

Strategic Marketing Management Influence on Making E-Commerce Promotions

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Abstract

The paper has highlighted the impact of strategic marketing management on e-commerce promotions. It has been evident that from the very beginning the world is flooded with a variety of businesses and the objectives are to appeal to the customers with different marketing strategies to entice their attention. A business will generate substantial revenues if the marketing management strategies are influencing its overall productivity. In this regard, this paper accumulates the implications of strategic management and marketing approaches on e-commerce promotion from a number of business ventures in general. An organization can thrive in the competitive market only when the strategic approach developed by the company can be presented in such a way that the audience gets attracted to it and reach for it. In such aspects, drawing their attention through e-commerce promotion is an effective tool to boost sales margins. But most of the time organization faces issues due to unstable or improper development of strategic marketing practices. For the development of a business not only its product or services matter but also the environment, customer, and technology matter play a crucial role. When the issues regarding these attributes are mitigated then only positive impacts arise for the e-commerce promotion of any business.

Keywords: *E-commerce, strategic marketing management, e-commerce marketing, Ansoff Matrix, revenue generation, market development.*

Introduction

Strategic marketing management refers to the process of integrating a business mission through a defined strategic process. The sole intent of most businesses to integrate efficient strategic marketing management is to maximize the existing marketing plan of the business (Chernev, 2019). Typically, for most business employers, this refers to the act of undertaking strategic decisions within a well-defined marketing plan in order to strengthen it to promote business opportunities. For decades, most businesses that induce grounded strategic marketing management harbors a close association with e-commerce approaches. However, unlike major businesses, smaller firms lack the vision or resource availability to back their strategic management through e-commerce facilities. Usually, a growing organization very often has the typical notion that profit, as well as the growth of the business, mostly depends on the kind of strategic marketing plans that they responsibly establish. However, in reality, it is not the only factor on which the product selling depends, the way a product or service reaches out to the farthest customers and the audients plays a major role in the success line of a business (Stepanova, Horbas & Davydova, 2017). Ideally, most e-commerce businesses use low-cost marketing strategies as the building blocks of their management approaches.

From the beginning of the marketing and management era, the world is being flooded with different types of business and it has been evident that the brand which has marketed itself successfully is the brand that is

going to thrive in the business market smoothly and efficiently. Strategic management and its influences in the marketing strategy of a business is depicted through distinct variables that involve bringing products from the predefined idea by market release. When the marketing strategy is well framed then it can help in the overall promotion of its e-commerce facilities (Sinha, 2018). But in recent years it has been observed that different organizations are encountering remarkable influence regarding their strategic marketing management and the impact it on their subsequent e-commerce promotions. And, in the present times, there is a humongous online competition for e-commerce business. Thus, knowing how to set a business apart and establish a brand name amidst potential competitors is what most e-commerce strategic approaches stand for. At the same time, the strategic marketing management influences are crucially responsible for exercising a very significant role in business performance and, in turn, e-commerce promotions. The strategy is nothing but a technique that is adopted by the business owners for making e-commerce promotions appealing enough to capture a wider audience and establish a stronger foothold in the target market.

Study rationale

Over the last few years, the business environment has been experiencing a growing trend in internet adoption (Gregory, Ngo & Karavdic, 2019). Various organizations inculcate e-commerce promotions and associated facilities to drive sales and profit margins. The narrowest illustration of e-commerce service corresponds to goods and service trading on an online platform. As a matter of fact, most businesses harbor and adopt a range of stringent marketing management strategies that contribute to their sheer ability to consider the business environment as a global platform comprising various locations. The current situation is dynamic and such that the phenomenon of strategic marketing and management blueprint has succinctly permeated almost in every aspect of business dynamics (Maymand & Samaeizadeh, 2017). It is not just about the correct prediction of the e-commerce promotional success using proper marketing strategy and latest technology, but also what modern consumers perceive to be convenient to them.

Low-cost e-commerce promotions often enable a business or market expert to optimize the official website of his business for search. In such aspects, the concept of search engine optimization plays a viable role in marketing and individual product promotion. E-commerce has been a challenge in the past for smaller organizations but it would always be a consistent approach and matter of convenience for many organizations in the upcoming years as well (Gordini & Veglio, 2017). In the end, it can be said that the development of these management strategies in the marketing domain of a business plays a major role in refining its e-commerce facilities. Additionally, it also impacts the efficiency and the successful growth of the business in the target market by elaborating the consumer base to a substantial extent.

The strategic marketing management approach is important due to the use of market research for the development of the plan in case of succession in product selling through e-commerce marketing. The business model for many companies that are mainly based on providing value-added products run on the basis of heightened sales through customer penetration. In turn, they attain significant profit margins and identify the changes that can keep e-commerce strategies potent and sustainable in the future. However, this warrants the stringent need to comply with the planning stage, SWOT analysis, and above all assessing the marketing mix strategies combining all essential components that aid in strengthening the brand identity of a particular business. Therefore, it is immensely important to cast light on understanding how strategic marketing management prospects influences and regulates the strategic measures of a company or its products' e-commerce promotions.

With this background and rationale, this paper aims to cover some of the conceptual details pertaining to the topic. In light of this, it would focus on highlighting some of the essential phases involved in business management's strategic marketing processes.

Brief description of study method

This study majorly aims to explore how strategic marketing management tool determines the e-commerce facilities to improve the online presence of a growing business. However, the current paper focuses on gathering qualitative data based on secondary research. It generates all the datasets from authentic shreds of articles, journals, books, and online reports of reputed organizations. It does not intend to form a rational

conclusion; rather this paper aims to dive deeper into assessing the intricacies of marketing approaches and their influence on e-commerce marketing. Hence, it covers the relevant data using an exploratory research design.

Variants and attributes of strategic marketing management (SMM)

Over the past thirty years or so, the concept of strategic marketing and management influences have been a humongous topic of research interest that has evolved and matured. There are a few essential phases for a company that seeks to integrate SMM activities in its business model. These include:

- Budgeting.
- Long-range planning.
- Strategic measures.

SMM corresponds to involving appropriate strategic decisions within the existing marketing plan of a business. The reason behind inculcated a well-built SMM is to broaden the business plan to enhance marketing.



Figure 1: Schematic of how SMM facilitates Brand Identity System for a company

(Source: Gordini & Veglio, 2017).

A combination of several important marketing decisions and their careful execution makes it possible for a business to experience heightened sales and profit margins. For example, Tesla’s strategic marketing management approaches have made the company stand where it is on today’s date. The company, through its stern SMM, emerged when customers thought electric vehicles were not of substantial use. However, its careful implementation of SMM has changed the entire industry from all aspects (Thomas & Maine, 2019). Because of its SMM, the company is reportedly viewed as one of the world’s first luxury e-vehicle manufacturer.

Impact of strategic marketing management on marketing practitioners for e-commerce promotions

The business world is changing rapidly in this era, hence survival and being competitive is a great hassle. Any growing and aspiring business need to be strictly aware of the benefits of knowing the advantages of e-commerce promotions as the fundamental concept for being competitive. Also, the marketing field of a business environment has been categorically identified as a key business function mostly influenced by advancements of emerging technologies like digital marketing. Through the internet, a company obtains a wide-range of multiple corporate attributes including ongoing business information, support services, positive consumer interaction, and more. Each of these attributes is intended to serve as the core foundation for strong business-consumer relationships that in turn facilitate repeated purchases (Gordini & Veglio, 2017). Therein lays the significance of strategic marketing management practices. Its goal is to make the most of the positive differentiation of a business over its potential rivals through customer perspectives. And

essentially, this mediates the promotion of e-commerce services that makes e-commerce marketing more and more effective and competitive.

E-commerce promotions and variants

Most businesses integrate stringent marketing strategies and function with the best of their capacity to build greater revenues and beat their rivals. While some business succeeds, others lag behind the strategic battle. Therefore, for a business, a strategic marketing management approach that inculcates e-commerce attributes or promotional strategies would reach somewhere above the target contemporaries (Dogu & Albayrak, 2018). According to Chen et al., 50% of sales of a very successful business come from the new products and sometimes the percentage is around 60% for the most successful organizations. However, from previous shreds of researches, it can be concluded that these marketing strategies are perhaps the most potent tool in the case of sustaining a very strong position in the competitive business field (Cooper, 2019). But that does not take away the fact that e-commerce promotion is a complex process that specifically requires the knowledge of the industry for producing feasible solutions commercially. Only then it would entice the attention of potential buyers.

Some of the most common *e-commerce promotion* strategies include:

- i. *Content marketing.*
- ii. *Inclusion of positive reviews on product/service pages.*
- iii. *Social media marketing.*
- iv. *Guest posts.*
- v. *Influencer marketing.*

Many companies implement strategies that run *flash sale campaigns* as one of the ideas of e-commerce promotion (Martínez-de-Albéniz, Planas & Nasini, 2020). Through this activity, the strategic marketing of a product would be able to establish a thorough sense of urgency pertaining to time. As a consequence, the marketer would not attract bargain hunters but would be able to meet his flash sale objectives and grab more target audiences to contribute to the economic growth of the business. In such cases, a vast majority of the business experts also retarget individuals that have already visited the official website of the particular business (Daries, Cristobal-Fransi & Ferrer-Rosell, 2020). At the same time, it is imperative for most businesses to establish the increasing importance of gaining industry-based knowledge. It succinctly demands accuracy, speed, and a heightened cost in the case of e-commerce promotion and marketing strategies.

The impact of strategic marketing management on marketing practitioners is such that it influences multifaceted activities. But the implementation of strategies for e-commerce promotions depends on the coping factors of the market place that categorically expands into global marketing. This helps in broadening the consumer base, localize more consumers, facilitate direct interaction with key stakeholders and the most beneficial business partners across the globe. E-commerce facilities also help to induce cost reduction approaches for strategic marketing practitioners. This involves creating, distributing, processing, preserving, and retrieving all business information relative to its customers.

Impact of e-commerce promotions on customers

One of the significant opportunities of e-commerce marketing has categorically provided the ability for potential buyers to browse a wide range of commercial products displayed on the internet. There are a plethora of e-commerce promotional methods available and various businesses integrate specified strategies to boost sales volume digitally (Khan & Uwemi, 2018). These promotional strategies are inevitably reliant on divisional marketing tactics. In a vast majority of organizations, it is the management team that takes the precise decision of implementing these strategic approaches in the business portfolio. E-commerce facilities enable potential customers not only to shop but also to do a variety of transactions anytime and from any part of the world. However, this requires customers, vendors, suppliers, and other key stakeholders to have accessibility to a wide variety of options and they can pursue.

At the same time, e-commerce promotions assist a business to gather and manage valued information related to the customer line. This often includes customer ordering patterns to develop a comprehensive

database that sharpens the strategic marketing and promotional tactics of companies (Setiawan, 2018). In a nutshell, strategic management influences have a direct implication on incorporating e-commerce promotions through a sustainable blueprint. Hence, it can be said that the emergence of promotional strategies for e-commerce services to buyers has rendered the business recognition much favorable to the customers. This, in turn, boosts their experience and makes it a convenient medium for shopping online. This fosters easy accessibility of customers for whom a physical visit to offline stores often becomes a challenging task.

Existing issues of strategic marketing management and e-commerce promotions

Introducing new and robust strategic marketing management requires a business to utilize its vital resources in order to facilitate economic supremacy. Among these attributes, there are certain common factors that are considered to be some of the most essential parts of the business. One of these elements is sales margins. It has been observed that while effective marketing strategies impact the development of e-commerce promotions, often many businesses fail to implement these measures owing to the lack of strategic insight.

In addition, it has often been noted that some businesses fail to integrate sustainable e-commerce strategies due to improper marketing approach (Zenny, 2020). As a consequence, it has been seen that other businesses with stern digital management networks generate better annual revenues. Thus, in a nutshell, it can be said that e-commerce promotion management also has strategic challenges wherein marketing practitioners need to develop tactics in order to realize the business objectives based on the internet. As a result, most of the marketing approaches of business products or services fail to gain online recognition. Therefore, planning and implementing relative and comprehensive marketing management practices is highly solicited to ensure effective implementation of e-commerce promotions.

Effectiveness of strategic marketing management on business revenues through e-commerce promotions

Often these e-commerce promotions adopt stringent measures for product conceptualization. Some of the business strategies could be obvious to resolve the problems of decreased sales. But for some businesses, their SMM implementation could be much less intuitive. In such cases, it is important to consider the competitive environment of a business and strategize the marketing management plans accordingly (Chellam, Chaturvedi & Ramanathan, 2020).

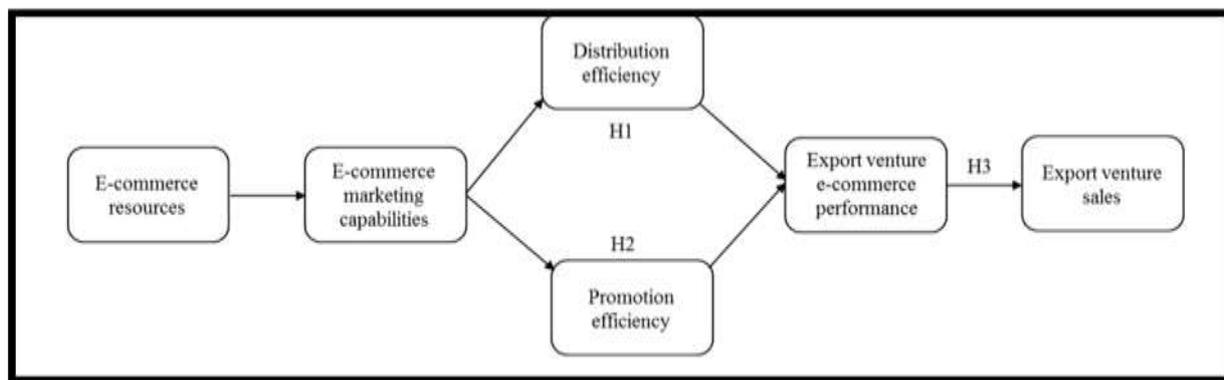


Figure 2: Typical research framework of industrial marketing management

(Source: Gregory, Ngo & Karavdic, 2019).

In most cases, the adoption of a digital platform helps a business to induce lesser efforts to grow customers because online sales growth happens much faster than traditional purchases on today's day of digital marketing. Therefore, SMM influences e-commerce promotions not out of compulsion but out of sheer necessity. In such cases, the management team of a company can brainstorm ideas to promote its e-commerce marketing in a way that suits the basic need of the product and/or service development (Sujata, Menachem & Viraj, 2017). Also before the design and the prototype, it is necessary to check the viability of the marketing approaches as it might lead to erroneous targets. Therefore, it is often recommended to

introduce an early investigation of the SMM policies of a business. It not only leads to the confirmation of effective persuasion but also increases the online trafficking of a business among the potential customers.

Developing e-commerce promotions through marketing channels

As a business lays the groundwork for its e-commerce future, it is solicited to undergo certain areas of prerequisites. It must ensure that the SMM approaches that strengthen a business’s e-commerce facilities are well thought out and it must pass the evaluation of time. This helps to establish the marketing plan of an e-commerce service using a plethora of marketing channels. Eventually, the key focus of the e-commerce strategy will be to create realistic and achievable business goals. Thereafter, SMM approaches layer all the stretch goals of a company's e-commerce facilities to excite the customer base through different marketing channels. In this regard, it is very important to fixate the revenue generation based on the value proposition of the company. In the end, it can be said that not all businesses require a philanthropic element to boost their e-commerce promotions and related strategic outputs to justify their SMM base. Also, if a business lacks the idea of who it intends to target, it will fail to inculcate e-commerce strategies characteristically and define them based on efficient online trafficking.

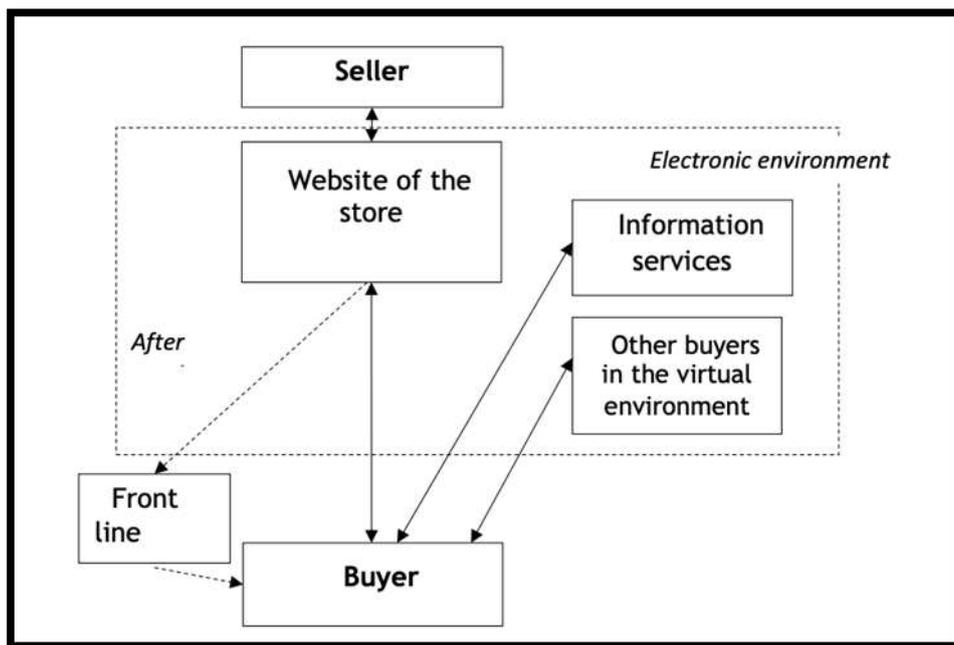


Figure 3: Schematic of seller-buyer in e-commerce

(Source: Pogorelova et al., 2016)

Strategic tools to implement robust SMM across businesses

Ansoff Matrix, well-known as the Product expansion Grid can be described as the tool that is used for analyzing as well as planning the growth strategies. This matrix can describe strategies of product development which can ultimately show the growth of the business as well as the risks associated with strategies (Loredana, 2017). The four attributes of the matrix are Market penetration, product development, market development, and lastly the diversification. Each variable of the Ansoff matrix is crucial when a business implements SMM for a new product or service development.

Conclusion

The idea behind SMM is to essentially adapt to the growing market needs as the business environment keeps changing. While the target objective of these businesses remains the same, the pathway leading to the strategic goal might vary. From the above discussion, it can be concluded that a better comprehension of the target market would foster a better implementation of SMM measures. This in turn would facilitate recognizable e-commerce strategies through diverse promotional practices. As a result, a business would end up offering its consumers much better aspects of the preferred market based on their convenience. This strategy facilitates faster e-commerce recognition and online presence that generates better revenues for the

chosen business. If implemented accurately, SMM and e-commerce marketing could yield impressive outcomes for business growth and profitability. This result could be better integration of budget and business longevity.

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