

A Study on Digital Marketing Promotion Strategy and Implementation Strategy Implementation Plan of Global SMEs

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글로벌 중소기업의 디지털마케팅 추진전략 및 이행방안에 관한 연구

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Abstract As the use of the Internet has become more common worldwide, digital marketing has gained a great weight as an advertising medium. Low cost and effective digital marketing tools include websites, eyes, blogs, search advertisements, online banners, mailings, YouTube, etc., which most companies around the world use one or more of them for digital marketing. I have. In this environment, global companies with more than one overseas subsidiary have become very interested in how to establish and implement digital marketing strategies. However, many studies have been conducted on the necessity of digital marketing and its implementation strategy, but there are no studies on specific implementation methods that can be applied in practice. Therefore, in this study, we intend to define digital marketing suitable for global SMEs, establish a promotion strategy model, and present a specific implementation strategy establishment plan. Through this, we intend to contribute to establishing a general-purpose SME global digital marketing strategy.

Key Words : Digital Marketing, Digital Marketing Tools, Global Companies, Digital Marketing Promotion Strategy Establishment Model for SMEs Global Digital Marketing Strategy Establishment

요약 전세계적으로 인터넷사용이 보편화 되면서 디지털마케팅이 광고매체로서 커다란 비중을 가지게되었다. 적은 비용으로 효과가 큰 디지털마케팅 도구로는 웹사이트, 눈, 블로그, 검색광고, 온라인 배너, 메일링, 유튜브 등이 있으며 이는 전세계의 대부분 기업들이 이들중 하나 이상을 디지털마케팅에 활용하고 있다. 이러한 환경에서 하나 이상의 해외 법인을 가지고 있는 글로벌 기업들은 디지털 마케팅 추진전략수립 및 이행방법에 대해 많은 관심을 갖게되었다. 그러나 디지털 마케팅의 필요성과 추진전략에 대한 연구는 다수가 이루어지고 있으나 실제 적용할 수 있는 구체적인 이행방법 모델에 대한 연구는 전무한 상황이다. 따라서, 본연구에서는 글로벌 중소기업에 적합한 디지털 마케팅을 정의하고 추진 전략수립 모델 및 구체적인 실행방안을 제시하고자 한다. 이를 통해 범용적인 중소기업 글로벌 디지털 마케팅전략 수립 방안에 기여하고자 한다.

주제어 : 디지털 마케팅, 디지털마케팅도구, 글로벌 기업, 디지털마케팅추진전략수립 중소기업 글로벌 디지털마케팅전략 수립모델

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1. Introduction

With the recent entry into the era of the 4th industrial revolution, major changes are taking place in the internal and external market environment of companies, and the driving factors for this change are the Internet of Things (IOT), artificial intelligence (AI), and big data (Big Data). In line with these changes, domestic SMEs participating in the global market are also trying to make changes, and large corporations and SMEs with multiple overseas subsidiaries also actively cope with these market changes. We are actively introducing marketing promotion measures. In particular, domestic SMEs are actively using digital marketing not only for intra-company transactions (B2C), but also for transactions between companies (B2B) and between companies and governments (B2G), and maximize the effect by linking big data to them.

Of the top 10 global exports this year, exports from all countries except China declined. Due to the high proportion of price-sensitive items such as semiconductors and petroleum products, Korea was more affected by the drop in global trade prices than other countries, and its dependence on exports to China and the United States was high, so it was directly exposed to the aftermath of the US-China trade conflict [1].

With the recent spread of Corona 19, the global economic growth rate and trade volume are expected to decrease, and external conditions for exports are deteriorating. However, as of August 2020, the first half of major countries such as China, Japan, and the U.S. were all sluggish at 396,600 million dollars, and exports and trade of domestic companies rose one step from 9th to 8th in the well-known trade ranking in 8 years [2].

However, it can be said that the role of not only large companies but also SMEs is important to suppress domestic companies as the world's top five world trade powers in the future. However, currently domestic SMEs are suffering

from lack of budget, manpower, and accurate data. In addition, research on digital marketing promotion plans of domestic SMEs is being carried out, but research on digital marketing methodologies that can be used for domestic SMEs and are required to enter overseas markets is insufficient, and active research on this is required.

Therefore, in this study, based on the existing literature studies, the digital marketing strategy suitable for domestic global SMEs is defined, and then the establishment strategy model and implementation plan are presented. Through this, we intend to contribute to the realization of the successful promotion plan of domestic SME digital marketing strategy.

2. Theoretical Research

2.1 The need for theoretical research

In order to establish a digital marketing strategy for domestic global SMEs, the definition and characteristics of the concept are summarized through theoretical research for each type of digital marketing, and its applicability to domestic global SMEs is suggested.

2.1.1 Open Market Definition

Unlike general shopping malls, which are responsible for everything from product selection to delivery, open markets play a role of "intermediary" between the seller and the buyer. The open market is derived from the online marketplace, and can be seen as an extension of the e-marketplace. In Korean, open market (e-marketplace) is considered to be 'marketplace rental'.

Just as we rent a store to sell goods, we sign up for an open market site, receive a place, sell goods at that place, and give a certain fee to the open market site. Sellers can sell by just signing up for an open market site, including ordinary

people, students, housewives, retailers, wholesalers, and factory owners. Since it is sold to customers who use existing open market sites, it has the advantage of being a bit advantageous [3].

Open market is a form of registering as a seller as a seller in a marketplace provided by an open market business operator, responsible for product registration and delivery, and paying commissions for the sales amount. In addition, the seller is responsible for setting and responsible for the most important selling price. The open market has the advantage that it is lower than the sales commission of the online shopping mall and the payment date is fast [4]

Table 1. Features of each online shopping mall type

Large online shopping mall	<ul style="list-style-type: none"> ·Sellers after admission ·High commission, late payment ·Low advertising and management costs ·Product pricing is done in consultation with the responsible MD
Small and medium-sized online shopping mall	<ul style="list-style-type: none"> ·Seller is responsible for all operations ·High advertising and management costs ·Product pricing is the seller's authority
Open market	<ul style="list-style-type: none"> ·Seller is responsible for sales and delivery ·Low commission and fast payment ·Low advertising and management costs ·Product pricing is authorized by the seller (can be negotiated with CM)

2.1.2 Features of Open Market

Open market refers to an internet brokerage mall (online marketplace) that is open to both sellers and buyers. Individuals and small retailers can freely trade products online. Since the open market can omit the intermediate distribution margin in the internet shopping mall, it is possible to supply goods at a relatively lower price than the existing internet shopping mall. They receive commissions from users who register products in exchange for providing the platform. Since it is a marketplace for direct transactions between sellers and buyers, the trading process is quick [5].

The open market market includes internationally representative sites such as

“Amazon” and “Alibaba,” and in Korea, numerous companies are competing, including “G Market” and “Auction”. Most sales systems are similar, but each provides specialized systems and services. We would like to examine the characteristics of each company and examine the characteristics of the open market itself.

The characteristics of the open market include price advantage, consumerization of sellers, interactive transactions through autonomous communication, importance of preoccupation and differentiation, and securing reliability.

Table 2. Comparison of domestic and international open market characteristics

Classified		Characteristic
Major open markets abroad	Amazon	<ul style="list-style-type: none"> •Amazon has actively invested in logistics since the late 90s and developed an algorithm that can generate almost infinite scenarios that enable the fastest picking, packing, and delivery per order as well as automation of the distribution center in the 2000s. •Amazon is using drone delivery services such as logistics bots “Kiba” and “Prime Air,” and currently invests heavily in AI speakers, unmanned stores, and smart homes.
	Google	<ul style="list-style-type: none"> •In response to Amazon, Google established an “Anti-Amazon” camp to accelerate entry into the e-commerce market with Google Express (Google Shopping). •In 2013, “Google Shopping Express” was launched, and in ‘17, the existing service was reorganized into “Google Express,” which allows voice orders with AI speakers. •In cooperation with Costco, Wal-Mart, Home Depot, Target, Carrefour, etc., through the top exposure of Google search, use of Google Cloud service, membership, and cooperation with discount coupons, retailers solve technical support for Amazon through Google, and Google is on their platform. Aiming to burn all distributors around the world
	Alibaba	<ul style="list-style-type: none"> •Alibaba strengthened the competitiveness of Last One Mile by acquiring a food delivery platform that delivers food using drones and autonomous robots. •Using VR, AR, etc., increase the customer's consumption experience, which was insufficient in e-commerce, and improve the level of customer service by recommending personalized products through big data analysis and consulting through chatbots. •Alibaba provides AI customer consultation service “Ali-Xiaomi” and VR shopping experience.
Major domestic open markets	GMarket	<ul style="list-style-type: none"> •It has the most sales compared to the five domestic companies, and it is possible to sell products without any concern. The main customer base is women, and women's clothing and products targeting women are popular. •The tendency to purchase through categories rather than search terms due to the characteristics of clothing
	Auction	<ul style="list-style-type: none"> •Auction is now going to the G market together, but it is a market that initially had a strong tendency to auction, so it is popular with men with aggressive tendencies. •In the product line, electronic

	products and home appliances were popular, and products are often visited through search terms.
11th Street	<ul style="list-style-type: none"> •11st Street has rapidly emerged with a telecommunications company such as SKT on its back, attracting young and enthusiastic groups, similar to Jiulinhouin China, with men and women in their 20s and 30s being their main customers. • I prefer unusual items to old items, and because there are many accesses through price comparison, you should visit a price comparison site. •11st is a place that spends more advertising expenses among top sellers, and has a higher ratio of advertising expenses to sales than the other three companies.
Interpark	<ul style="list-style-type: none"> •Interpark is significantly lower than the other four companies, but is the only company listed in the open market. •As intangible sales are specialized, for example, they come to purchase a travel ticket and check the flight ticket before going to shopping.
Naver Smart Store	<ul style="list-style-type: none"> •Smart stores operated directly by Naver are easier to start than independent malls and do not require entry and operation fees. •So far, compared to rental malls, it has the advantage of increasing corporate promotion opportunities while still having lower payment fees. Compared to the open market, you can have your own homepage, so if you set the community well, you can attract regular customers and increase sales.

2.1.3 Search Engine Marketing

As the Internet becomes more commonplace, information retrieval through search engines is becoming more common. Internet users search for the information they are looking for through a search engine first, and Google and Naver are representative search engine sites overseas [6, 7]. This is related to the reliability of search engines and information ranking. Therefore, domestic SMEs should conduct digital marketing activities to ensure that the websites of SMEs in Korea are continuously exposed to the top ranks on reliable search sites [8].

There are two methods for exposure in search engines: Search Engine Optimization and Paid Search. Search engine optimization is to organically link a website containing content to a search engine in order to rank the website at the top of the result page when searching for a keyword in a search engine, whereas paid registration is a specific keyword. When searching, online text ads related to the word appear.

It means to do this. These two methods can be

strategically used differently depending on whether to focus on the company's image or brand promotion or paid advertisement according to the time required for investment [9].

2.1.4 SME website

The official websites of domestic SMEs are considered a platform that can deliver relevant information, marketing messages, and their products and services to customers in the most detail. Therefore, many domestic SMEs recognize the importance of their websites and induce customers to visit through major portal sites. As such, in order to induce customers to visit, the direction of website content development focuses on delivering effective marketing messages, but many domestic SMEs are still in a hurry to prioritize website without multi-angle research [10].

Website content components can be divided into various angles. In general, organizational, informational, and entertainment are essential attributes. In addition, responsiveness, immediateness, access efficiency, and Internet content are major considerations [11].

Online customers can receive more information than when they experience products and services offline, and since they search carefully with a specific purpose, the development of website content that reflects customer needs has a direct impact on effective advertising [12].

2.1.5 Small and Medium Business Banner Advertising Marketing

Banner advertisement is a form of interactive target advertisement between a company and a customer that induces a calm response from customers by delivering advertisements and marketing messages in pages provided by Naver or the following portal sites through graphic images [13].

Banner advertisements can be targeted advertisements targeting a target group. Depending on the purpose of the advertisement,

it is possible to quickly transmit information across regions and spaces, accurately measure advertisement effects, and is easy, and various and free advertisements can be displayed. It has the feature of convenience that the publication period can be freely displayed at any time [14]. Banner ads are related to the customer's use, creativity of the portal site where the advertisement is displayed, the location of the banner advertisement on the page, and the degree of congestion, and the effectiveness of advertisements can vary according to the degree of customer engagement [15, 16, 17].

2.1.6 Small and Medium Business Social Media Marketing

Social media refers to Internet online platforms and tools through which people share their views, experiences, and opinions. The first person cited as social media was Chris Shipley, founder of Guidewire Group, and he said that the types of social media are variously defined according to their point of view, but largely, social network service (SNS, blog), micro. It can be classified as a blog (Micro Blog) and User Creative Contents (UCC) [18]. The definition and characteristics of each of these families are as follows.

1) SME SNS marketing

Social network services are Internet platforms and tools used to share and participate in one's perspectives, experiences, and thoughts. The characteristic of a general social service network is that it can form a wide range of personal networks by reinforcing personal network management on the Internet [13].

Recently, domestic SMEs are actively using social network service marketing for the purpose of delivering their marketing advertising messages and lifelong customer relationships with customers. This is a service that was initially used for entertainment and socializing purposes,

and is being used for various information sharing and business. This is because the information obtained through the recommendation of a close acquaintance, such as a friend or relative, is more concise and reliable than the information obtained through a simple search for information in general. [19].

The representative SNS platform is Facebook. According to Facebook's Q1 2020 earnings report, MAU is 2.63 billion and DAU is 1.73 billion, maintaining the world's largest scale. Based on this, Facebook is aiming to leap beyond social media services to a business platform. To this end, we launched Facebook Shops in May 2020 and are spurring to target the global e-commerce market. It has the advantage of being able to use it freely by all companies including. This unconventional 'free' policy was implemented with the intention of 'lock-in' to prevent further exiting the Facebook ecosystem by providing a shopping experience to users through third-party sales in Facebook Shops. In addition, it seems to be the purpose of linking users' purchasing behavior data with advertisements. In other words, it is a well-known fact that the purpose of launching Facebook Shops is not to "monetize through sales", but to "expand ad sales", the main source of revenue [20].

2) Blog Marketing

In blog marketing, the term blog was first used in the United States in 1998. It is a social media platform that shows the greatest strength in the technical ease of opening a blog with a simple membership registration process, and accordingly, the number of users has exploded. Blog is an abbreviation for Web Log, and it is delivered online using HTML (Hyper-Text Mark-up Language) browser to express one's thoughts or opinions through data, images, text, and media targets. It can be defined by means [21].

Types of blogs include personal blogs expressing personal life, thoughts, and opinions, industry/topic blogs related to a specific topic or industry, editorial blogs based on publishing such as editors, and corporate blogs advertising images or messages about companies. It can be classified into 4 types [22].

In addition, power bloggers and others are appearing based on the influence and expertise of information providers on subscribers. Recently, it has had a lot of influence on indirect product image and promotion through positive relationship with power bloggers [13].

Recently, as the importance of blogs has emerged as a major source of information on the Internet, domestic SME blogs are actively used by domestic SMEs for marketing[23].

3) Micro blog marketing

Twitter is a representative digital service platform that delivers simple information about a sentence or two in real time. According to Twitter's first half of 2020, the number of users who accessed Twitter at least once a day and viewed advertisements (mDAU) reached an all-time high of 184 million, which is a 34% increase from the same period last year. This is because the number of new users who externally search for informational Twitter related to Corona 19 has increased, and it is explained that it is the result of improved usability such as providing content that is highly relevant to individuals [20].

Twitter is a platform with strong propagation power, with the greatest advantage of being able to easily exchange information with others anytime, anywhere and to use it easily [24]. In the case of companies using Twitter for SNS marketing, they are used for direct sales of products such as Deloutlet, as a customer service channel such as Q&A and after-sales service such as Comcast, or as a case of Starbox or P&G. It was used as a channel for collecting customer

data such as customer opinion collection and market research [13].

4) Youtub (UCC: User-Created Contents) Marketing

UCC (User-Created Contents) is a term that means "contents created by the user," meaning all content, such as text, images, and videos, created by users on a web company.

UCC has a variety of classification criteria by type, content, and medium[25]. Among these various contents, most of the most popular UCC is video, so when it comes to UCC, most of them focus on UCC video [13].

YouTube, which has 2 billion monthly active users (MAU) in the global market in 2020, also entered the e-commerce market. The YouTube'Shopping Extension' beta service provides a service that allows you to easily purchase products by inserting a'SHOP NOW' button at the bottom of the advertisement video. Currently, click'Learn more' after viewing a YouTube advertisement. If you do, you can only go to related sites, but through the'Shopping Extension', you can intuitively check product information on one screen, and go to the sales page with one click, so the effect of inducing product purchase is expected to increase. . On the other hand, the user convenience was further improved by introducing a "Video Chapter" function that allows users watching a long video to go directly to the desired part. In the past, if you have gone through the cumbersome process of having to scroll through videos one by one in order to watch long videos, it is analyzed that you can easily find the desired part through the'chapter' function, thereby raising the viewer-ship and participation of users. As described above, even in the situation where YouTube has established itself as the strongest among video platforms around the world, it is implementing a strategy to introduce new user-centered functions to prevent churn by existing users and attract new users [20].

5) Instagram marketing

'Instagram' is a social media platform that allows you to share photos and videos. When Facebook acquired Instagram in 2012, Instagram was a non-profitable startup. Even in 2015, three years later, Instagram has barely made any visible sales. But things have changed. Instagram is becoming one of Facebook's important next-generation revenue models, and this trend is likely to grow.

Ads started appearing on Instagram from the end of 2013. In 2015, it is developing advertising capabilities in earnest. In March of this year, Instagram introduced a new advertising platform 'Carousel'. The Carousel is characterized by displaying advertisement images in the form of a slide, and linking to related websites by pressing the 'Show more' button [27].

Among social media platforms, Instagram, which has shown the most active step in operating shoppable content, is evolving into a more specialized platform for commerce by adding ``gift cards" and ``order food" functions in May 2020 last fall. Although non-face-to-face and delivery consumption increased to 19, small business owners and self-employed people pay attention to the difficult environment and support them to actively use Instagram as an online sales channel, while providing differentiated services that can increase user participation. Meanwhile, Instagram is spurring the expansion of the service area of 'Reels', a 15-second short form video sharing platform. This is analyzed as a move aimed at TikTok, who was expelled from India and struggling in the U.S., and will be released in the U.S. in early August starting with India in July 2020. In fact, if TikTok is banned, the dominant analysis is that it is highly likely to choose 'Reels' as a substitute.

However, even before, the Facebook group has experienced a shabby ending after launching a service called 'Lasso' similar to TikTok, and this 'Reels' is a timely time to grow into a new counterpart of TikTok. Noted [20].

3. Domestic SME Digital Marketing Strategy Promotion Plan

3.1 Domestic SME Digital Marketing Strategy Promotion Model

This study presents a digital marketing strategy model for domestic global SMEs through previous research. I would like to present it as in Fig.1

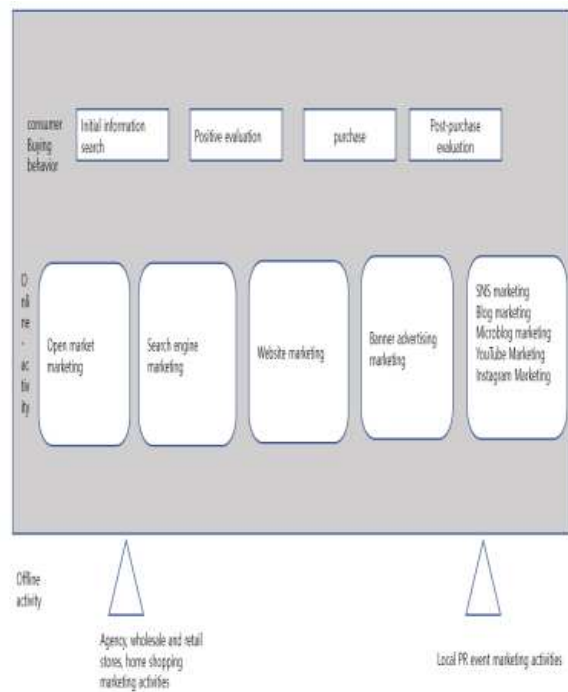


Fig. 1. Digital Marketing Promotion Strategy Model for Domestic Small and Medium Businesses

First, by entering open markets such as Amazon, Alibaba, Auction, 11th Street, and other open market sites such as 11th Street, it is possible to omit the intermediate distribution margin in Internet shopping malls, so that products can be supplied at a relatively lower price than existing Internet shopping malls. . After the transaction is concluded, they provide commissions in exchange for providing the platform, but since they provide a direct marketplace between sellers and buyers, the trading process is quick.

Second, it is possible to easily expose product information to Internet users through search advertisements and search engine optimization of search sites such as Google, Naver, and Daum, and online banner advertisements.

Third, it is a method of reinforcing objective information such as subjective product information, product characteristics, images, product information, etc., such as reviews of customers on domestic SME websites and retailer websites. Fourth, social network services (SNS), YouTube, Instagram, and blogs are used to create and distribute content that highlights the characteristics and strengths and weaknesses of the product. Is a way to induce Domestic Small and Medium Businesses

3.2 Domestic SME Digital Marketing Strategy Promotion Plan

① In order to promote digital marketing strategies for domestic small and medium-sized enterprises, the marketing advertisement message for target products and services must be defined first. After that, for each strategic digital marketing activity, ② success factors are defined, major tasks and performance indicators are defined. ③ Defines the role relationship between relevant organizations for each task ④ Establishes a clear operating procedure between the department in charge of planning the global marketing advertising campaign and the organization in charge of overseas sales that actually executes it ⑤ Continuously monitors strategic relationships and measures performance This is the step of deriving improvements through.

The step of defining marketing advertisement message for target products and services: A specific digital advertising message for target products and services should be defined.

The step of defining success factors and defining key tasks and performance indicators for them: To maximize the delivery of digital

marketing advertising messages, major tasks, success factors, and performance indicators according to each platform must be defined.

The stage of defining the role relationship between the relevant organizations for each job: After defining the main job, the stage is to define the roles between the related organizations for each job, request business cooperation, and share the performance goals with them.

The step of establishing clear operating procedures between the department in charge of planning the global marketing advertisement campaign and the organization in charge of overseas sales that actually executes it: After the organization in charge of digital marketing is determined, the department in charge of planning the global marketing advertisement campaign This is the step of designing, establishing, and notifying and executing business procedures between organizations in charge of overseas sales.

Steps to derive improvements through monitoring strategic relationships and measuring performance: Global digital marketing planners or teams monitor whether key global digital advertising messages are reflected in each person's marketing for successful digital advertising campaigns for products and services. This is the step.

Strategic relationship monitoring requires that products released offline are uploaded consistently and appropriately with related product information (product details, images, product strengths and weaknesses, etc.) both online at the same time. This is done before users start searching online. It should be complete.

In addition, in the stage of deriving improvements through performance measurement, historical data on whether the estimated target values before the initial product was released for each digital marketing activity were properly implemented, find problems by analyzing and

evaluating them, and solve them by analyzing the causes. It is the stage of finding a solution

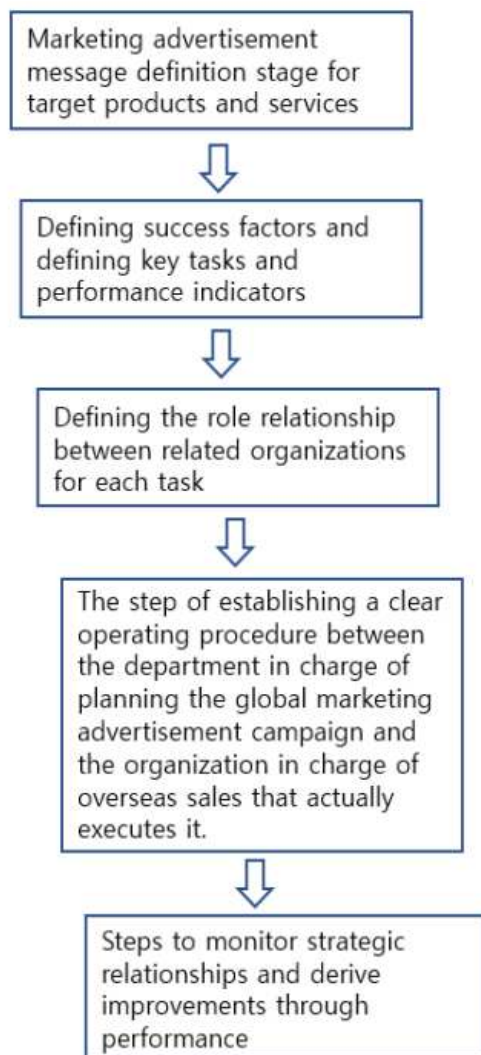


Fig. 2. Promotion plan of digital marketing for domestic small and medium enterprises

4. Summary of Research Results and Implications

4.1 Summary of Research Results and Implications

This study has the following theoretical and practical contributions as the importance of online digital marketing becomes more important in the recent domestic and

international internet environment.

First, through the activities of each unit of digital marketing in the previous studies, it is necessary to define the necessity and major management factors for each activity of digital marketing to domestic SMEs attempting to enter overseas as well as domestic. The point is that it presented a strategic model and implementation plan for marketing. Second, it can be applied immediately by the relevant person in charge or team of domestic small and medium-sized enterprises planning to enter overseas as well as in Korea. A model for establishing a common digital marketing strategy that can be applied globally and a concrete plan for implementing it are presented. Third, through monitoring and performance analysis, digital marketing capabilities can be reinforced through close cooperation between domestic and overseas managers. This can be used as a basis for differentiated customized support between domestic and overseas personnel.

4.2 Limitations of Research and Future Research Direction

4.2.1 Limitations of the study

The limitations of this study are as follows. First, there is a limitation in that it is only theoretical precedent research, and it is not concrete empirical research on how these domestic small and medium-sized business digital marketing promotion strategies and implementation plans are actually applied in the field and what are the problems. Second, it is possible to propose a basic global power promotion model and action plan through the global digital marketing strategy of domestic SMEs in this study, but it is necessary to take into account the fact that the Internet usage patterns of consumers appear differently depending on the rich Internet environment.

4.2.2 Future Research Plan

The future research direction of this study is: First, an empirical study is needed to suggest a more specific and practical plan for domestic small and medium-sized companies to revitalize global digital marketing. Second, rather than researching the entire domestic region with a single standard, it is necessary to reflect the Internet infrastructure and usage status of each region, based on the global digital marketing strategy of domestic SMEs, to establish a digital marketing strategy model suitable for regional specialization and to present an implementation plan.

Third, as smartphones are widely spread worldwide in recent years, commerce using smartphones is increasing significantly. Therefore, it is necessary to further study whether global digital marketing should be applied to mobile marketing according to the usage patterns of each country.

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