

WAYS TO INCREASE THE VISIBILITY OF COMPANIES IN THE ONLINE ENVIRONMENT THROUGH EMAIL MARKETING STRATEGIES

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Abstract: *Email marketing is a powerful tool for promoting a business's products or services. In an increasingly digital world, the visibility of a business in the online environment is essential to attract new customers and increase brand awareness. In the framework of this work, we conducted a quantitative marketing research study to focus on the opinions, attitudes and behaviors of online users who interacted with emails from companies, with emphasis on determining the impact that email marketing has on a company's visibility. The results of the research will be of interest to students, researchers in the field, but especially to companies.*

Key words: *Email marketing, marketing research, marketing strategies, retail*

1. Introduction

In today's digital world, email marketing and online visibility play a crucial role in business success. With millions of internet users and a continuous increase in technology adoption, email has become an essential channel for companies to communicate and promote their products and services.

Email marketing offers a valuable opportunity to communicate with potential customers directly and in a personalized way. In the present paper will analyse global trends and industry best practices that help companies optimize their email marketing campaigns, achieve higher conversion rates, and strengthen their online presence.

As the number of email users continues to grow each year, email has evolved into a core digital marketing format for businesses around the world. In 2023, email marketing revenue was estimated to exceed \$10 billion. Few, if any other channels can match the average return on investment (ROI) of email marketing. In a survey conducted in late 2022, approximately half of the marketing professionals surveyed reported a two-fold improvement rate in the ROI of their email marketing campaigns, leaving no doubt as to why email has maintained its reputation for decades.

(Statista, <https://www.statista.com/topics/1446/email-marketing/>)

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Thus, considering this topic is currently popular and very interesting, we conducted a quantitative marketing research study in which the objectives are oriented towards evaluating and recording the level of satisfaction of people who receive commercial emails from companies, with special attention paid to identifying the main challenges they report regarding email communications from companies.

2. Literature Review

Email is considered the latest trusted medium in marketing and e-commerce. (Zagula, 2004) This means represents the fastest method of exchanging digital messages on the Internet. Also, the messages received can be reserved in users' inboxes to be consulted whenever they want. Considering that the operation of marketing by electronic mail represents one of the oldest and most effective methods of promotion, it is important to note that it has evolved with the increase in the use of Internet networks and email platforms, such as Yahoo and Gmail (White, 2025). Email marketing is increasingly recognized as an effective internet marketing tool.

Email marketing is the practice of sending commercial messages, typically to a group of people, via email (Bayoude et al., 2023). This form of digital marketing is used to communicate with customers and potential customers, promote a product or service, and build brand awareness. It is a cost-effective way for businesses of all sizes to reach a wide audience and stay in touch with their customers. To implement an effective email marketing campaign, businesses must have a clear understanding of their audience, their goals, and best practices for email marketing. This includes having a targeted email list, creating engaging content, and adhering to email marketing regulations to ensure compliance.

Email marketing strategies are essential for any modern business looking to expand its customer base and increase revenue. In the digital age, email is one of the most effective marketing tools, providing a convenient and accessible way to reach a wide audience of consumers (Behera and Gunasekran, 2020).

Global reports in this field confirm that the world's new rich can operate and promote through social media and email as effective ways to attract and retain customers. (Zhang, Kumar and Cosguner, 2017). The good use of legal and professional quality electronic messaging has reached thousands of dollars per month for each proponent or company marketing their products and activities on the internet. In general, email marketing is considered an excellent marketing medium to attract customers and target categories to their email and convince them to buy a particular product based on their requests and desires (Baggott and Sales, 2007).

In the international market, there are well-known companies that have achieved remarkable results through email marketing. For example, according to a study, e-commerce company Amazon derives approximately 35% of its total revenue from email marketing campaigns. This highlights the power and positive impact that email can have on sales volume and business success.

(<https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>)

Regarding the local situation, in Romania, there is a significant increase in interest and adoption of email marketing by companies. According to recent data, over 70% of companies in Romania use email marketing as part of their promotion and communication strategies. (<https://www.gpec.ro/blog/statistici-digital-marketing-2022>)

This data clearly highlights the importance and positive impact of email marketing in the current context. With the continuous growth of technology and consumer preferences, it is expected that email marketing will continue to be an essential tool for companies in achieving desired results and growing their business.

3. Methodology

Within this work, a quantitative marketing research study was conducted to obtain detailed information about how email marketing is perceived, evaluating its efficiency and impact on the visibility of a company in the online environment.

Thus, a survey was conducted based on a questionnaire consisting of 30 questions and 12 sections that aimed to guide respondents according to the answers they gave.

The target population for this research is internet users, specifically those who have email addresses and receive messages from companies via email. The number of internet users with email addresses registered online is considerable, and this number is continuously increasing with the expansion of internet use among the population. It is important to note that this number may vary depending on the evolution and trends in internet use, as well as the degree of registration and updating of email addresses in user databases (Behera, R., Gunasekran, 2020).

For this research, we opted for a non-random sampling method, using the voluntary method. We asked participants to allocate 3-5 minutes to complete this questionnaire. We also used the “snowball” method, asking respondents to distribute the questionnaire to their family members and friends. To facilitate distribution, the questionnaire was sent via social media networks, such as Facebook, Instagram and WhatsApp.

To fill in the questionnaire, we used the Google Forms online platform. The data collection period was between 15.06.2025 and 15.07.2025.

The database with the responses was downloaded from Google Forms, and the responses obtained were coded and interpreted through the SPSS computer system. (Constantin, 2006) At the end of the data collection period, a total of 880 respondents completed the questionnaire for this research (52.7% female and 47.3% male).

4. Results

The following objectives were considered in the research:

- O1. Finding out the respondents' level of knowledge regarding the term email marketing
- O2. Discovering the frequency of receiving emails from companies by the respondents

O3. Finding out the degree of influence of emails on the purchasing decision of the respondents

O4. Determining the type of content preferred in emails received from companies by the respondents

O5. Discovering the main problem regarding emails received from companies.

O6. Determining the respondents' preferences regarding the way of contacting companies via email.

Following the analysis of the responses obtained, the following results were outlined, obtained to each objective pursued.

To achieve the first objective (O1), a question regarding the level of knowledge of the term "email marketing" was used. This is a control question that divides respondents into two categories and redirects those who answer negatively to an informative section, where a brief definition of email marketing is provided.

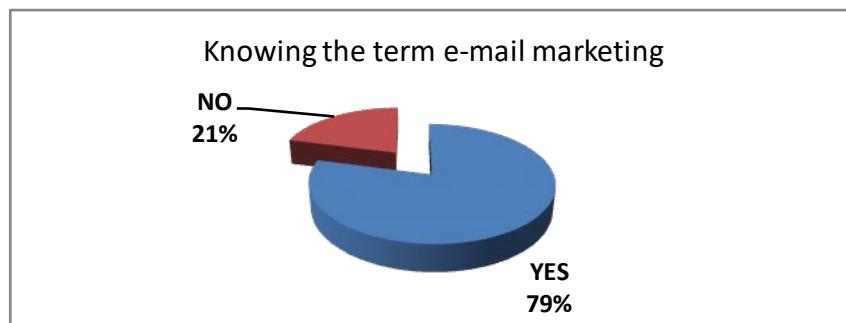


Fig.1 The level of knowledge of the term e-mail marketing

Source: Author's own research

After analyzing the answers to this question, we can see that a number of 696 respondents know the term email marketing, representing a share of 79.1%, and 184 respondents answered negatively, representing a share of 20.9%. (see Figure 1)

To achieve the second objective (O2), we analyzed the answers to the question, "How often do you receive emails from the companies you collaborate with?"

Frequency of receiving emails from companies

Table 1

Frequency of receiving	Percentage of respondents
Daily	26,4%
Weekly	26,4%
Monthly	16,4%
Once every 2-3 months	27,3%
Less often	3,6%

Source: Author's own research

The following results were obtained, so we can observe that the majority of people who have an email account stated that they receive emails daily or weekly from the

companies they interact with, but we have a small share of 3.6% of respondents who stated that they receive emails less frequently from the companies they interact with. (see Table 1)

If we refer to the third objective (O3) that we are pursuing, the relevant question is: "How much do the emails you receive influence your purchasing decisions?" We observe that the largest share, namely 41.8% of respondents, stated that they are not influenced in the purchasing process either much or little by the emails they receive from companies. (see Table 2)

The influence of e-mails from companies on the purchase decision

Table 2

The response option	Percentage of respondents
A lot	4,5%
Much	16,4%
Neither/nor	41,8%
A little	24,5%
Very little	12,7%

Source: Author's own research

To achieve the fourth objective of the research, the question regarding the type of content preferred by the respondents in emails received from companies was analysed. It turned out that the most preferred type of content is represented by promotions and special offers, which register a share of 49.1%. The most undesirable type of content is represented by updates about the company or its events, which register a share of 9.1%. (see Table 3)

The type of content preferred by respondents in emails from companies Table 3

Content Type	Percentage of respondents
Promotions and Special Offers	49,1%
Product and Service News	21,8%
Educational or Informational Content	20%
Company or Event Updates	9,1%

Source: Author's own research

The fifth objective aims to discover the main problem regarding emails received from companies. In this case, we analyzed the responses to the question, "What do you consider to be the main problem related to emails received from companies?" It was found that, according to the analysis of the responses, the main problem regarding emails received from companies in our sample is represented by the fact that they contain too much advertising.

This response recorded a weight of 36.4% while the fact that emails received from companies do not offer any added value recorded a weight of 11.8% (see Figure 2)

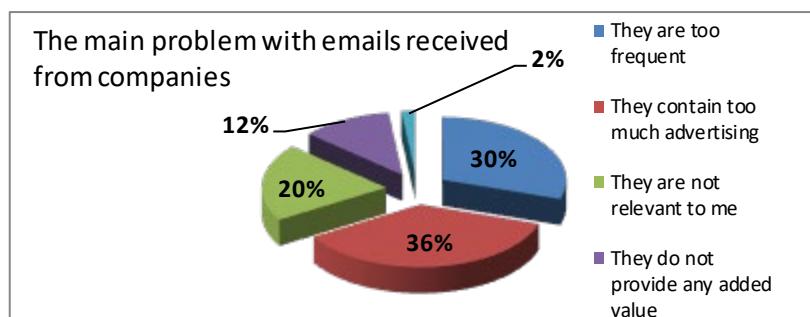


Fig.2. *The main problem with emails received from companies*

Source: Author's own research

Regarding the sixth objective, the one related to respondents' preference regarding the way in which they are contacted by companies via email, the following results were obtained: the respondents' preferred way of being contacted by companies via email is the personalized one, with a subject and a message that are relevant to their specific needs. This response recorded a weight of 45.5% of the total responses, while the contact method that includes emails with educational or informative content recorded a weight of 5.5%. (see Table 4)

Table 4
Respondents' preferences regarding the method of email contact from companies

Contact methods	Percentage of respondents
Personalized, with a subject and message that is relevant to my specific needs	45,5%
By regular emails with general information about the company's products or services	18,2%
By emails with special offers and promotions	30,9%
By emails with educational and informative content	5,5%

Source: Author's own research

Considering the topic addressed, it can be seen that email marketing opens up the opportunity for companies to expand their visibility in the online environment and develop their business in general. The diversity of email marketing forms, such as newsletters, promotional emails, welcome emails, and transactional emails, allows for the personalization of messages according to the recipient's interests, behaviour, or purchase history, thus allowing companies to adapt content to increase engagement and conversions.

5. Conclusions

The main purpose of email marketing is to build relationships with customers and encourage them to take action, whether this involves making a purchase, signing up for a newsletter, or visiting a website. It can also be used to build brand awareness and establish a business as an authority in its industry.

The results showed that email marketing can be an effective tool in building strong relationships with customers and motivating them to take specific actions. Thus, the 36.4% share of respondents who believe that emails received from companies contain too much advertising highlights the importance of providing added value and maintaining a balance between promoting products and services and providing relevant and useful content.

Another aspect highlighted is that email marketing can help strengthen brand awareness and establish the company's position as an authority in the industry. The 49.1% of respondents who prefer promotions and special offers in emails received from companies indicate that these campaigns can be effective in driving conversions and increasing website traffic. To run an effective email marketing campaign, it is essential to have a clear understanding of the audience, objectives, and best practices in the field. The analysis also emphasized the importance of building a quality customer database and providing relevant, interesting content. The 9.1% of respondents who consider company updates or events to be the most unwanted type of content in emails highlight the need to tailor messages to the audience.

Companies should use effective email marketing strategies to increase their visibility and prestige in the online environment, building strong relationships with customers and generating significant results in increasing sales and customer loyalty.

By adopting personalized and segmented emails, companies can adapt their messages to the audience, thus increasing engagement and conversions and achieving greater visibility in the online environment.

Careful audience segmentation and message personalization are key elements in email marketing strategies, allowing companies to deliver relevant and interesting content, thus increasing their visibility and impact in the online environment.

To strengthen their visibility in the online environment, companies must focus on building strong relationships with customers through email marketing, stimulating specific actions such as purchases or website visits.

In conclusion, email marketing can make a significant contribution to the key objectives of a business. Through email marketing, companies can effectively exploit the growth potential in the online environment, strengthen brand awareness, generate conversions, retain customers, increase website traffic, and build strong relationships. It is therefore essential to achieve effective results in email marketing, to have a deep understanding of the audience, to implement appropriate segmentation and personalization strategies, as well as to monitor and analyse the results to continuously improve the strategies used.

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