

The digital marking tools and its reflection on furniture industry

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Abstract:

Digital marketing can be defined as promoting goods and services in innovative ways by using digital platforms in order to reach customers being cost-effective, and time saving, this thesis provides a general definition of marketing and discusses marketing on digital platforms. This thesis also introduces the two most relevant online marketing domains, which are business to consumer marketing and consumer to business marketing in a personal manner and how digital marketing, social media, E-commerce and especially brand identity which are all essentials for furniture industry as they are considered of the most important factors which affect the furniture industry positively.

Here we will specify two main topics: -

First: about E-marketing

- Marketing and digital platform: through Marketing and digital platform, we will know how this thesis provides a general definition of marketing and discusses marketing on digital platforms.
- The Need for Marketing: through the Need for Marketing, we will know what is the first thing that comes to mind of the word marketing.
- Digital Marketing: through Digital Marketing, we will know how Digital marketing can be defined as promoting goods and services in innovative ways by using digital platforms in order to reach customers cost-effectiveness, timely, and in a personal manner.

Second: marketing strategies

- Attitudes and motives affecting social media activities: through attitudes and motives affecting social media activities, we will know how people are actively using social networks such as Facebook, Snapchat, Instagram where they communicate with friends and family, stay updated on the latest news, listen to music and play games.
- Understanding customer behavior: through Understanding customer behavior, we will know how Consumer buying behaviors differ by cultural, social, personal and psychological factors.

Key Words:

(E-Commerce – Digital Marketing – Brand Identity – Furniture Industry).

Research Problem:

The problem of the research is the change of traditional marketing mechanisms rapidly, which directly has affected marketing policies related to furniture industry.

Research Objectives:

Research aims to shed light on the importance of E-commerce and its reflection on marketing strategies related to the furniture industry.

Research Methodology:

Here are two different research approaches: deductive and inductive reasoning. Deductive reasoning deduces a conclusion based on general statements. Inductive reasoning, on the other hand, generates a new theory from specific cases. In other words, deductive reasoning is testing the theory whereas inductive reasoning builds a new theory.

1- 1 Marketing and digital platform:

This thesis provides a general definition of marketing and discusses marketing on digital platforms. This thesis also introduces the two most relevant online marketing domains for this thesis which are business to consumer marketing and consumer to business marketing.

1- 2 Need for Marketing:

The first thing that comes to mind of the word marketing is selling and advertising. However, selling and advertising are only some parts of the marketing mix., marketing can be defined as a process through which businesses and companies create value for customers and build strong customer relationships in an attempt to capture value from customers in return. Marketing is needed because someone wants to sell something and someone else wants to buy something. The following figure.

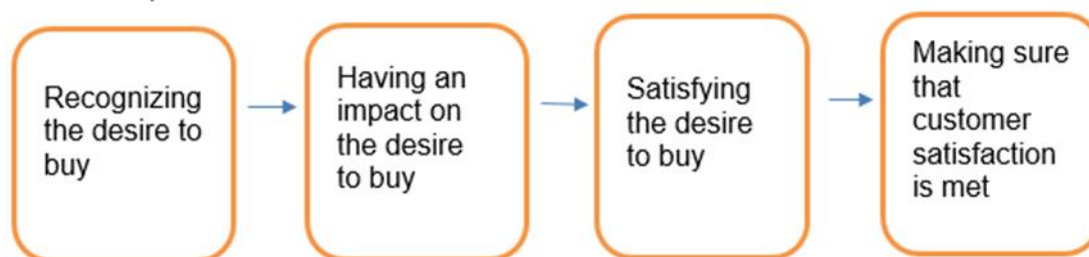


Figure1, shows the main tasks of marketing.

Companies should create models for their marketing processes. Such models relationships, and in capturing value from customers.

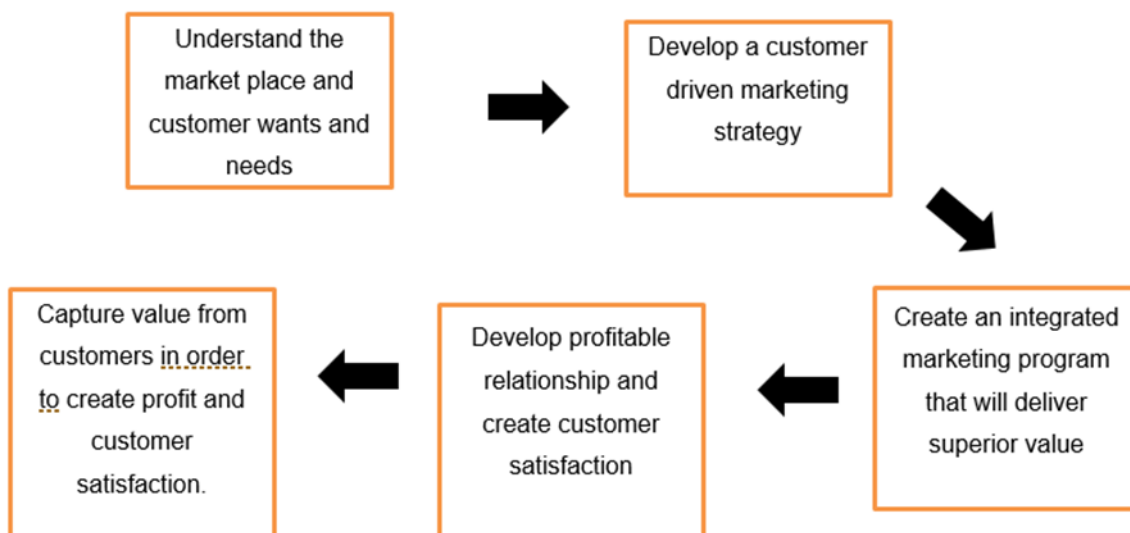


FIGURE 2. Five-step model of the marketing process

Help analyze the steps needed in creating value for customers and in building customers. According to the five-step model, marketing starts by first understanding the wants and needs of the customers, then it focuses on developing a marketing strategy. With the help of the strategy, companies can create marketing programs, enhance customer relationships and generate profit.

1-3 Digital Marketing:

Digital marketing can be defined as promoting goods and services in innovative ways by using digital platforms in order to reach customers cost-effectively, timely, and in a personal manner. Digital marketing aims to push sales, promote brands and share preferences through several digital marketing techniques, once people have become aware of the benefits of the internet, its usage has grown rapidly.

Its growth was first driven by mails, in the early 1990s, web browsers started to break through. As mail merged with new web technologies, it was realized that this can provide effective ways to connect with customers. Marketers around the world started to use the new tool.

The internet was mostly used to improve customer satisfaction and quality, by providing enhanced customer support throughout the sales process through electronic channels, direct human interaction is not needed. Some of the key benefits of electronic channels can be said to be:

- low cost
- convenience of customers
- widespread
- The opportunity to communicate with customers and get their feedback.

One main point to remember about digital marketing is that technology is not the main thing but people are. As traditional marketing, digital marketing, too, is about marketers trying to connect with customers to improve sales.

Both businesses and consumers are actively online, and companies want to reach and observe larger audiences through digital platforms.

1-4 Digital Marketing Strategy:

Digital marketing can be defined as a set of actions that can help businesses achieve their goals through online marketing.

Having a digital marketing strategy is crucial for companies. Without it, they are likely to miss out opportunities and eventually lose businesses.

Developing a digital marketing strategy will help a company to make informed decisions and make sure that its efforts are focused on the digital marketing elements that are most relevant to its business. It is important to recognize how changes in the digital marketplace can affect business.

Without a proper digital marketing strategy, companies will very likely face the following problems:

- Companies do not have a goal to work towards.
- Companies are not aware of who the audiences are.
- Companies will not have a strong online value proposition.

There are two key questions when it comes to deciding whether a business needs to formulate a digital marketing strategy or not:

- Are my customers actively online or do I want to sell my products online?
- Are my products suitable for being marketed using the digital platform?

While creating a digital marketing strategy, the basic things that a marketer needs to keep in mind are:

1. Begin with the customers. While it is important to gain a deeper understanding of the needs of your own business but what even more important is to build the strategy around the customer needs and insights instead of the business' products and tactics.
2. Recognize the digital marketing tools that they will need and their goals.
3. Find out about the competition in the market: how are the competitors using digital marketing? If they have any advantages that you could exploit with the use of right digital marketing element?
4. Find who your customers are: are they the older generation who do not commonly use digital platforms? Can you use elements of digital marketing to engage with your customers?
5. Be conscious of what you are aiming to achieve.
6. Find out how you are going to achieve your goal.

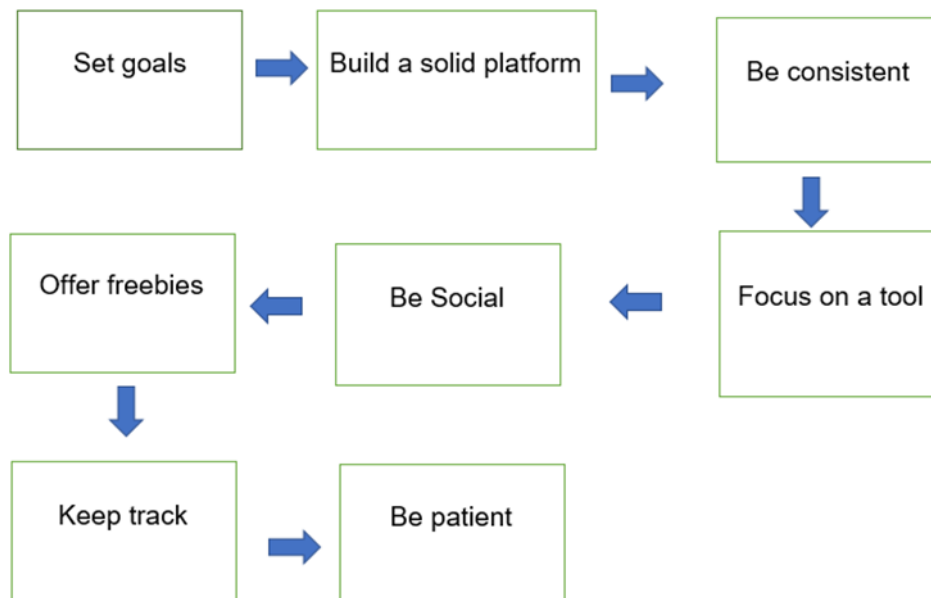
1-5 Developing an Online Marketing Presence:

Google reports that 97 percent of consumers search for local business. When there are so many potential consumers online, it is necessary for businesses to have a strong online marketing presence.

Inbound marketing can be defined as a way of attracting customers through the use of content marketing, social media, blogs, and eBooks which serve to interest customers through the different phases of purchase funnel. The Figure 5, presented below, shows eight effective ways of how to build strong online presences.

Companies can create their own websites through which they could carry out marketing activities. Creating websites has become easy, but in order to make effective marketing, a

company needs to create a website that is attractive and informative to its target audience. Content Marketing is a way through which a business communicates with its audience in order to create awareness of its offers, interact and pass valuable information who in return award us with their loyalty. Some forms of content marketing are the following: blogging, video creation, link bait creation and podcasting.



Mailing is one of the most powerful ways of online marketing tools because it allows companies to communicate directly with their current and potential customers. Online and personal bloggers are the ones that most people turn to when they need to find out reviews for products or services.

By paying a certain fee to any such influential online blogger, a company can do word of mouth marketing over the internet. A social media network allows companies to identify potential customers that companies would like to target. Then, the content is designed based on that information. And finally, companies use the social network to reach the highest number of these customers.

2-1 Social Media Marketing:

Social media is a number of internet-based applications created on the ideological and technological base of Web 2.0 that allow the formation and trade of user-generated content. Organizations use social media channels, technologies and software in order to develop, communicate, and trade offerings that have value for organizations' stakeholders. **Some of the social media channels are:**

1. Social networks: Facebook is an example of a social network. People on a social network mostly utilize it to share their lifestyle and experiences while also using it to interact with other users on that social network.
2. Weblogs: These are personal or professional digital journals.
3. Blogging: Blogging is known as microblogging for short formal version. Twitter is one of the examples of microblogging.
4. Podcasts.

2-2 Segmentation and Targeting for Social Media Marketing:

Marketers depend on understanding the target audience and their view points in order to develop an effective social media marketing strategy. It is crucial for a business to understand the target audience's needs and beliefs when planning a marketing campaign that is completely carried out using social media or for one in which social media is a part of integrated marketing communication.

2-3 the Attitudes and Motives Affecting Social Media Activities:

People are actively using social networks such as Facebook, snapchat, Instagram where they communicate with friends and family, stay updated on the latest news, listen to music and play games. The same way, companies use these social networks to promote their brand and interact with customers.

The reasons for using social media are:

1. One of the main reasons people use social media is to keep in touch with friends and families. by using social networks such as Facebook, people are able to keep in touch with friends and family and also build new relationships. This need for being a part of the social community is one of the key drivers for using social media.
2. Companies use social media in order to reach out to their existing customers and attract potential customers.
3. Using social media creates personal value impulse. While some people use social media actively to feel a certain belonging to social communities, others are driven by personal value impulse, such as wanting to find specific information.
4. Another common reason why some people use social media is that they can share their opinion on matters that are important to them.
5. Companies use social media in order to be able to create a strong brand image through constant communication with their customers and being able to quickly interact and solve issues when they arise.

2-4 Understanding customer behavior:

Consumer buying behaviors differ by cultural, social, personal and psychological factors. Therefore, understanding the customers is of the utmost importance for the marketers

- Customer Buying Behavior

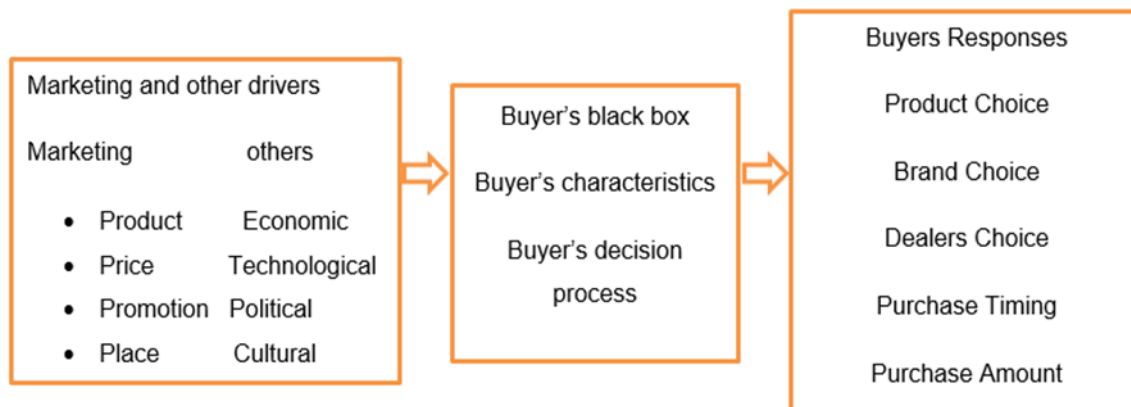
Customer buying behavior concerns the buying behavior of final consumers. Consumers vary around the globe depending on their age, taste, income, and lifestyle which leads to different consumers having different buying behavior.

The journey that a customer goes through before buying a product is what is meant by consumer purchase decision process. It is crucial to understand the factors that influence the buying decision of a customer. Consumer behavior study includes, what is the feeling of consumers towards different alternatives such as brands? How do consumers select the products or services? How do consumers research about the product or service that they are considering buying? And finally how can companies influence consumers to purchase their product through marketing campaign or by making certain changes to their marketing strategy?

For a company, to be able to successfully sell the goods and services offered by them, they need to be able to understand and influence the consumer buying behavior. Furthermore, by gaining

a deeper understanding of sociological and psychological aspects of consumer purchase choices, a company could gain an insight into how their existing customers and potential customers see their brand and their loyalty towards the brand. Companies invest a great deal of time to find out about consumer behavior, such as, what do they buy, where do they buy, and how much are they willing to pay for it. The key question for marketers is, what is consumer response to the different marketing efforts used by a company?

FIGURE 7. Model of consumer behavior



2-5 Conclusion:

- 1-The need of marketing plans for furniture companies based on E-marketing as one of the most important marketing tools.
- 2-Study of Clients Buying Behavior and decisions through E-Marketing Stages.
- 3-Putting a spot on the importance of social media platforms as one of the most important E-marketing tools.

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