CUSTOMER SATISFACTION ON ONLINE AND OFFLINE ENVIRONMENTS

T SYAMALA[*]

ABSTRACT

We discuss consumer engagement with a website, provide a systematic approach to examining the types of engagement produced by specific experiences, and show that engagement with the media context increases advertising effectiveness. We estimate media effectiveness as well as the within- and cross-media synergies of offline (television, print, and radio) and online (banners and search) ads using market data for a car brand. We show that both types of synergies-within-media (i.e., intra-offline) and cross-media (online-offline)-exist. Moreover, Social-Interactive Engagement, which is more uniquely characteristic of the web as a medium, is shown to affect advertising after controlling for Personal Engagement. Our results offer online companies and advertisers new metrics and advertising strategies.

KEYWORDS: Engagement, Cross Media, Intra Offline, Advertising.

INTRODUCTION

Like offline marketing, Online Marketing has many marketing methods such as Search Engine Optimization, Mobile Marketing, Social Media Marketing, Email Marketing, Search Engine Marketing, Affiliate Marketing, Influencers Marketing etc which includes all forms of display advertising too. Like other advertising medias, here also both the advertiser and publisher are involved. An advertiser who creates ads to display on online contents and publisher integrates those ads into his contents. And the other serious participants in this chain are Ad Agencies, Ad server, and Advertising Affiliates.

- **AD AGENCIES:-**They support to generate ads for advertisers

- **AD SERVER:-**They deliver ads and track statistics
- **ADVERTISING AFFILIATES:-**They are nothing but independent promoters behalf of advertisers.

Since the internet has become a part of everyone's daily life, online marketing also has become one of the best marketing methods in the globe.

WHAT IS ONLINE AND OFFLINE?

Offline marketing channels are TV, radio, direct mail, print advertising and billboards and more.

[*]Assistant Professor, Department of Management Studies, Potti Sriramulu Chalavadi Mallikarjuna Rao College of Engineering and Technology, Kothapeta, Vijayawada-520001.
Correspondence E-mail Id: editor@eurekajournals.com

Online marketing reaches people via the internet, which can be accessed by PCs, tablets, smart phones.

ONLINE MARKETING VS OFFLINE MARKETING

The significance difference between online and offline marketing is;

COST

Companies spend a lot of amounts to promote their brand to increase their sales/ services throughout. When it comes to expenses, online marketing is affordable than offline marketing. In offline, we should spend a lot of money to maintain stock, give salaries, pay rents… etc but in online, major expenses are starting an optimized website, giving ads on social media and search engines which are comparatively very less expensive than offline promotions.

EXPOSURE

Offline promotions have its own limit. It never guarantees maximum exposure. But online does not have any barriers. It reaches out globally and gets maximum exposure. You can sell a product globally without even setting up local outlets. It is not compulsory to have huge stocks or a big go down to store all your raw materials.

CONVENIENCE-247/7 OR 365 DAYS

There are no time barriers in internet marketing. Customers visit your web and buy your products/ services at any time. Where in offline, you can expect sales/ customers, only when your outlet is opened.

PERSONALIZATION

Since web pages/traffic and customer's purchase histories are tracked, it is easy to give a specific offer to a specific category of customers. It will always help you to increase your business. Also,

you can target a category of people for specific promotions. But in large scale, offline outlets, these kind of methods are difficult to apply. Only small shops can use these methods to retain their customers.

SOCIAL MEDIA INFLUENCE

Online stores can be promoted through social media easily. You can build huge fans/followers for your store through social media. Also, if you are providing best services/products, people promote you well without even advertising. Directly or indirectly people start referring your online stores. It will not only increase your traffic but also sales.

Offline also get social followers but there is a regional boundary. People may not come from another country and buy products from your local outlets.

AN INTEGRATED WORLD

With all the hype around digital marketing, it would be easy to think that you should be plugging all of your energy into your online presence. However that's not the real story.

We live in an era where the online and offline world is becoming increasingly integrated. TV programmers are becoming interactive with accompanying mobile apps and social network channels and customers can access brand websites thought the QR codes on print ads.

Infosys research revealed that 40% of people searching online will buy after being influenced by offline marketing. More than that, 60% claimed they were highly likely to buy based on word-of-mouth. Despite the increase in online activity, we still live in an offline world. As this is how your customers interact with the world, it is how you should be reaching them-both online *and* offline.

A MIX OF MARKETING

Using both marketing channels doesn't mean separate campaigns but rather a marketing mix where your offline marketing strategy is supported and complemented by the marketing you're doing online, and vice versa.

It's time to stop thinking purely online or offline and start incorporating both channels into all your marketing campaigns. Here are some things to be thinking about to make sure all your marketing efforts are consistent.

- Do your offline ads have the same look and feel as your website?
- Do they have the same message?
- Is your website address or QR code on all your offline marketing materials?
- Do you have a specific landing page on your site that customers are directed to from offline marketing?
- Is your mix tailored to your customer base?

INTEGRATING OFFLINE & ONLINE MARKETING

Television, print, outdoor, were once regarded as the triumvirate of marketing-predominant media channels that transmitted the brand to the public at large. The Internet challenged that paradigm and opened a 'new frontier' in marketing. Marketers jumped aboard the digital gravy-train, persuaded by its facility for real-time customer engagement and analytics. The pundits decreed it the dawn of a new era and the demise of traditional marketing.

'Digital is king', they pronounced. Numerous studies and surveys were published, 'proving' the superiority of online over offline marketing channels. Some experts even made the case for why businesses should invest only in digital marketing.

Here are three steps to bridge the gap between online and offline marketing:

IDENTIFY ALL OF YOUR MARKETING CHANNELS AND DETERMINE THE BEST COMBINATIONS

List all of your online and offline channels and who owns each channel (in larger organizations, each channel may be owned by a separate team whereas in smaller organizations, they may be shared by one or more teams). If you have a mobile app, don't forget to include it in your list; mobile marketing is an effective medium to bridge the online and offline worlds as mobile devices have become an integral part of our everyday lives.

Then, identify complementary channels where you can have continuous conversations with your buyers. Some examples are email and direct mail, mobile app and on-premise advertising, and SMS and your website. Whichever combinations you choose, secure alignment and buy-in from the channel owners from goal setting to execution to measurement and optimization. The more you can do with your existing resources and tech infrastructure, the easier it is to move forward. A marketing automation system of record, like Market, can enable a 360 degree view of customers and their online as well as offline interactions, so you can truly trigger communications on one channel based on behaviors on other channels.

SET GOALS AND SUCCESS METRICS

Like all campaigns, before you begin running your cross-channel campaigns, start by setting your goals. Work backwards from your revenue goal and determine your objectives for each channel. While online and offline metrics may differ, the end goal is the same: drive more sales and revenue. Here are some examples of some online and offline metrics that you may want to track to help you measure your success:

- Website: Page views, average session duration, most visited pages, bounce rate,

- conversions, behavior flow, keyword rankings, etc.
- Mobile: Users, session length, time in-app, actions, retention, etc.
- Email: Click-through-rate, conversions, unsubscribes, etc.
- Digital advertising: Impressions, reach, clicks, click-through-rate, engagement rate, conversions, etc.
- Offline metrics: Store visits or tradeshow booth visits, phone inquiries, offer usage, store purchases, etc.

Set goals for the lift you expect to see when you integrate your online and offline channels. This largely depends on the channels you integrate and what influence each has on the customer journey. A conservative goal would be around 3-5%, while an aggressive goal can be 20% or more. On the other hand, if you already have goals set for each channel, determine what percentage of those can be driven from other channels instead of from increased ROI on the original channel.

GET CREATIVE WITH INTEGRATING YOUR CHANNELS

With your goals and framework on hand, start brainstorming campaign ideas that provide a seamless experience for the buyer. Here are some examples that integrate online and offline channels:

- Email and direct mail: Increase customer engagement with direct mail that is sent out based on triggered campaigns. For instance, if a customer opens or clicks on an email, you could send a direct mail customized to that action.
- In-store promotions: Offer repeat customers coupons that they can download online for in-store usage. With a unique code, you will be able attribute coupon-driven offline purchases to your online marketing efforts.
- Geo-specific promotions: Mobile devices allow marketers to reach buyers wherever

they are. Add SMS opt-ins to your online forms so you can send important information to customers on their mobile devices.

- Mobile app messages: Send triggered push notifications or in-app messages based on a buyer's email actions or non-actions, and vice versa.
- Events: Use beacons to track and measure interactions with attendees and follow up with relevant and personalized content.
- Promoting online channels on offline: Aside from QR codes, there are plenty of ways to drive offline traffic to online channels. Include social handles, vanity URLs, and coupon codes on your offline presence to give your online channels a boost.

An integrated online-offline marketing strategy can go a long way in making a significant impact on your organization's overall goals. With the Internet of Things becoming mainstream, you'll have many more channels at your disposal to integrate into the customer journey. As you evaluate your current online and offline channels, remember that it's never too early to start exploring newer channels, such as smart watches, thermostats, and other connected devices.

DIGITAL IS A PART OF THE MARKETING PANTHEON

Effective as digital marketing is, it is but one spoke in the marketing wheel. The proliferation of channels-television, radio, print, digital-has affected market fragmentation, and thereby, complicated the marketing task. The marketing challenge today, is harnessing myriad channels that abound with multi-pronged strategies and limited budgets.

OFFLINE CONTINUES TO DOMINATE

True, television, print and outdoor are no longer the exalted triad of marketing. But these channels continue to garner the lion's share of the marketing budget. Over 60% of budget

allocation is directed to these channels. In fact, 89% of marketing spends are apportioned to offline channels (television, radio, print, OOH/POS, direct mail), where as online spends account for 11% of the total budget. Television continues to deliver unparalleled reach, scale and brand visibility. Print is far from dead, contrary to new-age proclamations.

The fact is that the credibility of print cannot be replicated in the digital space. A reputable newspaper or magazine lends gravitas to the brands that are advertised in the publication. Being featured somewhere in cyberspace, simply does not have the same kind of cache'. Radio still remains the best medium to reach commuters and local audiences.

NEW CHANNELS HAVE CREATED NEW MARKETING PATHS

The growth of digital is not the death knell of traditional channels. New channels have only created new paths to reach the consumer and these paths-online and offline-must work together to achieve the marketing objective.

WHAT TYPES OF CAREERS WORK WITH OFFLINE MARKETING STRATEGIES

Despite the explosive growth of the Internet, careers involving offline marketing will be available for the foreseeable future. Marketing companies-or other businesses with internal marketing and communications teams-will need employees at all levels who understand how to leverage the beneficial aspects of offline marketing mediums. Similar to managers in other industries, a marketing manager must be well versed in general management skills. Their responsibilities will include managing staff, coordinating work schedules, and controlling the workflow of projects facing their team. This individual will be expected to be familiar with offline marketing strategies and suggest helpful ideas in brainstorming sessions with colleagues.

EDUCATION/EXPERIENCE

This position requires a bachelor's degree and most employers will mandate 2-3 years of professional experience in an advertising or marketing agency. Most marketing managers have proven the ability to successfully manage the day-to-day operations of a marketing team.

MARKETING COMMUNICATION DIRECTOR

Marketing communications directors provide executive leadership for all marketing and communications in any offline marketing strategy. Key responsibilities of this position include assembling team members, setting a project vision, and guiding the marketing team toward final decisions on which marketing tactics to employ.

EDUCATION/ EXPERIENCE

This position requires a bachelor's degree and typically 3-5 years of professional experience in an advertising or marketing agency. Positions at larger agencies may require 5-10 years of experience. Tasked with managing the market research department, a marketing research director oversees an organization's marketing policies, objectives, and initiatives.

The marketing research director leads a team that reviews changes to the marketplace and the industry, adjusting the marketing plan as necessary. They rely on considerable experience and judgment to set and achieve offline marketing goals.

A bachelor's degree is required for this position. Most employers will mandate at least 10 years of experience with market research, branding, advertising, and managing staff.

Connecting online and offline experiences is not a new endeavor; many marketers understand the need for it. However, what many don't recognize is its potential to make a significant impact on

bottom line goals-like revenue. To influence the entire customer journey, it's important to look at entire customer experience across channels, not in silos. Online marketing affects offline behavior and vice versa. In fact, according to E-consultancy, 40% of online searchers make a purchase after being influenced by an offline channel. With this understanding, marketers can pull the necessary levers in their toolkit to optimize and achieve their desired results.

CONCLUSION

We always need customers. We always would like to improve our turnover/sales. We are not trying to discriminate for those who run only offline stores. Try to build exposure in the online sector also. It will make you more profitable with less expense.

REFERENCES

[1]. Bennett, Shea (April 25, 2014). "Social Media Business Statistics, Facts, Figures & Trends 2014".

[2]. Ballantyne, D., & Aitken, R. 2007. Branding in B2B markets: insights from the service dominant logic of marketing. Journal of Business and Industrial Marketing, 22(6): 363-371.

[3]. Strauss, A. L., & Corbin, J. 1990. Basics of Qualitative Research, Grounded Theory Procedures and Techniques. Newbury Park Ca: Sage publications.

[4]. Vargo, S. L., &Lusch, R. F. 2004b. The four service marketing myths, remnants of a goods based, manufacturing model. Journal of Service Research, 6(4): 324-335.

[5]. https://www.emarketinginstitute.org.