

The Growing Importance of Electronic Advertising in Light of the Development of Information and Communication Technologies

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Abstract: The present study aims to illustrate the growing importance of the electronic advertisement in light of the development of information and communication technologies and the direction of institutions to rely on the Internet in the marketing of their products and services and the emergence of so-called e-commerce and e-marketing, which helped in the emergence of electronic advertisement its increasing importance in the marketing of goods and services through its considerable diversity of advantages.

Keywords: *electronic advertisement, information and communication technologies, e-marketing, e-commerce.*

I. INTRODUCTION

Advertisement has become an important part in our daily, social, economic and communicational life, which has become, in the modern era, indispensable for each of the product and the distributor and the consumer himself. Advertisement has adopted, through different periods that it has gone through, various means of communication for the transfer of its form that is appropriate for the situation and for each stage of the circumstances. From the Call Era to the emergence of newspapers, radio and television. It has benefited from the technical developments and connectivity features offered by these means, and most importantly of these developments, the revolution in information and communication technologies, which led to the emergence of the World Wide Web [Internet] and the subsequent emergence of the Websites, Search Engines, e-mail and social networking websites.

Nowadays, the Internet has been involved in all areas and global uses, to become the most important modern means combine different media and communication and other means of communication, and which resulted in the emergence of a new advertisement pattern represented in electronic advertisement, and has come to complement and make a considerable leap in the quality of this domain, making big advertisers are rushing to take advantage of its services, and in order to reach millions of deployed audiences around the world and address them directly and very quickly at the lowest cost, and in light of the increasing and diversity of goods and services offered in the domestic and international markets on the one hand and the increasing level of consciousness and awareness of the target audience

and the diversity of needs and desires on the other hand. Electronic advertisement has become a crucial element in any organization, whether services, economic, social or political in view of its features make it different from advertising in other media, and then highlights the importance of electronic advertisement in building the image that reflects the features which excels other competitors, and up through which to obtain a privileged position in the market and continue with it by showing their products are distinct and different from those of the competition, and that the delivery of benefits having unique features which convince the customer about its superiority over its counterparts.

II. PROBLEMATIC

The technological developments in various fields and the emergence of the means of modern publication have led to an increasing attention on the importance of advertisement. Therefore, a considerable need to study it has emerged in the light of information technology and communication. As a result, through this tremendous development and disputed digital technology and the information revolution was used as a means of advertisement that facilitates trade, information, and service exchange. Therefore, electronic advertisement has emerged as an essential means in the world of advertisement. It is completely different from traditional means of advertisement in a multitude of characteristics and features that have helped to create a close relationship with the consumer.

Thus, electronic advertisement enables the audience to access a largest amount of information they're looking for in terms of product and productive enterprise online and 24 hours a day. Also, they can make comparisons between products and services that are similar in terms of price, quality, and shape. All these comfortably and in a short extent of time. Also, they can choose between the various products offered to meet their wishes and needs. In short, the consumer is becoming a key element in the marketing process.

Upon all that, the present study comes to search and try shed light on the growing importance of the electronic advertisement in the field of marketing of goods and services that are offered by private institutions in the light of

the intensification of competition in the markets, which made the institutions depend on electronic advertisement, which in turn relies on the power of dazzling and the interactive element to attract the consumer and interacts with him and urging him to buy the products at any time and in any place due to the global characteristic of electronic advertisements through its reliance on the Internet.

III. THE PROBLEMATIC OF THE PRESENT STUDY HAS BEEN PUT FORWARD VIA ANSWERING THE FOLLOWING SET OF QUESTIONS

- A. How does to the development of information and communication technologies contribute in institutions' reliance on electronic advertisement?
- B. What are the general environment that paved the way to the emergence of electronic advertisement and its evolution?
- C. What are the advantages and characteristics of electronic advertisement?

IV. THE IMPORTANCE OF THE ARTICLE

The importance of the study stems from the importance of the subject itself. The technological development in various fields and the emergence of the means of modern publication led to the increasing interest in advertisement. As a consequence, it has been regarded as inevitable need to study it via scientific bases, especially in light of the information and communication technologies. It is through this tremendous development and disputed digital technology and the revolution in information, the internet has been used as a means of advertisement that facilitates trade, information, and services' exchange. Thus electronic advertisement has emerged as an essential means in the world of advertisement, which is a completely different from conventional means of advertisement via a set of characteristics and features that have helped to create a close relationship with the consumer.

V. THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN INSTITUTIONS

- A. The Strategic Nature of Information Technology in Enterprises:

Today, the concept of information technology is considered as one of the broad concepts which are spread all over the world. The information technology industry is one of the most prevalent industries in our time. After World War II global economies turned to rely on computers and industry Communications and Media, which represents the total of so-called "information and communication technologies." As the most important technological renewal in the modern era, information technology and communication has brought significant changes, both at the level of the economy as a

whole, or institution in particular and thus formed a key part of business organizations since many years ago. Today it occupies a leading position in the contemporary business environment, as the institutions that achieve notable successes are those which depend basically on information technology systems.

Information and communication technologies [TIC] occupy paramount importance in thinking about strengthening the competitive position of the institution and to strengthen the organization as well. Since years and the prevalent belief that the projects that are not considered strategic in institutions are not given much care by supervising crews, and therefore, the role of public administration which is central to the success of many projects, must be put into consideration.

Thus, institutions, owing to the strategic nature view that information and communication technologies holds , including the Internet, can be divided into three varieties: *Renewed institutions*: the institutions which view that information and communication technologies stand as a real big bet for it.

Unseasonably institutions: institutions that give the impression of interest and curiosity about the subject of information and communication technologies, at the same time they are not excited about it for the time being.

Traditional institutions: institutions that consider that information and communication technologies do not undertake any fundamental drastic role, and thus do not affect the management of the institution.

On the other hand, the use of the Internet in the institutions meant to integrate the effects and opportunities offered by information and communication technologies in the institutions, also it applies naturally on the strategic choices of the institution and of interests of managers and employees likewise. The sustainable success of any strategy passes inevitably through the basic options and their suitability with the aspirations the supervising crew. Also by being effectively implemented at the level of the organization as a whole, is what makes the impact of the strategic nature of the information and communication technologies are important and basic [1].

In light of what has been said so far, it can be said that the consideration of the strategic nature of the information and communication technologies is increasing with the age of the organization and its expertise in this area. Also the age and experience of staff in field of the use of tools is linked positively to the perception of the strategic nature of the information and communication technologies.

- B. Advantages of using the Internet and its marketing applications

The characteristics of this advanced technique are substantially affecting the marketing strategies, but if the essence of marketing does not changed as a function of focus on satisfying the current and future needs of

customers through the exchange of operations serving the interests of the parties concerned, yet, the Internet is an electronic marketplace I has changed in the fundamental message of the market and the way how carried out this message is carried out and this is exactly what Chaffey has .On the other hand, it should be noted that e-marketing has become famous through the provision of business services over the Internet. Whereas e-marketing online is only part of the total area of e-marketing, where the Internet is currently leading interactive marketing and media, which includes:

Interactive TV, TV sales channels that are currently used in the United States of America. French Minitel, is also a good example on interactive public networks [2].

Below, the most important characteristics of the Internet that have encouraged and facilitated its use in the field of marketing:

The Internet is an open network. It is not a closed network, such as those owned by the telephone companies; there are no rules or conditions or laws that prohibit the institutions or individuals create to their own websites.

The dimensions of time and space are cancelled, any Internet user can get the information they wanted on a given topic anywhere in the world and this is available 24 hours/day. The Internet has a general protocol in the sense of a lack of company or entity claiming its ownership, and the standards of this protocol are determined by the computing and software vendors and users, engineers and others.

The Internet is an interactive way, not like the mass medium, mainly television, radio, newspapers, magazines. The Internet realizes two-way communications.

The Internet has made users active partners in communication processes and not passive recipients or involuntarily recipients.

The Internet has its own culture which enables Internet users to have the ability to participate fully in the communications processes which leads to the emergences of new rules of marketing [3].

Out of this, the Internet represents a supportive environment that brought about fundamental shifts in the path and the philosophy of marketing and applications, which can be identified as follows:

The balance of power has shifted from seller to buyer interest [consumer]. Buyers have become, whether they are individuals or institutions, requiring service more than ever because they have become one step nearer international competitors. In the midst of this environment, the fact of getting the attention of the buyer has become like a rare merchandise in which the relationship with the customer is one of the most important assets of the company value[4] This means that the traditional exchange process begins and ends up with where they control over situations. Whereas in era of the Internet customers are the ones who determine the

information they need and presentations that respond to their needs and desires, and their suitable prices. So, the term 'InvertedMarketing' has been given to refer to e-marketing through the Internet.

The criteria used to evaluate the performance of marketing activities have occupies a higher position in the Internet era, where customers through websites look for high quality products at affordable prices and services faster and better, so marketers had to satisfy existing and future needs of customers effectively.

Marketing exchanges are no longer revolving around a single exchange process, but marketers in the Internet era are working towards satisfying the needs and desires at a wide range of through the provision of varied commodity and service packages, so achieving permanent competitive advantage will be linked to provide integrated packages of goods and services with added value perceived and appreciated by customers [5].

Internet has become an environment to different advertisements adopted by the institutions for the purpose of defining products and services that they provide, which makes the consumer facing a large amount of information about products that are exposed 24 hours a day to choose a product that meets his or her desires and needs.

What we conclude from what has been previously reported, is that it is necessary that institutions adapt quickly with this technological revolution and its consequences. Also trying to take advantage of its advantages at least in part for being an inevitable phenomenon. Because of using traditional standards isolates institutions from its surroundings, so it is highly recommended to reconsider intellectual insights about information and communication technologies, especially the Internet and its role in ensuring the continuity of the organization, mainly as it suggests answers which demonstrate their effectiveness on a daily basis. The establishment of new patterns of relationships with customers, searching for competitive sites, identifying new markets, marketing the institution's products services via internet etc.

VI. THE GENERAL ENVIRONMENT THAT LED TO THE EMERGENCE OF ELECTRONIC ADVERTISEMENT

A. *E-commerce*

The Internet has changed commerce and business world. It has contributed to the actual existence of e-commerce. According to statistical studies, official reports and private entities, the significant growth has been achieved in the Internet services market and the trend towards e-commerce, in the period from 1998 to 1999, Internet users have increased by 55% worldwide[6].

Indeed, the reality of the increasing number of the internet users worldwide, and the activity of commercial Internet show the growing e-commerce network users. According to the Foundation Jupiter Mediameatix, more than 15 most

visited educational sectors, in terms of the number of visitors, was not until the year 1996 includes any services related to e-commerce. But in the beginning of this century, all of these educational sites have exposed commercial electronic services [e-mail connections, general news, information about the business, shopping online ...etc.], as research institutions that deal with financial activities on the Internet reports show a significant increase in the use of e-commerce in 2004. It is clear that high market share for many of the leading e-commerce companies such as: Amazon.com, Ebay ..., which marked unbelievable profits of amounted to 22 and \$ 23 billion respectively [7].

The electronic world trade volume has reached \$ 13 billion in 1998, and in 1999, the volume of e-commerce has increased until it reached \$ 57 billion, then it jumped to \$ 450 billion at the end of 2000. Whereas the volume of financial transactions by e-commerce has reached 0.99 trillion dollars in 2001, and amounted to about \$ 3.8 trillion in 2003, according to United Nations estimates, the figure has doubled to \$ 6.8 trillion at the end of 2004 and 8.5 trillion dollars in 2005, and that about 80% of the volume of trade in the world are in the United States, 15.5% in Western Europe, and 4% in Japan, and 5% of them are in the rest of the world.

Thus, most of the transactions and exchanges are e-commerce oriented, which in turn imposes the necessity of a creating investments in research and development, as well as the use of the results obtained for the purpose of renewal and development in the production techniques for various goods and services, especially in light of the intense competition between the institutions in the world.

This universality feature of e-commerce has abolished the limitations and restrictions to entry into commercial markets, and thanks to it the world has been transformed into an open market in front of the consumer around the clock and seven days a week regardless of the geographical location of the seller or buyer. The expansion of these markets, to an international and global scale, with little costs, any company can find consumers more and suppliers better more convenient and partners and are quick and easy, and if the international trade agreements seeking to liberalize trade in goods and services, the e-commerce inherently can achieve this goal [8].

B. *Electronic Marketing*

E-marketing has grown spectacularly since the beginning of the nineties, and that the number and value of electronic transactions is growing at a high rate as predicted for Economic Cooperation and Development Organization [OECD] estimated that e-commerce valued at more than \$ 200 billion in 2006[9].

Henceforward, the importance of e-marketing lies in: The institutions reliance on the Internet in the marketing process allows them to view their products and services around the world and without interruption on a daily basis and throughout the year, providing a greater chance for a profit, as well as the access to more customers [10].

Reduction the expenses of institutions, as the preparation and maintenance of latter on websites are more economical than establishing retail markets or the maintenance of offices. These institutions are not spending too much on promotional operations, or installing expensive equipment prices used in customer service. In fact, it seems that there is no need in to use of a large number of staff to carry out inventory and handicrafts[11], as there are databases on the Internet that records the sales operations and the names of customers, and allows a single person the retrieval of information in the database to scan, sales dates [12].

Effective communication with partners and customers, as electronic marketing eliminates the distances and goes beyond geographical boundaries, which provides an efficient way to exchange information with partners, and also provides a good chance for enterprises to take advantage of goods and services provided by other institutions (i.e., suppliers) in the so-called e-commerce from business to business (Business-to-Business / b-to-b) [13].

Accordingly, the phenomenon of shopping through the Internet is expected to go on the increase, due to the spread of personal computers, especially in homes and the emergence of high-speed modem devices, enables the use of all services related to pictures and graphics capabilities and creating more programs that facilitate the process of internet access[14], which led some buyers to inquire via the net instead of asking sellers in stores to browse catalogs of photos and descriptions of the products and their prices and a symbol (code) for each product. The buyer has only to write the product number he wants to purchase. Through this sales formula, the role of sellers in the promotion of goods and will increase the need for other roles performed by programmers of computers, on the will be optional. As a result, the need for computer programmers from one hand, and sales through the Internet will lead to a gradual decline in the traditional sales employment performance [15].

C. *The Importance of Electronic Advertisement*

The swift spread of the Internet as we see today has become the widest means of communication in the world. Yet this property and the benefits derived from the use of the business organizations of any size and diversity of its activities have established websites to advertise for goods, services and ideas of information and produced to consumers throughout the world and the exploitation of their considerable ability in spreading the advertising message to millions of recipients around the world, especially after the widespread of personal computers.

The variety of methods by which electronic advertisements are disseminated, the most important types of which are highlighted as follows:

- No sending of undesirable messages, but sending the appropriate information to the adequate news group.

- The advertising messages should be short and clear so that they give a big amount of new information in a small number of words.
- The advertising messages should contain links that lead the user to the advertiser's site in order to begin to identify him and his products.
- The advertiser should be warned if he lured into battle on his product through harmful articles, and if someone sends such messages to the news group the advertiser should not begin with him a debate on this matter, but it is favored to use of one of these two methods: either to ignore his message, or to respond to it through his e-mail by expressing his desire to receive suggestions.

D. *Publicity through Fax*

Nowadays it is easy to get the fax addresses, so the standard fax could be sent to the recipients of numerous not simultaneously but sequentially. Publicity through fax is regarded as relatively low in cost, it does not exceed the pricing of the phone call, and fax shared with the other direct ways of marketing in the general characteristics. That is, the need for operating from a database of addresses, and sending contacts of interest and reading.

On the other hand, fax advertising shares with e-mail advertising the various main types of use for: suppliers of goods and local services, suppliers of goods and specialized services to specialized market categories; especially technical ones and business circles, as well as the customers. Those are the most common uses of the fax in the field of advertising.

E. *Publicity in the most widespread universal search engines*

Such as www.hotmail.com, www.yahoo.com, www.google.com, www.lycos.com, www.goto.com, www.msn.com. In effect, universal statistics show that 85 % of visitors come to the sites they visit from the core search engines, and 10% of friends and 5% of links to sites, and that 54 % of search engine users are viewing the first page results and 19% watched for a second and less than 10% continues for a third.

In JUNE, 1999 *Yahoo* has counted 2700 advertisers and the most notably of them were; American Express, Apple, Colgate Palmolive, Lexus, Netscape, Visa besides, of course, the largest e-commerce sites. France occupies the fifth largest position in the world in terms of advertising expenditure on the Internet after the United States [16].

In this context EGY designer progresses in providing advertising programs on behalf of advertisers by providing advertising messages within the search engines and provides more than a publicity plan aims to achieve the ambitions of institutions allocated to whatever the size of the budget of the advertising campaign.

Advertising program works in the search engines through the emergence of advertising message when users search and put one of the key words which are always linked to the product type or service organization through its own website

on the web, and so they are exposed in front of an audience interested in what is offered to them.

EGY designer selects principle keywords which serve as key between users and its private foundation Web site pages. It also provides a full flexibility in controlling its advertising on the search engines through the ability to modify the advertising message at any time. It may decide to change the language that exposes its advertising, or change its budget, or change its target advertising geographic campaign locations; all that aims to achieve the desired results.

In addition to that, the institution is not obliged with a monthly minimum and it is not bound by certain duration, and for creating an account it does not cost her any fees only \$ 50 a CPC since it pays only the price of clicks that users pecks on its advertising, at a price that is determined by the institution, and thus the publicity with EGY designer is the best way marketing way adopted by small and medium enterprises [17].

The success of this advertising program depends on the success of the advertisers, so it is important to do everything possible to help organizations use more of their advertisements and attract best cost-effectiveness of possible customers; by providing them with estimates of costs and tools to help them control the pricing.

VII. ADVANTAGES OF ELECTRONIC ADVERTISING

The use of electronic advertising has many advantages for advertisers, including the following:

A. *Addressing specific audience*

the general characteristics of the Internet is its access to targeted and specific groups of individuals, and here they determine selected segments of the audience which are of interest to the advertiser and not others, and in this case they design and prepare the sites that correspond to the needs and desires of those targeted and specified individuals.

B. *Design specific messages*

As a result of a targeted and accurately determined audience, it can be possible to design and tailor messages to comply with the needs and desires of the target audience through the online sites.

C. *Interactivity* Interactivity is considered as one of the qualities that characterize electronic advertising, which makes it more attractive and more vibrant means. It results from the interaction a subscription between the organization and its targeted audience in communication and building a relationship between the parties, as it can obtain an immediate echo to the public. Many companies that have distinct and significant sites on the Internet put her questions survey forms which is designed to identify the public's reaction and his/her views on the goods and services that are promoted. As customers of the network users fill out forms and send them in a few minutes via e-mail, so that organizations can collect data from the public, who is

visiting the organization Web sites. Then, it can start in making details of information that are provided by visitors to its Web site and through the e-mail.

It is important here to note that the interaction formula is not confined in this direction only, but it extends to the opportunity of the interaction between organization customers with each other, or even from non- customers, and this is what gives them the opportunity to obtain extensive and in-depth information on the situation that they want to know or to get details before embarking on their purchase through the Internet. In an extensive study conducted by the company [OnlineResponse.com] the author of the 4370 visitor Internet site sample, found that 82 % of respondents prefer to interact with sites in the belief that doing so would enable them to obtain prompt and accurate information to help them make informed decisions, while 22 % of respondents said that the visit of Internet sites on a regular basis gives them a better chance to get goods and services at preferential prices since it brings them closer as advertisers [18].

D. The abundance of information

The abundance of information is the most important features that characterize the Internet as a means of communication in general and as an advertising mediator in particular. It represents a fertile source of information, so that users can find an enormous increase in information on any subject according to their choices, and once the individuals visit any site on the Internet they will get a huge amount of information and data about the products, prices and other things; simply because it is possible to incorporate the advertising message with a great deal of information relating to goods and various services. Moreover, electronic advertising provides the ability to display different aspects of the product as well as various alternatives.

E. Creativity

There is no doubt that creativity in web design would create a good mental image of the organization. In effect, the creation of sites that are characterized by renewal and significance will make organizations admired by the masses; since the existence of these sites gives a kind of status to these organizations, and gives the sites users good impressions of those organizations which will make individuals repeating visiting these sites.

F. Exposure

The use of the Internet as an advertising mediator leads the small and medium enterprises with limited budgets to gain consumers potential exposure [potential] whether it is at the local or international level; since the organizations rely on the Internet it allows them the opportunity to expose their products and services in various parts of the world without interruption all over the year. This provides them a greater chance for a profit, as well as getting more consumers [19].

G. Speed

The Internet is the most appropriate means to get information about organizations and their products and services, because it is one of the fastest and the most effective means in introducing existing and potential

customers for goods and services provided by the enterprises.

H. Low cost

The Internet is an effective way to display communication campaigns and information delivery at the lowest cost, as it saves printing and employment expenses, and other basic expenses in traditional media advertising. Besides, the process of preparing and maintenance of e-commerce sites on the Internet is considered more economical than building retail markets or maintenance offices. Companies do not require large spending on promotional things or installing expensive equipment used in customer service. It is also needless to use a large number of staff to carry out inventory and other administrative work. Furthermore, there are many online companies that sell goods at low prices compared to traditional shops, probably because of the fact that online shopping saves a lot of costs incurred in normal shopping, which is in the interests of customers or consumers. On the other hand, the cost of appearing on the Internet does not vary with a different number of viewers of the site.

1) Identify the type and size of the audience

The Internet offers the opportunity to recognize the public who visit the websites, where you can find out the number of visitors to each location and time of the visit and how long the visitor has taken on this site, in addition to the date of the visit and the country of the visitor, and this is what allows advertisers to identify the type and the size of the people who receive their advertising messages.

In addition to that:

- It provides advanced technology to assess the effectiveness and accuracy of advertising by measuring the number of views of the advertisement.
- Ease of implementation of purchase orders from websites and receipt of goods on the basis of the agreed way in the purchase order.
- Establish a permanent and ongoing relationship with customers and the delivery of advertising message to millions of recipients.
- The possibility of increasing the capacity in advertising time and the control of it based on the advertiser's desire.
- The installation of your product name or your company to a large number of visitors and users around the world [20].

The utmost care about the process of advertising message [text], where research indicates in this area that the culture of the declaration of the Internet is a scientific culture and technological base class, and often e-advertisement contains a great deal of symbols and signs and gestures. These signs give scientifically and technically sublime dimension to advertisement. Thus, the advertisement depends on simplicity and symbolism together, and we rarely find advertisement that is under structure over the net. With the growing use of the Internet and its growing importance as an online communication tool, users perceive advertisement as a direct conclusion, and therefore the challenge that the advertisers are facing today is in finding

the best websites to suit their advertisement. [Websites which have great popularity basically among the visitors who are targeted by first class advertisements or those who fit the target market for the advertiser].

The rotation and change are quality characteristics of effective and successful advertisement, and therefore the necessity requires that the user should have more than one modified copy of the advertisement, the ability of advertisement to attract attention - and to click on it by the user - often fade quickly for any user. Sometimes the advertiser is forced, on a regular basis, may be forced depending on the goal sought to be achieved behind the advertising, if the goal was to change the user's behavior of the design of advertisement process will not be easy at all, but if the goal is to increase sales, the advertisement should be directed to qualified visitors to click on it, not for any other visitor.

An advertiser should be able to convince the right people to recognize the suitable people for entry to the site and take advantage of what this site provides for them with information and services from the saturation of the real needs and desires, and otherwise, it would be just a waste of time for users and users' resources. The advertisement is a direct response, the position of the advertised on the network must include the so-called invitation to take a particular action, in the sense that the advertisement must be able to convince the prospective client that he would get something valuable if they took the next step - the purchase of goods or the use of the service or request additional information around them, and the state of the customer to write down his request. The advertiser has to handle the order quickly and efficiency, and should respond to the received e-mail with the same speed. Internet users are accustomed to instant service, otherwise, all the marketing company's online efforts will useless.

VIII. BASICS OF ADVERTISEMENT

A. Influencing customers' behavior through advertisement
Institutions or companies usually offer electronic advertisements, but rather seeks to render them with high quality and design to form an attractive element of the start, and then a persuasive one based on its content, and marketing, and this is through:

1]. *Advertisement content*

Through attention given to all contents of the advertisement:

- *Texts:* they must choose a promotional phrases that are clear and easy and expressive in line with the target in terms of culture, gender, orientation and so forth.

- *Image:* it must be chosen in harmony with the item and attempt to highlight the most beautiful thing about the properties or characteristics compared with the goods competition, as well as to choose the best image to this item, there are types of possible footage of the image of them [the

image before use, the image after use, the image during the use].

- *Color:* The color is an essential element for attraction, but you should choose colors carefully in harmony with the product on one hand and with the entire page, which must control the rules of chromatography consistency.

2]. *Choosing the right place within the site Website* Although the absolute importance of the previous point [advertisement content] but it must be strengthened through choosing a place worthy of the product or item within the webpage; it offers usually existing institutions to implement advertisement on different locations and varying financial cost there [top of the page and the middle and the sides and bottom], but preferably advertising in the top of the page and on the right side of it.

3]. *Duration of advertisement*

It should displayed for a period of time sufficient to induce the desired advertising effect that is asked to be achieved.

4]. *Continuous update*

To ensure that customers are informed about all the developments of goods compared with competing goods [21].

B. Steps to do an advertising campaign on the Internet

When you think of creating a campaign on the Internet should be considered in the following

C. Make your advertisement on the internet compatible with your unrelated strategy

One of the biggest common mistakes that are committed in the use of interactive media to deal with it as such circles is related, having been separated from the market situation and the message contained in the campaigns is related.

Campaign on the internet directly as an extension of your campaign on the media is related to the treatment of for example, to provide the new generation of the sign Mercedes C-Class Mercedes car Daimler Chrysler Motor Company interactive media to help in the delivery of information to the young audience used, in addition to the lottery and the call to do the centers offer, the interactive campaign related to the deployment of the appearance and sensation provided by the campaign is related, as managed to move the message to the new part. And the Cancer Center's strategy to encourage patients to come to the treatment center was to start with the idea that have been moved from print to online advertising with a link, and that she would say "mere diagnosis of the brain tumor, we are ready to help." The Web many new roads displays to interact with the customers, who gave him great importance to achieve an integrated vision of the mark and maintained across all media dock.

D. The use of content and search engines to publish your brand campaign to reach the target audience

As Advertisers uses traditional media to help them in building brands, it has turned many to the internet to support their brands with the continuing numbers on the increase of consumers who spend a long time on the internet.

Often moving consumers to search engines such as Google to find information about a particular topic, advertisers must use this research points to the delivery of information to the groups that are more interested in this product.

The nomination of a senior pharmacist's medication as the disease, launched in the world of the internet, when any user of the Web, by typing the disease name in the search box within the search engine, the name of the medicine will be included in the list of data that the engine has found.

E. Know the success that you want

Do not expect the internet to solve your problems marketing surprisingly, it knew clearly what you want to accomplish and tried to develop the appropriate action for success if the foundation goal is to make the consumer does enter your website, the so-called [click through]. It is the correct procedure, a link to the advertiser placing it on the page that has the advertisement from your browser to be able to access the site through which the other hand, developed successful procedures that are compatible with your marketing objectives.

F. Find pathological sites that attract your target audience

The internet users visit sites that they need, and focus on the content of the site and not on advertisement, and to become a prominent, the inquiry must be related with the thing you see, it's true on the network as true in any other medium, the beauty of the Web lies in its infinite that can be up to all the people and to the target audience and through which you can fish in the right place if you sell consulting services upscale.

G. Define the success that you need

Do not expect that Internet will solve your marketing problems surprisingly, define clearly what you want to make and try to develop the appropriate action for success if your basic goal is to make the consumer enters in your website, so the so-called (click.Through) is the correct procedure, it is a link that the advertiser place it on the page that he has published in it, to make the browserable to access the site through which the other side, develop successful procedures which are compatible with your marketing objectives.

H. Find websites that attract your target audience

The Internet users visit websites that they need, and focus on the site content and not on your advertisement, then to become a prominent your message must be related with the thing that they see it, that is right on the network as right in any other medium, the beauty of the Web is in its infinite diversity you can reach to all the population and to the target

audience, through all of them you could benefit in the right place if you sell upscale consulting services.

I. Create exciting presentations

The part that you want to make on the Internet forms a list of conditional clues [if you do this thing, you will get something else] directly to direct mail, provide a confirmed reason for users to respond else that they will not respond, for example, Adidas company developed the private competition for ESPN.com users, the visitors enter in site in order to win a golf toy with the player *Sergio Garcia* or *Ernie Nabus*, when visitors enter to the site they can find more information about Adidas golf shoes.

A manufacturer of hot drinks showed competition to win a trip to Malaysia and the competition were requiring access to the Web site of the company to sign up and when it enters the contestants will face the varieties offered by the Company, as that will help to create a picture of the mark in the minds of users.

For building awareness of services quickly the travel agent Orbits published the pop-under on sites across the Internet, which are the advertisements that appear on visitors screens without their attention behind the basic content that they see it, some users complained from snooping content, the company founded that the campaign achieved good effectiveness in attracting new users to the website.

The AMAZON company is building databases on the global behavioral life for its clients to be able to deliver a message compatible with these behaviors for instance, by tracking the types of music or books that the clients favor, AMAZON sends an e-mails to their clients when it publishes the corresponding versions published in the market.

In addition to the Broad-based banner campaigns or pop-up, to reach the collective Web audience advertisers can cover the Web and put banners advertising on hundreds of websites that every user reach in a particular month, it could buy these flags at very low prices and cost is usually subject to the receipt of each base

And Based on the above, the publicity-mail requires the highest degree of attention in terms of design and image and sound and movement and text [or advertising message], the text, for example, must have a prominent and exciting for the attention and interest and motivation to take immediate action, this situation dictates to user the need for full readiness to supply the receiving instant if it is taken to the site with detailed information, and therefore the electronic advertising designed on the basis of direct response and supported the immediate personal and conversational manner based on respect and mutual interests of the advertiser and the receiving language of dialogue.

I. Reduce the fraud

There Animations troublesome in Web publicity, so it used the animated and interactive cartoons, but as part of the story, if your publicity needs to become noticeable, but not on your brand account, you may not consumer force to do to buy your product or service, where The cosmetics company Lancôme building its tool to raise the banner of beauty on a large body users enter their personal information to get accurate advice from the company, and this is a good example of interactive learning and education directed any given brand.

And find a lot of Web users that advertising mail is to attract attention, it's true, in principle, because the creative work seeks to be observing.

J. Repetition but not Disturb

As in other forms of advertising repetition is an important part to get the message to the appropriate place but publicity too much on the Internet is generated from impressions distorted, so try to find sites that can be targeted to users' individual through this way.

H. Do not be afraid to experiment your content

The Internet is a new center is too early to put certain rules of what works or does not work exactly, that the publicity on the good positioning of the definition of the product and the content of the statement of its features and characteristics and mechanism of that product, and can be illustrated from the following example, where the BMW company hiring managers filmmakers winners of numerous awards for innovation content to your location in the form of "movies BMW" as it received substantial media coverage and numerous creative awards, and led to the creation of a media uproar among the target audience, and the best things is that this experience The strategy, and especially when I learned that the BMW company about 80% of its buyers have visited its Web site for information about the production mechanism.

For the advertiser that does not fall in the wrong by his belief that the consumer a natural interest in its products or services, and therefore the advertiser makes sure your site's content agrees to Web yield to him with the subject of own brand, and the interest in this because it will compete with millions of other Web sites Internet.

Also, some advertisers have developed small sites and named it "micro-sites", and this is done through cooperation with the publisher at a site to link their scores exciting content associated with this brand, and is promoted to the exact location of the site published a model partner.

5. Secret method of payment

Shoppers afraid of online users from revealing their personal information related to a credit card, so it's very important to have specific confidential policy and clear

states not to sell or transfer the information to a third party without the user permission or license.

IX. CONCLUSION

It can be said that the publicity-mail has become a fundamental bet imposed by information and communication technologies and the growing use of the Internet and interactive means of communication, which has increased its importance at the global level in the marketing of various institutions for their products and services.

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