

Inbound Marketing as a Strategy in Digital Advertising

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Abstract. This study aims at providing an overview and description on how the character of consumers in response to various kinds of digital advertising, provide some insight to marketers that will improve the effectiveness of their advertising, and to prove that by using inbound marketing will provide more value in the sale of products and get the right target market. The method used in this research is qualitative research by raising the occurring issues on digital advertising that is increasingly popular in the field of marketing. In addition, this study only focuses on the fundamental phenomenon in which the behavior of Internet users in response to the effectiveness of digital advertising that makes this research unique. The result of this study indicates that combination of inbound marketing with digital advertising will provide a positive and comforting experience for internet users.

1. Introduction

Inbound marketing is about creating and sharing content. This is a marketing methodology focused on being discovered by prospects through blogs, podcasts, eBooks, e-Newsletters, website pages, whitepapers, search engine optimization, social media marketing, and other forms of content marketing. By creating content designed specifically to attract your ideal client, inbound marketing attracts quality prospects for your company and will keep them coming back for more [1]. The Internet changes the transactional paradigm in which business-to-business marketers operate. Business to business marketers who take advantage of the operational efficiency and effectiveness that arise from utilizing the Internet in transactions outperform companies using traditional transactional processes [2].

Sales is the company's main activity in generating revenue, both for large companies and small companies. Sales is the ultimate goal of marketing activity, because in this section there are pricing, negotiation and acceptance agreements, as well as agreements on payment methods agreed upon by both parties, to reach the point of satisfaction [3]. "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" [4]. Online business users are increasingly affected by increasingly social media. The increasing popularity of social media like Facebook and Twitter creates a new delivery platform in e-commerce called social commerce [5]. Social media platforms such as Twitter and Facebook enable the creation of virtual customer environments where interested online communities are formed around specific companies, brands, or products [6]. Departing from this, then Social media has provided new opportunities for consumers to engage social interactions on the internet.

Consumers use social media, such as online communities, to generate content and network with other users [7]. The smoothness and ease of mechanically conducting transactions in an online business can provide an opportunity to grow a global market goal [8]. The rapid adoption of Internet by consumers



has a strong impact on organizations and how they plan and deliver marketing strategies [9]. online business is also easy in establishing cooperative relationships between business partners in procuring and distributing services and goods directly without intermediaries. This fact will obviously lower operating costs and increase business margins [10].

This study aims at providing an overview and description on how the character of consumers in response to various kinds of digital advertising, provide some insight to marketers that will improve the effectiveness of their advertising, and to prove that by using inbound marketing will provide more value in the sale of products and get the right target market. The method used in this research is qualitative research by raising the occurring issues on digital advertising that is increasingly popular in the field of marketing.

2. Methods

This study uses qualitative research methods by raising the issues that occur today, the issue of digital advertising is increasingly popular in the field of marketing. Digital advertising is increasingly profitable due to the increase of internet users in Indonesia. While this study only focuses on the fundamental phenomenon in which the behavior of Internet users in response to the effectiveness of digital advertising that makes this research unique. The purpose of this study is to provide some insight to marketers that will improve the effectiveness of their advertising. The data collection was done by interviewing 30 unique university students who access the social media daily to get information on how they respond to the digital advertising they see when accessing social media.

The analytical technique is a descriptive analysis where the authors describe the data obtained through a description so that readers can better understand and get a more appropriate information. One of the reasons why digital advertising is popular is because entrepreneurs have increased their spending on digital advertising, because they believe that digital advertising is more effective and efficient than conventional advertising. Digital advertising is a marketing medium by utilizing the internet to distribute content and messages with several formats including banners advertising, pre-rolls or mid-rolls videos, search engine advertising, online classifieds and social media advertising. Here is the definition of the type of digital advertising (Table 1).

Table 1. Defenition of The Type of Digital Advertising.

Type	Definition	Scope
Banners Advertising	Banner Ads created in various shapes, sizes and formats that will be displayed in websites or apps Ex: pop-ups ads, images, videos or animations	<ul style="list-style-type: none"> - Banners on websites or apps - Rich Media ads on websites or apps - Videos on websites or apps that are displayed
Video Pre-Rolls/ Mid-Rolls	Any web-based video player and app ad format. These ads usually show before, during or after the video stream Ex: ads on YouTube, on movie streaming website	<ul style="list-style-type: none"> - Any web-based or app-based video ad Format - Video ads pre-rolls, mid-rolls and post-rolls - Posts or images that appear in the video
Search Engine Advertising	Search engine advertising (SEA) or Paid-for-search ads show ads on search results pages above or next to search results. Ads are typically text-based, but they can be displayed as images if appropriate. Sponsors and keyword ads are part of search engine ads that can be targeted on keywords. Ex: link that is listed after searching on a website	<ul style="list-style-type: none"> - Search engine advertising (SEA) - Ads with keywords - Sponsored links
Social Media Advertising	Social Media Ads include all revenue from ads generated by social networks or business networks like Facebook, Instagram, Twitter, YouTube or LinkedIn. Ads on social networks can appear as sponsoring posts in content or in addition to newsfeed. Ex: the sponsor who is given to someone to promote a product	<ul style="list-style-type: none"> - All revenue generated by social media - Post sponsors - Other ads on social media
Classifieds	Costs paid by advertisers to display ads or listings in positions necessarily like automotive, recruitment or real estate. Ex: display ads that are on the right side, left or top down a games or website	<ul style="list-style-type: none"> - Fees must be paid by the advertiser, regardless of the advertising results, but depending on factors such as ad position, size or duration of the display.

From the description of the type of digital advertising, surely anyone who accesses the internet will often see one of these ads because of more and more internet users and easy to access. It is conceivable, if 86 million internet users access the internet every day and see ads in social media, there will be one of the ads seen will be interesting to buy, with the characteristics of Indonesia's population is unavoidable 27 million internet users in Indonesia active shop online, and what kind of ads are most interesting for users to improve their buying intentions. Many previous studies have focused on the effectiveness of digital advertising.

3. Results and Discussion

Digital advertising has an unfavorable reputation in the eyes of internet users for various reasons. Here are the results of interviews on 30 internet users about how the perception and response to digital advertising (Table 2).

Table 2. Feedback and Reasons 30 internet users to digital advertising.

Response	Reason
Sucks / Interferes Interfere the work	Pop-up ads are sometimes difficult to close and lead to other ad links Interrupt while browsing, banner ads appearing in gif or video formats appearing on the right / left or up / down that interfere with concentration while browsing
Maintain security	Certain ads have a bad effect while browsing, such as pointing to third-party ads and ad blockers to be a way of maintaining security while browsing
Content is inappropriate	Inappropriate content that should not be consumed by the public, such as gambling ads, racial, violence sometimes appears
Maintain privacy	Unconscious ads can be a virus that if not prevented from stealing our personal information.

The above shows that digital advertising is still a negative impact and inconvenience for Internet users, therefore the solution for the advertising and advertising of all products that will be marketed should use inbound marketing. According to hubspot, inbound marketing is a way of marketing with focused to attract and build loyal customers through relevant and useful content for consumers. Content designed based on the problems and needs of consumers so that in the long run will make consumers make our products as something sought first, without having to target the market again because consumers have been made during inbound marketing. An ad must be created and customized to provide a positive experience for the recipient. Some ways that companies need to pay attention to engage consumers in digital advertising [3]:

3.1. Focus on native (or social) advertising

In HubSpot Research report explains that in the eyes of consumers, not all ads are created equal. Although there are no ads that provide a positive experience, some of them give a more neutral reaction. There are several types of digital advertising alike but give a neutral reaction, as it is included in one of the Ad categories:

- Products / Services is something that has been owned by consumers
- The ads shown do not interfere with the platform being used

Types of ads that give a neutral reaction include:

- Subscription email, subscription emails are the communication of choice where people can choose to unsubscribe whenever they want. Subscription emails tend not to be pushy, they are more focused on sharing content or offers so it's not surprising that people do not react negatively to email subscriptions.
- Post Sponsors Facebook, LinkedIn, Twitter, these ads are more like conventional ads where users can choose to read or not by clicking on the post.

But there are some things that distinguish with pop-up ads, pre-rolls / mid-rolls or auto-rotated videos, which get very negative reactions. Reasons, why digital advertising that focuses on authenticity are more readily accepted and reacts neutrally:

- Do not disturb because it adapts to the look and feel of the platform they should
- They usually display useful content, they not only ask consumers to buy their products
- They get a high target market, consumers tend to choose to see content relevant to the chill.

Therefore, ads that are genuine in social media are becoming more effective in online shopping, because it is impossible for consumers to block a product ad that they think is not offensive, on the other hand, consumers will give more value if the ad offers something relevant to them. One of the original advertising platforms that do not interfere with one of them Google AdWords users. Google Adwords is a common advertising platform that is considered genuine because it can be targeted based on what a user is searching for. With the amount of data that platforms collect about their users, you can classify ads at a detailed level that can make it possible to present the most relevant content, to the right people and the right time.

3.2. Add value with your ads.

Digital advertising is always about how content is presented, so take advantage of opportunities to deliver more value to consumers than to encourage purchase. It does not have to be an advertisement focused on selling and forcing. Use paid channel media to promote your content, with the aim to be faster in delivering content to meet your goals. That way your ads will have a lot more value to your viewers in promoting your product brand.

As an example of how digital advertising can be created by the Google AdWords platform, when I search guesthouse using google, there will be a share of companies trying to promote their services. But since I have not used their service yet, how do I know which service is best for me, that's where per-click based advertising content (PPC) is where the image is. if the ad is in the top position means that the ad is most viewed by people, it will show which service should choose.

3.3. Improve your targeting

One of the advantages of using digital advertising over conventional advertising is the available targeting options. Here are some examples of brands that use targeting to make sure they add value by offering useful content to potential customers with their ads.

3.4. Facebook.

The advertisement of a traveloka platform targeted to Facebook users interested in marketing content according to the data collected by the platform about the user, rather than having to post each user, traveloka will target users whose information is derived from how often users make the holiday.

3.5. Twitter

Twitter can also be used as a paid channel that is used to promote content that benefits consumers. Twitter offers several main targeting options with its ads:

- Follower: target your ads based on people who follow certain users
- Keywords: target people who post about a particular topic

Twitter uses their own ability to target people to click on the content displayed. Twitter knows everyone who clicks on the page is interested in advertising, even if they are not encouraging to advertise, but they target users with useful content.

4. Conclusions

Inbound marketing in digital advertising is an advertisement that is preferred by consumers. Inbound marketing will provide more value in product sales and get the right target market, the right people, at

the right place and time with the product ads you will make. With a combination of inbound marketing with digital advertising will provide a positive and comforting experience for internet users are increasing. Both of these roles are very important considering the rapid development of the era and must adapt to the increasingly advanced technology, if this role can be utilized properly then the company can market its products to consumers with the right target and certainly reduce the cost of advertising that sometimes becomes a high enough cost for company. Of course in this way, the effectiveness in marketing the product will become more targeted by making the content of consumer interest and consumers will continue to search for products that we market with ease, because in the end sales by bringing together the goods we sell with the right consumer is the spearhead of the company in order to continue to get the optimal benefits.

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