

IMPACT OF BAD DIGITAL MARKETING STRATEGIES ON COMPANIES' PROFIT AND BRAND IMAGE

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How to cite: MAHARRAMLI, G. (2020). "Impact of Bad Digital Marketing Strategies on Companies' Profit and Brand Image." *Annals of Spiru Haret University. Economic Series*, 20(4), 155-164, doi: <https://doi.org/10.26458/2048>

Abstract

This research has been conducted to help us understand how digital marketing mistakes have a negative impact on the future, reputation and profitability of brands. Over recent times, digital marketing has become one of the most commonly used areas in marketing, and its development continues from day to day. Using a number of different types of research methods, it has been shown that the existence of the internet has also provided numerous strategies and tools for the development of this field. In this research you can understand that having so many conditions and perspectives, however, does not mean that everything will always be easy and that everything will be on the way. In this article, it is possible to learn about some of the wrong advertising strategies or methods used. The article also provides statistical information on the most commonly used areas in digital marketing. This article will also help you understand where a lack of information can make you ineffective and how you can prevent it.

Keywords: *digital marketing; internet; strategy; advertisement; tools; traditional marketing.*

JEL Classification: M31



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Introduction

The increase of using internet in the world, people spending most of their time on internet and even making online shopping are the reasons to increase the role of internet in business and special in marketing sector. These processes give the opportunity for the digital marketing to enhance, to open new fields and to be a primary part of every enterprise. Firms now also begin to compete through internet and to use online delivery in order to boost their profit. A lot of people use internet to learn what they need, what kind of innovations it has and how they can get things easier. It is why nowadays social media plays the appropriate role for advertising. Sharing a post or a story about a product or a service as an active user is creating an opportunity for millions of people to receive this advertisement in a second. Of course, the advantages of this process are that it is easy to reach customers, expand the number of consumers and make contact with them whenever they want. But this also has disadvantages. The result of advertising depends on how people will perceive and give feedback. The farther the successful promotion takes the brand, the more the unsuccessful promotion it pushes it back and is a reason to destroy the image and even leads to the loss of many customers. After that, for a brand is very difficult to gain customers back. Not only does this happen when it comes to promotion, but other parts of digital marketing also may be faced with this. For this reason, the company must first clearly understand digital marketing, its tools and strategies, and then implement it.

Research Methodology

Primary and secondary data were collected for the preparation of this article. In general, qualitative research has been used to gain more knowledge on present day digital marketing. TEDx videos were used to construct the primary data. Secondary data was collected on the question of how the failed strategies have a negative impact on market shares. Extensive information on this subject was collected through the case study research method. Community meetings have contributed to the development of primary data. A literature review is one of the most important research methods and plays a major role in the development of the article. In general, the article contains errors in digital marketing, examples of them, and some suggestions as to how to correct those inconsistencies.



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Role of the digital marketing

Internet users are on the rise day by day. Who knows how much the number of internet users will increase while reading this article. That is an unquestionable fact that the Internet, particularly social media, is an inseparable part of our lives. Innovations, activities that happen can easily have an impact on us. People are no longer interested in radio, TV, and the newspaper. Instead of these, they spend time on the phone, the laptop, in short, on devices that have an internet connection. Of course, this development has given rise to the appearance of a new version of traditional marketing, which is called digital marketing, different and used on the Internet. This development contributes to the formation of new strategy approaches, promotions (blogging, email marketing, online advertising, affiliate marketing, SMM, PPC, SEO), tools and new perspectives.

Digital marketing is a field that can create a connection with the customer at the right time and at the right place. For a business starting from 0, digital marketing can be used in a more efficient way and helps to improve faster than the traditional one. For example, if a company promotes a product on TV, a newspaper or a billboard, this will of course require costs. But if brand has an active user account on social media, and it is going to share about any campaign itself, this post would help the brand make a lot of people aware of it without any cost requirement.

As is acknowledge, right research is needed to grow faster in business and attain the target more quickly. One of the gifts that digital marketing has given us is the ability to dissect huge demographics. Whittle them down into much targeted groups to get super-focused on a specific kind of person. [Sean, 2019] Several internet tools and websites not only enable researchers to collect secondary data, but also allow primary data to be generated. As an example in recent times, researchers can obtain consumer feedback through a social media questionnaire and in this way the necessary information can be obtained in a shorter time from a large number of people. Of course, depending on the type of business, researchers can identify the type of social media from which more and more useful information can be collected. One of the top 10 reasons people say they're on social media is to buy products advertised to them. They spend around 37% of their social media time interacting with branded content. [Sean, 2019]

Perhaps in traditional marketing, marketers are only trying to make good promotions and advertisements to increase profits. But digital marketing gives marketers an opportunity to make a valuable and impressive story about brands,



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products, services and promotions. This also contributes to the development of content marketing. 70% of marketers are actively investing in content marketing. [HubSpot, 2020] Thus, the brand will be able to convey its story to a wider audience and attract new consumers. Because people become more emotional, especially on social networks, proper advertising facilitates the growth of marketing revenue this time as well. As a result, the role of social media marketing increases. Sometimes even active users can be asked what kind of problems they have with the brand or they can receive advice and exchange impressions. Or it could be a successful activity to watch the pages of some loyal customers and take some ideas from them for new campaigns. Marketers should be able to touch people's lives in this way and pay attention. It would be even more appealing not only to annoy them with company posts and promotions, but also to share interesting general information, to be one of them. Digital marketing thus helps to establish a strong and sincere relationship with individuals, which is one of the key components of general marketing.

As with traditional marketing, celebrities are also used in digital marketing. With a certain payment, celebrities can share a post as sincere about the product or service and the satisfaction they got from using it. Followers are not affected by promotions on television, but they can be affected and believe whatever celebrities share.

It is possible to place advertisements everywhere on the internet. While watching a movie, listening to music and playing games people face ads. We can see them with limited time. The difference between online ads and traditional ones is that people cannot postpone them. If a person wants to continue his or her work, he or she should wait until the end of the advertisement. And at this limited time, any fragment or information on promotion can impress and attract the attention of the individual.

Digital marketing allows the company to create a website and provide rich information about products, content to which consumers in the traditional system do not have access. The company may publish its ads even on sites that may interconnect the content for commercial purposes. This creates the optimal conditions for people who visit a site only for the purpose of obtaining information to also receive an offer of product or service. And maybe this ad helps the individual find out what's being searched for.

As a result, digital marketing, which differs from traditional marketing, requires any quantity of money, offers a lot of tools and strategies, and promotes the interests of both the brand and the customers. [Sherman, 2019] It is possible to determine which tools or strategies can be used the most, depending on the type of

business. Therefore, it is necessary to know which areas have been more active in the recent years.

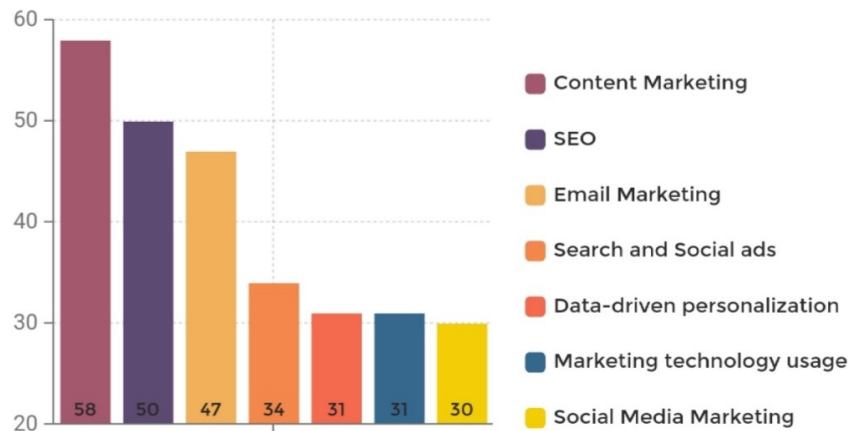


Fig. 1. 2019 Digital Marketing Strategies Survey

Source: <https://www.convinceandconvert.com/digital-marketing/2019-digital-marketing-research/>

Threats and Negative Sides of Digital Marketing

In some areas, most of or parts of the work is done by robots and programs through technology. But even though technology is used, in marketing humans play the main role. As a result of the technology impact, digital marketing was created and continues to grow.

In the marketing environment, projects appear at the same time with the ideas, research and development of specific groups of individuals. The aim is to make the project perfect and spectacular and to obtain desired reactions from people. But we are humans and sometimes we can make some mistakes. Despite long-term preparations, little nuances can cause all efforts to be wasted and achieve the opposite result. In short, it can do more damage and expense to company than raise income.

Advertising is also one of the main reasons why a business can move forward and the most important step in helping a new business or the innovations in



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business in presenting them to people. Sometimes, even from the beginning, a new business can fail due to bad advertising, or the company can go from growth and maturity to decline.

In traditional marketing, it is a little easy to eliminate the harm of bad advertising. As a result, it is enough to stop printing that day's edition of the newspapers, to ask TV channels to stop showing of the advertising, and to change billboards.

However, today it is difficult to overcome the failures of the digital marketing sector and a difficult issue is to regain people and make people forget about information that is spreading very fast in the world with the push of a button. This information may be deleted by the main resource, but it can be copied to other data. So, if this data is collected in a competitor, it can make a terrible situation for a firm. Anti-propaganda can begin. Even the presence of social media can be a cause for growing risks and bad results for the company. People can talk about negative information for a long time. Then the company should make a bigger and better campaign to survive and get good attention back to it. Additional digital marketing techniques may be used for these.

Statistics in Marketing Environment

Before starting work in this area, it is necessary to know what is most used in the general market and has a greater impact. For this reason, a few statistics need to be considered. With about 3 billion people on social media globally, understanding how to market on various social platforms has become an integral part of every business's success. [HubSpot, 2020] Facebook is the number 1 social channel used by marketers, with the highest return on investment. [HubSpot, 2020] 74% of global marketers invest in social media marketing. [HubSpot, 2020] "Too many ads", "annoying or irrelevant ads" and "intrusive ads" are the top three motivations for ad-blocking. [VPN Mentor, 2019] More than 50% of consumers prefer video content over other forms of content such as emails, social, and blogs. [HubSpot, 2020] 87% of industry professionals say they use video as a marketing tool. [Wyzowl, 2019] Message Personalization is the number 1 tactic used by email marketers to increase engagement rates. [HubSpot, 2020] Roughly 80% of marketers have reported an increase in email engagement over the past 12 months. [HubSpot, 2020] 78% of consumers have unsubscribed from emails because a brand was sending too many emails. [Disruptive Advertising, 2018] 47% of internet users globally use an ad-blocker today. [Digital Information World, 2019]



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12 Main Strategies for Better Digital Advertising

It is not completely possible to use formulas in digital marketing. That needs more skill in imagination and empathy. Perhaps people think that digital marketing only has one button to monitor. But a big planning and preparing process remains at the background of this.

Sometimes companies don't find it so important and refuse to contact specialists because of having less expenditure. As a result, we face bad promotions and strategies.

Every day, new thoughts and ideas are formed. It's not that easy to keep up with them. In particular, to understand what the customer wants. There should certainly be an attempt to understand what the target audience needs and how they want to get. Otherwise, individuals get long-term negative feelings as a result of such negligence.

One of the most important approaches is creating client empathy, as well as ignoring this strategy. Kellogg's one tweet for a hungry child, AT&T's post which included the September 11th accident, Epicurus's offer of a delicious breakfast meal after the Boston Marathon attack, and the other company's cruise discount ad below the cruise accident video on YouTube can be examples. To show the goodness of this type, to use the sad days of people, to ignore and share ads in places that are unavailable, not to make good ads, to make anti-advertising – such campaigns have led to people's criticism and the loss of potential customers. That's why, which type of reaction can be received by consumers should be taken into account before campaigning.

Digital marketing is more than just advertisement. Organizations can turn their business online. But it is not an easy job as it seems. Because most businesses are using this and it means that there are a lot of competitors out there. Carelessness can be an advantage for them in this side. Well, what kind of carelessness can be the reason for that?

Almost every company now has an online site. But why can't all of them increase profits? The reason is not using effective strategies.

1. Not choosing the right product or service. Before deciding which product or service will be produced, marketers should look at what and what type consumers want to buy from the Internet. Choosing wrong thing can waste all effort. Sometimes it can be more successful to do different things than others. As you know, it's the internet, and it gives you a lot of chances to have new experiences.

2. Not setting prices that can compete with others. This is one of the main reasons people are doing online shopping. Online shopping is a great way to



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overcome junk costs. After not asking for the right price, it is very difficult to attract consumers. They can go to the competitors who have a lower price.

3. The lack of a proper content structure of the site. Lack of sophisticated design has, from the very first glance, a negative effect on the consumer. After all, the people who are doing online shopping and service are hesitant because it is online and they are trying to keep their jobs safe and secure. However, a chaotic design, lack of content, unnecessary information and pop-ups may undermine people's interests, and they may think that this site will waste their time and effort.

4. Lack of app accessibility. Because the app helps people do their job even at the last moment. Maybe someone's going to a birthday party, but forgot to buy any gift. With a few clicks, they can be ready with the app. When the online sales company does not have an app on the phone, it can be a cause for customers to turn to the competitor.

5. The use of poor quality product information and the use of photos that cannot relate to the actual product. After one mistake, consumers are deviating from using the same site again.

6. Wasting money for the advertisement on useless sites is one of the most common mistakes made. This is just a reason to fall from value, not to reach target audiences and to increase costs. To prevent this accident, the company should be sure that the site is efficient and effective.

7. Wrong advertising approaches. Brands should make one choice that can make the company more effective. For example, advertise regularly. Because not making successful promotions accessible in time and place proves that the organization has a lack of strategy.

8. Lack of a good marketing team. This can, of course, happen in the international and digital spheres. Many people think this is an additional cost. Hiring experts once or training for the marketing department brings long-term benefits and is better than spending money on worthless places.

9. Not using SEO in the right way. When people need something, they're first searching for it on Google. It is one of the best tools for retaining customers. If you fall behind the rivals in the search results, you will lose potential customers before you begin.

10. It is a wrong strategy to alter or renew something too late at the company's site. Everyday views, tastes and preferences change, so the company needs to keep up with potential customers. Lack of new design, ads, and promotions can lead to

potential customers missing out. The business therefore always needs to renew its site. Then customers will see something changed and they may be more interested.

11. Not providing online service for customers. Obviously, no matter how rich the web, the consumer will have very different questions. The lack of question answering services, however, can also lead to losses.

12. No discounts. One reason people are able to get online purchase comes from discounts. Receiving updates or on site time-limited promotions will determine them to make quick decisions.

Conclusion

The conclusion is that without marketing, the business cannot exist. Digital marketing is also enhancing its role in this area. Everyone who enters a business should understand marketing, know its purpose, and not put it in a careless manner. As a result, it helps to identify the customer, to introduce the product to the consumer, to inform customers about innovations, to build a strong relationship and, most importantly, to make a profit. As we have already discussed, digital marketing offers a large number of suggestions for this. In a word, it plays a key role in the development process. Small negligence can lead to long-term problems, and many examples can be found for this kind of issue. One of the main reasons, we said, is that the strategies are not properly constructed. In fact, when the strategy is incorrect, the customer receives the wrong message which, in turn, has a negative impact on the image and profit of the brand.

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