



GRANDO EN COMERCIO

TRABAJO FIN DE GRANDO

“TÍTULO”

THE IMPACT OF ELECTRONIC ADVERTISING

AUTOR

ESRAA SHERIF OMAR

FACULTAD DE COMERCIO

VALLADOLID, JUNIO 2019

UNIVERSIDAD DE VALLADOLID

GRADO EN COMERCIO

CURSO ACADÉMICO 2018-2019

TRABAJO FIN DE GRADO
“TÍTULO”
ELECTRONIC ADVERTISING

Trabajo presentado por:

Esraa Omar

Firma:

Tutor:

Dr. Sergio Castaño Riaño

Firma:

FACULTAD DE COMERCIO

Valladolid, junio de 2019

Index

Abstract (English)	5
Abstract (Spanish).....	6
Introduction	7
1. General aspects of advertising.....	13
1.1 The history and evolution of advertising industry	13
1.2 Definition of Advertisement.....	14
1.3 Creation of traditional advertising plan for new product.....	15
1.4 Trade Promotion and Advertising	16
1.5 Types of trade promotion.....	18
2. The evolution of Advertising	20
2.1 The origin of publicity in Spain.....	20
2.2 Traditional social media VS digital social media	21
3. Kinds of advertising	23
3.1 ZARA company	24
3.2 REPSOL company	26
4. Electronic advertising	29
4.1. Apple strategy	30
4.2. HP strategy	33
4.3. Samsung strategy	35
5. Techniques used in electronic advertising	37
5.1 Google AdSense	38
5.2 SEO technique	39

5.3 General aspects and main points for these techniques	42
5.4 Successful companies in digital world	46
5.5 Why is Google on the head of advertising?.....	49
5.6 Who are the competitors of Google?	50
6. The advantages and disadvantages of electronic advertising.....	52
6.1 Advantages of electronic advertising	52
6.2 Disadvantages of electronic advertising	55
7. How to calculate the cost of advertising on the internet?	57
7.1 Main ways for paying to ads	57
7.2 What is the CPM?	58
7.3 The importance of calculating CPM	58
7.4 How the calculation of CPM?	59
7.5 What is difference between CPC and CPA?	59
7.6 Visualize how far the advertising budget is taking you	59
7.7 Maximize the budget with PPC ads	60
7.8 Common online advertising costs	60
7.9 Controlling on the cost of Ad Words advertising	61
8. Conclusion	62

Abstract

In the light of competition between companies and their endeavor to increase sales, advertising is playing a key role. The emergence of new technologies, and especially, the use of e-commerce, has helped companies to position themselves in the international market. In this regard, the aim of this survey will be to focus on the analysis of new tools used by companies in publicity to extend their influence all over the world. Along with a general approach to what e-commerce is, and its impact in the present world, I will study the evolution of three important companies in Spain and the impact of e-advertising in their results. Finally, the research will put together all resources of information that they get to determine the importance of online advertising in the profits of the business.

Key Words: advertising, campaign, electronic advertising, internet, marketing, media and online sales.

Resumen

La competencia entre empresas y su esfuerzo por incrementar las ventas ha hecho de la publicidad una herramienta clave. El surgimiento de las nuevas tecnologías, y especialmente, el uso del marketing digital, ha ayudado a las empresas a posicionarse en el Mercado internacional. En este sentido, el objetivo de este trabajo de investigación se va a centrar en el análisis de las nuevas herramientas utilizadas por las empresas para promocionarse y hacer llegar su publicidad a todos los lugares del mundo. Junto con una aproximación general a lo que representa el comercio electrónico y su impacto en el mundo actual, centraré parte de mi análisis en la evolución de tres importantes empresas en España tomando como referencia su uso del la publicidad on-line y la repercusión en sus respectivos resultados. El apartado final reunirá las diferentes Fuentes de información y su importancia en la publicidad on-line en los resultados de las empresas

Key Words: advertising, campaign, electronic advertising, internet, marketing, media and online sales.

Introduction

Before the appearance of the internet there were different options to make advertisement for products or services in many different media such as radio, newspaper, magazines, pamphlets, magazine or television. As usually the main goal is making your items communicated as much as possible with consumers with also affordable price.

After the internet arose, many options of research become available; so many companies got the chance to advertise themselves on very large scale. Due to advertising perception at the time, many businesses were suggested that to have great and unique value then listed on the stock market at extraordinary high rates they have to invest in publicity. This collapsed is known as dotcom bubble.

After the dotcom collapse, the internet was completely ignored as result of failing of many website that based on this kind of market and also disappointed the expectation to the market and consumer assumptions. Despite everything happened both of companies and consumers continued exploring the features and advantages of online options.

In the near future many of substantial business appeared and the new possibilities were e-commerce and search advertising. Also according to the interest of many researchers they worked on the enhancements in targeting advertising, understanding very well how websites maintain the visitors and doing their best to increase them by many attractive ways and became very close to the customers and relevant.

Nowadays various types of technologies are available in everywhere and the application and broadband implementations almost in homes made the advertisers more able to create success and global companies. Success will be achieved and become very obvious and clear as new age of experts and control.

So we can face the fact that the internet is no longer considered as medium of new economy or e-business as expressions has rather been rendered out of date.

The internet can be used in all and any kind of industries as marketing, also branding, internal communication tool and the start point of most of business transactions. Now most of companies use internet to start their business as one of most strong and powerful tool to enter the market.

So to enter the market in easy way the using of internet is very recommended because it opens many numbers of search options and make highlight on the important aspects and characteristics of each item so advertising gives chance to the companies even the small one to promote for their brands and items on very large scale to reach to all customers wherever they are.

The internet witnessed obvious and big growth in online advertising since it established in the

beginning of 1990.

Advertisers are expected to shift and spend millions in the internet advertising in the coming years than TV, print ads and other traditional advertising media. With the fast development in innovation, the web is turning into a significant one stop point for customers in discovering the greater part of their needs.

Be it correspondence, amusement, shopping, information search, internet serves as a panacea for every one of their prerequisites. Numerous shoppers are online consistently for their own work, but do they notice the ads, banners displayed on that web page and most significant their review esteem. The newest investigation explained that the effect of internet advertising on behavior of consumer by conducting a case study of University of Nairobi Students. The students of the university were the target population.

The data was presented through percentages, means, standard deviations and frequencies. The study found that web promoting or internet advertising was successful on reach and formation of awareness because of differing use and established that its reliability as an advertising media was low compared to TV.

It's so easy to find a lot of success story about company using their customers to market products or by using other buyers like Amazon. On the other hand Coca Cola is using master card through that viral marketing.

So internet advertising is become essential part of marketing strategy in any company that want to become international and its products known in all the world so the advantages of internet advertising is its ability to cover people from different geographical area with different tastes and preferences.

Methodology

This study is descriptive study, it's done through qualitative research which is development of concepts and standards which help customers so much to understand social phenomena in natural way rather than making experiments then setting and give the meaning, experiences and views for each of participants.

This method has two dimensions to be understood so well:

1. Understanding context: it should be very clear and contain all information. It also describes how economic and social factors are influenced by advertising.
2. Understanding people: make highlight on the preferences of customers according to their age, social class and gender.

Thus, it is significant to use the previous method for describing the situation and gain clear experience for particular practice. The format should be pre- determined response categories.

The data should be explained in details and provided in depth explanatory data from small sample and sampling will be theoretical and open ended questions.

The expected outcome can be not predefined, emergent research question and questions of this kind of research very flexible, contextual and broader.

The main aim of qualitative research is generate sample which allowing customers to understand social process of interest by using sampling which can be considered one of most productive method to answer the research question.

Qualitative data is wide range of process and procedures that collected in form of explanation and understanding of customers, also very related to concepts, opinions, behaviors, values and characteristics of people in social context.

There are many types of qualitative data such as:

1. Video recording (pictures and graphics).
2. Audio recording and music.
3. Unstructured text (focus group, conversation and interview)
4. Structured text (surveys, articles, books and writing)

The data is collected through various methods such as: observation, interview, focus group and etc. the questions should contain the experience, opinions, knowledge and input.

Now, we can mention the main points of Qualitative data analysis:

The questions are more general and open minded, can be moving toward greater accuracy as more information appeared and being clear, preliminary analysis is essential and important part of data collection, predefined variables are not selected beforehand.

There are many objectives of advertising that can be:

1. These objectives must process from the competition, product and its advantages and the segment which that market is going to target. So we need to define the audience, define the stage of communication task, define consumer preferences, define the product purpose after that define brand image.
2. The Important point providing means of communication and coordination between the advertiser and consumers on many different parts of campaign.
3. These objectives can work as guide for decision making and focus more on decisions that follow in the process of developing promotional plan.
4. Objectives also provide main guide and indicator for any success and failure of business.
5. Enhancement the visibility of brand and product to increase the sales for the products and gain more revenue.

The main objectives and functions for this project:

1. Understanding the meaning of electronic advertising.
2. To be able to know what is the best effective media for advertisement.
3. Know different strategies about companies inside and outside Spain.
4. How to get your advertising on the first page of results.
5. How to calculate the cost for the advertising, reduce the cost and increase the profit.

So all previous knowledge and explanation give the main reasons for selecting this topic to discuss and explain each point in details because this topic is so vital and Mind occupies a lot of people and for me it's so interesting to be aware of this information.

1. General Aspects of Advertising

Online advertising is similar to any communication but the advantage here it can be used through internet, therefore consumers now use many different ways more than traditional ones to increase their respective position in global markets. The purpose of e-advertising is to convince customer to purchase goods and services and satisfy their needs. E-advertising also represents a tool to save time and to get people all over the world.

In the following comparison it is possible to observe the contrast between traditional advertising and electronic advertising:

Aspects	Traditional advertising	Electronic advertising
• Cost	High	Low
• Media outlet	T.V , radio , magazine , newspaper	Internet
• Spreading	Low	Fast
• Sampling	Easy	Difficult
• Communication with customer	Difficult	Easy
• Market volume	Limited	Large
• Time of marketing	Specific time	Unspecific
• Monitor feedback	Difficult	Easy
• Communication cost	Very high	Low

The table reflects why people prefer using e-advertising nowadays because provide many varieties in one place and the cost are lower. In this regard, the survey is going to deep on the method use to promote a company by using e-advertising, explaining how it works, and developing all types of e-advertising.

The use of e-advertising brings us some key aspects that are going to be answered along the different sections of this work. Aspects such as the meaning of advertisement; the nature of advertising and installation; kinds of advertisement, the tools used in electronic advertising, the advantages provided by e-advertising, or the real cost of e-advertising.

Along with the analysis of these key aspects, the survey will go deep into details of the qualitative method and as well will develop some of them:

1. What is meaning of advertisement?
2. Nature of advertising and installation.
3. Kinds of advertisement.
4. What is electronic advertisement?
5. The means that used in electronic advertisement.
6. The advantages of electronic advertisement.
7. How to calculate the cost of advertising on the internet?

1.1 Background (the history and evolution of advertising industry)

Advertising is a tool of marketing using by companies, which, when is done correctly, allows them to develop most successful and profitable business. Since the beginning of the twenty century technological evolution has helped companies to increase their public impact. Originally, all the publicity was in the newspapers, then, the invention of the radio represented a complementary way to promote products. Some years after the television was invented, but the real revolution for advertising arrived in the 1990s with the spread of the Internet, that permitted companies to cross national borders and get clients in the five continents.

In 1861 there were almost 20 advertising agencies in New York and that was great progress of this activity because the first agency was opened in Philadelphia in 1841. Effect of radio has shown in every home in America, thus demand for products has increased which led to an increase in profits and revenue. Now advertising can be seen and heard in same time with animation (Tungate, 1967).

In 1950 Effect of T.V has been shown but this time it changed the way of people thinking, makes them more aware about varieties and selects best method to purchase products and services. So by the time the price of T.V become more cheaper, hence most of people can afford it, As a result of TV reducing the price, the radio and printed paper take back because the commercials advertising were broadcast with motion, sight and sound, That's can be more attractive than only listening or see just paper with words also helping to increase demand and sales for commodities.

The next great innovation will be cable television that has a wider variety of channels with a lot of programs. Before cable television being exist, the networks tried to reach demographics by airing throughout the broadcast period at different channels like MTV for music lovers, especially for young people, fans of sport, and the food channel for cooking lovers. These new advertising channels will be pleasant for advertisers who wanted to target specific audiences with particular interests and concern (Barrera, 1996).

1.2 Some definition of Advertisement

The Oxford Dictionary explains advertisement or promotional material as public announcement of products, etc. for sale. It additionally says to advertise means that to explain the goods in publically medium to market sales.

Display a picture, short film, song, etc. That trying to persuade people to buying your items and offering opportunities for jobs for people, advertising can be also used to make promotion to commodities.

Advertising could be a suggestion through communication with the users of a product or service. Advertisements are messages bought by those that send them and are supposed to tell or influence People that receive them.

1.3 How to create traditional advertising plan for new product

Launching a replacement product is very exciting time for any company. Regardless it's the primary product the corporate has offered, or an addition to an already existing line, before presenting your product to potential customers. However, there is some important information that each company must do to organize for the massive reveal such as the budget, components of product, required information, preference, etc. There are some of required and important information (Hazelden, 2018):

1. Mention your advertising budget and your new product sales and correspondingly ways to achieve your main goals, work with your manufacturing department and quality section to improve the quantity and quality of commodities that are estimated, develop sales objectives so we can get our profits and benefits from accounting sector.
2. Mention the components of product, advantages and the features of product like describe color, size, appearance, targeting any segment of people, packing and price of product; these features form the main message for the advertising.
3. Gather a lot of information about which segment that seller wants to target and the market that selected to be entered, learn more about customer preferences, Age, Standard of living,

Education level, their habits and their culture also develop potential the habits of customer purchasing that related to product that seller wants to sell.

4. Focusing more on the preferences of our potential customer. For example: what his book club, his hobbies, if he prefers magazine in the morning with cup of coffee or reading from website.

5. being aware of all social networking websites that represent source of advertising also study social media marketplace.

6. Need to make budget for each month (manufacture product, Advertising and etc.) also introductory advertising plan to know how to introduce the new commodities into market, selecting what kind of media that advertiser will use to make advertising for your product but before that we need to make revision for the product description with people that are specialized in this field.

1.4 Trade Promotion and Advertising

The primary goal some political parties in Spain is offering help to small or medium - sized enterprises (SMEs) that enable them to enter the Spanish market. One of our most valuable tools is guidance, including identifying the best trade promotion strategies for special commodities.

The News Media:

During last 9 years the percentage of people who read newspaper daily decrease to 25.6 But in Spain the situation is different, there are a lot of newspaper and magazines than any other country especially Europe, main newspaper in Spain are:

- 1- El Mundo-center-right.
- 2- ABC-center-right.
- 3-El pais – center-left.

According to some analysis, the newspaper is top ranked on media source, the consumers focusing on behavior theory and printed media advertising factor that influence on sales. So we can be more specific and focus on what are kinds of newspaper and magazine that we can post and Ads that we like if companies are selling items that are specific for young people, then ads

should be placed in magazine that young people are read like in library or in their School.

Most popular Television channels in Spain are: La 1, Antena 3, Telecinco and La Sexta

T.V is considered one of most effective method because it creates and grows brands in short and long terms strategies, it has highest efficiency at achieving sales, increase market share and revenue, we can make highlight on the main three factors that makes advertising so effective:

b) The influence of advertisement on consumer buying behavior, communication process and Decision process.

According to these factors it is possible to targeting the audiences during the morning or the evening by introducing the features of items in attractive way that can effect on consumer's decisions.

According to the previous studies we can say T.V., newspaper or even radio station all of them considered being the main way to penetrate any market and make consumers familiar with any kind of products also delivering messages to your audiences, it was so effective in the past. But recently the companies used different means to targeting their potential customers such as using social media which has positive impact on customers because they are using social media most of the time to contact with their friends, making research about information or posting photos at the same time they can easily see the advertising and interact with it. That makes all kinds of social media popular than anytime else so the popularity of the radio and T.V. have fallen from the past. Companies can also use Google engine to make their Ads appear on the first page by paying important sums of money or using the technique of pay per click or other options. Finally we can say people's way of thinking has changed from the past and this has resulted in a change in their interest, preferences and the way of buying and consumption the commodities.

1.5 Types of trade promotion

Sales promotion refers to temporary incentives offered by the corporation to both their customers and their resellers, with the intention of accelerating the sales of their product. Sales promotions campaigns target customers and advertisements target distribution channels that known as trade promotion. Sales promotions or advertisements that are target resellers With the intention of persuading resellers to stock a desired quantity of the manufacturer's product are also called trade promotions.

1. in store displays

As we all know in most of retail store there are displays with promotional fixtures which always located close to cash. So customers can see them. This strategy helps to raise sales and also increase the revenue; it can be also on floor stickers, special shelves and on the aisle of store.

2. Temporary Price Reductions (TPR)

Manufactures or retailers reduce the price of product temporary that's lead to reduce the cost per unit of product, there are also offers for bonus pack that offer extra product free and that's will be good for consumers to buy products with low price.

3. Coupons

Many of products can be offered by coupons. It can be displayed alone or on product by this way it will be more desirable to customer to buy it by its reduced price.

Coupons have Features and disadvantages

Advantages

- a) People will know brand very well.
- b) Motivate consumers to buy items from brands on the next trip.

Disadvantages

- a) Low profit.
- b) Faking products.

4. Sampling

Including most important features, it enable consumer to try the products in the store before purchasing them through free samples they are offering, after that consumer will decide whether or not to try the product that give them confidence to buy or try new product.

2 .The evolution of Advertising

2.1. The origin of publicity in Spain

After revolution many people of Cuba and Argentine arrived in Spain and brought with them American marketing style. Since this time, history focused more on battle between Madrid and Barcelona for creative advertising. In the begging of the 1970s and until the 1990s, Barcelona was more attractive and successful than Madrid in creating publicity, it also developed film production and this style was freer than in Madrid.

In Barcelona there is an agency called MMLB, it was founded in the middle of the 1970s, it was related so much with creative revolution keeping good relationship with designers and art directors that help them in making unique publicity that attract people from first look. The firm also worked without media section and it has unique website, good reputation and different images that enough to attract the buyers. One additional important point it is mentioned that it never had to chase their customers it grows by itself (Valmorisco, 2017).

In 1978 MMLB agency created its media plan with independent shop called Technimedia which needed the help from external sources to create successful media planning group, this agency create school of advertising in Barcelona, for the first time the advertising is being appreciated by Spanish public more than in the past.(Tungate, 1967), (Bacha, 2017)

2.2 Traditional social media VS digital social media

Characteristics	Traditional social media	Online social media
• Cost	High	Low
• Place	Local and limited	Global
• context updating	Complex and expensive	Fast simple , cheap
• space of detail	Limited	Large
• ease of search by applicant	Difficult	Easy and quick
• examples	T.V ,Radio, newspapers ,magazines and Billboard Ads	Video Hosting sites, Search Marketing, Email Marketing, Display Advertising and Social Media Marketing

This table reflects why people prefer using online social nowadays because provide many advantages and varieties of the products online and the cost is lower. In this regard, the context and details is going to deep and explain more details by online social media, so easy and quick to make search by application.

Hard to make search by application, need to go to the store by yourself to buy your own items and needs. One of the main disadvantages, if any company want to take feedback from your customers, it will manually and taking so long time also paying much money due to printing paper and buying ink etc. The important point is getting the feedback of potential customers

because if there is any modifications that are needed to do for the products.

But on the other side, in Online social media, it means media marketing and Email marketing, they have relevant information and description of their items, considered from the cheapest way to make promotion, advertising and selling online. They do not have physical place, they have an inventory so when any customer make order they take items from the inventory, they have many varieties and shapes from everything.

The main point here it is so easy also to make survey or feedback for customers to know their opinions about the services if there is any deficit or shortage about any product hence improving your services are going to be so easy. One of the best features they have, all consumers can make search by application, make order for what they need from your place, clients do not have to go there and that help them a lot saving their time.

According to this comparison customers change their attitude and thinking to online social media because it saves their time, they can purchase their items from homes they do not need to go to stores, there are a lot of varieties to choose from not limited place and nowadays internet and electronics devices facilitates purchasing process. (Sharanappa, 2018), (Turban, 2004)

3. Kinds of advertising

What the advertising is explaining and saying is more important than the way of doing it. In order to have truly effective advertising for your product or service, the chosen message to the medium needed to be prepared carefully. There are various types of advertising; we are going to mention some of them with a little explanation, for example:

1. Display Ads: This includes both digital and newspaper advertising but digital ads is the update version of newspaper advertising. Digital means buying ad space on any site that interested for the advertiser.

2. Social media Ads: INSTGRAM, Facebook and all social media sites offer relatively inexpensive advertising. Paid social media ads are the sort of advertisement that centers on achieving your intended audience. Social media ads also are the sort of advertising that generates a lot of word-of-mouth.

3. Video Ads: this type of advertising interacts with your target and potential customers on digital level. Create video about your products or services and post it on any kind of social media or the publisher can pay to post it on sited like YouTube.

4. Radio and Podcasts: verbal promotion is a kind of advertisement that can be repeated continuously as part of podcast shows. Publisher can have a conventional kind of promotion recorded to be played or there is likewise the opportunity of sponsorship.

5. Direct Mail and Personal Sales: Direct mail can offer healthy return on investment for small businesses. The starting point is to identify first your target market, then send the offer out to all of those prospects. Measuring and analyzing the responds help the seller to know which type of customers are responding and interact to this format. We can consider direct or personal sales is still major area of advertising, particularly for private companies.

Now it's necessary to highlight on the two most important companies that also have different strategies and explain in details how these companies make advertising for their items: Zara and REPSOL.

First company: ZARA

Fast-fashion giant Zara is worth over \$13 billion - despite spending less than 0.3 of its annual revenue on advertising, we will see how this big wealth achieved. This company is famous as one of the biggest fashion companies all over the world and also one of the most famous companies in Spain. It is listed as one of the best global brands in 2017. This company just spends 0.3 of its revenue on advertising by using alternative way to make promotion such as its own website or the use of social networks like Facebook or INSTGRAM.

ZARA spends almost nothing on traditional advertising because they thought advertising has different meaning from marketing to our product, but the company does the work efficiently, that is equal to market. On the contrary, the company promotion strategy is focused on placing their stores in the middle of the cities or areas that include a lot of people regardless those are shoppers or just looking quickly on the brand and outfit. So according to having many places that so close to the customers, anyone of them least want to have quick look at what products are offering in the place these customers will end up walking in the store buying your commodities.

The strategy of Zara depends so much on word-of-mouth to generate visibility for its brand which offers stylish, high quality and special clothing in scarce quantities. This brand target two segments of people: people have plenty of money and normal people. 202 stores in Spain offer its products, there are and exactly 4 in Valladolid each one of them own his website for shopping online that's called online marketplace, the more places your brand is present also the seller should being present in this place, the more likely the brand awareness and recognition will be generated.

Traditional fashion retailers offer unlimited supply of products until market become saturated some of them release products on annual and other companies seasonal (customer know product will be available from 4 to 6 months so they don't have to pay now, there is no risk). Zara has his own style on manufacturing or marketing the product, it offers limit number of products that is how company works the reason why Zara's customers know that products will not take along on the shelves or it doesn't take much time to sell out, so they take their decision quickly to buy them or they have to wait when new collection set free maybe item they want

does not exist. This action can be considered one of strongest marketing tactic I have ever seen; this company thinks that the sense of scarcity lead to sense of urgency.

Customers that able to get newest trending products from Zara, they feel like they are part of top and that's human being everyone need to feel uniqueness and going to show off in front of their friends (posting picture on social media like twitter or INSTGRAM), families also encourage them to keep shopping from Zara to be part of the top with other people. When the customers missed newest products they will be more interested and waiting for new collection or visit nearest branch for purpose of purchasing hoping find they wanted.

The queen of Spain when posting her pictures on INSTGRAM showing off with her outfit from Zara that's also considered from free advertising without paying any money because Zara has over than 30 million followers on INSTGRAM so when another women see this elegant dress they absolutely want to have it as much as possible. The company earned almost \$60m in first five months using social media and now the company dealing with excellent influencers to make great impression among people and make new audiences and their teams work very hard to know what kind of outfit that people want, what is new ideas for items that customers want then work so hard to create clothing that fits current style of this time.

ZARA has many unique and modern ways to collect data about their customers such as: when online customers make search for items they record this search and analyzing it beside browsing habits. During customers searching on the sores they watch them to know their fashion choices, taking feedback always from buyers to analyze it to improve themselves. Zara's employees before getting their job they received training of how dealing with customers, how dealing with their comments.

Second company: REPSOL

REPSOL provides a lot of varieties to satisfy the needs of buyers like natural gas and crude oil. This company makes trading and marketing for natural gas production in the U.S, Canada and Spain, comparing the price of oil its more cheaper than any other company so its provide good solution for price risk management, for example for natural gas.

The sales of REPSOL'S lubricants business abroad represent now more than third of turnover because Spanish lubricants become more international expand to the world. Products of REPSOL are now on the shelves of more than 55 countries, and its market becomes wider and wider especially in Asia countries. Additionally, the company makes promotion by putting their logo on motorbikes in races so many of people can see. It also makes advertising on TV and using social media.

Their products are marketed in advertised in 5 countries, the technological and industrial base exist here in Spain, REPSOL entered to these countries through Indonesia because it is used to export the oils to this country, now more than 30% of lubricants market exist in Asia where more than half of vehicles in the world are manufactured. This company makes revenue more than 100 million euros each year and employs 200 workers from all over the world and its international revenues had been doubled in 2007.

In 2013 this company exceeded its historical sales and production and gained significant revenue this time more than that earned in 2007. These lubricants have been founded in France, Italy, Thailand, Vietnam and Portugal from many years ago. These emerging economics help in growth progress. Additionally, there is also a natural market in Latin America due to similar language and cultural advantages. This year also the commercial network with companies of Brazil and Chile will be finished and big firms of oil looking to make place to REPSOL in Asia which is main region in company's international strategy for REPSOL Company.

The demand of lubricants, which is linked with the manufacturing of vehicles, is growing in Asia. The market in China is distinguished from any market its support lubricant with European technology level that very specialized and friendly to environment and not cause any pollution. Lubricant is manufactured in china, Japan and Malaysia, after manufacturing the company

distributes their products to more than 1500 countries all over the world and each country has his own preferences in shape and package of products like people in Indonesians prefer 800 cm³ containers for their motorbike but other countries prefer 1 L canisters.

Every type on engine needs its own oil so lubricants can be classified into 3 major section : Automotive, marine and industrial which include motorbike, private cars and vehicles and REPSOL is market leader in Spain their sales according to industry and marine about 30 % in motorbike 1% and in automotive 40%.

REPSOL sells all products through wide network of service station, REPSOL gas station marketing sales amounted to 21.604 million tons in 2014 with 1% increase over the previous year, in 2014 was observed that revival in domestic consumption, creating new business opportunities and growth in trade, specifically abroad, the number of new products marketing lines were successfully launched also with carefully managing marketing margins and managing credit risk, gasoil market share grew in Spain and Portugal and able to achieve positive results in service station business and direct sales to end consumers.

In the end of 2014 REPSOL had 4,649 service stations, in Spain the network consist of 3,585 outlets and 71% of them enjoyed with strong link to the network and about 29% were company operated.

The numbers of Service station:

- Spain 3,585
- Portugal 440
- Peru 374
- Italy 250
- Total 4649

The company maintains its partnership policy with market leaders such as El Corte Ingles that offer promotional campaigns for discount vouchers of purchases and also both of REPSOL service stations and El Corte Ingles has his own chine of stores. This company has stations everywhere; besides it also make advertising on social media and putting the logo of company on motorcycle during international event or race help REPSOL to become popular.

4. Electronic advertising

Electronic advertising represents an evolution from traditional advertising to a new model of publicity based on the use of the World Wide Web. That means, putting ads on the website of the own company and other organizations targeting people who are interested on the goods or services. The widespread of the Internet has led to the appearance of new and innovative ideas in advertising reflected in the use of the Internet marketing and advertising.

It could be exaggerated to say that electronic advertising changed the world but, in fact, it has changed the way of thinking of people. Moreover, electronic advertising has given rise to the emergence of new methods to search for information, more possibilities of marketing and alternative ways of communication. The first banner paid for advertising on the Internet appeared on the site of Hotwired Company on 1994 and it was the first company to earn profits from online advertising.

The purpose of E-advertising is to reach a wider segment of customers by connecting with all of them over the web. The important advantage of E-advertising “target market” is that allows to target customers based on criteria such as gender, location, age, religion and preferences. The main structure of E- advertising is what is already published (photos, videos or written). It is necessary to highlight all the items animation or effects and later deep in details of all kinds of techniques that are used in advertising.

There are main terms that are always used in electronic advertising

1. Web banner: this is a type of ads that attract potential customers, these ads serve to make promotion to company’s website.
2. Cookie: is file on computer of someone that record search history according to information that people make search for to help promote relevant and rotation.

(Medoff, 2010)

4.2 MNCs using e-advertising strategy

4.2.1 Apple

This company is one of most successful brand in the entire world. As a result, any product this company launches achieves a significant impact in market. Such a success led to Apple to gain revenue about 200 trillion from 2003 to 2014. Products like iPod, iPhone and iPad distributed by Apple so it not depend only on selling products or generate money, it creates loyal customer that can stand for hours in line to be the first one who get the items that are launched in market from 2 minutes to feel uniqueness between people around him.

The company manufactures different kinds of electronics devises such as computers, laptops, mobile phones and watches. Apple has created a large variety of products aimed to make consumer's life easier, happier and better. The company has developed a specialized website that shows all items and their respective characteristic which is also used to make marketing. The journal life the Atlantic writes about this company standing up all these good aspects that are supported by two main characteristics; design and utility.

Apple focuses its strategy on the following points:

1) Rethink the need to think

The success of Apple depends on two different strategies; product positioning, and the promotions of products. For the second strategy is complemented by the image of famous people using Apple devises, programs or reviews in the media. Additionally, the company tries to connect with the influencers explaining to them the products and items are going to have great influence on the customer and target them very well then they will share the products with potential customers.

Adam Sutton of marketing suggests that there are 3 stages need to Analyze:

1. Challenge: Writing about the problems that customers face and try to describe opportunities that customers may have them.
2. Action: Trying to solve challenges and problems that in company.

3. Results: Explaining how the problems are solved and challenges that faced customer and learning from their experience.

2) Keep your Marketing and your products simple

Any Company try to reduce confusion that customers may face by making the web very simple, explain written content for sales and remove any kind of industry terms or terminology that hard to understand also using very simple and direct words in explaining the benefits and advantages that customers can get from buying this product. Apple keeps it sample and its customers love it.

Ads of Apple and their marketing not to describe characteristics and features of items it shows how this product can change your life and make it better, select clean and unique design for pages that wanted badly. Reduce the mass in important section after that the customer will be focused to the product and content.

3) Know your audience and speak in your language

Apple knows its potential customers so well they know how to talk to them in way the make them feel comfortable not confused. Products will be display also in unique and appropriate way to show their importance to customers by the way that so related to their life.

Examples:

1. The iPhone not just smart phone it allows the consumer to have the power of Apple computer in your hand.
2. The iMac is not computer it helps the consumer to computing and makes this experience very interesting.
3. The iPod is not just music player and storage device it allows the consumer to store many music for many hours in your pocket.

4) Build commodity of users or clients

This concept creates brand personality and culture that make customers want to belong to this community, it also have benefited and gained experience from their own worldviews even small brands can make community for itself from loyal customers and users. First creating vital image

Of your brand, mission and vision and benefits that customers will obtain then make sure the pages and marketing websites express very well on the values, every product on website should be described using also colors and graphics. (Lusted, 2012)

4.2.2 Hewlett-Packard

HP abbreviation for Hewlett-Packard, this company established in 1939 that providing many services and IT products such as; PC'S and printers. The headquarters is located in California. This company could be considered as global one because it targets each segment of the society which are companies, organization, government and individual.

Marketing strategy: targeting is one of most important basics of marketing strategy; the company uses marketing mix (mix of product, position, promotion and pricing).

1) Product

It can be considered the main core of any company that provides infrastructure technology that related to imaging and printing and development of application.

This company has good customer base they trust on this brand so much because it provides variety of items like laptops, printers, scanners, digital camera, touch smart PC (touch screen), tablet and IPAQ Glisten Smartphone.

2) Pricing

The company take into consideration the main factors that effect on price such as; Distribution, promotion and material that used to produce this product so first it makes research about market and amount of money that customers are able to pay for new items then working according to

these aspects to designs product with all features and characteristics that customers need to satisfy their needs and expectation with reasonable price.

The company launched new system called first-in-pay-per-use that means the consumer can pay only for the time of utilization the services but the system not works now because of competition in IT segment.

3) Placing

HP company has already many channel for distribution where they can sell products to individuals or business corporation directly or indirectly, there is also online distribution so customers can place orders either in official website (offers service such partner locator for small or large business) or website of shopping.

HP company has hired vendor's technology and retailers for supplying to their products also has many outlets where many products and items are provided, also the company hired also trained and good communicated people for dealing with customers in effective way.

4) Promotion

HP Company launched One Voice to promote its brand name and image with electronic products, it sponsored the shirts of a Premier League club and also sponsored BMW Williams, also as kind of activities some services are provided flash discounts on many products it will be for 24 h which can be announced as part of company's strategy.

HP Company is using many channels to make distribution for its products and services that will be available to the customers all the time and also there are many methods that support the company to make all items reach to end customer like service centers, direct sales channel, showrooms and retail store. The brand of company its visibility has been increased during the events happen all over the world, in sponsoring different activities, on their website a lot of photos to new items that increases curiosity to customer to know much about this product. The firm uses social media putting photos with attractive caption to the increase number of viewers that makes it very high brand that create awareness on mind of people so it has ability to lead

the market very well. HP competes with many corporations in same business segment such as Lenovo and Sony but every one of them has talents in his products in case of HP has items that focus on satisfy customer needs as much as they can. (Bhasin, 2018)

4.2.3. Samsung

Samsung Company is named by all consumers and companies the master brand. In the past it was not so popular as today, it struggled a lot in market to keep their products. Now, Samsung is able to compete with its main competitor Apple, the main thing that support the company to be leading the technology is its marketing strategy that is considered the main key for evolution. It could be observed as the most effective strategy because it helped the company to become authority manufacturer. Samsung also made some modification in the products according to the preferences of consumers that are different depending on the market, so it can be on the top in the market.

Customers always attach with certain technology products; they fight continuously to have the best. This situation force the company or manufacturer to create new products quickly to not lose their brand, name in the market among companies, buyers and also win the competition with other companies to satisfy the wants to consumers and make their life more better and easier. Samsung is famous for the quality of items and being sponsor giant, current sponsorship is Sydney opera house and Australian Olympic Team.

This company as well depends also on marketing mix:

1) Products

Laptops, TVs, digital camera, tablets, refrigerators and smartphones (reaches to amazing level that help this brand to become symbol of quality).

2) Pricing

This marketing strategy includes two pricing strategies

Skimming price Samsung Company is used to have upper hand over their competitors who is iPhone, involves introducing a product at a high price into market and making excellent profits on the sales that are made initially. Then when the market becomes saturated and limited the

price will decrease gradually and bring price affordable for more customers.

Example Galaxy S6 Edge most beautiful smartphone ever designed, it costs 200 \$ when it launched around the world but now price will decrease because market become saturated and the competitor will produce smartphone with same features with low price.

Competitive Pricing this strategy is based on cost-based pricing methods tends to ignore market conditions, competitive-pricing methods essentially base price on competitors' prices.

Example : Samsung is global brand but when it related to home appliance it will not over L.G., when it also related to cameras it will not exceed Cannon and Nikon because they are already leading the market so if company want to afford this competition with these competitors they should use competitive pricing.

3) Placing

Samsung company using many channels and service dealers are taken into consideration for corporation sales, in some cities Samsung has contract with Distribution Company that distribute items around the city like in Mumbai Samsung make distribution through one company and when there is many and large order the discount will be present.

4) Promotion

The company convinced that advertising is best method for promotion to create new customers and increase the revenue, besides advertising they can offer discounts, sponsor events and participate in national and global festivals.

In the end we can say Samsung marketing strategy is one of perfect example for marketers to grow and progress also having multiple items with amazing features can benefit your company a lot. (Michell, 2010)

5. Techniques used in electronic advertising

As we all know these techniques can be used as communication tools to attract and make attention in the minds and changing the way of how people think. So we are going to explain in details how these techniques works.

Techniques that are used in electronic advertising are simple and represent a free way to gain money by displaying ads behind your online website. Any company also show engaging ads to your site visitors, it starts in 2003 as a pilot project and received rapid success which led to its circulation in the country. The international program that deals with advertising, the advertiser apply request to Google AdSense to allow publishing his advertising in the website, In return the advertiser earns through the clicks of visitors on the advertising. The idea that Google plays the role of mediator between the advertiser and the owners of the site, so when the advertiser got acceptance, the advertiser can create an account and get codes to generate more revenue from it.

Google gives advertiser instant and automatic access too many sources of advertiser demand which means great competition and more ads for all your online content. This technique automatically serves ads on the own website of advisor that targeted specific audience. The advertiser has variety of sizes and formats and also customize how the ads look to fit with the website, also remove any ads that not suitable with website from blocking control pages that allow the advertiser to review individual ads and choose anyone one them show on the pages.(Hua, 2011)

5.1 Google AdSense technique

The company does not have to pay to use AdSense, the participation is completely free, and Google will pay for clicks and other interactions with Google ads that can be displayed on your site.

The companies choose AdSense for many substantial reasons:

- 1) Customization and Control
 - a) The advertiser can easily change the look and format of all the ads to fit with website.

- b) Displaying ads that related to your potential customers.
 - c) Having a lot of options of displaying or blocking option.
- 2) Easily Accessible Support
- a) During working and growth of any business the advertiser has personalized recommendations.
 - b) There are online learning and helping centers that help the advertiser to learn how to start and run your account with success way.
- 3) Performance tools
- a) The consumer will be able to understand the performance of ads and identify opportunities for growth with personalized reports.
- 4) Additional features
- a) Display ads that designed especially for games and videos that can work on mobile, laptop and computer.
- 5) Access to Google ads
- a) More advertisers mean great competition for your Ads.
 - b) Always giving instant and automatic access to many sources of advertiser demand so it's not necessary to manage relationships with other advertiser. (Ordaz, 2010)

5.2. SEO technique

SEO abbreviation for Search Engine Optimization, it is one of best digital marketing techniques to make promotion for any websites. It can be considered one of the excellent long term strategies; it can be used as a tool for competition. This technique can be defined by the desire to appear in the first results of the research in the sites in search engine like Yahoo, Bing and AltaVista. The company paid an important sum of money for the appearance in this result and this technique is developing continuously by the companies of electronic advertising.

SEO includes improving the design and content for website to push the website to be on the top of search engine results, the owner of website can use many effective strategies like high quality link building and building new backlinks.

This technique can be used to understand more about many processes such as;

- 1) Improving the quality and volume of traffic from search website.
- 2) Designing and developing the websites to be arranged well in search engine results.
- 3) Marketing by understanding how this system work and what most interesting things that customers make search for.
- 4) Target local searchers with local landing pages and listing.
- 5) Optimizing of the voice search.

There are two essential ways for making optimization:

- 1) On-Page SEO: this way includes good content, putting keywords on correct places, giving title for every page, explain each point and providing good content.
- 2) Off-Page SEO: but otherwise this technique includes search engine, link exchange and link building.

Now, it's necessary to explain in details how the search Engine works:

1) Crawling:

This process of bringing all web pages that are linked to website this task can be performed by software that called Crawler.

2) Indexing:

It is identifying the expressions and words that can be describe the page very well, can be also process of creating index for all web pages that are brought and kept into large database from where it can retrieved in the future.

3) Processing:

When applying request for search the search engine process that can make comparison between search strings in search request with indexed pages in database.

4) Calculating relevance:

It contains more than one page on search string so the search engine starts calculating the accuracy of each page in its index to search string.

5) Retrieving Results:

Finally the last step in search engine activities is retrieving the best results that are matched and it's not more than displaying them on the web or in browser.

The basic principles of operation for all search engines are same but the main difference is the accuracy that leads to some changes in results relevance:

White Hat SEO: is considered one of beneficial techniques that can be used in search engine and include various features like:

- 1) Does not involve any kind of cheat or deception.
- 2) Involves good quality of web pages and web search.
- 3) Involves availability of good content on web page.
- 4) Compatible With search engine's guidelines.
- 5) The web page content created for the users.

While in designing web page, there are few guidelines that should follow those aspects are:

- 1) Search engines are enemies of frame.
- 2) Don't put anything in the topic of page that not fit in good way.
- 3) Don't use Animated Gifs, flash or Rollovers.
- 4) Should have more content than HTML elements.
- 5) If possible don't use ads because most of them use Java-Script which not recommended to be used. (Doverly, 2011)

5.3 General aspects and main points about these techniques

Owners of business are so interested in getting their business on the first pages of Google's search results. There are many suggestions to get your business listed on the top of search

engine results. There are three separate and unique opportunities to rank your main content on page one: At the top, at the bottom and local listing in the middle.

One clear example is the strategy of Blue Corona (web site) they get the spot on the first page and overcoming competitors through dividing the page into four main questions, each one of them target to different part from search results page.

There are many ranking factors that Google looks for billions of webpages in our search index to give the advertiser more accurate and useful results. Those systems of Ranking are made of series of algorithms that analyze what is the customers are searching for and what information that return to you, the system of algorithms has been refined.

To access your specific researches and results in specific details any advertiser need to keep the services in general looks that makes them work better. If any advertiser wants to get his own business on the page of Google's search results or on page number one, he should focus on some of actual ranking signals such as;

1. Authority of Domain Name: As long as the advertiser owned the domain and more pages of quality content, he also can own the domain of name in very easy way including also keywords that related to domain name. It will be so better to have big influence on the users to click on your own websites instead of your competitors. After that Google will received signals for all the information that exist on your site if it's found on other sites around the web.

2. Quality and Length of your website page: All information and documents should be included in the pages of the website so when any customers make search for getting useful, unique and complete information for specific products they can easily find what they are looking for.

As long as any company or brand targeting the audience by creating quality content and that what they really want at the end it will be so better.

3. Mobile-friendly websites: Now, most of people are using mobile phones searching for information, contacting with their friends or playing games but the main question now is, the website pages of mobile friendly? So we need to focus on improving the site for mobile devices and make them easy to move everywhere so the users of mobile can find what they want easily and quickly.

4. Secured sites: human needs to see secure pages even if they are not getting personal information or dealing with credit cards, then the web pages should load via http to be protected in the suitable way.

5. Page speed: the web pages should loading fast on any device such as; mobiles, computers or laptops, because slow loading in web page give negatively effect on the ranking on Google and also on researchers because nobody likes to wait so long for any websites to load. For this purpose companies may use tools like Gtmetrix to test the speed of their respective website pages.

6. Optimize images: putting simple images with good quality related to the topic, they are very attractive that trying to explain the topic and provide the customer with all information.

7. Start a Blog: one of best things that any website can do to rank highly on Google is to start a blog; the advertiser can think about important questions that consumers asking then write the answer for each one.

8. By creating citation about the listing of the business on local directory site, the advertiser just need go to the sites and make sure that his business is listing to shows up on those sites and all information should be accurate, clear, and complete and trusted that help at the end to create strong link profile.

About 34 percent of Google search results are no clicks because searchers are getting the information they need by featured snippets. Featured snippets can be used when search query is question; it's always appearing at the top of search result page.

There are some recommended ruled that need to be followed in correct way in making optimization to the content for rich snippets :

1. Use headers and bullets.
2. Write the questions with fully answers.
3. Condense the information into simplest answer that can be.
4. be realistic and stay away from the imagination.
5. be sure from using images.

Unfortunately the advertiser has less control over rich snippets and the opposite will be in knowledge panels the advertiser has much control on knowledge panels and can make also edit. The way that Google and other search engines display website is that around the clock Google has automated computer system that working well, they random visit websites all over the internet and take snapshot of each page and put all of them in massive database.

According to the part of taking snapshots the system of Google read each word and the content on the same web page (files, videos, photos, animation and audio) to determine the main points, subject of the page and the main reason for using Google. Those collected data can be used to determine which web page is more appropriate to display for practical keywords search.

The Search Engine Results Page (SERP) includes several sections:

1. The main section is in the middle consists of the main content listing of web pages that are more accurate to the keywords that are used to conduct the search.
2. The top section consists of 3 or 4 text ads that are paid and also related to the keywords the conducted and used in the search.

How does advertiser own the site on Google?

First: Making sure that your own website has been indexed by Google.

Second: Remember that Google will only display webpages that are accurate and related to the keywords.

Third: Just because your own website does not show up on the first pages it does not mean it is not showing up at all, the researcher can go to the bottom and click Next to go to other pages.

There is one way to get your website show up on the first page of Google: paying money to be on the first page of Google which called Google Ads (Pay to Play), this can be the easiest and quickest way to be on page Number 1 of Google by paying for your own advertisement. The advertiser just need to sign up in Google then choose the keywords that are helping in target new customers, after that making auction about how much customer would like to pay every time your ad is clicked on which called pay-per-click. The higher any researcher bid per click, the higher your ad will appear on the top of page.

Setting the daily budget so when the budget is finished or exceed the limit Google will not show

your ads any more in this day until the budget is suitable again so the ads will appear again. There are different setting and features that can be added or edited for Google ads campaign but if it is not corrected very well, each month a lot of money can be loosed.

If the company does not have the ability, time or budget for hiring a pro to manage your Google Ads campaigns, the solution is staying away from paid search advertising. (Hua, 2011)

5.4 Successful companies in digital world

Google Ad Words can make any company more successful in short time if implemented in right and appropriate way, there are main reasons that company should use Google Ad Words:

1. Google Ad Words increase leads and customers

Allows concentrating on people who are looking for what is offering. Google analytics and examination can be considered one of best tool to lead generation especially if your campaigns are set up in right manner. It includes likewise the products and items of your business that can help in improving your searches and ventures, so only individuals who want to purchase products are sent to your websites through its platform.

2. Its flexible marketing platform

Anyone who utilizes Google Ad words can inform the advertiser regarding the adaptability of marketing platform. It is very appropriate for all types and sizes of associations, the advertiser can turn internet tariff on and off using this system. This platform is so good with wide range of marketing platforms and different framework. Campaigns can be customized to spotlight on online users, target individuals in various locations, people utilizing different devices and on various websites owned by Google.

3. Businesses get high return on investment

First and foremost it requires time for any investment to discover what approach is reasonable for your business but this procedure is distinctive, thus advertiser can only pay for ads that people click on. When Google ad words campaigns get improved, the advertiser can get high return on investment which can be accomplished with this strategy. The owner of website has to

check and test the campaigns to get clear pictures which are leading towards the end best results. Can be considered likewise so straightforward and all data that any customer needs is accessible. If parts of campaign are costing important sums of money, the best solution ignore those parts and spotlight the efforts and budget on areas that give good rate of return.

4. You see fast, transport results

It is natural to investigate the advancement of your campaigns because if all information board that gives information and data that related to each campaign such as keywords, cost of snaps and ads clicked. That makes Google straightforward framework so great since this stage shows results that straightforward and reports for your campaigns rapidly after that distribution can happen.

5. Business finds out more about their markets

Google Ad words creates information about customer's traditional habits and their needs, they making their best by trying to get into the head of the customers and understanding them that makes it easy to find out what they really want or what they like. By Google Ad words it will be so easy to find your website and their location and any other information that absolutely helping in providing and offering better products and services for the customers.

So based on the five previous reasons the consumers have enough causes for using Google Ad words which is working to meet the needs and wants for their potential customers, by using several ways like getting into their minds, making progress and achievement for your campaigns through key words and Ads clicked and helping customers that searching for specific items through offering what they need in appropriate way. (WYHER, 2018)

We can make highlight the special interest on the four horsemen of technology: Apple, Google, Amazon and Facebook. Investors prefer working with these 4 companies because; they considered from the largest companies that work in stock exchange. Investors also appreciate big data and software codes more than commodities and physical assets. In the other side, the consumers attracted by the four companies as they help them to find some of basic needs such as:

Information (Google) and key product (Ad supported search)

Marketplace (Amazon) and key product (Amazon marketplace)

Authenticity (Apple) and key product (IOS mobile platform)

Relationships (Facebook) and key product (Ad supported social network).

By using those business models, the companies are able to generate more revenue.

Recently Apple passed \$800 billion on valuation mark. In spite of this success, we all already know that Google will collapse in the future and why people say goodbye to Google and Apple, the reason is big corporations that always have problems are replaced with younger companies in the future that have problems less than the first companies and can be solved easily. For instance; Amazon can be considered by many of people one of the longest survivors, in the end we can say it will disappear also because companies have short life spans, so Amazon will be disrupted one day.

Also the companies that are shiniest and more important, just people have to wait few decades and they will go. Main reason for large companies decline, they don't innovate and develop fast enough and all businesses are obliged to exist in permanent state of innovation and this task is not easily accomplished by complex and large organizations.

Google's success originated in one simple insight from its founders Larry Page and Sergey Brin. They realized in the late 1990s that the sprawling, chaotic mass of material that was cascading onto the World Wide Web could be tamed by ranking search results according to their popularity. They do not look back and that makes millions from online advertising and adopting of new ideas are the most challenging in the world of technology.

Last August, Google announced that it will create parent company and leaving Google away from the business that are most weirdness.

Companies that are most weirdness for instance "moonshot", this company include Driverless cars, Drone delivery, Internet via balloon, Contact lenses that detect glucose levels, Calico that treating old age or longevity and diseases that are related to it and Nest makes smart thermostats and more conducted for home. (Hocker, 2018)

5.5 Why is Google on the head of advertising?

Sridhar Ramaswamy (Google's head of commerce) while he was working at Google company he supervised on all Ads and commercial products of Google and anything outside from this company makes it invest more and more money in competition with other companies. Now, he left the company after 15 years of working and join to Greylock partners and become a partner in this company.

Google fought so long to build strong commercial business. Now, becoming more and more popular and everyone wants to make advertising on it, getting first page and appearing on first results. Now, making highlight according to the previous studies, Google's advertising revenues came at over 28\$ billion in last quarter and annual revenue for 2017 was over 110\$ billion so to get best advertising that suitable for the advertiser, just put it on Google. So Google can rival other companies because having 84% of the total revenue.

There is different between advertisement on the web and in application, on the web is so well-known and the advertising can appear so quickly. On the other side, in apps it takes long to load and enable micropayment models, Ramaswamy thinks that the world of web and apps will blend together over time and he additionally said that Google ranked first in terms of transparency and his teams always puts the users first and it's very important to have simple contract with users. (Hamen, 2011), (Lardinois, 2018)

5.6 Who are the competitors of Google?

Now, Google market share in US 63.8% when it compared with Bing which is credible competitor to Google in US, Yahoo also represent little percentage 33.5% but this story is completely different internationally because in China uses Baide, Korean use Naver and so on.

Amazon vs. Google

The first search company came to our mind is Yahoo or Bing to be the competitors for Google but in the fact Amazon is the biggest competitor for Google. In Berlin in 2014, Google's executive chairman said this: "Many people think our main competition is Bing or Yahoo. But really, our biggest search competitor is Amazon." (D'Onfro 2014).

Product searches are the main goal of competition for those two companies (Google and Amazon). The New York Times sourced data on the market share for products search as follows: Forrester Research found that third of online users started to make search for the products on Amazon. According to many researchers found that product searches on Amazon has grown 73% over the last year otherwise shopping searches on Google have been constant not increase or decrease. In some specific markets amazon share is getting higher and the accounts of Amazon represent more than 40% of books sales and more than 60% of online sales. At the end we can say when it comes to the space for product shopping, Google comes in second place after Amazon and struggling to catch up.

Apple vs. Google

From this viewpoint, Apple may not seem like huge threat to Google. According to some analysis, Android represents about 84.7% of the market compared to Apple which represents only 11.7%. Ad blockers improve the user experience especially on mobile devices because they can block content from loading system such as in iOS 9, there is Apple's support for ad blocking.

Facebook vs. Google

Facebook can be considered as one of the major competitor to Google. Facebook and Google combined make up more than 50% of all over the market. According to some analysis from E-Marketer report from the last year, Google getting the largest portion about 33% and Facebook about 19%. Data from comScore suggest that the users spend 44% of all their time in apps. That's could be unbelievable move away from the web. It reflects the main point which is apps can offer better experience online than websites. One additional thing the number of WhatsApp users reached 1 billion in 2016 and Facebook messenger users reached 800 million in 2016. (Enge, 2018), (Stross, 2009)

6. The advantages and disadvantages of electronic advertising

Now, as we can see the market of online advertising is becoming popular in area of academic research. Online advertising has advantages but in other hand also has disadvantages. We can highlight on different aspects of advantages and disadvantages of online advertising that take into consideration when any company thinking to create advertising.

Main key words that can be used: Online advertising, advantages, disadvantages, communication channels and marketing.

6.1 By mentioning some of essential advantages that lead companies to choose online advertising than traditional media

1. Measurability

The internet can be used to get all information and knowledge from the websites 24 hours a day, it has most important skill that allowing advertisers to keep follow of numbers of visitors to their websites and providing constant interactions with customers via contact section. Advertisers can collect information about the effectiveness of their advertising such as response of audience or size of actual audience. Moreover, if any process of sell results from advertisement or what is actually loaded within visitor's view. This helps to improve advertising campaigns all over the time.

2. Increase the revenue

The total revenue of online advertising was \$2.3 billion in the beginning of 2004. In 2010 the online advertising spending was risen to \$19 billion this year. As online service increase and grow that lead to certain increase in advertising through internet. Since 2010 the revenues of online advertising have been growing constant until it reached to \$26 billion, it is more better than using any traditional media such as radio, T.V or newspaper because the revenue of these methods are very limited. The revenues for online advertising were increased in 2011 to \$31 billion which represent about 22% increases over last year revenues.

3. Trust

It is necessary to make studies and collect data about brand trust. Scholars are becoming more interested in this problem because consumers represent main role for any business so according to their opinions any brand can achieve success or failed. If consumers trust any brand or any firm, they are willing to interact more and market will work also well. Therefore, trust building is very important thing for vendors as it can also enhance the attitudes of consumers and purchasing goals.

According to many researches, we can mention that some online seal programs employ Trustmark, which can put with logo or picture together. Conclusion, the trust in e-services can be the representative of raises users' trust in e-service provider.

4. Cost –Effective

Although the cost of producing and putting advertisement on internet may be higher than the other forms of advertising, in the other hand the cost will be over longer period of time and it will be lower over cross of time.

Also putting into consideration the low prices of electronic communication can lead to decrease the cost of displaying the advertising through internet compared with offline advertising. Therefore, online advertising helps in improving returns than in any other media.

5. Providing feedback

The internet provides instant feedback from potential customers to the company. Thus, without large and special investment the company can make the demand for the product even plus or minus according to the feedback of customers what they like and what not. Based on some studies the company can know the potential competitors and their strength, evaluate the expectation of potential customers for products or services.

6. Wider Ad Coverage

The online advertising gives much wider global coverage for your ads and this helps in making your online advertising reach more audiences and this help to get best results at the end through your online advertising campaign.

7. Flexible payment

It can be considered as additional features of online advertising and marketing. In offline advertising it is necessary to pay full amount to the agency of advertising regardless of the results. But on the contrary, there is flexibility in online advertising for payment process through clicks or numbers of displaying. At the end it is possible to say, online advertising will help in the control and manage your budget very well.

8. Speed

It is one of the most important qualities that electronic advertising has. It is faster than any offline advertising activities also the company or advertiser can start sending the online ads to wider audiences to create his own potential customers once the company start the advertising campaign.

The execution speed of internet advertising gives one more advantage over other traditional advertising method. So if any company has large targeted audience online at the time of displaying your Ads, it will be served to majority of audience at any time. (LeFort, 2015), (Kokemuuller, 2018)

6.2 Disadvantages of online advertising

Even the successful advertising has also demerits so it's necessary to mention and analyze many of them:

1. Click fraud

It refers to person or organization with fraud internet to obtain interests that is unlawful or consume rival's advertising budget by using automation scripts or computer programs for clicking on the online advertising. Moreover, Click fraud has negative effect on e-commerce by reducing the trust of advertisers and profitability on the usage and effectiveness on internet marketing. Fraud clicks can be generated by either software program or person.

2. Targeting

We can say only about one viewer from 400 viewers if all of them see advertising will click on the given advertising and small part of those viewers will buy the products. At the end we can say, reaching 10,000 people of whom 2/1,000 (or 10) will definitely buy the product is better than

reaching more viewers but no buyers.

3. Privacy

According to last studies, consumer privacy supports and regulators have criticized the search engine providers for capturing pictures and storage data. A lot of data included lawsuits and legislative inquiries, the subject of legislative inquiries become more popular in United States as a result of that many of the Internet services providers stopped talking advertisement from the companies. On the other hand, current advertising service providers like Google and Yahoo they are gathering information about the users and store it with their data. The trust can be easily violated like there is case where Google employees spied on underage teens' accounts for months and they didn't notice anything.

4. Wrong slot

Analyze this point very important because it depends on bad timing. Such as, when anyone posting videos or pictures and at this time students in school or session and this is time for work so those who working professional is not be browsing through the web at the peak of working hours. So the right timing need to be selected for posting your Ads to find any the interaction from people.

5. Encouragement of Monopoly

As we all know, advertising means competition among products and companies but many of manufacturers and big industrialists can use the advertising to increase their monopolistic control over the market and this is against Public interest.

6. Multi choices

There are so many websites working in the same field and doing the same business so it is hard to identify which one of these websites are targeting the audiences effectively. Make sure that taking enough time to make research for appropriate websites for your products and services. (Kokemuller, 2018), (LeFort, 2015)

7. How to calculate the cost of advertising on the internet?

The most important feature of advertising across the network is the ability to control the budget to determine the number of visitors and how they arrived at your site and how they behave during the site.

7.1 According to previous research we can make highlight on the main ways for paying to ads:

Online advertising can be on a text or image or video format and there are two ways to pay for ads in web sites:

1. Pay for impressions (PPM Pay per Thousand Impressions) here the advertiser pays for the number of times the advertisement appeared.
2. PPC (Pay per Click) use this method, the advertiser pays only for the number of ad clicks and not the number of impressions.

Advertising companies provide advertisers with great flexibility in determining the daily budget of advertising so as not to be skipped and from the most famous online advertising companies Google, Yahoo and Microsoft.

We can make more focus and study on digital marketing because any marketer or business owner know that it's very an effective way to reach millions of people which can lead to new leads and more revenue.

7.2 What is the CPM?

Cost per mille can be considered one of most important advertising term in all world of marketer, allowing the advertiser also to know how much 1,000 advertisement views or impressions would cost. The easiest way to calculate and understand CPM is putting it in context, example: if CPM website charge is \$3.00 that means the advertiser is going to pay \$3.00 every 1,000 times your advertising is seen.

If there is any problem with CPM we can use another term WebFX, they are team which consist of more than 200 specialists that help any company to create digital marketing campaign that can be very successful and cost effective. According to previous study those two methods are create over 3 million leads.

7.3 The importance of calculating CPM

1. gives the advertiser clear and valuable insight that can shift and change the shape of course of your marketing campaigns.
2. During calculating your CPM, we're doing big favor to your business by increasing brand Aware behind measure the impressions of each of your platforms.
3. If the company found that they are getting less impressions and interactions than expected on certain platform, the company able to change your strategy or improve it to improve the numbers.
4. Extra advantage, getting unlimited number of results in higher brand awareness and also more conversions.
5. Protecting your websites from getting traffic and always ranked on the top in search engine.

7.4 How the calculation of CPM?

Before going into details we need to make highlights on main points in this calculation:

First: the important thing to know how people will interact with your ads by taking into consideration their opinions, how many impressions and clicks your ads will receive, how many times people will see your ads and after all determine the price of the ad.

Second: Dividing the total numbers of clicks, impressions or ads by 1,000.

Third: Dividing the cost of your ad that determined in first step.

Briefly the formula for calculating CPM is (ads cost \ the results or dividing your impressions)

* 1,000.

7.5 What is difference between CPC and CPA?

CPC, cost per click, the advertiser pay every time anyone click on the ads to see it and its help them so much for making promotion for another products or services.

CPA, cost per acquisition, in this case the promoter of ad only has to pay when the purchasing process is completely done also very important to have a high click-through rate because the main goal of any ads is to make anyone purchase the product or service that you're advertising.

7.6 Visualize how far the advertising budget is taking you

Online companies have one of biggest advantages they are so easy to analyze to get all the important information and understanding how process going on and so easy also to measure. By having right data it can be easy to calculate and measure how far the advertising budget is coming on and the yield and results of your companies.

After calculating CPM which also called the price paying for 1000 ads impressions, the decision will be the amount you're paying is cost effective for the business or not, low CPM means that ad is displayed at relatively low cost to the internet users and viewers, while high CPM means that ad is displayed at high cost for internet users.

If any company uses the strategy of CPM along with all budgets, it will be able to see number of impressions then be able to know the all budget. Now, the impressions are very known, CPM for campaign and budget that allow the company to take more rational decision about the digital marketing strategy.

7.7 Maximize the budget with PPC ads

PPC will be the better option, if the company isn't see the results and the CPM of the ads campaign is too high and it doesn't worth to be high invested. In case of pay per click advertising, the paying only for ads when anyone click on them in this way if anyone see your

ads and he is just looking not interested, the advertiser doesn't have to pay anything.

In all PPC ads aren't priced the same. The cost for each click is determined by auction process according to that each advertiser setting bid for maximum amount of money that will be paid per click for specific keywords.

7.8 mentioning some of common online advertising cost

1. The average cost of advertisement on Google Ad Words is about \$ 2.3 per click on search network.
2. The average cost per action in Google advertising search is \$59.18.
3. Average of small business using Google advertising is between \$9,000 and 10,000 per month so at the end of year it may reach \$150,000.
4. Average cost per click on online Facebook ads \$ 1.72
5. Average cost per action on Facebook ads is \$ 18.7

7.9 controlling the cost of Ad Words advertising

According to a lot of researches there are many different ways to manage and control the costs and how much will be spent on Ad words advertising.

First technique: The quality score is such getting highly results of achieving more than expected on the rate of clicks, by this way any company or website can raise the quality scores through the campaigns so the consumer can get lower your cost per click.

There are many common words in top performing text Ads for example: Now, Today, free shipping, prices, best, discounts and flash sales.

Second technique: Ad scheduling or day parting that let the company makes specific windows with specific time throughout the day when you're adverting can be shown. The advantages of this technique it can offer more control when ads are displayed and also can be used to reduce

the cost.

Third technique: Geotargeting, it allows the advertisers to target the locations that may have highest impact and its make this technique so unique especially when combined with day parting that can give to the advertisers more control over when and where the ads should be displayed in perfect place and time.

Fourth technique: Device targeting by using specific devices with ads and higher prices offers for all searches performed on mobile devices.(Shewen, 2018), (Sweeney, 2005)

8. Conclusion

The field of advertising has undergone huge modifications within the previous couples of years. The internet has actually come back during various methods as so much as competition for advertising money worries. Internet ads have been in the right site from the web time came into being. Nevertheless, TV has continuously reminded the customers with preferred selection of advertisers which is regardless of the thousands of buyers finding difficulties and spending couple of hours on internet searching for their requirements. Now, things are taking different flip in recent times.

Another factor that can be considered is the range of advertising and the several ways that consumers are going to be exposed to it. For a local and regional business, the TV would be the best choice and option. On the other hand, for a word wide audience, the online advertising is going to be their best solution.

In addition to the above, we can consider also erosion of TV audiences is another issue that has been taking part of advertisers with internet that leads to audience fractionalization.

Nowadays, the internet is turning into significant medium for customer oriented promotions, online couponing and many contests. Moreover, the internet likewise provides perfect formula for connecting the whole brand marketers that doing their best trying to create the best promotional program with their potential suppliers that concentrate on such programs.

Hence in keeping with the previous study have shed concentration and focus on the effectiveness of TV and online advertising, significantly in targeting specific segment of all potential consumers. Through mentioning special case in India has the youngest web utilize the population and making it popular media of advertising among the youth. Despite TV can be considered as advertising medium but decisively still holding and defensive for its position.

Numerous factors get into creating one advertising medium and a lot of appealing over another for a specific community. For many of communities, cost-saving can be most significant. In that case, advertising via internet is so simpler in case of comparison to TV, radio or newspaper. An internet ad might cost much less than using traditional methods of advertising. However, if consumers want to purchase through famous and well known websites it will be also so

expensive for them.

Advertising on the globe wide net has several benefits and downsides. In my opinion I think that the benefits of advertising outweigh the disadvantages. Having online advertising, permitting your advertising to be viewed globally all round the world, takes your business to new level for targeting a lot of new audiences. With the low cost of online advertising, supports and offers small business to invest in online marketing that leads to reduce the initial cost of marketing.

It allows individuals to get longer out of their life than other traditional shopping methods such as going to the store to purchase products and paying the bills. Success of online advertising needs strong strategy for all the processes like management, integration and commitment with corporation overall promotion or selling strategy. At now, it seems like a hard to predict the longer term of online advertising as result of this industry seems young to permits analysts to succeed in any concrete conclusion.

By a big assistance of internet, it's helped potential customers in many effective and different ways by finding their needs and requirements in very easy way from their houses; they don't have to go to the stores by themselves. The World Wide Web is usually developing and in this instance it might generate an even better and distinguish place for online communication (promotion).

Undoubtedly, online advertising offers various advantages such as; targeting new segments, tracking the customers, taking their feedback then make modifications, displaying the products in attractive way and flexibility, etc. those unique advantages are not accessible through traditional methods. Conversely, it doesn't mean the online advertising is the excellent manner of advertising, it likewise has several limitations.

Hence, all kinds of these media have their own strengths and weaknesses that all advertisers should be ought to know. A combination of those media will lead to desired results for the advertisers.

BIBLIGROAPHY

- Barrera, E. (1996). Pre-History of Advertising Administration. North University. 2: 4549
- Dictionary, Cambridge. (2018 March 13). Advertisement. Retrieved from <https://dictionary.cambridge.org/dictionary/english/advertisement>
- Hazelden, Barbara. (2018 March 13). How to Create an Advertising Plan for a New Product. Retrieved from <https://smallbusiness.chron.com/create-advertising-plan-new-product-10469.html>
- Tungate, M. (1967). Adland A Global History of Advertising. London: Philadelphia: Kogan page Ltd
- U.S. Embassies abroad. (2018 March 17). Spain - Trade Promotion and Advertising. Retrieved from <https://www.export.gov/article?id=Spain-trade-promotion-and-advertising>
- Ionova, Katya. (2018 March 17). Why TV is still the most effective advertising. Retrieved from <http://cnbccatalyst.com/why-moving-your-ad-spend-away-from-tv-can-cost-you-more-than-you-think/>
- KAREN. (2018 March 18). The influence of TV advertising. Retrieved from <https://redwoodadvertising.co.uk/purchasing-decision-process/>
- Bhasin, Hitech. (2018 March 19). Common Types of Trade promotions. Retrieved from <https://www.marketing91.com/types-of-trade-promotions/>
- Tungate, MARK. (1967). ADLAND A GLOBAL HISTORY OF ADVERTISING. London: Philadelphia: kogan page Ltd
- Bacha, Christina. (2017). Routledge Handbook of Political ADVERTISING. London: Routledge
- Sharanappa, Ashok. (2018). Mass media: traditional and digital. United States: lulu publication
- Turban, Efraim. (2004). Electronic Commerce: A managerial perspective. University of Notre Dame: Prentice Hall
- Duczeminski, Matt. (2018 March 21). Spotlight on Zara. Retrieved from <https://postfunnel.com/spotlight-zara-lessons-brand-spends-next-nothing-ads/>

- Payton, Susan. (2018 March 21). How Zara Makes Billions In Sales. Retrieved from <https://www.referralcandy.com/blog/zara-marketing-strategy/>
- Imaz, Josu. (2018 March 22). Repsol as an investment. Retrieved from <https://www.repsol.com/en/shareholders-and-investors/repsol-as-an-investment/index.cshtml>
- Niubó, Antonio. (2018 March 22). Repsol Annual report. Retrieved from <http://historicoinformeanual.repsol.com/memoria2014/es/informacionCorporativa/presentacion.html>
- Medoff, Norman. (2010). Electronic Media: Then, Now, and Later. United States of America: Elsevier Science and focal press
- Graham, Growth. (2018 March 23). 7 Key Strategies You Should Learn from Apple Marketing. Retrieved from <https://neilpatel.com/es/blog/7-estrategias-clave-que-debes-aprender-del-marketing-de-apple/>
- Lusted, Marcia. (2012). Apple: The Company and Its Visionary Founder, Steve Jobs. United States of America, North Mankato, Minnesota: ABDO Publishing Company
- Bhasin, Hitesh. (2018 March 23). Marketing Strategy of HP. Retrieved from <https://www.marketing91.com/marketing-strategy-hp/>
- David, Packard. (1995). The HP Way: How Bill Hewlett and I Built Our Company. United States of America: HarperCollins Publishers
- Yeung, Natalie. (2018 March 24). The marketing strategy for Samsung Galaxy. Retrieved from <http://www.versiondaily.com/marketing-strategy-samsung-galaxy/>
- White, WALTER. (2018 March 24). Samsung Marketing Strategy: The Master Brand. Retrieved from <http://inevitablesteps.com/marketing/samsung-marketing-strategy/>
- Michell, Tony. (2010). Samsung Electronics: And the Struggle for Leadership of the Electronics Industry. Singapore: John Wiley
- Hua, Xian-Sheng. (2011). Online Multimedia Advertising: Techniques and Technologies. United States of America: Information Science Reference
- Mark, Jahn. (2018 March 25). AdSense Program policies and strategies. Retrieved from <https://support.google.com/adsense/answer/48182?hl=en>

- Ordaz, Matthew. (2010). AdSense, Facebook, Google, Lies & Frauds. United States of America: Lulu Author
- Arizona, Garage. (2018 March 27). 6 Best Online Advertising Strategies. Retrieved from <https://www.webfx.com/internet-marketing/best-online-advertising-strategies.html>
- Dover, Danny. (2011). Search Engine Optimization (SEO) Secrets. Indianapolis, Indiana: Wiley Publishing
- Rigotti, Buddy. (2018, March 27). How Do I Get My Website On The First Page Of Google? Retrieved from <https://cristersmedia.com/how-do-i-get-my-website-on-the-first-page-of-google/>
- Hua, Xian-Sheng. (2011). Online Multimedia Advertising: Techniques and Technologies. United States of America: Information Science Reference
- WYHER, TOMMY. (2018, April 2). Ways Your Business Can Benefit From Using Google AdWords. Retrieved from <https://www.business.com/articles/6-reasons-why-your-business-should-be-using-google-adwords/>
- Hocker, Lucy. (2018 April 4). How did Google become the world's most valuable company? Retrieved from <https://www.bbc.com/news/business-35460398>
- Lardinois, Frederic. (2018 April 4). Google's head of advertising talks ad blocking. Retrieved from <https://techcrunch.com/2016/05/10/googles-head-of-advertising-talks-ad-blocking-mobile-and-micropayments/>
- Hamen, Susan. (2011). Google: The Company and Its Founders. United States of America: ABDO Publishing Company
- Enge, Eric. (2018, April 4). Competitive threats to Google. Retrieved from <https://searchengineland.com/competitive-threats-google-means-249772>
- Stross, Randall. (2009). Planet Google: One Company's Audacious Plan. United States of America: Free Press
- Kokemuller, Neli. (2018, March 15). The Advantages and Disadvantages of Electronic Advertising Retrieved from <https://yourbusiness.azcentral.com/disadvantages-electronic-advertising-1015.html>

- leFort, Clinton, (2015). Social Networking Sites: Advantages & Disadvantages. United States of America: US Publishing
- Shewan, Dan. (2018, April 20). The Comprehensive Guide to Online Advertising Costs. Retrieved from <https://www.wordstream.com/blog/ws/2017/07/05/online-advertising-costs>
- Sweeney, Susan. (2005). 101 Ways to Promote Your Web Site. Canada: Jim Hoskins