Internet influence to marketing activities and digital media

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Abstract. With internet development, traditional marketing tools are influenced very much. Digital media is growing fast with computer technology and network rapid development. Traditional marketing activities and tools are analysed and compared with modern marketing means in the paper. Based on the relevant analysis, more suitable and efficient marketing activities should be used very well in the market.

1. Introduction

Our human being life has been changed a lot with internet appearing. Our daily business or commercial behavior has the same situation.

The core of business or commercial is to create more potential leads. Then the potential leads are converted to potential customers. Furthermore, the customers could be served and done business with us. So one of key points of business or the beginning of business is to create or find more leads. In order to realize the objective, the marketing activities and relevant tools including digital media and etc. are used. However, with internet fast growing, many things change a lot. The detail can be analyzed in the following part.

2. The solution to traditional fundamental problems of most business

Lead is the very beginning of most business. Leads should be fundamental problems of most business. Generation of new leads is the first step to solve selling to whom. The importance of leads to business can be showed as Fig. 1 [1].

![Figure 1. The key factors to business.](image-url)
When we want to change a result such as customers, turnover, profit and etc., generation of new leads is usually the beginning. Without leads business could not go on. Lead generation activities can be discussed as below.

2.1. **Well-known lead generation activities**

In traditional business model, lead generation activities include classified ads, radio, and yellow pages advertising etc.

2.1.1. **Classified advertising.** It is one of most cost-effective lead generation tools any biz can use. Making great offer and headline are key elements of this kind of activity. Classified ads are often run on newspaper, magazine, trade journals and etc.

2.1.2. **Radio campaign.** It is one tool can reach more of potential customers. The elements to radio complain successful often include targeted demographic, sound effects, copy, music and etc. The suitable radio station is needed to be found in this activity.

2.1.3. **Yellow pages.** It is no different from ads anywhere else in essence. It will be effective in a long term. The key elements to successful include position, headline and making offer etc.

2.2. **Lesser-known lead generation activities**

Usually lesser-known lead generation activities include host beneficiary, strategic alliances, referrals, and unique selling propositions and guarantees etc.

2.2.1. **Host-beneficiary relationships.** It is a loose partnership to help each other make business profitable. The elements to successful include targeted list database, attractive offer, support from the host, follow-up phone and etc.

2.2.2. **Strategic alliances.** The members of strategic alliance can help each other. The successful strategic alliances include elements like target market database, attractive offer, support from other biz, follow-up and etc.

2.2.3. **Referral strategies.** It is a way of introducing new customers to the biz by existing customers. The key elements to successful are service and offer. The service and offer given maybe the customers would never expect.

2.2.4. **Unique selling proposition and guarantee (USP).** The USP should be exciting to market and truly unique. It should be complete and impressive. The USP often comes one of seven areas: quality, price, service, delivery, speed, convenience, and experience.

2.3. **Key points of lead generation**

Whether classified ads, radio, and yellow pages advertising or host beneficiary, strategic alliances, referrals, and unique selling propositions and guarantees are activities of lead generation. Offer and headline are key points of these lead generation strategies and activities. The criteria of key points is to answer 5W+1H in detail (Why? Who? What? When? Where? How?) That means to go right back to basics and satisfy the real customers’ need.

3. **Internet development influence to traditional leads generation and marketing activities**

With computer and network appearing, traditional marketing activities are deeply affected. The tools of leads generation are also same influenced.

The development road of digital media history is as showed in Fig. 2 [2]. From Fig. 2, the contents and efficiencies of marketing activities change a lot after entering 21st century.
3.1. Digital media influence to well-known lead generation activities

With electronic magazine and journal appearing and smart mobile widely using, classified ads model can be developed deeply and greatly. Currently mobile internet is growing very fast. So classified ads become more effective in lead generation.

For radio campaign, with smart mobile users growing, mobile could execute radio function. So the efficiency of radio campaign should be improved.

Regarding yellow page, with electric yellow page emerging, the efficiency will be improved too.

3.2. Digital media impact to lesser-known lead generation activities

Comparing to well-known lead generation activities, the influence of digital media is also great. With internet development and mobile widely using, some key factors of lesser-known lead generation activities are affected greatly.

For example, both database and offer are key factors in lesser-known lead generation activities. With mobile internet spreading and much smart mobile application, it is easier to touch more potential customers and channels. Some function or software of mobile like WeChat can supply more and convenient ways to attract potential customers [3, 4]. Through WeChat better and more pictures and products made by digital media can reach people rapidly. The efficiency is improved.

3.3. Digital media play very important part at internet era

Most traditional business model can be displayed as Fig. 3 [5].

![Figure 2. Digital media history development road.](image)

![Figure 3. Traditional business model.](image)
From Fig. 3, the dotted portion is impacted very much by digital media. The detail explanation is as below.

Regarding subordinate channel under distributors, shops, VARs and final ties have been decreased by E-business channel. Currently more and more people use online business model not offline. The situation happens often in small and middle business.

Regarding internet business, E-business had increased fast year of year [6]. JD, TaoBao, SuNing and Buy Together etc. are developing rapidly. In latest Nov. 11, TaoBao broke record with 100 billion RMB revenue within 3 hours. In this part, digital media contribute very much on mobile APP. Internet business growth has huge relationship with digital media application.

Regarding channel program and end user program part, because of E-business development, mobiles could be used to do more businesses with APP. APP and WeChat application have changed traditional business marketing program very much. It is more convenient, precise, fast and satisfied. Digital media also plays a very important part in ads, offer, database, channel and etc.

4. Conclusion
Digital media has intimacy relationship with computer technology and internet especially mobile internet.

With internet development, information technology development, mobile internet development and smart mobile terminal development, digital media will be applied widely, fast and greatly. Digital media will have great prospect in the future.

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