

Online Marketing Strategies for Reaching Today's Teens

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Abstract

Online marketing is a powerful promoting method that uses different methodologies and tools through the internet, which builds a bridge between organizations and possible customers to rise and develop business, So an effective well-set strategy should be obtained in order to achieve desired benefits, In this research the prospect of 100 people was collected both male and female all are from teenage and I checked what could encourage them about online marketing and what keeps them from it, the results will be a corner stone in those strategies that target teen. In this research I found out online marketing is important for all business specially teens which spend much time using internet through computers/smartphones, that should be done by following strategies and consider the highly effect of teens preferences on this strategy and how it would change it from ordinary online marketing to successful one with high return of investment.

Keywords: Online Marketing, Marketing Strategies, Teens, Advertising.

1. Introduction

Dramatic changes occur every day in marketing world. The technology is creating a digital age. Companies nowadays in order to bring value to their customers they have to consider the major changes that has been impacted by computer communication, digital technologies and information. Internet being more effective than all other digital forms of technology, which is a network connecting users from all the world together (Kotler &Armstrong, 2010). Internet being widely used by the population nowadays has made it capable of changing how organization are conducting their business, the internet is being very critical and so important to the success of an organization business (Yannopoulos, 2011). It is virtual computerized network that makes accessing very easy to unlimited and huge amount of information and channels, operating all around the world (Oxford dictionaries 2016). Over the year's internet as became a crucial part of our daily life, starting from 1991 when the internet society was formed and an association was conducted between Tim Berners-Lee and World Wide Web WWW. (Biography online, 2016) and later on 1993 when first internet started to be noticed by public, until 1995 when YouTube has started

(Investintech.com, 2016) and followed by Google establishing by (Larry Page and Sergey Brin in, 1998).

And when Facebook became an open network on 2016 until finally in 2014 the internet has celebrated its twenty-fifth anniversary (www foundation, 2016).

With all this internet forms development, marketing is one of those life sectors that have been influenced dramatically, online marketing introduced to this world, Online marketing nowadays cannot be rolled out of any business plan, it's role in every business marketing strategy is growing day by day, online marketing depends on internet to deliver desired advertisement to consumers, it holds many aspects including e-mail marketing, social media marketing, website advertisement, content marketing and SEO marketing. Online marketing demands a group of people working on it including a publisher to merge advertisements with its online content, and advertiser who issues the advertisement as publishing content, advertising agency may be needed along the business to help further generation of the advertisement to a larger entities of people in addition to a technological method or server in order to maintain statistical tracking Marketing through webs can be divided into two types' online marketing and Internet marketing, however they are the same in the core, and it is usually intended for serving users with different forms of advertisements including banner advertisements, pop-ups, and other forms of advertisements (Business dictionary, 2016).

Different online marketing means and tools, alongside the newest techniques are being more recognized by people every day. Some of them are invaluable for many people however many other techniques remain unused since they are difficult to apply. Even with the introduction of online marketing to different population sectors and families specially it is highly effective and reliable, few of preceding tools still demanded and important nowadays. More details and information about online marketing and its strategies will be presented later through the following chapters.

One of the strategies in the online marketing field is the price and offers strategy, the people get effected by the price when they first see a product or service that they like, they'll ask for the price so when you know how to put your prices you going to attract them for your product/service, especially the teens are not like the adults their money budget is always limited, for example if you have a product you want to sale or a service you want to offer and it cost \$50, you can offer it for \$49 this going to attract the customer to the service/product this \$1 will not affect your business that much, but it has a huge effect on the customer mind, and for the offers people always search for offers whether it was for a product or for a service for example if you are selling cosmetic products you can make an offer like (Buy 2 foundations and get a free foundation sponge) they going to think that they will get a free thing and people like free stuff but you already cut the cost of the sponge from the profit that you got of the 2 foundation that you sold. And for the service, let's say you have an airline agency and you sell tickets online you can make an offer such as, buy a ticket from our agency and you will get a free hotel reservation for 1 night, in that case the customer will

think that he got a free reservation for one day and that going to attract him to your agency, actually you can manage the cost of this day reservation that you offered in more than one way, first you can cut it from the profit that you got from the ticket that you sold, and the other way is that you already have made a deal with a hotel and whenever you send a customer to him the hotel will give him/her the first day as free.

2. Literature Review

Historically, marketing concept was introduced with industry development, back in the past manufacturers didn't face any problem in their product release, the reason is that market demand back then was higher than supply. However, considering the growth of industrial production the supply became more than demand. Because of this reason, the 'up-stream market' has changed to 'consumer market' and manufacturers had to change their strategy from 'sell what you have produced' to 'what to produce so you can sell' (Grant Christian, 2014)

Consumers nowadays find difficulty when searching information about specific things, internet is one of the means consumers use to quickly gather details and information, this fact powers media marketing and its role for different business types, however since majority of our community still meet traditional media during their daily life like radio, T.V and magazines, advertiser should take advantage of multitasking feature of people meaning even when people are watching tv or listening to the radio they may still be holding their phones or tablets on different internet aspects that could be viewing their advertisements in different form (Grand Christen, 2014)

So, as online marketing becoming more and more important for the business, not understanding the best strategies will affect your business negatively, to find the best strategies we should start with the small details for example: the web design of the profile design for your site or your account, not everyone counts this as a marketing strategy but this will give the customer a good impression when he/she first enters the site or the account, your website or your account is the place that you put your marketing effort in, so if it wasn't arranged well and it wasn't that interesting, customer will not pay attention, so you should spend more time on the design so you make it clean, easy to use, so you can grab the customer attention. (Laura Lake, November, 2017)

Because of the increasing of internet usage, teens have no problem with finding information about brand, product, or service and its prices while they are home using their computers or their smartphones. The marketers use several ways for pricing their product/service online because the teens are really price aware, because their money sources are limited and they try to save money and in the same time they spend it on the product or service that they need. (Tripathi V, 2016).

Trying to make an online marketing strategy for the first time is usually hard to obtain and also confusing with a lot of tools that available to use with new platforms. When you are going to develop your online business relationship there is four critical bases you going to face:

ACCESS

- Try to make your business place reachable, so the customer will not face problems while accessing your business site/account

ENGAGE

- Let customers see that your business as it a significative counsel and content

CONNECT

- give the customer the ability to contact with your business directly

COLLAOBRATE

boost your customers activity by encourage them

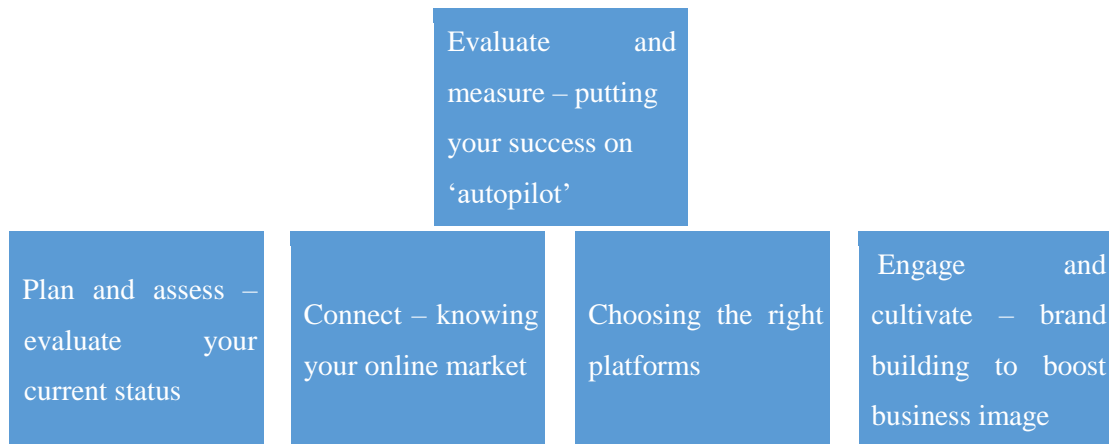
The aim of these steps is to grab the customer attention and if you do that right you will have new customer and you going to retain your old customers. (Ozuem, W. Ed, 2016).

Developing a marketing strategy, In order to have a good marketing start you need to have a well thought marketing strategies, It should provide you with a clear vision of missions and goals of your business. The way business flows and go depends on the marketing strategy that you have planned in the first place, project's own team consulting and discussion regarding planning and developing activities is necessary.

("The State of Queensland", 2016)

Develop Your Online Marketing Strategy with 5 steps

Figure1: Steps For Strategies



(Ozuem, W. Ed, 2016).

One of the online marketing strategies is the search engine marketing which is promote click through to the site like Yahoo, Tumbler, and Google, and that increase the traffic of the website, and boost the performance of the site and get showed in the search bar, also we have the online partnership which is a combination or association of two websites that have the same interest or the same idea of the product/service. So they deal to make sponsors for each other.(Olyazaeva B. 2015)

Another search engine strategy is the search engine optimizing (SEO) which affect website visibility in search engine's whether they were unpaid or natural engines , as the site get higher ranks or appear frequently when it's being searched , this will lead more visitors to the web guided by search engine . SEO position different search types including any search about images, videos, academics, locals, news and industry. (Nosrati, M., Karimi, R., Mohammadi, M., & Malekian, K., 2013).

E-Marketing, Here we are describing the strategy for the online marketing for the case of your business, by providing online promotion ideas with the website actions, social media & marketing like Facebook, Twitter and LinkedIn and we are also going to describe and measure the plan of the online marketing.

Also we have the social media marketing strategy, the social media became the easiest place to reach when someone search for his/her needs and requirements. Your aim in the social media marketing is to gain more and more followers and as long as you keep updating your profile and keep in touch with them there will

be a chance to get more of them because there will be a chance that the followers may tell each other about your social account, and that increase the chance of sales. (Olyazaeva B, 2015)

Social media marketing mainly focus on blogs, blogs help the marketers to take control on their business and to control how their business appear in public, it describes the details, the cost, and the benefit of the product or the service with the best way by using pictures and videos, so with the blogs attraction of more followers is possible and customer reaching a specific account which will eventually lead to increase the traffic and the sales. Instagram was created in 2010 for the reason of providing an application where people can take pictures with high quality and edit it and then share it on their own profiles so that connected friends (followers) can like it and put some comments on it from their smart phone, and it also allow users to share short videos with many edit tools and filters, with an additional advantage which is bonding it to their Facebook and twitter accounts, so now many business owners do sponsors and promotions for their business on the Instagram and some of them even are running their whole business on their Instagram page, and this is done because Instagram has special tools and effects like filter that affect the quality and appearance of pictures or the video making appear even better, gorgeous and professional and only few minutes is needed to process it , also people find it easy it to find different and specific search results through hashtags which mainly connect the searches word to any post holding it ,all that factors contributed to Instagram popularity encouraging more and more people to use it . Twitter is another similar still different platform for social media strategy, It's a community where people share reviews with each other. It's also possible for twitter to be used as a micro-blogging site where people can tweet and retweet and comment within 140 characters as maximum, with an additional hashtag feature that enable users to share and discuss about specific subject. Twitter nowadays is used by many famous actors and football players and even presidents are using twitter attracting more from public to use it to keep checking them, and here comes the chance for companies to peruse those public to increase their advertisement aspect and provide information about their product or the service that they want to offer making a very good and modern marketing strategy because in this situation you are attracting people to your product or service by using the twitter. (Ngoc Bui, 2017)

E-Mail Marketing is a strategy depends on customer reaching directly by emails. It is definitely popular because it is cheap. This kind of email is usually personalized containing company's brand, a message and a link to guides the customer to the website of the company. More common are e-mails which also show pictures of the promoted product and a connection to the company Facebook page to support social media marketing as well (Lemmenett, 2014). There are different main type of e-mail marketing: 1. Standalone – campaign which is also called E-mailing and the main feature of it that it has a retention period. This is used in promoting new product or seasonal one that one or more e-mails could have the same product.

2. Newsletter is used in the main to support customer loyalty. They consist of useful customer information and are sent to them monthly. A disadvantage about newsletters is the constant effort required to keep it up to date hence cost associated with initiate a professional e-mail marketing tool (Lemmenett, 2014).

3. Research Problem

Continuous universe development with everyday new invention, one of them is the media with it's different forms being implanted in our lives , demands of current generation's teens are increasing and mostly fulfilled by media means , this is why internet and online means of reaching teens needs is very important specially this aspect of life is growing fast day by day so everyone is trying to find the best strategies to market their goods and to attract people and let them get the product/service online without hesitating so research problem here is mainly measure the influence of online marketing on community and specifically teens and how to implement their needs as strategy for marketing.

4. Research Questions

1. What are the criteria of teen purchasing process?
2. To which extent internet is used by teens and how important is for companies to use online marketing?
3. What should online marketing strategy provide to attract teens?

5. Research Objectives

To solve problems of the research and find out the answers of research question, following objectives have been planned: 1. To find out the best strategies to reach teens with.

2. To find out the best teen requirements for purchasing process and implement it as strategies.

So the objectives of this research is to Finding the best strategies to reach teens with and find out Best teen requirements for purchasing process and how implement it as strategy.

6. Methodology

For the research methods we have quantitative and qualitative methods each method has its own way and process, The quantitative method has been used in this research, that is based on the survey, because in my opinion I think that quantitative research method is better than the qualitative method because it's better to

get the results for this research by collecting questionnaire from the teens here in Kurdistan. The estimated sample size going to be 100. I'm going to use survey so the research gain more virtual and true results that will help to define the best strategy specifically targeting teens and attracting them to the desired product/service which is going to have an impact on business work flow on and sales growth. Google forms were used for the survey as an online method of questionnaire that also provide immediate analysis of the data which was later converted to charts and graphs (pie) by using Microsoft excel and Microsoft word. Survey link

https://docs.google.com/forms/d/1LwNaHJwXuixYmw5XUXewuxPJkanRxzinu7bI_TBm6to/edit ,

Questionnaire Reference (Pawar, A. 2014).

7. Data Analysis and Discussion

Teens are facing some problem with the online purchasing, some of these problems are 1. There's no guarantee or definite proof on product quality that customer aim to purchase. 2. Reviews by recent customers are not always reliable. 3. Not all services or offers provided online can be fully trusted. 4. The problem that sometimes-actual state is not close to expectations when the customer receives its purchase

5. additional cost maybe charged like shipping payment after purchasing that the customer didn't realize it. So when the best strategies of marketing a specific product/service is known, similar problems will be avoided and the customer will gain trust in this specific product and gain this customer loyalty. So this research problem has questioned some strategies that help to market product/service to the teens, and analysis result suggested that customer attention can be withdrawn with targeting advertisements so it become possible attract him/her to get the product/service that is being providing online. "Trust and awareness of teens are the main part that going to lead teenagers to desired product/service" so if those two conditions are attained that mean the best strategy is being followed.

8. Data Analysis: In the study analyze have two different tables statistically conducted with the research. First one is going to show us the result of Gender, Occupation and age of the samples, second one will show us the result of the 12 questions of the survey.

Table: 1

Parameter	Frequency	Percent
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Gender	Male	48	48
	Female	52	52
Age	19	58	58
	18	15	15
	17	15	15
	16	5	5
	15	6	6
	14	1	1
	13	0	0
Occupation	Student	71	71
	Service	13	13
	Self Employed	16	16

Table: 2

Parameter		Frequency	Percent
I rely on just one medium to get knowledge about any brand	Yes	33	33
	Somewhat	51	51
	No	16	16
Which source do you refer the most to get awareness of various brands?	Television	11	11
	Commercials-In store promotion	19	19
	Outdoor media	6	6
	Online media	57	57
	Print ads	7	7
I do not require much information to take purchase decision	Strongly Disagree	2	2
	Disagree	23	23
	Neutral	37	37
	Agree	34	34
	Strongly Agree	4	4
I do not prefer to spend much of my time in purchase of any commodity	Strongly Disagree	2	2
	Disagree	21	21

	Neutral	39	39
	Agree	34	34
	Strongly Agree	4	4
Are you knowledgeable about the use of Internet?	High knowledgeable	30	30
	Fair knowledgeable	53	53
	Low knowledgeable	12	12
	No knowledgeable	5	5
What is your frequency of being online?	Very high	23	23
	High	42	42
	Moderate	26	26

	Low	6	6
	Very low	3	3
Companies should use online activities in their marketing efforts	Strongly Disagree	2	2
	Disagree	5	5
	Neutral	30	30
	Agree	37	37
	Strongly Agree	26	26
I don't prefer the print ads or Television commercials much to get the brand awareness	Strongly Disagree	6	6
	Disagree	10	10
	Neutral	42	42
	Agree	35	35
	Strongly Agree	7	7
What benefits does online marketing offer over the traditional marketing? (Tick only one, which is more prominent according to you)	Wide range of information	12	12
	Low cost	31	31
	Ease of shopping	33	33
	Interactive medium	7	7
	Time saving	17	17
I prefer online advertising as it is SAFEST to use	Strongly Disagree	5	5
	Disagree	13	13
	Neutral	39	39

	Agree		32	32
	Strongly Agree		11	11
What loopholes does online marketing carry over traditional marketing tools? (Tick only one, which is more prominent according to you)	More susceptible		15	15
	Privacy issue		34	34
	Often interrupting		16	16
	More scope for Fraudulent activities		22	22
	Lack demonstration		13	13
Please indicate your purpose for using internet by ranking each purpose between the scale of 1 to 5 (where, 1 is the most important and 5 is least important)	Social networks	1	39	39
		2	12	12
		3	28	28
		4	11	11
		5	10	10
	Media sharing sites	1	25	25
		2	34	34
		3	24	24
		4	7	7
		5	10	10
	Blogs	1	31	31
		2	24	24
		3	20	20
		4	15	15
		5	10	10
	Podcasts & RSS	1	18	18
		2	23	23
		3	29	29
		4	5	5
		5	25	25
		1	12	12
		2	33	33

3rd International Business and Administrative Sciences Student Conference	Collaborative websites	3	19	19
		4	18	18
			18	2018
			18	18
	Other content sharing websites	1	16	16
		2	27	27
		3	30	39
		4	16	16
		5	10	10
	Online shopping	1	19	19
		2	31	31
		3	31	31
		4	10	10
		5	9	9
How important following factors are to motivate you to like the brand on internet?	To receive discount	Most important	59	59
		Important	26	26
		Least important	13	13
		Not important	2	2
	To be able to interact(give feedback, share ideas)	Most important	28	28
		Important	44	44
		Least important	23	23
		Not important	5	5
	Stay informed about activities	Most important	19	19
		Important	51	51
		Least important	26	26
		Not important	4	4
	To get updates on brands and its future extensions	Most important	23	23
		Important	53	53
		Least important	21	21
		Not important	3	3
	To get excess	Most important	18	18
		Important	50	50

	to the exclusive contents	Least important	26	26
		Not important	6	6
Total			100	100

9. Conclusion

This research was conducted to find out online marketing strategies to reach today's teens, in the research I found out that many factors could affect online marketing strategies all of them should be considered and applied in order to set the right strategy so desired outcome from online marketing could be obtained and the return of investment will appear obvious in sales growth, the respondent rate was 100 people all of them are teenagers and all from Erbil city but different areas with three main occupation. For answering *research question 1*, those strategies targeting teens should provide the desired criteria of teens purchasing process which includes time saving and concise selling message that will let the teen know if this product worth to purchase in short period of time depending mainly on online means since internet as we mentioned before is highly used by majority of teens and most of them agreed that it's very important for companies to include it in their marketing strategies and that is mainly through online social networking and blogs never the less media sharing sites since those three mediums are highly attained by teens which provide the answer for *research question 2*. And to *answer research question 3* What should online marketing strategy provide to attract teens?, setting online marketing strategy and target it toward teens some factors should be considered like ensure ease of shopping and provide low cost offers in a safe mood of purchasing since safety of this type of marketing is not well proved for teens, never the less making sure of customer privacy as a priority in the purchasing process since the majority find it as an obstacle in online shopping process specially in communities like ours where most people find it uncomfortable to share personal info and ensure the customer safety from fraud possibilities. From all of this we can conclude major attraction for teens and how important it is to implement it in marketing strategies, following in order to ensure the effectiveness and goal achievements by the chosen strategy.

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