Chapter 63

Electronic Trading, Electronic Advertising, and Social Media Literacy:
Using Local Turkish Influencers in Social Media for International Trade Products Marketing

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ABSTRACT

The internet has a huge impact on everything including by converting traditional trade methods into electronic trade and traditional marketing/advertising methods into electronic advertising and digital marketing methods not only in local trade but international trade as well. The purpose of this study is to increase literacy about electronic advertising, social media, digital marketing, by giving examples of how Turkish local influencers are used in social media to increase sales of international products. As a result, it is seen that the advertising posts made by influencers could reach a large audience in the local market.

INTRODUCTION

Social media has been widely used in the last decade, according to the eMarketer estimates 2.46 billion people which is one-third of all world is using social media platforms in 2017 (Emarketer, 2017). The highest rates are China, United States, Europe followed with Europe and Asia Pacific countries (Chaffey, 2016). As of February 2019, 52 million social media users mostly preferred Youtube in Turkey, ranking

first with 92% of utilization rate. Then, Instagram ranks second with 84% usage, Whatsapp ranks third with 83% usage, Facebook ranks 4th with 82% usage and Twitter ranks 5th with 58% usage.

Technology has changed current and potential customers interaction between the organisations and customers (Siamagka et al., 2015). It took nearly 38 years for radio to attract 50 million listeners, 13 years for television to attract 50 million, however it took 18 months for Facebook to have 50 million accounts (Nair, 2011). As of 2019, exceeding 1,6 billion worldwide users are in social network websites according to statistics (Statista.com, 2019).

The term 'social media' is derived from communication and sociology. Social media can be defined as "communication systems of multiple relationships of social actors". Social media is different from traditional and other online media. It is not under control of another institution, it is dynamic, interdependent, equal and interactional (Peters et al., 2013).

Brand messages passive content has passed from buyers to active participants with social media. The power has been transferred to customers. In parallel with this change, social media researches, have focused on information, behaviour and communication after sale, which are considered to be important factors that affect consumer behaviour (Mangold ve Faulds, 2009). Using social media has positive contribution to the brand performance and consumer loyalty (Rapp et al., 2013).

Social networking is defined as that where individuals can display with each others lists, where they can share their links, services of which is constructed public or semi-public service (Boyd and Ellison, 2008).

MARKETING

Marketing has been redefined by AMA several times over the last 10 years, reflecting developments in the 2000s. According to the definition of American Marketing Association (AMA, 2019) "Marketing means creating, promoting and presenting value for customers. Customer relationship management is the primary element of the business while an enterprise introduces its goods or services to the market in order to meet customer needs. Along with the changing economic environment, with the help of technology and internet, information has changed marketing strategies and practices. In this context, the global financial crisis that shook the whole world in mid-2008 caused major problems in production and employment. All sectors restructured their purchasing strategies by shaping their marketing strategies according to the economy. In this way, the economic problems that affect the marketing activities, yielded to offer low-prices of to sell, to increase sales. Thus, it has been suggested that it caused less damage to brands (Mucuk, 2014).

Traditional Marketing

The idea of differentiation was introduced in the 1930s by Chamberlin (1933) and Robinson (1933). The authors claim that when brands succeed in differentiating themselves, they build a wall with themselves and their competitors and increase their profitability by selling at high prices (Aksoy, 2017). The differentiation that marketing circles have mentioned is differentiation with brand perception. The most famous of differentiation theories is Ries and Trout's positioning theory in 1970 (Ries, Trout, 1970). Marketers believe that by adopting one of the 8 positioning strategies proposed by Ries and Trout, they can differentiate by positioning brands in consumer's minds. The strategies proposed by Ries and Trout are: 1.

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