The basis of any competitive strategy lies in the health of its branding strategy (Lancaster & Withey, 2006).

Public relations: All the publicity and news generated from different actions and activities of the firm and other statements and highlights in the news it can firm are included in the public relations departments. This is a type of marketing as it involves working side by side different promotional campaigns and advertisements. Public relation involves promoting a brand through a well-made plan and then by the release of official statements on the media channels such as TV, radio, newspaper and other outlets.

Broadcast advertising: One of the most obvious ways of paid advertisements is buying the radio and television time. Different catchy phrases and words are important for acquiring the attention of potential customers. Demographics are an important tool used for capturing the attention of the specific target audience if advertisement is done on TV. The TV show producers can facilitate the right kind of targeting because the demographics of different programs are known to them (Plambek, 2008).

Point of purchase: The placement of a product in a shop's store shelves defines the product's placement and the point of purchase or buying point is important. It's important to the packaging function. The packaging function is crucial when it comes to brand recognition, customer safety and different opportunities for retailing. The presentation and image for the service industry constitutes their packaging.

Direct: There is direct marketing when the manufacturers of the firm communicate directly with the consumers and there are no third parties involved in the communication process. The companies sell their merchandise directly to the customers using telephone, mail and the Internet.

Multi-level: It involves a chain of connections through which a firm can sell its products and recruit new people. This type of direct sales marketing is also known as network marketing. This is because the sales persons earn an income for the amount of sales they make and the sales made by their network or chain.

Street teams: This form of marketing involves personal interaction which allows the customer to express their virtues and hopes connected to the product or services value. The street marketing involves targeting a consumer directly on a venue or in store. This type of marketing enables the marketer to have an entertaining and fun way to get across the personality of the customer with the use of costumes and antics.

Philanthropic: The promotion of brand is done by companies by supporting famous non-profit firms and other charitable organisations. The philanthropic marketing through sponsorship and participation in different events can create a sense of community involvement which is thought of as commendable by the consumers.

2.3 Digital Marketing

Digital marketing is identified as the use of different internet connected devices like computers, tablets etc for the purpose of engaging consumers with online promotional instruments. Digital marketing channels are numerous and they have been displayed in the figure.

Email marketing: Employing email for establishing relationships with potential clients and consumers is called email marketing. This area of marketing is segment of Internet marketing which is even a bigger area. In basic sense it is categorised in direct marketing apart from the fact that mail is done through the Internet and not through post (Clark, 2014).

Individuals and specific groups can be targeted using this method. This marketing involves offering customers special deals and discounts for them on different products so that the interaction amongst the two parties can become more personal. The best example can be the customers' birthday as in a restaurant; the firm can send them an email and offer a discount of 50% for the person having a birthday. This marketing facilitates I'm developing and maintaining a customer relationship which can result in increased number of sales and customer loyalty. Price and ease are the two advantages of email marketing. This is because emailing is a relatively inexpensive way of marketing. The tracking and the cost of setting an email marketing campaign is very less and it is accessible to most type of small enterprises and firm (Chaffey, 2013).

Newsletters can be sent to many individuals' customers or to the ones the firm wants to send one. Newsletters are important methods of letting different customer know about different upcoming events or offers. They can also be used to remind them about the type of business which a firm is doing.

Social media marketing: In the old days the customer gained insight about a company only through interaction with a sales person. The development of media led to the creation of media adverts, direct mails and other events. These are now the basic tools for customer engagement. Along with these many important factors, social media marketing also plays a vital role.

Everyone has a different perception about social media. In the realm of social media we need to consider three different things which are social, media and network. The social perspective is all about how digital natives live their social life. It's quite an open culture which encourages participation and principles of democracy, freedom and open interaction amongst the users allowing access to all kinds of information which are a combination of different ratings, reviews, comments and other pictures and shared stories. It can be said that being a part of the social media network one is connected to many different unlimited individuals, firms and other entities which can share ideas, can interact, work and do coordinated researches and activities on the online platforms. Social media is comprised of Facebook, Instagram, LinkedIn and other such apps. These applications allow social media users to share and interact their ideas on such platforms (Sigala, Christou, & Gretzel, 2012).

Other platforms of social media allow the signed up users to publish and display their editorial works, videos and other content. The examples of such platforms can be YouTube, Pinterest and Flickr. Business promotions can be easily done on such social media platforms as it allows the consumers to interact with the firm directly and allowing a healthy distribution of content

Other social media sites like LinkedIn, YouTube, Instagram, Google+ and many others offer their users a variety of different kinds of interaction with customers which are searching for services, products or other type of information related to a firm. These platforms are usually used

for informing the consumer about special discounts, sales seasons. These platforms are also important tools for directing the traffic of viewers to the main form website (Lexicon, 2013). Social media can give the firm an insight into their consumers mind. Once they know what the likes are and the dislikes of the customer and what is their perception on certain things it is easier for them to make decisions.

Roles of social media for developing business firms:

Social media campaign: As the name implies the social media campaign involves the use of one of the social media applications to facilitate the business objective in a highly coordinated marketing method. Targeting and measurability affect the different campaigns which can be created and thus is what makes them unique from the everyday social media efforts.

Setting social media campaign goals: The area of emphasis for a social media campaign should be a single business objective. It can be for any social a media platform like Facebook or Instagram. Following are some of the common goals for social media campaigns

- Getting the required feedback from users.
- Creating email marketing lists
- Enhancing websites traffic
- Making the general brand engagement better.
- Driving of sales directly.

The goals of a campaign must be simple and distinct. A baseline metric of the goals one wants to be achieved is required as it would be important to track the changes as well as the type of performance observed during the campaign. Three factors are responsible for shaping the goals. They are the means, message and the target consumer. The different type of social audiences has

different tastes when it comes to choosing the right social media platform for the designated audience.

Social networking sites: The purpose of the social networking site is to provide users a platform through which they can connect with other individuals. The social networking sites such as Facebook, LinkedIn and Twitter tend to be the primary means for most current marketers. These sites have the capability to place the marketers one on one with the client and the potential customer and can be the best when it comes to leading the way in networking. The users of these sites are encouraged to commit to the following:

- Responding to each other's content by posting and sharing it. Almost any type of content can be shared amongst each other.
- Direct contact with the contacts one has. The marketers can use the friends or fan base of anyone because it shows how engaging it can be.
- The discussion and sharing of opinion on important and current news and events inside a community (Tuten & Solomon, 2013)

Facebook: The daily active users' base of Facebook is 1.2 billion people. The idea of Facebook was placed on the map by Mark Zuckerberg. The demographics of Facebook itself cover every location, age and gender. This makes the site a crucial place for personal and professional connections and contacts. This has led to the creation of Facebook ads which are crucial for marketers because every type of audience is engaged in using the platform (Treadaway & Smith, 2010).

LinkedIn: LinkedIn is a go-to social networking platform for individuals who want to connect with industrial experts and other experts. It tends to offer its users a more "suit and tie" sort of

relationship. LinkedIn is very specific when it comes to target audience as it tends to target content specific to the industry, unlike other social media sites where all kinds of interactions are displayed. The ability to allow the employees to connect with the head of the CEO is a good illustration of LinkedIn in its proper form (Gaitho, 2017).

Twitter: Instant connection is the speciality of Twitter in social media platforms. It allows its users to share updates on instant basis. Everything is shared amongst everyone. Twitter is considered to be a centre for marketers trying to mobile themselves. Twitter acts as one of the most important power tools with respect to branding. Due to its ability to allow the firm users respond to the market or customer concerns instantly and get them into contact on an immediate basis, a majority of the marketers of today consider Twitter as the best platform for customer engagement.

Instagram: Instagram is a social media platform where marketers can use the potential of visual content to seek their products. This is because most of the posts on Instagram are usually released to celebrities and personal pictures of users (65%). Instagram is perhaps the most popular platform for enhancing the user-generated content, thereby creating a relationship with the customers (Tuten & Solomon, 2013)

Snap chat: A huge hit with the millennial generation, it's an app with the self destructing photos. The marketing potential for this app is available for bigger brands, even though its fun filters are indeed entertaining. Snapchat users trying to market their small firms are trying to find means to market it through this channel by developing hype around their product.

Pinterest: A very different and unique app in its nature as it is an app known for social bookmarking. This social media platform is popular in the business to customer area. This is

because of its ability to provide digital pin boards for users and tends to provide them with content with an inspirational touch. Easy instructions on simple hacks and every day things usually related to fashion, beauty and food are common topics. Visual content plays a huge role when it comes to Maximising traffic which implies that 5% of the sales are due to referral traffic. E-commerce is influenced by visual content.

Display Marketing:

According to Dave, online advertisement is the exhibition of advertisements on banners, or any video advertisements displayed on other sites. This produces awareness of the site and generates a way to the advertiser's site through a method of click through (Chaffey, 2013). Display marketing is much better than traditional marketing as its has the ability to become more interactive and less disturbing to use as opposed to traditional advertising which is non-interactive and other non-interactive online promotions. This is because an individual user would want to connect with the advert or it would not want to connect. The potential for the online advertisement scan be further enhanced if it targets some specific geography and some particular markets and making integrating it in a more contextual way. A good online advertisement should have the graphic characteristics as well as text and images as its content. The individual users see this advertisement when they are browsing on different websites which have used their advertisement or has integrated it. The click-on advertisement will direct the user to the main advertisement of the firm. Pages for special advertisement and other corresponding products are also used (Kasatria, 2014).

There are two factors to be considered in the start of the display marketing campaign, an advertiser who needs to communicate the promotional message and a publisher who will provide

the required resources such as Ad server. The publisher is concerned about the website through which the advertisement can be displayed. On the other hand the advertiser is concerned about preparing the promotional content. Different advertising formats can be used while working with display marketing. Some of the examples are given below:

- For creating static and animated advertisements banners in different sizes and offering different functions.
- Pop-up ads, pop-under ads and layer ads.
- Skyscraper, rectangles and leader boards.
- The sponsored content and content advertisement.
- Different verbal placements and text links (Surber, 2016)
- Different media content such as inter allowing for expandable advertisements.
- Motion picture advertisements which includes different flash videos, streaming video ads and e commercials.

The standardisation of online advertising formats is only partial. Some formats are recommended by the Interactive advertising Bureau (IAB). But they are not compulsory. The advertisers are only required to oblige to some criteria and billing models. The online-Vermarketerkreis (OVK- Circle of online marketers) in Germany is responsible for the making of these formats.

Forms of display advertising: The area of display advertising has many strategies which it uses.

- Ad network
- Affiliate marketing Real time bidding
- Performance marketing
- Behavioural targeting

- Contextual targeting
- Native advertising
- Programmatic advertising
- Multi-display marketing

This type of advertisement is based on different graphical output media for example tablets and smart phones in comparison to multi-channel marketing. The goals and objectives of display marketing are also different. Sales, leads and orders can be increased and on the other hand one can commit to campaigns for serving and promoting the branding and imagery. The review of performance marketing with respect to branding is a difficult task to handle.

Inbound marketing: This type of marketing is traditional forms of online advertising, as it involves sponsors setting the stage for the advertisements by sponsoring a whole site or even a specific section of a page on a website. The sponsorship tends to be exclusive considering the length of time and the type of advertisement. Sponsorship will be used by the advertiser for branding or for promoting a new product. The advertisement will sink in the minds of viewers if the advertisement is sponsored consistently instead of in a rotating manner. An example of this can be content marketing with a company blog. Content marketing is the example of inbound marketing. This is the best example because it has proven itself to be very effective.

Blogging is an example of inbound marketing as it is used by most firms even though it doesn't have to post long posts about their work as they are not in the consumer-oriented industries. Any creative content can be posted and shared amongst users posing itself as useful content for potential customers. By creating a noteworthy blog with informative content the target audience

is more likely to be interested in your firm and it will facilitate the company in promoting itself through the use of any advertising techniques (Hubspot, 2015).

As compared to traditional marketing content marketing and blogging are considered to be three times more effective its respect to generating sales leads. This statistic implies that for every advertisement being posted on any traditional channel one would get three from making content or blogging.

Pay-per Click advertising (PPC): This type of advertising comes in the category of contextual advertisements and also includes search engines such as Google. The payment is done by the advertiser to the advertisement publisher for getting a click on their advertisement. These PPC advertisements can be seen either on the top of the web page or the bottom.

The Google Ad words advertising platform is responsible for Google's PPC search ads. This allows the advertisers to place bids on different keywords and setting different budgets. A Google Ad-words account is necessary for any advertiser to publish an ad on Google.

At last, pay-per-click ad is useful for everybody:

It's useful for searchers – Research shows that searchers tap on paid search ads more regularly than some other type of digital advertising. This implies individuals truly wouldn't fret being publicized to, given that the products and services advertised really fit the searcher's needs. Also, in light of the fact that we utilize search engines when we're searching for products and services, the outcomes, including the advertisements, are usually exceedingly pertinent to what we're searching for. In addition, Google has built up an amazing formula for guaranteeing that PPC advertisements meet the client's needs (Marrs, 2014).

It's useful for advertisers - Advertisers are offered exceptional methods for putting their message in front of an audience who is effectively and particularly searching out their product. Since searchers disclose their expectation through their search query, advertisers can quantify the quality of traffic that outcomes from search engine clicks.

It's useful for search engines – PPC empowers search engines to oblige searchers and advertisers at the same time. The searchers contain their client base, while the advertisers furnish them with their profit stream. The engines need to give significant outcomes, as a matter of first importance, while offering a highly targeted, revenue-driving advertising channel (Portent, 2015).

The novel favourable position of PPC marketing is that Google (and other advertisement systems) don't simply remunerate the most noteworthy bidders for that advertisement space, they compensate the most astounding quality promotions (which mean the advertisements that are most mainstream with clients). Basically, Google compensates great execution.

The Role of PPC Advertising: Most organizations can't bear to exclusively depend on PPC promoting. It's excessively costly, and offered sums unavoidably climb. In any case, pay per click can fill a couple of critical roles:

Campaign- and issue-based efforts: If you have a transient campaign for a new product, service, or unique issue, PPC can be an extraordinary method to rapidly produce buzz. You can begin a PPC campaign within, at most, 24-48 hours, and you can usually change the content of your ad mid-campaign, so altering the message is simple. If you have to focus attention for a limited amount of time, PPC is perfect (Marrs, 2014).

B2B Awareness: If you offer a service in which the sale cycle is estimated in many months and weeks rather than minutes, PPC can help with visibility and getting top notch clients. You can control the ad copy a new client sees and the content a new user is presented to for an appropriate initial impression. You're improving to pay for the same number of the best clicks, and the best leads, at the most minimal conceivable cost.

Niche terms: If you are trying to create traffic for a very particular key phrase, PPC can frequently give deals/ bargains. For instance, you might not have any desire to pay the best bid for 'shoes', yet 'men's running shoes red and white' is significantly more affordable.

Product Listings: If you sell a catalogue of products, search engines like Google and Bing offer a particular ad type called product listing ads or PLA's. These promotions feature your items, including a product picture, and have turned out to be much more noticeable in search results over the previous year or two. These advertisements can do miracles to draw in potential clients who are searching for what you're offering.

Search engine optimisers: SEO places the practice of maximising a website for getting a higher rank on the search engines results page. This involves working with a set of standard parameters which are placed by the search engine index. This enables the search engine to show users the relevant product for sale. This also plays a huge role in acquisition. This is because it makes sure the promotional campaign which appears in the search result allowing the firm to target its set customer audience. A transparent and well designed. Site is considered to be optimised for the search engine results. This implies that SEO plays a key role in retaining of customers as the two factors above ensure a good user experience (Wordstream, 2015).

The other key aspect of SEO is the use of key words and phrases for Maximising results. The keywords act as tags which act as something distinguishable from the content of other websites. The strategically correct use of such phrases will enable the search results to be more advanced and precise. Although the repetition of keywords does not contribute to the quality of the web design. SEO is considered affordable in comparison to the traditional marketing. This is because management of social media websites is more cost effective and efficient when it comes to the promotion of one's business. The affordable and easy social media marketing helps to strengthen the firms' visibility in the online community. An extensive and well-rehearsed budget is not a pre-requisite of social media marketing, removing the boundaries and constraints of cost from small firms which are trying to compete large firms.

2.3.1 Benefits of the Utilization of Digital Marketing

Cost effective: Digital marketing is one of the most cost effective mediums for attracting a large audience with minimum cost. The educational marketing agency will help in producing the funds an institution needs through small scale investments. They will have the ability to make use of services like search engine optimization, social media marketing, mobile marketing and email marketing. This proves how the educational organization has the ability to focus on a more important audience with a minimum price and even more benefits (Russow, 2003).

Enhance brand awareness: The realm of social media has the most potential for digital marketing and brand ware news schemes on sites like Instagram, twitter, Facebook and LinkedIn etc. This is because they have a huge number of audiences enrolled with them. These sites allow the companies to increase their followers as well as enhance the conversion rate.

Facilitates performance tracking: The relevant digital marketing tools can also help to track the campaign performance, so that they can make a review. The tracking tools can significantly enhance the general effectiveness of the marketing firm. The marketing strategy can be subsequently altered if the statistics of the organization are low. The digital marketing employed in the education sector will help to shift the focus of the strategy in a direction which would help to maximize performed of the marketing mix (Perry, 2005).

High conversion rate: High conversion rates are experienced by online educational marketing platforms. Some of the forms of digital marketing like SMS and emails are the ones which receive the highest response rates because they tend to be personal and easily usable. The institutes or schools can easily reach their targeted audience in a very cost effective and efficient method.

Digital presence: It is mandatory for any modern institution of education to have a strong digital presence in their educational schemes. Most of the people nowadays acquire the daily required information through online means. This implies that different institutions and educational schools should be present on such digital sites so that the parents and students seeking information about their daily life can catch up on the institute that can help them or consider it as an option (Buzzard, 2011).

Promotion through paid channels: One of the most useful ways to advertise an educational organization is through the search and display ads. Improved results can be obtained through the use of ad campaigns because it helps to direct a large section of the online community toward the site. The most proper way to attract online people or increase the site traffic to a site is through

the ad campaign process. The amount of impressions the site gets will be enhanced by using the particular key words which defines the online add.

Manage online reputation: The management of the online reputation is compulsory and obligatory because a huge community of people is present online most of the time. This can be done in a number of creative ways which involves posting good quality blogs and videos especially which are testimonials from great achievers and inspirational personalities. Moreover achieving and also implementing alumni feedback and the promotion of good campus news and events is crucial for obtaining the attention of the online audience. Quality online reputation is achieved because this will create a sense of interest in the minds of the readers. Hence it is mandatory for an educational firm in the current world to use and implement a comprehensive and thoroughly implement a digital marketing strategy if it wants to be successful. The marketing strategies should be formed and implemented in a proper fashion so that the educational institutions can acquire the benefits like cost-effectiveness, high student enrolment, higher rate of return etc. It's high time for most educational institutions to update their long term plans which involve wide scale Digitalization and properly created objectives. This will help to enhance the level of service which will be provided by the online educational marketing firms. These firms will help the conversion of old marketing techniques into a new period of digital marketing (Malhotra, 2002).

2.3.2 Pros & Cons of Digital Marketing

Internet or Electronic Marketing is the publicity of different products and services online. This process provides the relevant information about the services and products to the customers. The process includes various strategies to earn customers online by writing the product reviews,

SEO, direct marketing, the use of social media and much more. Internet marketing has its own pros & cons as the information provided might be legit or scam.

2.3.2.1 Pros of Internet Marketing

The benefits of earning money online or boosting up your trade on the internet may incorporate the following:

Cheaper Products: In this era, the use of the internet is spreading so fast that it surpasses the benefits of typical offline marketing. To run a business and its promotion now takes less time, effort and is cheaper through internet marketing. Most of the strategies used to promote business are cost-free. Advertising a product online is extremely cheaper rather than spending a huge amount to promote it through TV and newspapers. In this way, Internet marketing has reduced heavy expenditures on advertisements & makes the availability of customer easy for the sellers. It saves the time of both the parties (Sheppard & Seidman, 2001).

The amount earned through online marketing is more than that earned through traditional marketing techniques and the reason for that is you are not making any expenditure on the advertisement and publicity which is free of cost most of the times. The other reason is that the use of right techniques will take you to the right customers and you get the reward for the investments you've made in your business.

Earning New Customers around the World: Internet marketing has got the biggest advantage that it makes the task easy both the buyers & sellers. The customers don't need to move from the place and look for the products they desire by just clicking on the official websites of the products and services. While at the same time the seller has an advantage that he does not need

to be there physically for the marketing of the product because the customer can access the relevant information & place their orders even if the office hours are over.

The Use of Authentic Technology: Internet marketing along with many other benefits is risk-free and includes the publicity of online business in a more sophisticated manner. Timely delivery of the emails is one the major concerns of the sellers who do online business and email marketing helps to hit the right customers on the required time. On the other hand, the typical emailing system may waste your days and weeks in delivery to the destination.

The Access to the Desirable Customers: The digital marketing provides the major benefit to the customers. Most of the official web pages of the products and services contain gender, interest and location filters that help the right customers to reach the desired product. This particular set of audiences will be the one who actually desires to have the product (Edward & David, 2001).

Quantifiable Results: The use of various web tools like Moz, Ahrefs, Google Webmaster and Analytics can help the online sellers to keep a track of their marketing results which are a complicated task if we look them in real time. So the business activities can be kept in the record and the results are more quantifiable and legit.

Digital Marketing Can Be Made-to-Order: Business owners can modify the publicity effort that relies on their business & the behaviour of the customers using Internet marketing that gives a high reward on investments and more conversion.

2.3.2.2 Cons of Internet Marketing

There is no One-To-One Meeting of Seller & Customer: The only advantage that the traditional marketing techniques can have on the Internet marketing is that traditional marketing includes face to face interaction with the customers that can be more helpful in building the trust level

with the customer. On the other hand, business sellers may lose a number of their customers due to lack of smart marketing strategies that are possible only in face to face interaction.

Intricacy in Marketing: Although the advantages of internet marketing cannot excel with those of traditional marketing it can be complex to handle at times by both the parties (the buyer and the seller). People can face issues in accessing the internet for this purpose and they are not aware of how to reach the desired product through official authentic websites. People sometimes end up buying the scam products (Saulnier, 2017). On the other hand, the seller can face issues in adopting the smart internet strategies and marketing tactics. In this way, he might be unable to promote his business resulting in complexities.

Promotion Strategies Can Be Copied: Another major drawback that is accompanied with the internet marketing is that it does not keep your content, marketing strategies and tactics private. Any visitor can copy your business techniques and take advantage of it. In this way, your content is no more unique.

Patience testing: Sellers who depend on organic traffic just like SEO & SMO can see a delay in achieving their business success goals, so for that, they need to be patient about it.

The Initial Investments Are Huge: The business is of various types, they can be small or large depending on what sellers are trying to sell. Internet marketing becomes a bit expensive for small business owners as it includes heavy initial investments in making of the websites and paid marketing (Social media marketing, Bing Ads and Google Ad Words) (Saulnier, 2017).

Negative Customer Reviews May Ruin The Impression Of The Product: The customer feedback is of great importance here in internet marketing and can lead to severe misconception for the customers. Any customer is allowed to review a product thereby leaving a comment on the

platforms like Amazon, Facebook Reviews, and Google reviews and so on. The critical customer feedback may be threatening for your business and lead to misconception for the new customers.

2.4 Digital Marketing in Different Industries

2.4.1 Digitization of Education

The wave of information technology has revolutionized every industry and social sector in the world including academics. In the near future is predicted, that the information technology has the potential to transform the academic learning process into a more immersive and constructive for the people in the era. The learning and the educating procedure has been significantly changed by the digitization in the education sector. This has benefitted the students and teachers by making the process of education more stress free. The digital teaching process are being adopted by schools who have a generation of learners who are well familiar with iPads and Play Stations, which will facilitate the environment to become more broad and participatory. The information and communication department has enhanced the understanding of the students rendering them more receptive towards whatever that comes up to them in the classrooms. The students nowadays are connected to the world outside. In such a situation the traditional techniques would not work out. Proper education can only be obtained through Digitalization of the education system which will enable the students to learn at their own level weather inside the classroom or outside. The update of the learning process occurs with the help of teachers who will foster, mentor and direct the students. Although many teachers are willing to adopt this new wave of information technology however more effort is still required to be exercised with respect to teachers training. The traditional teaching methods need to be collaborated with new learning techniques. Digitalization will allow the students to learn the kind of stuff which can't be taught with paper pages. The teachers and learning professionals know how difficult it is to engage a

student's mind in such a way and they have also witnessed how technology has changed that situation (Russow, 2003) .

There are something like applying communicating content through fruit illustrations and text addresses which the traditional models of teaching cannot cover. The technology giants like Microsoft, Apple, HP, Amazon and several others are engaging in different programs to extend the digitization of education by providing their tablets, iPads notebooks etc to the market. The growth of notebooks is connected to education and there is a growth in the notebook demand for many students and educational institutions. Moreover the digital mode of education and platforms are some of the rising new trends. An Indian company which facilities online learning or smart classes called Educomp solutions is working in this sector. The smart class consists of various multimedia, marked curriculum and 3D content. This smart class also enables teachers to know how much of the lecture has been grasped by the student during the class (Perry, 2005).

The higher education of students has also been affected by the Digitalization process. It has made many things possible. One can even have an archive for every classroom. As in the worlds of Eric Schmidt (Google CEO) the Internet isn't making the inevitable change faster but it has itself become the engine of change. The distance between a student and his dreams has been decreased by a significant amount making them more approachable and closer. One of the types of distant learning is online learning. The need to attend college and university in person is declining. Coursera is an education based technology company which works with collaboration with educational institutes to make their courses a valuable online. The E-learning process and the computer based training consist of most forms of digitally supported learning and teaching which naturally involves significant usage of educational technology (Perry, 2005)

The disadvantages associated with digitalized classrooms are that they have become more like movie halls which create a huge gap between students and teachers. This renders no emotional or close connection between students and teachers. The possible course of action one can take is to unite traditional training instructions with digitized learning which can make the future generations to contribute to the interconnection across various cultures, time and geographies.

2.4.2 How Digital Marketing Is Influencing the Health Care System

The health care industry in comparison to most industries has been the slowest to adopt the digital strategies involved. This industry is known to lag behind most of the time usually by a period of two years especially when it comes to marketing. The health industry is very keenly regulated because lives usually depend on it and many restrictions of the FDA and compliance with the HIPAA regulations can also make adaptation to change look like a very tough job. But the statistics are changing with regards to health. It is said in a research conducted by Pew that about 71% of the people who had access to Internet used the Internet to inquire about health issues in the previous year. Moreover it is said that most of the online community searches about health related information which makes health the third most searched topic on the Internet (Zovian, 2017).

Many digital marketing efforts are now being put in by different medical and health care professionals for making different solutions to the online communities' health problems online. This implies that the health care industry and the market associated with it have many opportunities which it can avail to their benefit. This can be done by using digital marketing to grow market share, enhancing transparency and also improving the patient-doctor relationships. The health care industry has been significantly influenced by the wave of digital marketing in an unexpected way.

Reach: It is crucial to fully understand the dynamics of the current healthcare consumer in order to know the significance of the impact of digital marketing. The present healthcare marketers reach out to the majority healthcare consumers who are trying to seek health care help through online means (Erdem, 2007).

Sometime back the healthcare marketers used to cast a wide net through different means like TV, Radio, and print to enhance and create brand awareness. Lever search engine marketing, social media and cell phone advertising have made it a more inexpensive process to set a target. This has allowed the health care professionals and institutions to have a precise target set in their marketing strategy and to reach out to the designated patients. With regards to search engine use and the associated marketing strategy it is observed that 77% of the patients present online use search engines before booking an appointment. The use of keywords to target health care consumers enhances website ranking and allows the consumer to get to the service he/she requires (Michele, 2012).

Even social media facilitates the healthcare consumers to reach out to the professionals and organizations for the information and the help they require. Approximately one third of the consumers use the social media sites such as Facebook, Twitter and YouTube along with many other online portals to search about health related issues. It is a widely accepted fact that 92% of the consumers of this sector consider the recommendations on social media and advices given by friends and family as a mode of marketing is above all others. This is the reason why professionals and organizations tend to reach out to the clients through the use of social media.

Facebook consists of review systems which enable the online user to read about how people have experiences with different doctors, professionals or other health institutions. This process has led to consumers who are more aware and better patient relationships (Erdem, 2007).

Personalization: This impact is because of the idea that the right information should reach the right patient and the right timing. The amount of information now available for use to the healthcare marketers it is now possible to deliver highly personalized messages through the use of digital marketing portals. In order to make the most significant impact on the consumers, the consumer data is utilized to find out the priorities and preferences of the consumer. In order to create a highly personalized marketing message different information regarding demographics, personal, social and behavioral data is required. This is used to connect the patients to the marketers. The overall engagement and generally attracting and then retaining patients are enhanced by the use of personalized communication by the healthcare experts and firms (Michele, 2012).

Measure performance: Digital marketing allows the benefit of tracking and keeping a record of everything and measuring most things as well. Guess work is no more needed to know the truth. As campaigns can be measured it allows people to be held accountable for their actions. This will allow the people to know what strategy is successful and what isn't. The ROI of a campaign can be easily found out through this process. Informed decision making can also be improved because now the marketers have information availed to them. This enables them to observe the effects of any change in the digital marketing. It is possible to make major decisions regarding budget when one knows the exact numbers and statistics. These types of insights are then available to anyone who can measure campaign performance or results. This also allows the

firms and organizations to learn where to create budget cuts and where to increase them (Revere & Robinson, 2010).

There is a significant amount of potential in healthcare industry to considerably increase their coverage and to engage the customers through the use of digital marketing tactics and methods. Integrating the existing marketing plans and the digital marketing plans the healthcare marketers can create a general understanding of the type of consumers in order to form a more targeted message which can further enhance the reach of the message, going beyond search engines, social media and cell phones (Revere & Robinson, 2010).

A consistent change in the use of technology and the services has been experienced because of ever increasing globalization. The several tools used by digital marketing are being adopted by healthcare sector, which usually makes a significant global and local impact. As more relevant information is readily available online, the users of Internet are expecting accurate and timely information now. A huge amount of traffic can be attracted if the digital marketing strategy is better targeted, organized and effective.

2.4.3. E-Marketing Strategies for Engineers

The most inexpensive and cost efficient method for people seeking engineering assistance is through the use of online marketing. Google search engines are usually used when a potential client comes up with some business with an engineering firm or expert. The objective of the firm is to be readily available to them online so that it should be the first to come when they search for it. Strategies like search engine optimization (SEO) which involves internet marketing are actually the most reliable ways. This will allow the business firm to get in contact with the right engineering firm on time. The traditional marketing methods are far more expensive than the

Internet marketing and can also help generate more ROI. This will automatically increase the appealing powers of a firm thereby attracting customers and clients (Webpage, 2016).

In the increasing Internet driven world the traditional advertising has lost much of its scope. For engineering firms most of the advertising work is heavily dependent on online platforms and methods. This is because people tend to start their research about anything through the use of search engines. They type certain key words and they get the required results. Internet as a means of finding information is vital because it is the most used mode of finding any information amongst the people. In this case if an engineering firm is not present in the online community or it is underrepresented then it may struggle with its image making as well as lack the element of quick contact with clients. The firm may lose their customer to different competitors as well (Webpage, 2016). Below are some recommendations for an engineering firm for creating good online marketing practices:

Utilize search engine optimization: One of the tried and tested ways of enhancing engineering firm's online representation is through search engine optimization or SEO. This should be given a top preference over other online marketing strategies. The SEO basically is an exercise which gathers all the best practices which can be used to improve the visibility of the firm on Google search engines when relevant key words are entered. This also includes making alterations to different elements on your website in a way that it will enhance the chance that it can rank well for the key words one is targeting. These changes include writing different keywords on the title pages, then updating them unto the website. Making the pages load faster on the Internet and also improving the sites appearance (Cullop, 2016)

Pay-per click advertising (PPC): This option allows the firm to boost traffic and revenue. The key words and phrases will be decided by the firm which will trigger the advertisements on the search engine. The prime advantages of PPC include that one does not have to patiently wait for the results of their advertising actions. The moment an ad is clicked the relevant details are sent and the target audience gets attached to the website.

Create quality content: Quality content is demanded by search engines as well as online visitors. This includes everything from different e-books and guidelines to other multimedia sources. The most qualified customers and clients can be reached through online means if the quality content is able to attract clients. The clients and the people in general will try to pursue your firms more as an option because good quality content of the firm was present online. The content can gain popularity as the potential client may communicate the information to their friends and family (Webpage, 2016).

Start an email newsletter: This mode of communication with potential clients is also very helpful in growing the relationship between a firm and client. The engineering email marketing is different from the email marketing methods of the past and the e-commerce email system because the engineering email marketing only considers adding value.

There are many functions which an email newsletter can perform. It can explain the different engineering concepts to a client who doesn't have knowledge on most engineering terms. You can even give the clients links to several articles and blogs which they may find informative. In those newsletters one can describe any service or discount a client can avail on utilizing any service of the firm. The newsletter can be used an important source of information for the client

but they should not look like advertisements of the firm. The idea is to engage the reader and not to bore them with sales-speak or hard sells (Webpage, 2016).

The newsletters are mostly cost effective as they can be created for free as well. One should be careful when sending newsletters as only those people need to be given the newsletters through email who have subscribed for it. Otherwise the readers might report the firm on spamming.

2.4.4 E-Marketing Strategies in Airline Industries

The airline industry utilizes internet to meet its goals. Mostly airlines have an inclusive websites with great convenience and structure that presents their services without the utilization of repetitive designs and promotion which more often diverts the visitors of website. The airline industry went online as a result of the need to diminish cost. The industry went for influencing flying moderate and recommended travelers to deal direct and cut out travel operators. A review of airlines leans the following approaches:

- Cost decreases by web based booking.
- No tickets amid travel, only an email with the booking reference is sufficient to load onto the plane. This diminishes the expenses related with issuing, appropriating, handling and reconciling tickets.
- Paperless operations, making the internet helpful in different aspects of the business, for example, administration and management.

The website of airlines have all the required data promptly accessible in all main languages of the continent and is separated under various tabs of accommodation, travel insurance, auto rentals, flight appointments and airdrome related transport to empower clients to go specifically to the service they require. Direct utilization of content annihilates wastage of time yet conveys

precise message to the visitor of website to guide them by different connections in light of sensible visitor use. It likewise has enough data on each page to sustain the need of visitors without dynamic marketing standards to divert genuine purchasers. The websites of airlines gives consideration on ease of use and unwavering quality of data as opposed to visibility and beautiful show alone; the airlines keeps up a site that can be viewed as a perfect re-intermediation where service provider is in coordinate contact with the buyers by means of an electronic medium (Internet). This diminishes cost to both shopper and service provider and makes business value (Tsai, Chou, & Leu, 2011).

Consumers experience enabled to mastermind their own particular agendas for airline, hotel room, transportation and other tour facilities straightforwardly through the Internet. It is anticipated that the website will acquire the larger part of reservations specifically from clients and middle people at a bit of the expense related with the present approximately eight hundred numbers and Global Distribution Systems.

Aircrafts have a more grounded directly link to customers as they contend straightforwardly against travel brokers. Moreover, they could have powerful control over the clients payable partially to the e-ticketing. In this regard, online innovation has supplanted the travel organization by including value through fare customers, promotions, and customized suggestions. In spite of the fact that travel offices have kept up market share of the overall industry, they should strategize to end up either a specialty contender or an extensive player in the changing business circumstance (Sigala, Christou, & Gretzel, 2012).

Another model of e-marketing, for example, Auction style-pricing models are getting to be customer inclination, where the buyer can determine the cost of the items and administrations to

be devoured. In the meantime, suppliers still have authority over the last conditions of the contract and can use systems, for example, Priceline to assist clear the market of supply stock. Travel sales, for example, Priceline have turned into the well known in providing the finest value for the packages of hotel. As clients are concentrating on cost as a fundamental factor in looking for travel packages, online auctions, for example, Priceline are a significant threat to the hotel branding framework and the business by and large (Tsai, Chou, & Leu, 2011).

The online travel space has assured an assortment of new improvements in the course of the most recent decade and these are extremely fascinating circumstances in the online travel sites. There is dependably been a nearby association amongst travel and internet searcher and there are various open opportunities which this gives for joint effort, for example, Yahoo and Expedia. Another case for that is Expedia propelled another service which utilizing Google's Street View innovation to offer clients to see the hotel outside and take an effective stroll around the hotel range before booking with Expedia. Small travel offices must be expected to build up a creative, engaging, alluring, and quick website to be survival (Chaffey D. , 2009).

Through the planning of marketing strategies, exceptional accentuation must be given to decisions that concern organization's differentiation as well as positioning for increasing competitive advantage. Once the target market is chosen, productive and beneficial maritime companies set up a differentiation approach, which separates them from rivals in charterers' eyes. Accomplishment through differentiation demand aptitudes that totally differing from those required for cost leadership (Boone, 2011).

2.4.5 Impact of E-commerce on the Hospitality Industry

Two industries that are tourism and hospitality are connected. Both of these industries are considered to be changing exponentially and moving really fast. This supports the fact that there are multiple entrepreneurial organizations working in these industries.

Hospitality as an industry is one of the fastest growing industries in the world. The Internet is used as a means for selling hotel reservations, helps to create a good pictorial background of the tourist destination in the minds of the audiences, offer food and comfort with cultural attractions thorough displaying the social functions and religious specificities. All of these are displayed without much expense. Tourists can acquire most of the data they need through the search engines of the Internet, allowing them to have the latest data and the price rates. This kind of upgraded information allows the potential tourist to know all the routes and the services available to them over there. They can book the tourist destination in advance and have a thorough knowledge about all the minute but important details. The people present on different points of the routes will be in charge of all the food requirements, access to religious places as well as historical sites, travelling to different places of attraction etc. The hotels will be then responsible for any on spot requirement, information regarding reservation or ticketing and any trade opportunity (Morrison, Baum, & Andrew, 2001).

The process is simple, the travelers pay in advance and in return for the cash they revive the services they gave the money for. People travel for multiple reasons like business and vacations. Upon their arrival they are required to pay the designated amount for the goods and services they need. This is carried out in a market in which foreign currencies are operated through world banks who are experts in buying and selling of international currencies on behalf of the customers. The use of Internet as a means for advertising has many benefits like it offers buying

selling of information, declined expenses and improved business along with accurate details regarding location and quality information. The hospitality industry makes it possible to develop economies of scale, enhance trade competitiveness along with expanding the scope and arena of the industry. It also helps people in having a direct access to their marketing destination. The whole of the marketing process starts with the customer at hand. More specifically the process begins with a particular set of customers which can be called the target customers (Hsu & Powers, 2002)

Through the use of web services enables one to perform many functions at a time which includes the monitoring, evaluating and creation of more efficient transactions. It also empowers the participation in the community and makes the whole information exchange process a very flexible and organized process.

The tourists are then motivated to discover the place for themselves because they build their visions. This popularizes hotels and different commercial areas as well as residential areas like service apartments. All the best features of the place like castles which have been turned into hotels, villas which owned privately and different properties which are let out for different seasons are shown to the tourists so that they can familiarize themselves with other options like some other farms which can accommodate them. According to Lewis, in the real world one has to critically analyze all the relevant options in a explicating and articulating way. This promulgates many advantages. It helps the locals to understand tourism industry from little distance and also facilitates in minimizing the amount of financial information loss. The tourists are the point which connects the hospitality industry and the local communities' tourism industry. Local level financing develops and there is a boost in the national foreign exchange as well. Local and small level enterprises are developed which directly market the local products on

a foreign level. This way the local communities get a direct way to sell their products on an international market. This even allows the local markets culture and all the social structures to be well respected and appreciate darling with their extraordinary skills. The government's role in the hospitality and tourism industry is only to maintain those natural scenic beauties as well as facilitate the tourists for by placing effective hospitality centers. Both the hospitality industry and the tourism industry are linked to those natural tourist spots (Shoemaker & Lewis, 1999).

2.4.5.1 Hospitality Consumers and E-Marketing

Various studies examine how technology impacts the decision-making of hospitality consumer. Looking for data is one of the primary stages in the basic decision making process. Gursoy and Umbreit (2004) utilize 3,264 reactions from a European Commission overview to explore social contrasts in how travelers from fifteen European nations look for information, online and offline. They discovered five different market portions and propose particular marketing communication campaigns for each section. For instance, voyagers from Belgium and Italy utilize external data sources more regularly than different fragments, while travelers from Denmark and Finland utilize the Internet generally oftentimes. Advertisers require consequently adjusting their promoting endeavors to a culture's information search behavior (Gursoy & Umbreit, 2004).

Jeong & Oh (2003) investigate the purpose of online data and behavioral goal, featuring the significance of information satisfaction. They assert this is a prevailing determinant of behavioral goals; lodging administrators must guarantee that websites satisfy visitors' information needs with respect to expect online transactions. Particular website components to note incorporate precise and dependable data, and simple route. Susskind et al. (2003) explores how apprehensiveness towards Internet utilize identifies with data chasing, purchase intention and purchase behavior.

Card et al (2003) likewise examine the purchase decision. Studying individuals from the Travel and Tourism Research Association, they found that 6 out of 7 shopped on the web, with airline tickets the most well-known buy, trailed by accommodation, travel data, rental autos, occasion tickets, transport or rail tickets and package tours. They explored contrasts amongst customers and non-customers in light of individual attributes, with the previous having a tendency to be sentiment pioneers, more imaginative, engaged with information seeking and used to TV shopping. Their results, on the other hand, demonstrated no contrasts amongst customers and non-customers in view of perceptions of online store attributes. Fam et al (2004) additionally think about online store qualities, specifically the role of buyer trust. Their research of New Zealand online accommodation suppliers and customers proposes an abyss between genuine practice and buyer needs. The last demand essentially more trust highlights ensures, discounts, organization data, protection articulation and email affirmations, than sites currently provide.

2.4.5.2 Customer Relationship Management and E-Marketing

"Piccoli (2003) analyze the risks and advantages of customer relationship management (CRM). This theory of personal client recognition can bring down advertising expense and enhance sales through closer relationships and expanded satisfaction. For this to happen, the whole lodging network must coordinate in the collection, administration and dispersal of client data, a costly and convoluted process. They feature a potential data proprietorship predicament caused by the structure of the US lodging industry in which proprietors, administration organizations, and brands participate in the operation of properties. It is intrinsically difficult for these three elements to share client information (Piccoli & O'Connor, 2003). Moreover, participating, they frequently compete with each other, which could limit successful CRM implementation. Piccoli et al contend that if these challenges could be defeated, CRM would work best at the brand level,

a claim bolstered by two case studies of brands with solid CRM programs – Wyndam International (Picolli et al., 2003) and Harrah's Hotels and Casinos (Magnini & Honeycutt, 2003). The last likewise represents how successful CRM depends upon information mining. This method applies computerized reasoning and advanced factual strategies to client information to perform five assignments: classification, clustering, deviation recognition, forecasting, and can be a profitable tool for lodgings trying to better comprehend and anticipate guest behavior (Magnini & Honeycutt, 2003).

2.4.6 Digital Marketing for the Maritime Industry

Jenssen & Randoy (2006) found that most organizations are scared of e marketing, this dread originates from two reasons, and the first is a generation, most maritime businesses, the greatest one are in the range for a long time and for the individuals who figured out how endure without e marketing, is difficult to imagine that tool can bring so many opportunities. The second reason is several organizations have an inactive approach toward digital media and they do the slightest exertion just to be in the pattern of digitalization and not really put themselves more in the procedure, organizations are either not conscious of what occurs in the digital world or they simply would prefer not to impact or divert their present procedure, this is in accordance with the finding from (Jenssen & Randoy, 2006). It expressed that organizations realize that they can upgrade their execution with the e-marketing however don't have any desire to.

Moreover, organizations fear the competition with regards to e-marketing, they lean toward a passive approach toward innovation and furthermore make less benefit, in light of the fact that they don't require the competition to bench mark their strategy and do a similar thing. There is a contention between being innovative technologically and draws in more client and in the same being competitive as well as profitable, and don't enables another organizations to hold their

system to impart and make benefit , the most ideal technique is to state at the very least level and keep his goals too at the minimum.

However in regards to this issue, Jenssen & Randoy (2006) expressed that "as the history as showed us, the individuals who have set out on digitalization in different nations, they have possessed the capacity to predominantly maintain customers. Consequently, e-marketing must be considered as intend to gain visibility and fascination; it enables organizations to be more productive to draw more individuals in entire vision and hold them with reasoning and service. Hence, e-marketing can be useful to maritime industry with a specific goal to attain customers, after that progression organizations should gain by utilizing promotion of his services and advertising , in regard to those opportunities to be appropriately managed particularly in the marine zone , e-marketing must be utilized into the entire departments of shipping business to make an entire eco system, enabling clients to be taken after on each progression they engaged while achieving an organization for his administrations.

E-marketing can surely be helpful for the shipping businesses particularly for the primary reason that it can be dealt online don't completely required a superior infrastructure at least in the commencement to perform, particularly for stage, for example, web based business which is well spread around the world adding to that components identified with online application, for example, online installment.

2.4.6.1 The Digital Marketing can Enhance Profit for the Shipping Company

Organizations have several hesitance to apply e-marketing in their marketing approach, these elements are from two causes: a generational issue, long time organizations are reluctant to disclose data's of their organization due to the competition or essentially on account of the

simple access of the data these days, sensible data can be spilled or contenders can take benefits of an imperfection found online, at last they don't believe it's commendable. The second cause is because of a passive approach to not get completely preferred standpoint of the e-marketing and in a similar time, they don't have the requirements in order to ace the expertise, certainly e-marketing despite the fact that it appears to have basic elements; it requires learning and acing to perform well (Denning, 2011).

Clients are the spines of shipping business, since it enabled them to be more imaginative and restore themselves frequently this is in accordance with the finding expressing "To comprehend an organization and its items, buyers need to recognize what sort of organization they need to do with, and in addition what values are related with it and how its workers come to address the clients' issues" (Denning, 2011)". Customer orientation for the maritime industry is a critical issue since it characterizes their technique and in term of e-marketing that can be likewise observed as constrain because of the fact that a few organizations are so anxious to satisfy their client that it can impact their strategy at last.

Organizations which perform e-marketing face have a tendency to attract a greater number of clients as compared to others organizations which don't. Internet innovations are certainly a successful tool to draw in with clients and in a similar time to diminish cost, it demonstrates that organizations with a practical and consistently refreshed website attracts more clients and furthermore give more client benefit, this is in accordance with the finding expressed by (Baluch & Edwards, 2010) stated that "organizations that are succeeding must have their hand on their website since this is the substance of the organization and after that expand on it".

2.5 Shipping Marketing Strategies: Differentiation And Positioning Strategies

The differentiator gains through offering a transportation services that is interesting or better than contenders. Maritime businesses plan to accomplish predominant execution of a sea transport service, increasing the value of their offering. One approach in which companies look to gain advantage over their rivals is by giving more prominent quality services with respect to cargo than their contenders. Added value can likewise be accomplished by offering totally new services which are not yet accessible from contenders, by changing existing services or by making them more effectively accessible to shoppers in regard to obtain a competitive advantage.

The maritime firms can differentiate its offer from that of its rivals through the following differentiation strategies (Plomaritou, 2006)

Qualitative Differentiation: According to shipping companies and charterers, the quality of services offered includes mostly the recurrence, consistency, adaptability and immediacy of services, and in addition the protected carriage of products via sea. Shipping companies can accomplish a subjective differentiation with the offer of exceptional services to its customer – charterer or shipper - in contrast with the package of advantages that its rivals offer. On the other hand, this is more imperative in the liner marketing than in the mass market. Consequently, for instance, APL accomplishes a qualitative differentiation by applying a progressed electronic data interchange framework among the firm and the shippers. The framework furnishes the shippers with rapid and sound data, while saving effort (Panayides & Gray, 2006).

Geographical Differentiation: The companies may accomplish geographical differentiation with its capacity to handle routes, which serve the requirements of seaborne trade around the

world. This is an approach adopted by the main organizations of the liner market. A case of geographical differentiation is the case of A.P. Moller – Maersk Group, which runs and controls the most current fleet of containerships, dealing with the biggest route network and serving the requirements of trade around the world.

Personnel and Crew Differentiation: For this situation the venture sets themselves separated by utilizing the well prepared personnel and crew at organization's workplaces and vessels. For instance, Clipper Group accomplishes this by giving team with ceaseless improvement at its training and reenactment centers (Plomaritou, 2006).

Image Differentiation: This is accomplished by keeping up the most excellent image of the enterprise to the insurers, agents, charterers or even speculators. Tanker Pacific Management, for instance, has constructed a decent picture in the tanker market and has the notoriety of a steadfast and liable organization. The more viable firm in differentiating its transportation services from contenders, the more noteworthy is its power. The quality, personnel, crew, image and geographical differentiation mean to decrease the rivalry on cargo rates (value differentiation does not be valid to a great extent in shipping businesses) (Plomaritou, 2006).

A maritime industry can practically intend to be pioneer in one of the previously mentioned ranges, however not in all in the meantime. It thusly creates those qualities, which will give it a differential execution advantage in one of these advantage areas. A feature for the differentiation strategy of a shipping firm is that a sea transport service can't be effectively duplicated because of the high capital cost of vessels. Thus, a shipping organization looking to differentiate by development must not discover its innovatory service replicated rapidly by contenders (Goulielmos, 2014).

Besides, positioning strategy alludes to the final selection and choice of target market section, which depicts the customers (charterers/shippers) the business will look to serve, and in addition the decision of differential benefit, which characterizes how the organization will contend with rivals in the section. Hence, the target market assigns what the organization is in connection to its rivals.

The propriety and viability of the positioning strategy is the real determinant of business development and revenue performance. The positioning procedure of a maritime industry incorporates the accompanying stages (Plomaritou, 2008):

- **Firstly**, the maritime companies must restrict the conceivable contrasts in its sea transport services contrasted with other competitive businesses.
- **Secondly**, the maritime companies must apply selection criteria with a specific goal to recognize the most vital contrasts prompting a comparative advantage over its rivals. Numerous business people lean toward the promotion of just a single competitive advantage – and no more - in the target market.
- **Finally**, the maritime companies must demonstrate that within its target market it contrasts from its rivals (Goulielmos, 2014).

In shipping market mix, time factor plays an important role because it makes it of dynamic nature. Customer is the owner in shipping market as he owns the goods that are to be transported. This company is a profit-maximizing one because it can effectively reduce the overall cost by selling the service at a lower price than the given one thus making it a ‘price taker’. But in this all case the satisfaction of users is of due importance and for ensuring that a deep diagnosis of shipper’s need along with proper organization, control and planning of the service provider is

need to be done. The control, co-ordination and communication of ship from a large distance is complex task because it not easily accessible. The ‘ship’ is actually the company and when more ships are together it makes it a multi-company or multi-factory corporation. It is pertinent to take care of the needs of charterer, to adjust to chartering and the policies and provide the safety precautions for satisfying the requirements. Whenever it is possible, these all services should be provided when they are required by the users at profit taking into consideration the business cycle of the shipping (Plomaritou, 2006).

‘Freight’ which is the price of transport, is not fixed and can be negotiated depending upon the factors of demand and supply of tramp shipping. Shipping companies came out with a strategy to build long-lasting commercial operations of its vessels with the consultation of its customers. The first-owner builds the ship with keeping in mind the purpose of trade and the customer in his vision but the second-owner don’t have the same liberty, given the fact that rather than serving the designed trade or customer, he did otherwise. It can be deduced from the above discussion that all the shipping enterprises have limited capabilities in monetary terms, resources and the management of their ships thus resulting in dearth of adaptability that is required by the customers. It excludes all those ships that are built under Affreightment contracts (Strauss & Raymond, 2016).

This point out towards the inability of shipping industry to use all the opportunities and challenges in the shipping market effectively, thus marketing can be of help in this situation. Tramp shipping services is vastly homogenous unlike liners. One cannot deny the fact that for a sustained and workable provision of transport services, there should be a match between the abilities of shipping enterprise with the expectation of charterers. This all is important to gain the

satisfaction and trust of the users and in return for the overall success of the company (Strauss & Raymond, 2016).

It is essential for the shipping enterprise to align its resources in such a manner that the market process can be easily applied on it thus resulting in its far-reaching and profitable operations. For applying marketing system on the shipping enterprise, a mix of suitable marketing strategy along the undertaking some activities without any pause or break is required as it will prove effective in this case. Therefore, the 'target marketing' is the most suitable and effective marketing strategy for ship industry because it will allows ships to concentrate on those are that are most profitable and fruitful for them in case of revenue generation (Goulielmos, 2014).

Chapter 3: Research Methodology

3.1 Research Design and Settings

The researcher opted for a quantitative research method as it was in line with the purpose of this research. Quantitative research methods, as suggested by Creswell (2003), helps researcher(s) in drawing conclusions based on facts and figures; mostly it uses numerical data to prove (or disprove) the developed hypotheses. Thus, quantitative research method was selected by the researcher.

3.2 Inclusion & Exclusion Criteria (Population)

The population of the research included the respondents who were living in Norway and were employed in the Maritime Industry. There were geographical limitations for the country however there were no other city-wise restriction of geography within the country. Moreover, there was also no limitation on age or gender therefore this research did not have any question relating to gender or age of the respondents.

3.3 Sample and Sampling Method

The researcher opted for convenience based sampling as the data had to be collected online from the different employees of the Maritime Industry, Norway. Moreover, the time was limited to conduct this research therefore effective and efficient methods had to be chosen and therefore convenience based sampling was selected. Sample size was determined based on the works of Rea and Parker (1992) who suggested that when a researcher is opting to collect data from a population that is large, and is willing to settle for 95% confidence interval and 9% margin of error then the researcher should collect data from 119 respondents. To ease the calculations and analysis, the researcher gathered data from 120 respondents to fulfill the purpose of this research.

3.4 Measurement / Instrument Selection

The researcher had opted for quantitative research method and therefore the data collection tool had to be in line with the research method so that the applicable and relevant data is collected. The researcher selected survey questionnaire as the data collection tool for gathering quantitative primary data from the respondents. The survey questionnaire was developed through inspirations from the works of Thuy-Vo (2014). The survey questionnaire had five different sections; background of the respondents, familiarity with digital marketing, Social Media Marketing, marketing expenditure on digital activities, and, workshops & trainings. Each of these sections, its questions and the reasons for having these questions are elaborated below:

Background of Respondents: This was the first section of the survey questionnaire and it had only 1 question which inquired regarding the current designation of the respondents. It was important to note the designation of the respondents so that the research is able to access the management level that has responded to the research questionnaire.

Familiarity with Digital Marketing: The second section of the research questionnaire had six questions. The first inquired the current used tradition marketing methods by the company of the employee in order to analyze the tradition marketing methods that are still being used. Second question inquired the respondents directly on their level of familiarity with digital marketing and provided responses options like 1) Yes, absolutely familiar, 2) pretty familiar, 3) Not really familiar, and 4) no idea. This question specifically targeted the respondents who had an idea of digital marketing as the questions here on forward could only be comprehended and best answered by those who have an absolute, good or pretty good idea of the digital marketing concept. Moving forward, the third question in this section inquired the respondents on the reasons they think are fit for the applicability of digital marketing and provided options like cost-

saving etc. to choose from. The fourth question in this section inquired the respondents if their employers had a digital marketing strategy in place so that it could be understood that how many companies: 1) have a digital plan, 2) are in the process of having one, and 3) do not have a digital marketing plan. The fifth question presented some important digital marketing tools and inquired the respondents on their opinions for each tool's effectiveness towards the sales. This was important to see the actual level of familiarity and perceptions of the digital marketing tools in the opinions of the respondents. Finally, the last question in this section presented few barriers to familiarity with digital marketing and asked the respondents to suggest which barriers are actually applicable in the Norway Maritime industry. This was an important question to understand the real-life barriers of digital marketing in the maritime industry; understanding these can help form strategies to break free from such barriers.

Social Media Marketing: This section had five specific to social media questions for the respondents. The first one inquired on the different social media platforms that the companies are using. Second question inquired the reasons behind the usage of social media platforms. Third question inquired the historical usage of social media platforms for each company that the employees / respondents represented. Fourth and fifth questions were specific to most widely used social media platform: Facebook. The fourth question inquired if the respondents believe that their company has, in the recent past, used paid advertising on Facebook. The fifth and last question of the section inquired the perceptions of respondents regarding the applicable benefits and effectiveness of using Facebook advertising campaigns. All five questions in this section were targeted to understand the perception of respondents towards the social media platforms, their usage patterns and believe on effectiveness so that the gap of understanding is identified

and thus strategies can be recommended that can help bridge this gap for the companies in maritime industry of Norway.

Marketing Expenditure on Digital Activities: This section had three important questions. The first one inquired the % of budget that was spent on digital marketing. The responses to this question would help the researcher in understanding the current expenditure levels and the room for increasing the digital marketing budgets if the companies are more aware and educated on the effectiveness of these tools. The second question inquired respondents on their opinion of the upcoming budget; whether it will have similar expenditure on digital marketing, it will have an increased budget this time or they have no idea about it. The responses to this question will help in understanding the commitment of employees and companies towards digital marketing in the maritime industry of Norway. Finally, the last question in this section inquired the digital marketing tools that the respondents think the company should be investing on based on the upcoming budget on digital marketing. This was an imperative question that helped in understanding which of the tool the respondents believe should be invested upon in order to reap effective benefits for the company through digital marketing efforts and tools.

Workshops & Trainings: Finally, the fifth section of the survey questionnaire inquired the respondents on two different things: 1) how often the respondents currently attend workshops & trainings on digital marketing, and 2) which of the workshops and trainings on digital marketing would the respondents prefer. The purpose of these questions was to assess how well the respondents take part in educating themselves on digital marketing, and based on the same how well can they be educated on digital marketing through their preferred ways of education. The researcher had the intention to use the analysis of these questions to recommend strategic actions

towards increasing the education levels on digital marketing amongst the employees of Norway Maritime Industry.

3.5 Software Employed

The research employed MS Excel & SPSS software for the analysis of this research's primary data.

3.6 Ethical Considerations

As this research collected primary data from the respondents therefore it had higher ethical consideration attached which the research effectively took care of. The respondents were well informed that the collected data would be used for academic purposes and that the researcher will ensure that the collected data is not used otherwise. Moreover, the confidentiality and anonymity of the respondents will be maintained by the researcher. The consent of the respondents was taken so that there are no problems while the findings are reported, presented or published for academic purposes.

3.7 Data Collection

There are two main data collection methods; the researcher opted for both of the data collection methods in the following ways:

3.7.1 Primary Data

Primary data is the fresh or new data that a researcher gathers from the respondents by different means and tools. The researcher of this research collected primary data using survey questionnaire with the objective of fulfilling the research's purpose. Primary data was collected from 120 respondents of this research.

3.7.2 Secondary Data

Secondary data is available published data which can be gathered through desk research. The researcher gathered secondary data to report the literature on the topic under consideration, its applicability in different industries and its effectiveness. Eventually the purpose of collecting secondary data was to compare it with the findings of primary data to form a discussion and draw important findings and conclusions from the same.

3.8 Plan of Analysis

The research's plan of analysis included simply the frequency and descriptive analysis of each question. The questions in the primary data were well formed and based on important justifications therefore the frequency & distribution analysis was found sufficient for the analysis part of this research. The researcher did not conduct any statistical analysis like correlation or regression as they were not in line with the purpose of this research.

Chapter 4: Data Analysis & Discussion

This chapter of the research specifically presents the analysis on primary data collection which was done using the survey questionnaire (Appendix). The last part of this chapter however reflects on the hypotheses of this research and a comparative analysis on primary data findings (survey questionnaire) and secondary data findings (reviewed literature).

4.1 Background of the Respondents

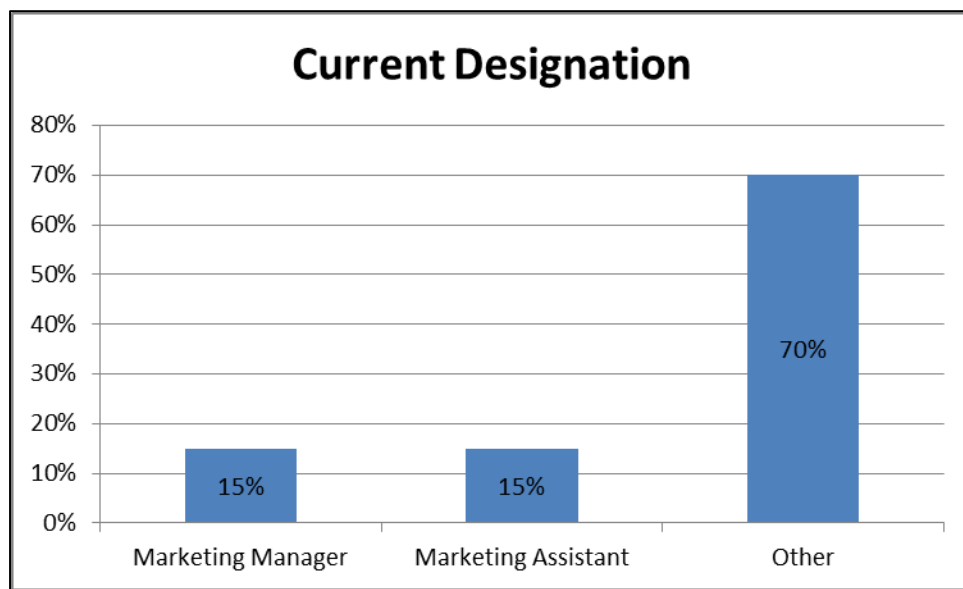


Figure 4.1: Current Designation

The current designation of the respondents was inquired in the first question of the survey questionnaire. The researcher presented different options like CEO, Marketing Manager, Marketing Assistant, Sales Manager, Sales Assistant, etc. The data analysis suggests that majority of the respondents (70%) had a designation other than the ones offered to be marked by the researcher. Additionally, 15% of the respondents were marketing managers in the maritime industry and 15% of them were marketing assistants.

4.2 Familiarity with Digital Marketing

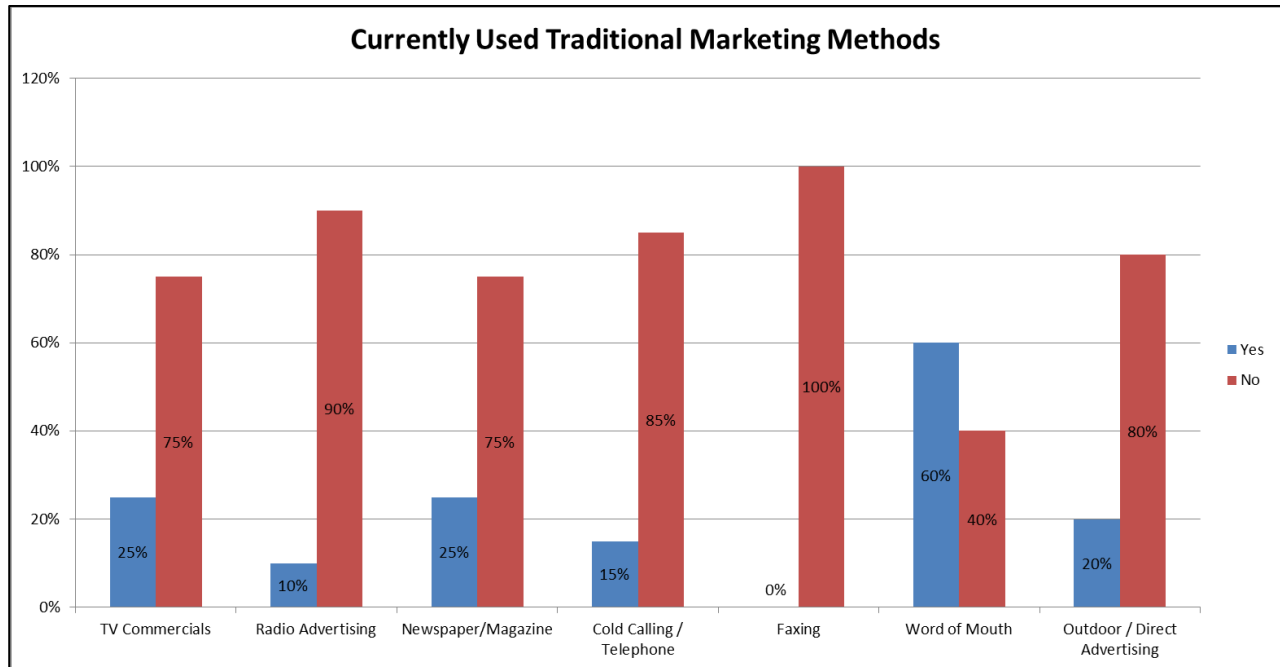


Figure 4.2.1: Currently Used Traditional Marketing Methods

Figure 4.2.1 reports on the currently used traditional marketing methods. Majority of the respondents reported that the company is relying on word of mouth (60%) followed by TV Commercials (25%), Newspaper / Magazine advertising (25%), outdoor / direct advertising (20%), cold calling / telephone marketing (15%) and radio advertising (10%). None of the respondents reported on faxing being used as a method of marketing. These findings suggest that majority of the companies are relying on word-of-mouth only; while it is very important it is not something that will help a company to compete or win over the competition based on the sales or customer base. It is imperative that other mediums and methods be used to increase the competitive advantage in order to compete with the existing players in the Norway maritime industry.

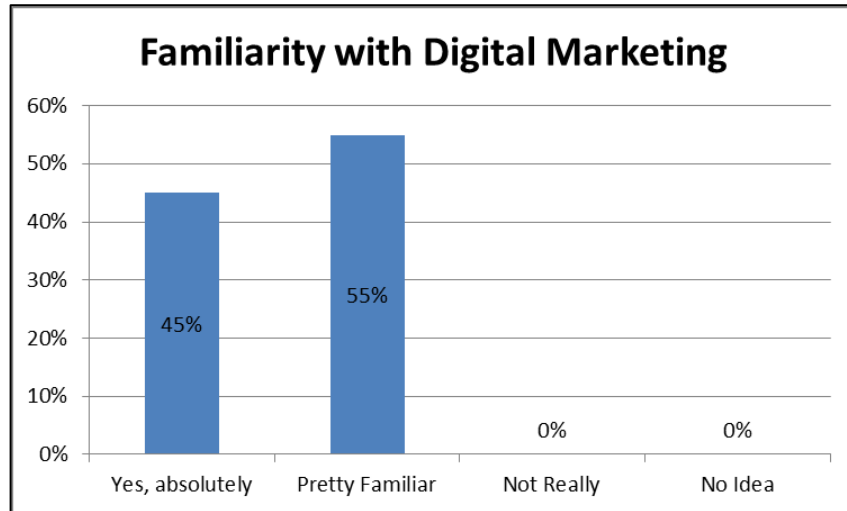


Figure 4.2.2: Familiarity with Digital Marketing

Figure 4.2.2 reports on the familiarity of the respondents on digital marketing. It is evident that either the respondents were absolutely sure what digital marketing is (45%) or they were pretty familiar (55%) with the concept of digital marketing. Any and all respondents who were not well aware or had no idea what DM was, were excluded from the research.

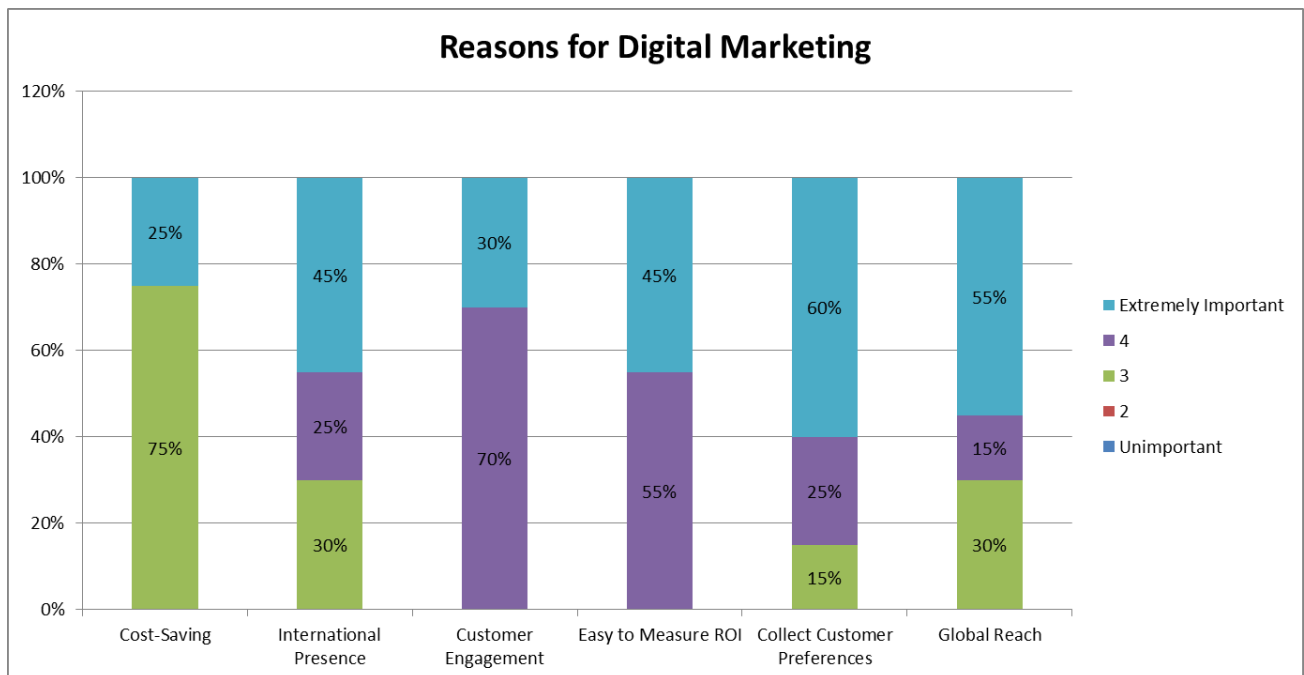


Figure 4.2.3: Reasons for Digital Marketing Usage

Figure 4.2.3 reported on the different reasons that the respondents believed are important for the usage of digital marketing by a company. Majority of the respondents marked collecting customer preferences (60%) and global reach (55%) on the highest and most important side. Other important reasons with extremely important capacity were international presence (45%), easy to measure ROI (45%), customer engagement (30%) and cost-saving (25%). While it is evident that the respondents are well aware of the different reasons of using digital marketing it is dissatisfying why the companies in Norway maritime industry are using these methods on a very smaller or unfocused side with low budgets and investments on digital marketing.



Figure 4.2.4: Does the company have a DM Strategy in Place

Figure 4.2.4 reports on the respondents' companies having digital marketing strategies in place. Majority of the respondents (50%) reported that their firm does not have a DM strategy. While 35% reported they do have DM strategy 15% reported that the strategy is in process. In essence, it is 1:1 ratio where half of the companies are not working or focusing towards digital marketing and one half is focusing on those. This suggests that the companies who are investing and

focusing on DM tool and methods have got some good reasons in doing so while the other half of the companies are behind on the levels of competing for winning customers through higher levels of reach and engagement on most effective and active platforms, today (globally).

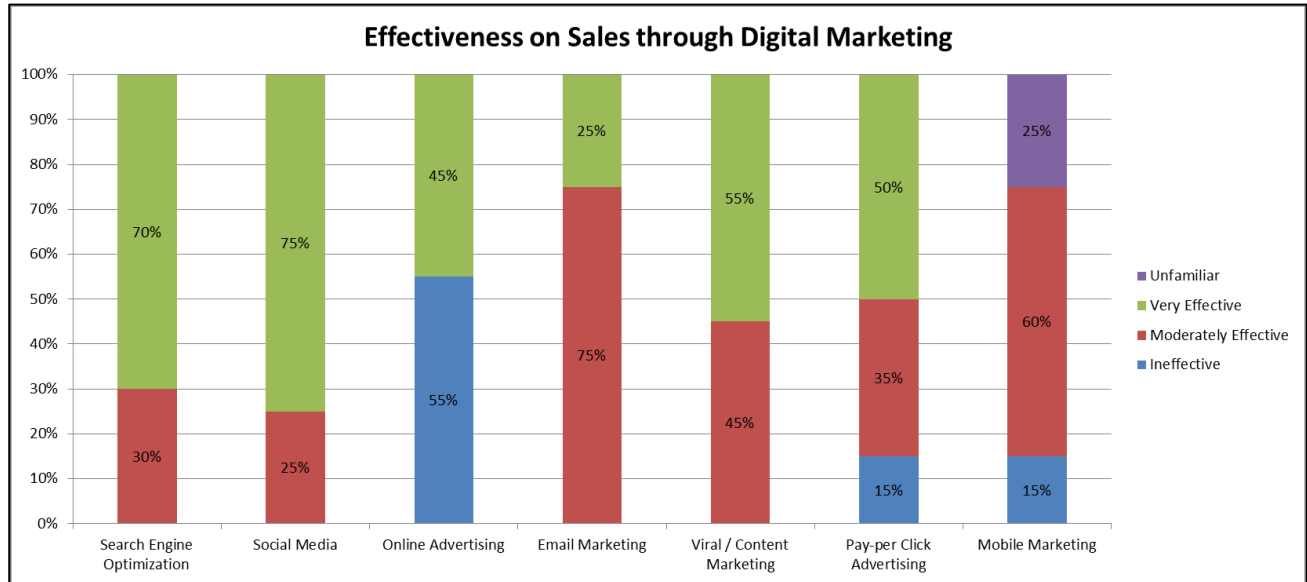


Figure 4.2.5: Effectiveness on Sales through DM

Figure 4.2.5 reports on believes of respondents on the effectiveness of DM tools. Majority of the respondents (75%) believed that social media marketing is very effective followed by SEO (70%), Viral / Content Marketing (55%), Pay-per click advertising (50%), online advertising (45%) and email marketing (25%). Majority of the respondents believed that email marketing is moderately effective (not very effective) (75%) and so is mobile marketing (60%). Evidently, 25% of the respondents were unfamiliar with the concept of mobile marketing which is surprising.

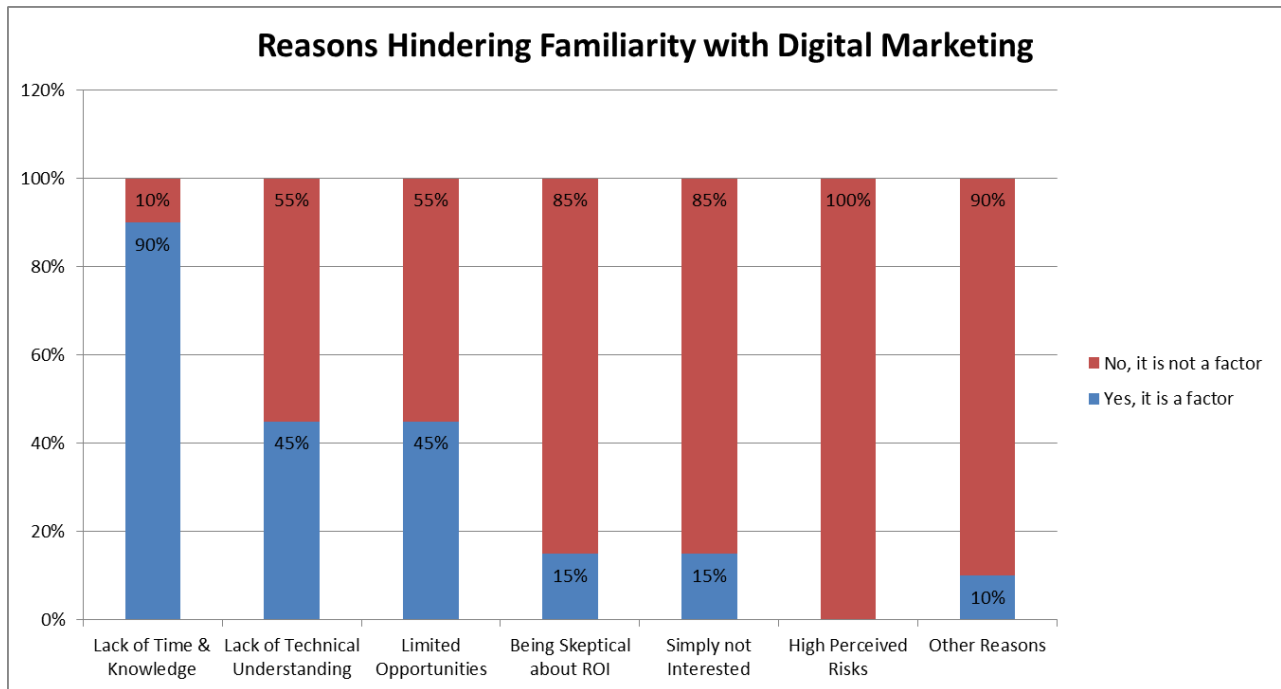


Figure 4.2.6: Reasons Hindering Familiarity with DM

Finally, the section on familiarity with DM inquired the respondents on the barriers that hinder the familiarity of digital marketing. Majority of the respondents (90%) suggested that lack of time and knowledge is the main factor followed by lack of technical understanding (45%), limited opportunities (45%), being skeptical about ROI (15%), and uninterested companies (15%) and other reasons (10%). None of the respondents believed that high perceived risk was a factor that hindered the focus on digital marketing. These findings are important as moving forward the benefactors of this research need to work towards decreasing or eliminating these barriers to increase digital marketing focus and investment which will increase sales effectiveness for the companies in the Norway maritime industry.

4.3 Social Media Marketing

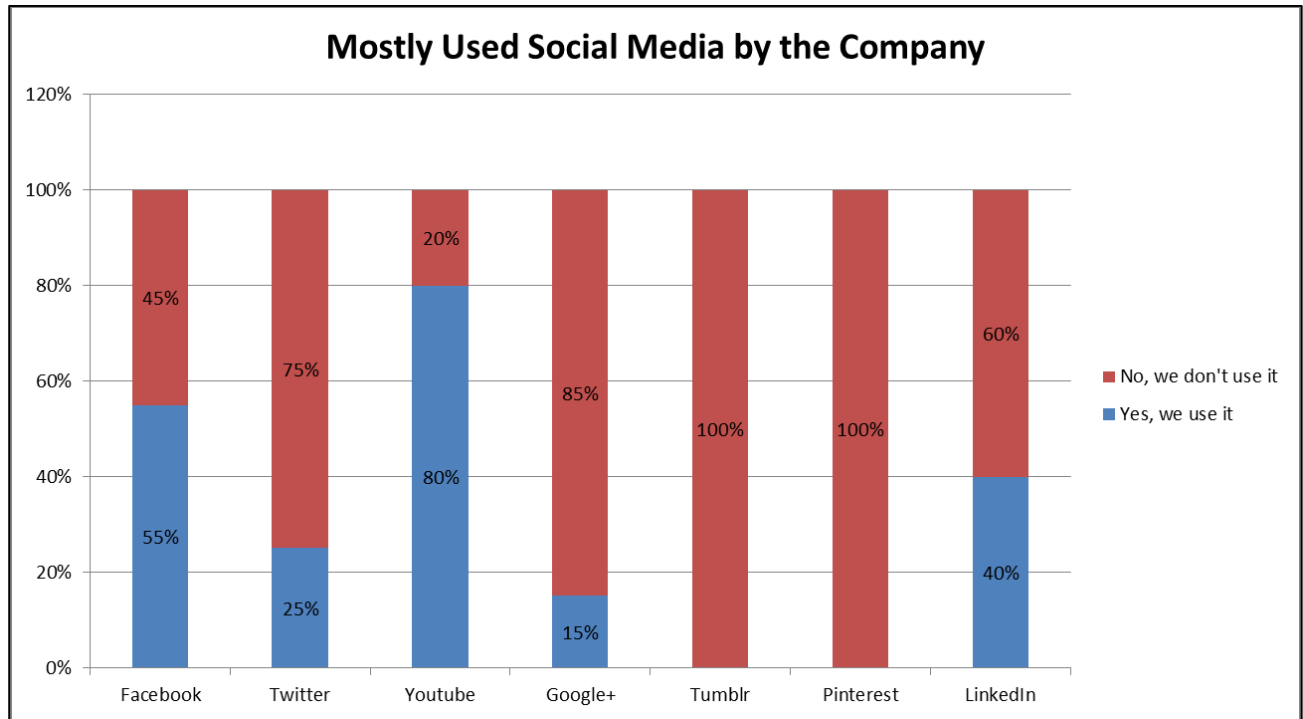


Figure 4.3.1: Mostly Used Social Media by the Company

Figure 4.3.1 reports the usage of social media platforms by the respondents' companies. Majority of the companies are using YouTube (80%) followed by Facebook (55%), LinkedIn (40%), Twitter (25%) and Google+ (15%). No company is reported to be using either Tumblr or Pinterest. While it may be satisfying to see a hike in YouTube usage by companies, it is surprising why only have of the companies are using Facebook which is the most widely and effectively used tool for digital presence, customer engagement and customer feedback.

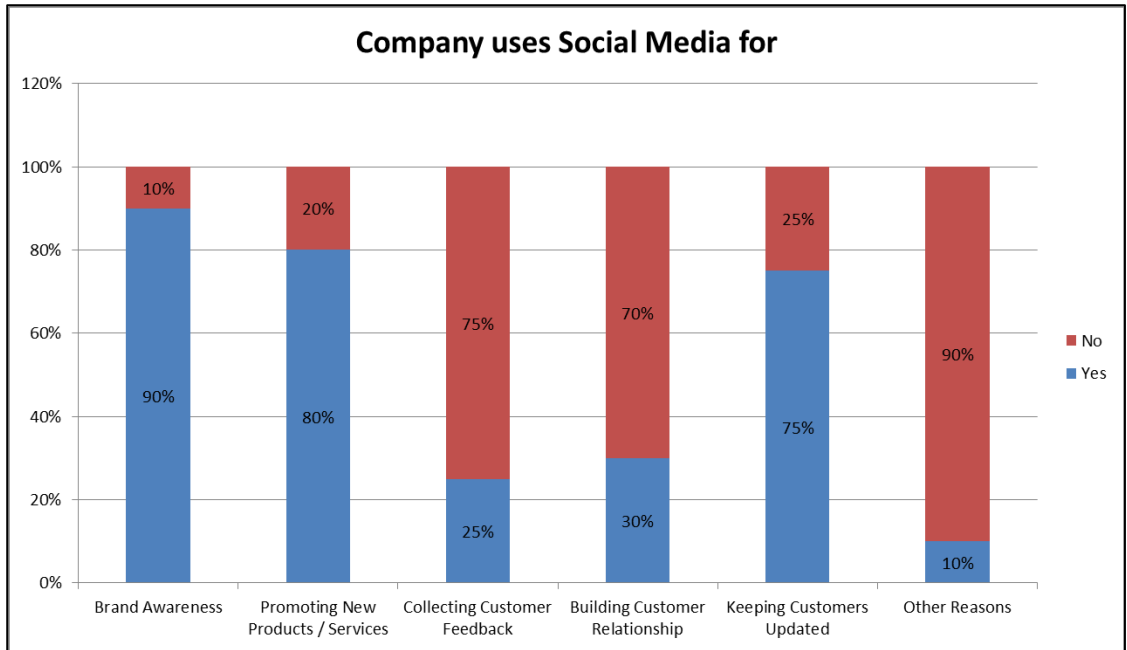


Figure 4.3.2: Company Usage Reasons for Social Media

Figure 4.3.2 reports on the inquiry on usage reasons for social media. It is reported that majority of the respondents suggest that their company uses social media for brand awareness (90%) followed by promoting new products / services (80%), keeping customers updated (75%), building customer relationship (30%), collecting customer feedback (25%) and other reasons (10%). Surprising findings are the lower levels of reasoning towards customer relationship building and customer feedback which are actively used and focused reasons for numerous companies, globally.

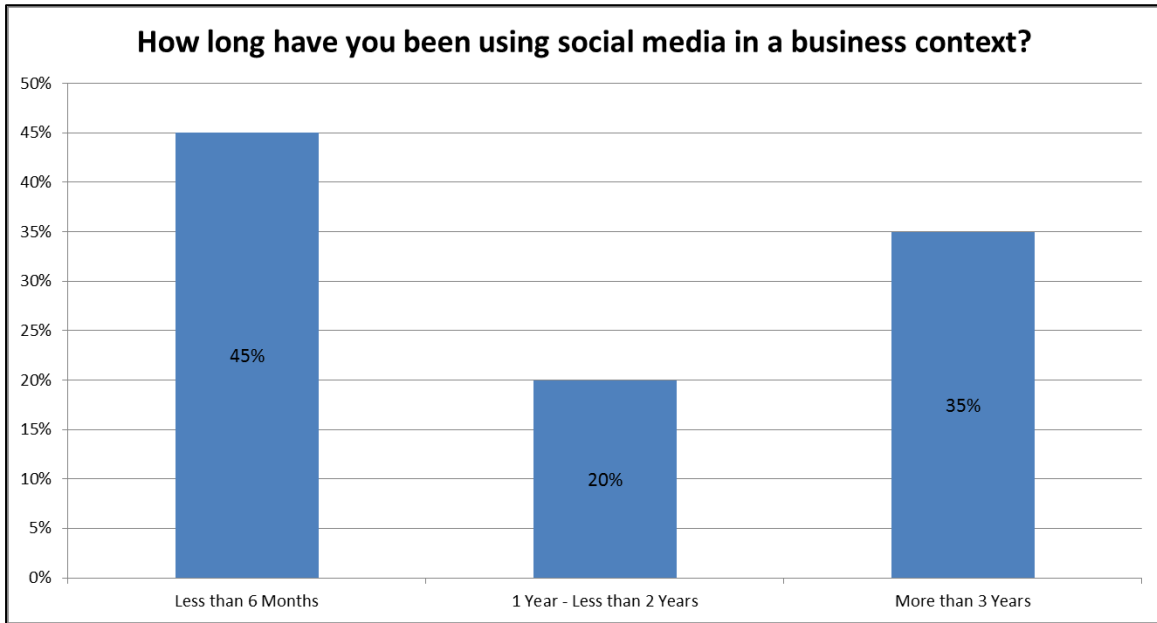


Figure 4.3.3: Social Media usage in Business context

Figure 4.3.3 reports on the history of social media usage by respondents' companies. It is evident that only 35% of the companies have been using it for a longer period (more than 3 years) while the remaining companies have either been using it for less than 6 months (45%) or between 1 to 2 years (20%). These findings suggest that the Norway maritime industry is behind while meeting pace with other industries and companies in opting for digital marketing through social media platforms. While this is alarming, on the flip side the bigger gap will help achieve bigger objectives through higher understanding, knowledge, focus and investment towards DM activities.

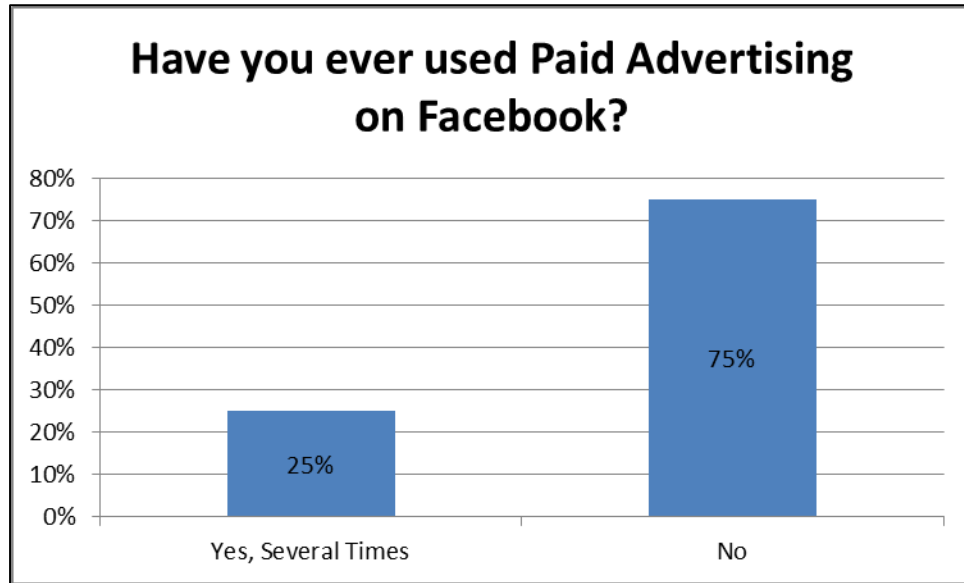


Figure 4.3.4: Usage of Facebook Paid Advertising

Figure 4.3.4 reports that only 25% of the respondents' companies have used Paid Facebook advertising suggesting that no proper investment has been made in the biggest and most effective social media platform that has high global reach and presence with most of the individuals, today.

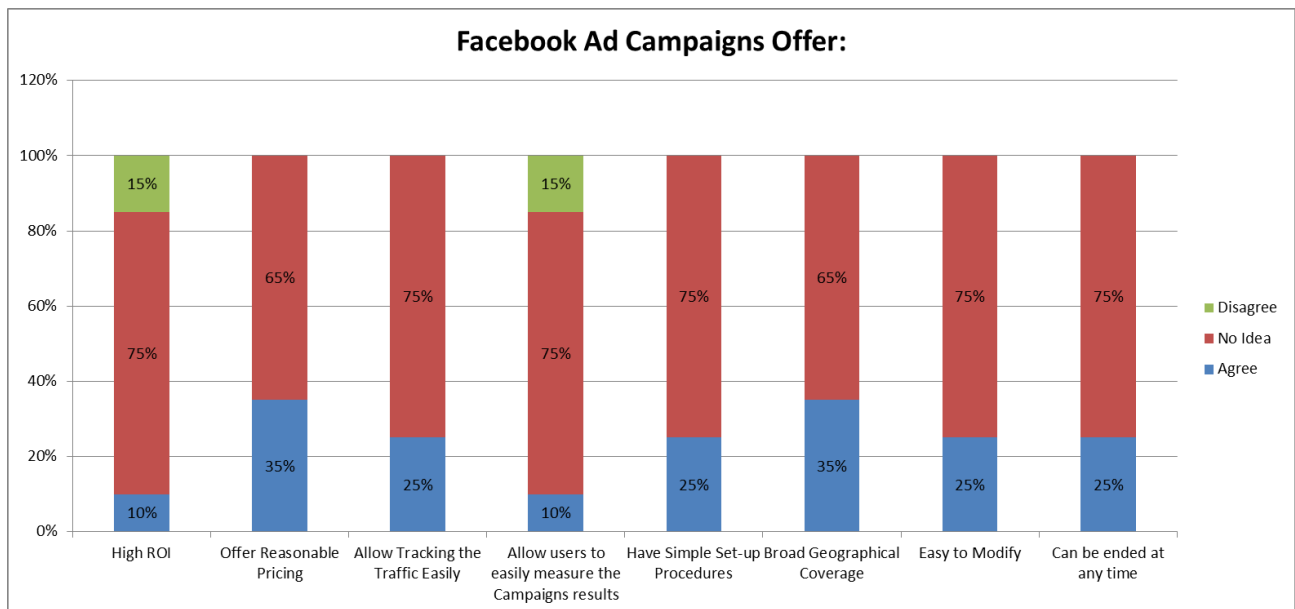


Figure 4.3.5: Facebook Ad Campaign Offerings

Finally, the section on social media marketing inquired the respondents regarding their perceptions on the offerings of social media platforms. Majority of the respondents had no idea if the social media platforms can offer such important elements towards a company's efforts. The major agreement was on the reasonable pricing factors (35%) and broad geographical coverage (35%) followed by easy traffic tracking (25%), simple set-up procedures (25%), easy to modify (25%) and easy to conclude campaigns (25%), high ROI (10%) and measuring campaign results (10%). These findings simply suggest that the respondents, and similarly the companies they represent, are largely unaware and uneducated on the numerous and definite offerings of the social media platforms like measurement of campaign results, easy operation and setup of campaigns, broad and wide geographic reach etc. While this is alarming, on the flip side the bigger gap will help achieve bigger objectives through higher understanding, knowledge, focus and investment towards DM activities.

4.4 Marketing Expenditure on Digital Activities

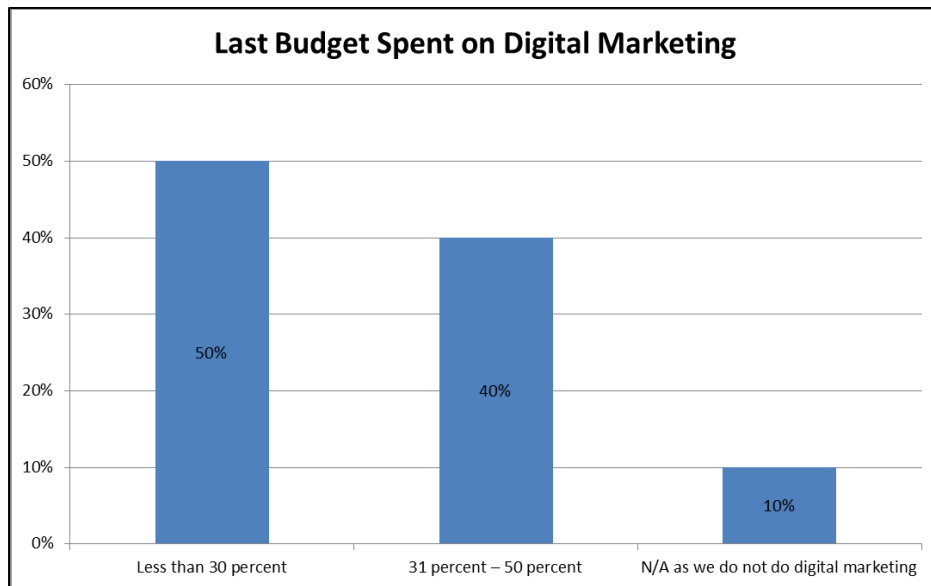


Figure 4.4.1: Last Budget Spent on Digital Marketing

Figure 4.4.1 suggests that majority of the employees (50%) believe that less than 30% of the marketing budget was spent on digital marketing; similarly another majority (40%) believes that 31% to 50% of the marketing budget was spent on digital marketing. Lastly, 10% of the respondents believed their company was not doing digital marketing at all. These findings suggest that a lot gap exists in the marketing budgets and there room for improvement, focus and investment towards a marketing channel that has proven effectiveness: digital marketing.

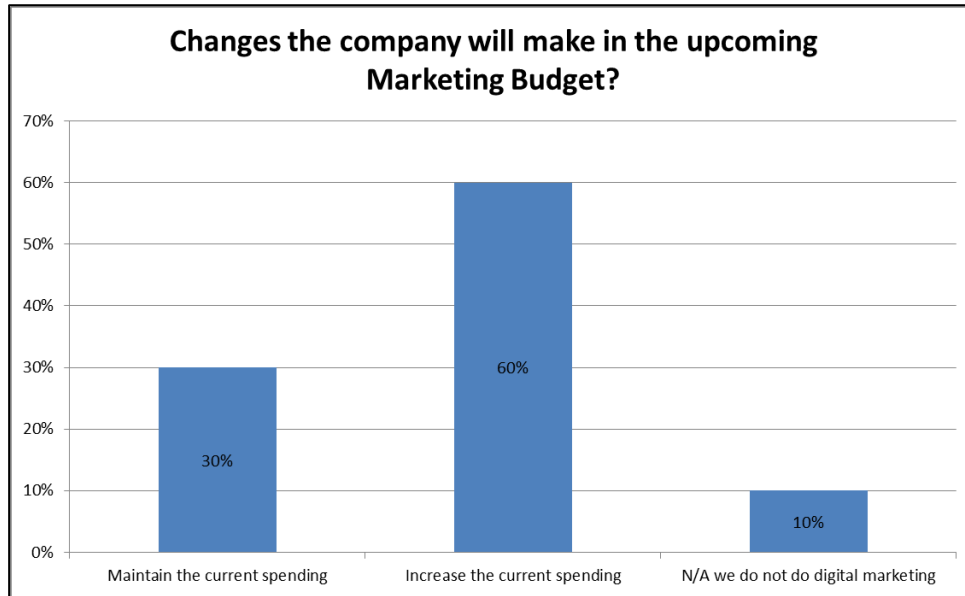


Figure 4.4.2: Believed Changes in Upcoming DM Budget

Figure 4.4.2 suggests that majority of the respondents (60%) believe that their company will increase the spending on digital marketing through the upcoming budget in the next year. 30% of the respondents however believe that the spending patterns will remain unchanged for their company. While the 10% respondents who do not invest in DM are the final part of this question's response. These findings are satisfying yet alarming as still there is a lot of gap and barriers that are hindering the focus and investment towards the digital marketing activities.

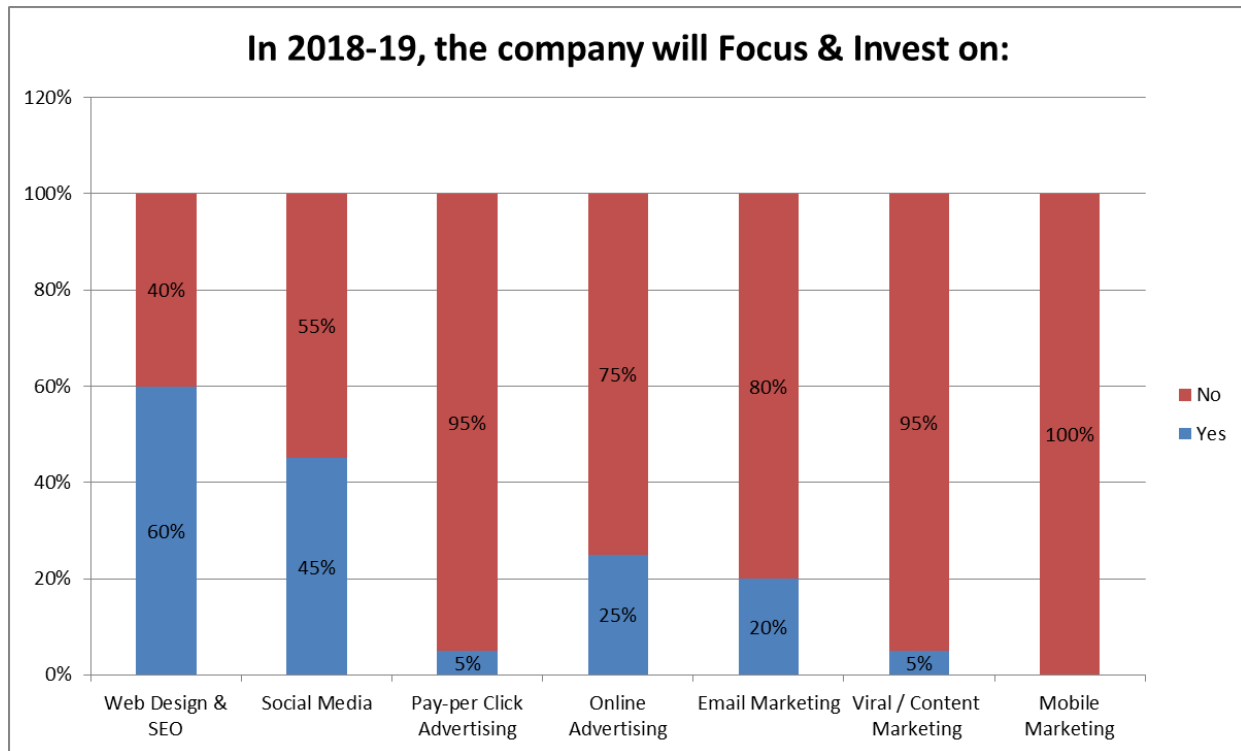


Figure 4.4.3: Perceived Areas of DM Activities the company will Focus & Invest on

Finally, the last and important question of this section inquired regarding the digital marketing activities that the respondents believe should be focused and invested upon through the upcoming budget. Web design & SEO had the highest inclination (60%), followed by Social Media (45%), Online Advertising (25%), Email Marketing (20%), Pay-per click advertising (5%) and viral / content marketing (5%). Evidently, none of the respondents believed that mobile marketing would be effective for their company.

4.5 Workshops & Trainings

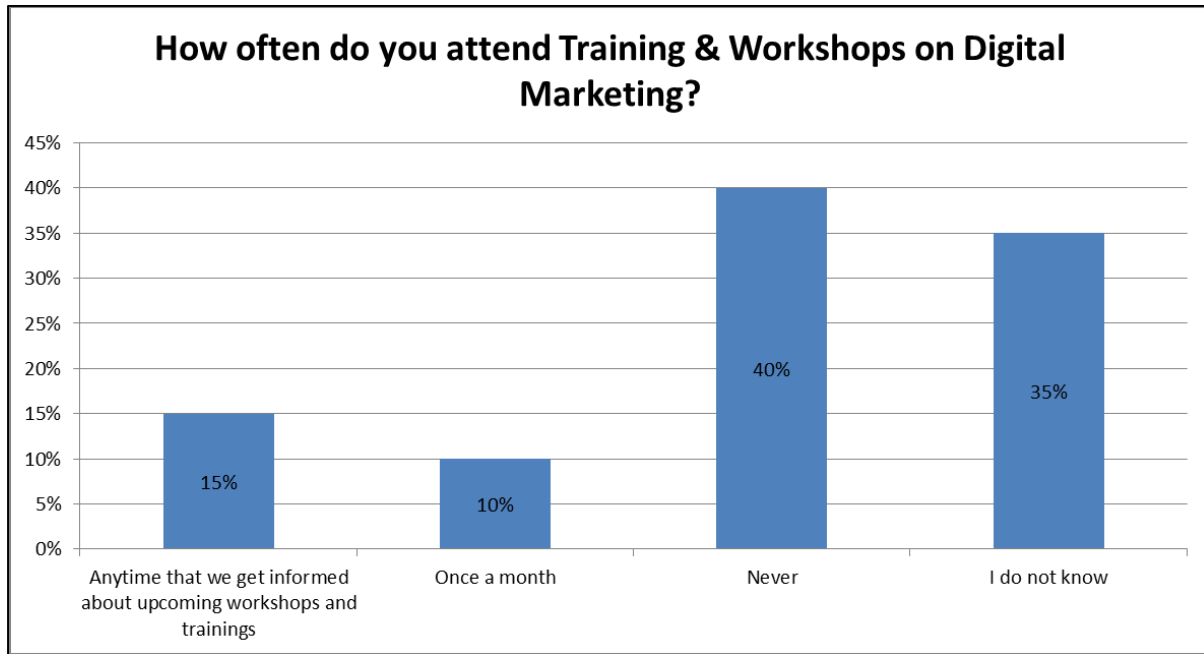


Figure 4.5.1: Previous Frequency of Training & Workshops on DM

The research inquired the level and frequency of training and workshops that the employees have received on digital marketing and its effectiveness. The data presents shocking and real evidence that the awareness levels of digital marketing effectiveness is low mainly due to no proper attention or education provided to the employees as majority of them (40%) had never attended a workshop or training on digital marketing or another majority (35%) who had no idea about it. Fewer respondents (10%) had attended these trainings and workshops on digital marketing once a month. Similarly, fewer respondents (15%) had attended these workshops anytime they were informed about such events taking place.

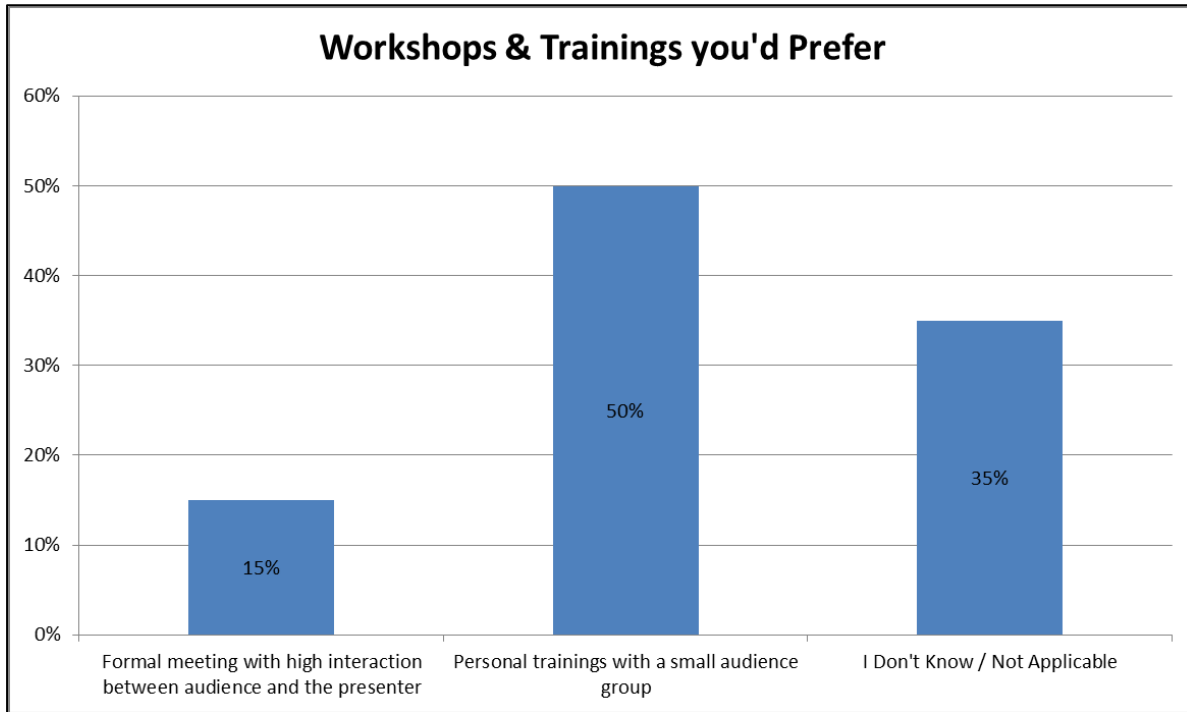


Figure 4.5.2: Preferred Workshops & Trainings

The final question of this section as well as the questionnaire, inquired the respondents on the type of training and workshops that they would prefer; provided that digital marketing trainings and workshop are applicable to them. 35% of the respondents suggested that these trainings were not applicable to them; similar was the percentage of respondents who had no idea when they had attended a workshop or training on digital marketing. This suggests that 35% of the respondents of this research had an understanding of the digital marketing concept (as per initial results) however their jobs were not ‘directly’ applicable towards the planning or implementation of the same.

Moving forward, based on the results of Figure 4.5.2, it is concluded that 50% of the respondents would prefer personal trainings within a small group or audience. Another preference of respondents is in the form of a formal meeting (15%) with high engagement and interaction between the audience and the trainer so that the objectives are learning achieved.

4.6 Discussion

The purpose of this research was to give a global perspective, significance and effectiveness of digital marketing in today's world. Many industries have opted for digital marketing methods already while simultaneously many industries are lacking in these areas. While few of the companies have opted for digital marketing in the Norway maritime industry, these companies have opted for these platforms very recently suggesting that the industry is lagging behind in terms of embracing change and opting for new and more effective ways of marketing.

Evidently, the companies are not using social media platforms actively. Only half of them are on Facebook which is the most widely used social media platform providing effective engagement between brands and customers. Other social media platforms are also used very less often except YouTube. Additionally, the low usage of digital marketing has led to even fewer digital ad campaigns; primary data reports very few companies have opted for Facebook ad campaigns in the Norway maritime industry. Also, majority of the companies have no idea regarding the offerings of social media platforms like Facebook.

The findings of the current research suggest that the main barrier for Norway maritime industry, in focusing and investing on digital marketing methods, includes low level of understanding, knowledge and technical expertise. Primary data reports that the main purpose of social media usage is brand awareness, customer updates and promotion of new products / services. However, these are correct inspirations these are still not inspiring the companies to opt for social media platforms. Partly it is due to the perceived barriers to digital marketing like lack of knowledge, understanding and technical knowhow.

The primary findings also report that majority of firms in Norway maritime industries do not have digital marketing strategies in place or in process. The secondary data findings support the primary data findings. Jenssen & Randoy (2006) found that most organizations are scared of e marketing, this dread originates from two reasons, and the first is a generation, most maritime businesses, the greatest one are in the range for a long time and for the individuals who figured out how endure without e marketing, is difficult to imagine that tool can bring so many opportunities. The second reason is several organizations have an inactive approach toward digital media and they do the slightest exertion just to be in the pattern of digitalization and not really put themselves more in the procedure, organizations are either not conscious of what occurs in the digital world or they simply would prefer not to impact or divert their present procedure, this is in accordance with the finding from (Jenssen & Randoy, 2006). Moreover, the secondary data suggests that companies in the maritime industry like to remain in the dark and the biggest reason behind low transition from traditional marketing to digital marketing is due to lack of knowledge and understanding (Denning, 2011).

The companies are largely relying on word-of-mouth, TV commercials and newspaper / magazine advertising, among other traditional marketing tools. The primary data also reports that there is a general consensus that digital marketing is extremely important for collecting customer preferences, increasing international presence, increasing global reach, and customer engagement and cost-saving. Secondary data findings have similar results. According to Buzzard (2011) digital presence for companies increases the chances of customer engagement, customer preferences, global reach and presence so that the company is available to the customer at any point in time when the customer needs information on the product or service offerings of the company.

Furthermore, there is a general consensus based on primary data findings that social media and SEO will be very effective towards sales for companies in maritime industry of Norway. Pay-per click, online advertising and viral / content marketing are also marked very effective for sales by the respondents of primary data collection. Secondary data confirms similar findings. Organizations which perform digital marketing have a tendency to attract a greater number of clients as compared to others organizations which don't. Internet innovations are certainly a successful tool to draw in with clients and in a similar time to diminish cost, it demonstrates that organizations with a practical and consistently refreshed website attracts more clients and furthermore give more client benefit, this is in accordance with the finding expressed by (Baluch & Edwards, 2010) stated that "organizations that are succeeding must have their hand on their website since this is the substance of the organization and after that expand on it".

Based on the discussion of the findings of this research, it is imperative to present the hypotheses of this research to accept one and reject the other:

H₀: Digital marketing is not a better platform to advertise in maritime industry as compared to conventional marketing.

H₁: Digital marketing is a better and more creative platform to advertise in maritime industry as compared to conventional marketing.

On the basis of findings of this research, **H₀** is rejected and **H₁** is accepted. Digital marketing is a better and more creative platform to advertise in maritime industry as compared to conventional marketing. This is proved based on the published literature as well as the findings of the current research which suggest that the companies, in the Norway maritime industry, are opting for digital marketing in the recent past and their investments and focus on digital marketing is

increasing each year. The need of the hour is however to have strategies in place that will help the companies in easier and swift transition from traditional / conventional marketing methods to digital marketing. Thus, the researcher reports the conclusions and recommendations for the benefactors in the next section which is the last chapter of this research: Chapter 5 – Conclusions & Recommendations.

Chapter 5: Conclusions & Recommendations

5.1 Conclusions

On the basis of the research's findings, the researcher made the following conclusions for the Norway maritime industry:

- Majority of the companies have no digital marketing strategies in place
- Majority of the companies are not using social media platforms and believe that biggest barriers to digital marketing are the knowledge and understanding levels towards these tools and methods which also require technical knowhow.
- While the employees agree to social media usage increasing brand awareness, customer updates and promotion of new products / services, the companies are not actively using the social media for the same purpose
- Companies are largely relying on word-of-mouth, TV commercials and newspaper / magazine advertising, among other traditional marketing tools. This is mainly due to the perceived barriers to digital marketing.

5.2 Recommendations

On the basis of the research's conclusions, the researcher made the following recommendations for the strategy makers and benefactors representing the Norway maritime industry:

- Firstly, it is recommended that the companies start investing and focusing towards digital marketing mainly through by increasing the current understanding levels of the concept and eventually making proper DM strategies.

- Secondly, the presence on social media needs to increase to have a channel that customers can reach the companies through. It is recommended that Social media and SEO will be very effective towards sales for companies in maritime industry of Norway.
- Thirdly, low investments levels of digital marketing need to change and higher investment and focus on DM is required for the companies who are willing to opt for effective tools of marketing, globally.
- Lastly, trainings and workshops for digital marketing are almost non-existent. The companies, in the Norway maritime industry, need to focus on conducting trainings and workshops for its employees so that the barriers of lack of knowledge and understanding are also eliminated. For the same purpose, it is recommended that personal trainings within a small group or audience be provided as majority of the employees prefer it as reported by the primary data findings of this research. Another way of trainings and workshops can be formal meeting with high engagement and interaction between the audience and the trainer; something that was a minor preference of the employees but it also has proven effectiveness based on primary and secondary data findings of this research.

5.3 Areas of Further Research

The future researchers are recommended to focus on the following:

- Work towards qualitative data collection to understand why certain barriers exist and what the reasoning behind these barriers to digital marketing is in the Norway maritime industry. Understanding the reasons through qualitative analysis would enable better strategies to eliminate these barriers to increase marketing effectiveness for companies.

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Appendices

Survey Questionnaire for accessing the Role of Digital Marketing in Maritime Industry

1. What is your current designation at the company you're working for?
 - CEO
 - Marketing Manager
 - Marketing Assistant
 - Sales Manager
 - Sales Assistant
 - Other (Please specify): _____
2. Please select traditional marketing methods that the company is currently using (you can select more than one option):
 - TV Commercials
 - Radio Advertising
 - Newspaper/magazine advertising
 - Cold calling / Telephone advertising
 - Faxing
 - Word of Mouth
 - Outdoor and direct advertising
 - We don't use any traditional marketing methods
 - Others (please specify): _____
3. Is the company familiar with the digital marketing concept?
 - Yes, we are and we understand it very well
 - We are pretty familiar with the term
 - Not really but we have heard about it
 - We have no idea about it (if selected, please skip to question 7)
4. Below are common reasons for using digital marketing, please rate them in terms of importance from your own point of view according to scale 1 (Unimportant) to 5 (Extremely important)

Cost-saving

1 2 3 4 5

International presence

1 2 3 4 5

Customer engagement

1 2 3 4 5

Easy to measure return on investment

1 2 3 4 5

Collect insights into customer's preference and opinions about a product/service

1 2 3 4 5

Able to reach more prospects regardless of geographical distance

1 2 3 4 5

5. Does the company have a defined digital marketing strategy at present?
- Yes, we do
 - The strategy is still in the process of development
 - No, we don't, but maybe in the future
6. Please rate the effectiveness on sales of the following digital marketing activities

Search Engine Optimization (SEO)

Ineffective Moderately effective Very effective Unfamiliar with the term

Social media (e.g. Facebook, Twitter, Google +, Pinterest, etc.)

Ineffective Moderately effective Very effective Unfamiliar with the term

Online Advertising

Ineffective Moderately effective Very effective Unfamiliar with the term

Email Marketing

Ineffective Moderately effective Very effective Unfamiliar with the term

Viral/ Content marketing (i.e. This can include videos on Youtube, blogs, email marketing, as well as traditional elements, but the aim is to ensure that the content captures the imagination of target market, and that the content spreads naturally through online communities)

Ineffective Moderately effective Very effective Unfamiliar with the term

Pay-Per-Click advertising (e.g. Google Ad-words)

Ineffective Moderately effective Very effective Unfamiliar with the term

Mobile marketing (e.g. mobile apps, QR code)

Ineffective Moderately effective Very effective Unfamiliar with the term

7. Please specify the reasons that hinder your Organisation from being familiar with digital marketing concept? (You can select more than 1 option)
- The lack of time and knowledge to learn about digital marketing (e.g. its functions and benefits, how to take advantage of it)
 - The lack of technical understanding needed for digital marketing
 - Limited opportunities to attend workshops/ trainings about digital marketing
 - Being skeptical about return on investment of digital marketing
 - Simply not interested in digital marketing and pleased with current traditional marketing methods
 - High perceived risks about online activities (e.g. e-commerce frauds, copyrights, damaged brand image, etc.)
 - Other reasons, please specify _____
8. What social networks does the company use the most at present (please select 3 options only)?
- Facebook
 - Twitter
 - Youtube
 - Google +
 - Tumblr
 - Pinterest

- LinkedIn
 - Don't use any social media
 - Others, please specify _____
9. What do you use social media for? (Please select 3 options only)
- Building brand awareness
 - Promoting new products/services
 - Collecting comments from customers
 - Building customers relationships
 - Keeping customers updated with latest news and activities
 - Other reasons (please specify): _____
10. How long have you been using social media in a business context?
- Less than 6 months
 - 6 months – less than 1 year
 - 1 – less than 2 years
 - 2 - 3 years
 - More than 3 years
11. Have you ever used paid advertising campaign on Facebook?
- Yes, several times
 - No (please move to part III)
12. Please evaluate the following statements about Facebook ad campaigns

Facebook ad campaigns offer high return on investment

Agree No idea Disagree

Facebook ad campaigns offer reasonable pricing

Agree No idea Disagree

Facebook ad campaigns allow tracking the traffic easily

Agree No idea Disagree

Facebook ad campaigns allow users to easily measure the campaign's results

Agree No idea Disagree

Facebook ad campaigns have simple set-up procedures

Agree No idea Disagree

Facebook ad campaigns offer a broad geographical coverage

Agree No idea Disagree

Facebook ad campaigns is easy to modify

Agree No idea Disagree

Facebook ad campaigns can be ended at any time

Agree No idea Disagree

13. What percentage of the marketing budget of your enterprise was spent only on digital marketing in 2017-18?
- Less than 30 percent
 - 31 percent – 50 percent
 - More than 50 percent
 - N/A as we do not do digital marketing
14. What changes will the company make to its current digital marketing expenditures in 2018-19?
- Maintain the current spending
 - Increase the current spending
 - Reduce the current spending
 - N/A we do not do digital marketing
15. Which digital activities will the company focus and invest further in 2018-19 (please select 3 options)?
- Web design and SEO
 - Social media
 - Pay-Per-Click advertising
 - Online advertising
 - Email marketing
 - Viral/ Content marketing
 - Mobile marketing

16. How often do you attend workshops and trainings about digital marketing organized by your organization or related service offering marketing firms?

- Anytime that we get informed about upcoming workshops and trainings
- Once a month
- Once every 3 months
- Never, please specify the reasons _____
- I do not know

17. Which forms of workshops or trainings do you prefer to attend?

- Formal meeting with high interaction between audience and the presenter
- Online meeting
- Personal trainings with a small audience group
- Others, please specify _____
- I don't know / N/A