

EFFECTIVE MARKETING POLICY GUIDELINES FOR ROMANIAN INTERNET SERVICE PROVIDERS

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Abstract:

The ISP is the entity specialized in the provision of the Internet services. Usually, such an entity provides the entire range of Internet services, which can be divided into two major groups: data transmissions and web services. The ISP has a very important place in the marketing environment of the modern organization being found within the close-in environment of the organization amongst the providers of the other services. The modern company has a relationship with its ISP at least as important as the ones with its bank, transporters or insurance companies. Nowadays, the question is not whether the online technologies are necessary for the company but how these technologies are implemented by the company (Porter, 2001, pag. 62). To have a presentation web site and at least one e-mail address is something ordinary for any organization.

Key words: marketing objectives, strategies, tactics, survey

JEL Classification: M31

The coordinates of the marketing policy which can be taken into consideration by the Internet service providers can be classified in marketing objectives, strategies and tactics.

The main marketing objectives can be summarized as follows: increase of sales in comparison to a prior period of time; increase of market share; increase in number of subscribers; improvement of client loyalty.

The market strategy criteria which can be approached by the Internet service providers can be grouped as follows: market dynamics; market structure; market requirements; market changes, competition (Florescu, et al., 1992, pag. 282); company's

Guidelines For Internet Marketing Policies Of Internet Marketing

Arturo Cuomo



Guidelines For Internet Marketing Policies Of Internet Marketing:

Guidelines for Internet Marketing John Parker, Senior Lecturer in African History John Parker, VI, 2015-01-06 Internet marketing or online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce in addition to sales leads from Web sites or emails Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio television newspapers and magazines Read this book further to know more details about Internet marketing *From Clicks to Customers + BOOK BONUS (10 COMMANDMENTS FOR ALL INTERNET MARKETING)* Joseph Odeleye, 2024-05-20 The best manual for learning the ins and outs of online marketing is *From Clicks to Customers 30 Essential Rules Every Online Marketer Must Follow* This book written by seasoned digital marketing specialist Joe Celphin distills decades of industry experience into a structure that is both understandable and practical Anyone looking to learn more about digital marketing should read this book Whether you are A marketing student is looking to apply their academic knowledge in the real world A firm founder looking for ways to increase the impact of your early marketing efforts A small business owner is looking for low cost ways to increase web awareness A marketing specialist seeking to stay current in their field and maintain a competitive advantage *From Clicks to Customers* delves deeper into complex digital methods rather than simply introducing you to the fundamentals Every one of the 30 guidelines serves as a key aspect in developing an effective digital marketing strategy Rule 1 Know Your Audience Like the Back of Your Hand Effective Approaches to Acquiring and Utilizing Audience Data Rule 10 Create Content That Converts Advice on creating engaging and inspiring content for your audience Rule 20 Optimize for Conversion Not Just Clicks describes how to turn website visitors into paying clients Rule 30 Analyze adapt and improve Presents best practices for using analytics to constantly enhance and fine tune your marketing operations Why this particular book Years of marketing knowledge are condensed to a few simple concepts in Joe Celphin *From Clicks to Customers* which covers every aspect of online marketing from A to Z The book is intended to be extremely useful with practical suggestions and real world examples demonstrating how each guideline can be applied in a variety of businesses **Developing an Internet Marketing Strategy , The Essential Attorney Handbook for Internet Marketing, Search Engine Optimization, and Website Deve** Jeffery W. Lantz, 2009-10 How can attorneys reach new clients on the Internet Veteran attorney and Internet entrepreneur Jeff Lantz provides the definitive source for law firm Internet marketing brand and value proposition creation effective website development search engine optimization SEO search engine pay per click marketing on Google Bing and Yahoo blogging and social business networking on Facebook and Twitter The book discusses domain name acquisition hosting website platform and Content Management Systems Web 2 0 design SEO for high rankings on Google and creating a powerful Client Centered Website that resonates with clients and serves as a call to action What Internet marketing is the most effective Learn how to measure cost per client and to use website statistics for better marketing

allocation Step by step instructions are provided for domain registration designing PPC ad campaigns on Google Bing and Yahoo and creating business pages on Facebook and Twitter *Internet Marketing* Matt Bailey, 2011-04-05 Proven task based approach to developing winning internet marketing campaigns If you've been seeking a practical day by day do it yourself plan for success in your Internet marketing this is the book for you The latest in the very popular Hour a Day series this book gives you step by step instruction and clear action plans for all crucial aspects of successful internet marketing SEO website optimization integration of social media and blogs and pay per click strategies Above all it shows you how to use analytics effectively so you can track and understand your results then course correct as you need Provides step by step instruction to help you design implement and measure an internet marketing strategy Uses the empowering and winning approach that has made the books in the Hour a Day series top sellers Breaks down intimidating topics into approachable hour a day tasks Covers key topics in step by step detail including SEO website optimization and usability analytics blog integration social media and pay per click strategies Offers expert guidance from an experienced and well known internet marketer Matt Bailey Drive targeted traffic to your site keep them there and convert them into happy customers with this refreshingly practical roll up your sleeves guide Digital Marketing Excellence Dave Chaffey, PR Smith, 2022-07-22 Now in its sixth edition the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans combining established approaches to marketing planning with the creative use of new digital models and digital tools Written by two highly experienced digital marketing consultants the book shows you how to Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer driven digital marketing as part of digital transformation Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics ethics and privacy Predictive Analytics Machine Learning and Artificial Intelligence Including new international case studies and up to date examples throughout this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage Offering a highly structured and accessible guide to a critical and far reaching subject Digital Marketing Excellence 6th edition provides a vital reference point for all digital marketing students and managers involved in digital marketing strategy and implementation Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises *Digital Marketing Essentials: Strategies for the Modern Business* Cybellium, Welcome to the forefront of knowledge with Cybellium your trusted partner in mastering the cutting edge fields of IT Artificial Intelligence Cyber Security Business Economics and Science Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory

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Marketing All-in-One Desk Reference For Dummies John Arnold,Ian Lurie,Marty Dickinson,Elizabeth Marsten,Michael Becker,2009-03-23 Everyone's doing it Web marketing that is Building an online presence is vital to your business and if you're looking for Web marketing real world experiences look no farther than Web Marketing All in One For Dummies These eight minibooks break down Web marketing into understandable chunks with lots of examples from an author team of experts The minibooks cover Establishing a Web Presence Search Engine Optimization Web Analytics E Mail Marketing Blogging and Podcasting Social Media Marketing Online Advertising track your performance market with e mail blogs and social media and more It's a one stop guide to Maximizing Internet potential for your business and ranking high in searches Tracking how your ads pages and products perform Managing pay per click ads keywords and budget and developing marketing e mails that customers actually want to read Creating a blog or podcast that helps you connect with clients Using social media outlets including StumbleUpon Facebook and Twitter Leveraging mobile technology Generating traffic to your site and writing ads that get clicks Not only that but Web Marketing All in One For Dummies includes a Google AdWords redeemable coupon worth 25 to get you started Begin developing your Web site strategy and start marketing your business online today

The Art of Digital Marketing Ian Dodson,2016-04-04 The premier guide to digital marketing that works and a solid framework for success The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing code and reaching engaging and serving the empowered consumer Based on the industry's leading certification from the Digital Marketing Institute DMI this book presents an innovative methodology for successful digital marketing start with the customer and work backwards A campaign is only effective as it is reflective of the consumer's wants needs preferences and inclinations the DMI framework provides structured implementable iterative direction for getting it right every time The heart of the framework is a three step process called the 3i Principles Initiate Iterate and Integrate This simple idea translates into higher engagement real customer interaction and multichannel campaigns that extend even into traditional marketing channels The evolution of digital marketing isn't really about the brands it's about consumers exercising more control over their choices This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns Get inside the customer's head with deep consumer research Constantly improve your campaigns based on feedback and interactions Integrate digital activities across channels including traditional marketing Build campaigns based on customer choice and control Digital marketing turns traditional marketing models on their heads Instead of telling the customer what to think you find out what they already think and go from there Instead of front loading resources you continually adjust your approach based on real interactions with real customers every day Digital marketing operates within its own paradigm and The Art of Digital Marketing opens the door for your next campaign

Disability and Digital Marketing Jonatan Södergren,Niklas Vallström,2025-06-13 This book explores how digital marketing can drive disability inclusion in consumer culture by addressing accessibility representation and research methodologies It offers

practical and theoretical insights for academics practitioners and policymakers interested in marketing communication sociology and public policy The first part Digital Marketplace Accessibility examines strategies for reducing the digital divide including inclusive hiring practices and accessible platform development The second part Digital Representation focuses on how people with disabilities are portrayed in digital media It analyses topics such as aesthetics influencer marketing mental health advocacy and neurodiversity The third part Digital Methodologies highlights research approaches like netnography and offers reflections on methodological challenges when researching consumers with disabilities Contributors discuss practices for conducting ethical and inclusive research involving people with disabilities providing a roadmap for scholars The final part Poetic Epilogue takes a poetic turn offering an ecopoetic reflection on lived experiences of Alzheimer s disease This book encourages readers to reconsider disability as a complex and intersectional category It inspires marketers researchers and advocates to adopt more inclusive and socially conscious marketing practices ultimately contributing to a more equitable digital consumer culture

Digital Marketing Strategy Simon Kingsnorth,2016-05-03 The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy This book analyzes the essential techniques and platforms of digital marketing including social media content marketing SEO user experience personalization display advertising and CRM as well as the broader aspects of implementation including planning integration with overall company aims and presenting to decision makers Simon Kingsnorth brings digital marketing strategy to life through best practice case studies illustrations checklists and summaries to give you insightful and practical guidance Rather than presenting a restrictive one size fits all model this book gives you the tools to tailor make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success Digital Marketing Strategy is also supported by a wealth of online resources including budget and strategy templates lecture slides and a bonus chapter

Digital Marketing Strategies for Bangladeshi Market Motaher Hossain,2023-08-01 In the rapidly evolving landscape of modern business digital marketing has become an indispensable tool for connecting with consumers and driving growth In the heart of South Asia the vibrant and dynamic Bangladeshi market offers a plethora of opportunities for businesses and marketers willing to embrace the power of digital channels Enter Digital Marketing Strategies for Bangladeshi Market an insightful and comprehensive guide meticulously crafted by Motaher Hossain This book takes readers on an illuminating journey through the world of digital marketing tailored specifically for the unique characteristics of Bangladesh From understanding the historical context of digital marketing in the country to exploring the ever changing consumer behavior this guide equips entrepreneurs marketers and businesses with essential knowledge and actionable strategies to excel in the Bangladeshi market Each chapter delves into critical aspects of digital marketing providing invaluable insights and practical

guidance Readers will gain a deep understanding of the Bangladeshi market landscape including demographic and socioeconomic factors cultural considerations and the prevalence of mobile usage and internet penetration With a keen focus on the evolution of digital marketing in Bangladesh the book unveils current trends emerging technologies and future projections that will shape the digital landscape in the coming years Entrepreneurs and businesses seeking to tap into this potential will find valuable information on niche markets untapped opportunities and avenues for foreign investors to make their mark Drawing on real world examples and case studies the author demonstrates the art of crafting effective digital marketing strategies Readers will learn how to set clear objectives identify target audiences and create integrated marketing plans that resonate with Bangladeshi consumers The book s insights extend to the practicalities of website optimization search engine optimization SEO strategies pay per click PPC advertising and social media marketing Additionally it explores content marketing email marketing influencer partnerships video marketing mobile marketing and e commerce strategies tailored for the Bangladeshi audience Beyond tactics Digital Marketing Strategies for Bangladeshi Market emphasizes the significance of data analytics local regulations and building strong brand presence The book offers actionable advice on measuring ROI evaluating campaign success and continuous improvement to achieve maximum impact Motaher Hossain s expertise and passion for digital marketing shine through each page of this well researched and engaging guide Whether you are an experienced marketer looking to expand your horizons or an entrepreneur eager to tap into the vast potential of Bangladesh this book is your definitive roadmap to navigate the digital realm As the Bangladeshi market continues to evolve and embrace digital transformation Digital Marketing Strategies for Bangladeshi Market stands as an indispensable resource that empowers businesses to succeed in a world driven by digital innovations If you seek to unlock the boundless opportunities presented by digital marketing in Bangladesh this book is your gateway to success Grab your copy now and embark on a transformative journey into the world of digital marketing in Bangladesh

The SAGE Handbook of Digital Marketing Annmarie Hanlon, Tracy L. Tuten, 2022-06-10 Digital marketing changes the dynamics of traditional routes to market augments conversations and facilitates the measurement of activities by organisations and consumers alike This Handbook strives to advance the study and understanding of this domain and provides a digital marketing journey that flows from methods and methodologies It moves from the fundamentals to the different aspects of digital marketing strategy tactics metrics and management and ethics This Handbook brings together the critical factors in digital marketing as the essential reference set for researchers in this area of continued growth It is essential reading for postgraduate students researchers and practitioners in a range of disciplines exploring digital marketing Part 1 Foundations of Digital Marketing Part 2 Methodologies and Theories in Digital Marketing Part 3 Channels and Platforms in Digital Marketing Part 4 Tools Tactics and Techniques in Digital Marketing Part 5 Management and Metrics in Digital Marketing Part 6 Ethical Issues in Digital Marketing

Ethical AI and Data Management Strategies in Marketing Saluja, Shefali, Nayyar, Varun, Rojhe,

Kuldeep,Sharma, Sandhir,2024-07-18 In today's fast-paced digital world marketers face an ever-growing challenge effectively navigating the vast and complex data landscape while ensuring ethical practices The explosion of digital information has created new opportunities for targeted marketing Still it has also raised concerns about privacy security and the responsible use of data Marketers risk damaging consumer trust and facing regulatory scrutiny without a comprehensive understanding of data governance and ethical frameworks Ethical AI and Data Management Strategies in Marketing provides a timely and comprehensive solution This insightful guide offers practical strategies for implementing robust data governance plans that focus on eradicating isolated data repositories and adhering to ethical guidelines These theoretical and actionable strategies give marketers the confidence to implement them effectively By leveraging the power of artificial intelligence in marketing marketers can enhance their understanding of the target audience and optimize content creation while maintaining ethical standards The book delves into essential topics such as data privacy ethical marketing and technology ethics providing valuable insights and practical solutions for managing data ethically in modern marketing *Digital Marketing Mastery*

Prabhu TL,2025-01-03 Are you ready to unlock the limitless potential of the digital world Digital Marketing Mastering the Art of Online Growth is the ultimate resource for marketers entrepreneurs and businesses looking to excel in the fast-evolving digital landscape This book is an all-encompassing guide that delves into the essentials and advanced strategies of digital marketing offering expertise in 40 diverse categories designed to elevate your online presence and drive success What's Inside 1 Digital Marketing Basics Build a strong foundation with core principles and strategies to kickstart your journey in the digital marketing world 2 A/B Testing Learn how to optimize campaigns through data-driven testing to achieve better results 3 Content Marketing Master the art of creating engaging valuable content that attracts and retains your target audience 4 Conversion Rate Optimization Turn visitors into loyal customers by improving your website's conversion rates 5 Email Marketing Discover proven techniques for building effective email campaigns that drive engagement 6 Social Media Marketing Facebook Instagram Twitter Pinterest LinkedIn TikTok Dominate the world of social platforms with tailored strategies for each channel 7 Search Engine Optimization SEO Get your website ranked higher on search engines and maximize organic traffic 8 Pay Per Click Advertising PPC Learn how to execute cost-effective paid campaigns that bring measurable ROI 9 YouTube and Micro Video Marketing Harness the power of video content to captivate and grow your audience 10 Marketing Automation Tools Streamline your processes with tools like Google Tag Manager and automation strategies 11 Influencer Marketing Build partnerships with influencers to amplify your brand's reach 12 Web Analytics Track and analyze your performance with precision to continually improve results 13 Amazon Marketplace Unleash the potential of e-commerce by mastering Amazon's marketplace strategies 14 Website Development Graphic Designing Create visually stunning and user-friendly websites that reflect your brand's identity 15 Advanced Blogging Content Strategy Write compelling blogs and implement strategic plans to boost engagement 16 Affiliate Marketing Freelancing Explore additional

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