Modern marketing: Valenti & Performance

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Abstract. *The real and the virtual world of the contemporary society, based on the components and tools of the super technological forms of human communication and relationship already exists as a modern integrated system, dominated by the dynamics of competition and performance in areas such as E-Economy, E-Business, E-Marketing, E-communication, E-socialization, E-education, E-media, e-culture, e-Career, E- democracy etc.. The economy and the business of the new millennium have suffered a deep and rapid transformation both globally and specific (national / regional / local / organizational). In less than two decades, a complex new E-economy has emerged with multiple links between market actors and the powerful functionality of the virtual world networks. Marketing as a philosophy and instrument of business is an economy has experienced profound transformations having been subject to changes in structure and content, approach and use, resulting in the modern E-marketing (characterized by the new E-marketing mix: Cyber-marketing; Relationship marketing; Viral marketing; Green Marketing and other defining entities. The E-economy and E-business environments have demonstrated mobility and flexibility, quick adaptability to changes and challenges, performance and high-performance under a fierce and aggressive competition. They became environments in which the relative limits and restrictions of the present generate challenges and opportunities of the future. All this being done under the terms of existence and dynamic integration of components and tools for E-marketing, E-communication, E-socializing etc.*

Keywords: *marketing; e-marketing; cyber-marketing; relationship marketing; viral marketing; green marketing.*

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Introduction

The contemporary society of the third millennium exists and is growing dynamically by two mega entities: *the real world and the virtual world*. The existence of these two worlds, with differentiating identities and characteristics that customize them (as in individuals, groups, organizations, etc.) has become a dynamic generator in an exponential stream of challenges and development opportunities in all environments and human communities.

The complex and diverse reality of contemporary results in the virtual world has proven that the virtual environment has become the real support of human communities, that its members successfully interact *real-virtual* between the two distinctly personalized worlds.

The complex research, the real world results and effects of the challenges and opportunities of the virtual world are marked by integrating results and performances of these two worlds in all macro and micro fields of the contemporary society.

The modern society of the real world whilst based on the technological components of the virtual world is dominated by strong competition in areas such as: E-Business, E-Marketing, E-economy, E-communication, E-socializing, E-education, E-media, E-culture, E-career E-democracy, E-policy, etc. Each of the aforementioned areas provide the guarantee of the performance for existence, life and activity integrated between the two worlds: *real and virtual.* The business environments of the first decades of the third millennium (both on a global and on a specific scale) are highly dynamic and can be found in a state of constant flux. These environments are characterized by mobility and flexibility, quick adaptability to changes and challenges, performance and high-performance under a fierce and aggressive competition. These are environments in which the relative limits and restrictions of the present generate challenges and opportunities of the future under the conditions of existence and dynamic integration of the two worlds: real and virtual.

As justification, *this article aims to provide a detailed and convincing approach to modern business success in the real world using the super performing tools*

of modern marketing, built on a network of *"E-...."*'s of the virtual world: *E-business,* E-communication, E-economy, E-marketing, E-Technology, E-socializing, E-identity, E-education, etc..

Finally, *"E-marketing" has become the support tool and generator of ongoing challenges and opportunities of modern society*, a society characterized by the effects and performance, impact and results of multiple and various *"E-...."*'s, found in all areas of existence, life and work of the contemporary world.

Contemporary Marketing: Evolution vs. Realities

The society and economy of the third millennium experienced profound changes caused by the existence and dynamic development of two mega entities: *the real world and the virtual world.* The existence of these two worlds with identities and characteristics that differentiate them and customize them (individuals, groups, organizations, etc*.)* has become a dynamic generator in an exponential stream of challenges and development opportunities in all environments and human communities. In these circumstances there has been a profound shift from the "old" economy to the "new" economy with multiple and complex links between the market players under the generic term of *network economy* (Kotler et al., 2008, p. 19). Such an economy required the creation of process modeling for business and trade based on typological structures and new collaboration and exchange between bidders and buyers. *Marketing,* the philosophy and tools of doing business in the economy, did not remain immune to these profound changes and has been subject to changes in structure and content, approach and use.

The stages of development for contemporary marketing highlight how the focus of marketing activities and tools have evolved over time, with each step leading towards a certain type of decision-making guidance. The transition from consumer orientation to sales then to competition and further towards the environment has led companies to focus approaches from *market orientation -* a specific stage of extensive marketing development to a *customer orientation* – a characteristic of intensive development marketing (Bruhn, 2001, pp. 17-20).

Traditional marketing approach has proven effective in various economic and social areas up to a certain historical stage, a stage marked by the transition from the industrial economy and society to the informational and communication based society. This was based on technological and diversifying media and means of communication, on the information and knowledge, all resulting in a rapid general integration of the real world to the premises of the virtual world. Such a step is found in the last decade of the second millennium and the beginning of the third millennium. The e*mergence of World Wide Web has opened a new era of marketing.* One of the first concepts that revolutionized the marketing businesses and the market as a whole was the *Cyber-marketing*, which launched marketing with the Internet as the primary channel of communication.

Cyber-marketing as the first form of modern marketing is defined as *"the use of the power of computer networks and online communication and of the digital interactive environment to achieve the marketing objectives"* (Orzan & Orzan, 2007, p. 23). This is considered as a online information policy or a consumer-centered *online marketing* and is characterized by addressing the intersection of three areas: marketing, economics and technology; process of creating and maintaining customer relationships through online activities to facilitate the exchange of ideas, targeting the consumer market; include integrated brand management, sales, market research, advertising and online assistance; using tools such as e-mail, online advertising, newsletter, websites, etc.

The Traditional Marketing - Cybermarketing comparative approach highlights the relevant general and specific issues, resulting in the conclusion that Cybermarketing differs from traditional marketing through clearly superior facets and tools related to: Costs; Time; Interactivity; Globalization; Availability.

The traditional marketing mix, known as the 4P model includes four controllable and combined elements / tools: the Product, the Price, the Market / distribution and the Promotion, being used by any firm / company in order to produce the desired reaction in the target market. It has its applicability also in marketing conducted online, established under the

name of E-marketing mix (online marketing). In this context, the impact of the Internet on each of the four elements was essential and controversial from the point of view of specialists. Thus, with respect to the concept of E-marketing mix, the opinions are diverse, and even so far a common view on this concept was not reached. Compared to the traditional marketing mix, the E-marketing mix has a number of elements that overlap with the conventional mix, but also some elements that are specific to the digital environment. The online marketing mix means the application of the 4Ps to be adapted in order to identify and meet the consumer's interests, a goal that required two other components in the virtual environment: the interactivity process and the databases. These new components created a new formula, specific for the online marketing mix, set up as 4P + 2D, where the first D is the dialogue (feedback) and the second D is represented by the organization of data in the form of databases and data warehouses. In the online marketing mix the 4Ps turn in the sense of acquiring other meanings influenced by the speed of deployment of economic activities (Kotler et. al., 2008).

In conclusion, the E-Marketing mix must provide the present and create at the same time the future of the business success of a company / firm. Sales promotion, distribution and pricing tactics can affect the sales and profits. But the real art is to do these things so that at the same time they can be a support for the future.

A comparative analysis of the promotion techniques within the traditional marketing and within cybermarketing (http://www.scribd.com/doc/137171840/Cybermarketing-Manual.pdf), shows an unprecedented development of the E - marketing field, of some new policies, strategies and tools in the field of marketing, a field subject to constant change due to technological and social influences on the customers' consumption and acquisition behavior.

Given that traditional marketing is an intensive process that involves high consumption of time, human and financial resources, and sometimes even ineffective, the E-marketing (online marketing) has become a powerful alternative to traditional marketing.

The key factor of online marketing consists of an element of which the traditional marketing does not benefit, namely the possibility for the customers / consumers to directly engage and effectively participate in the online marketing processes carried on.

The online marketing adds more interactivity, more choice possibilities for the consumer, more informative value to the products and services, reducing the costs and removing the geographical boundaries. It operates with the new tools of the virtual world: blogs, email marketing, forums, chats, online books, corporate websites and online media. And as promotion methods in E-marketing the following are used: newsletters, mailing lists, spam and specific forms of marketing: with permission (permission marketing), relational, environmental (green), viral.

Relational marketing

The relational marketing / relationship marketing concept is based on three distinct theoretical approaches, which are in an effective practical interdependence: behavioral approach, communicational approach, and managerial approach. The three types of approach aim, in the context of the concept of relational marketing, the significant changes in the management process of human resources and relations within the firm / company, but also in relation to third parties. Conceptualization of the relational marketing has driven marketing schools and experts in the field, during the last two decades 1990 - 2010 to create a support with multifunctional and integrative valences designed for the business in the third millennium. The concept of relationship marketing is continuously evolving (Zbuchea, Pînzaru & Galalae, 2009).

Relational marketing expresses a strategic dimension of the marketing concept, consistent with the firm's / company's strategic management approach. It is based on the relational capital of the firm / company, consisting of a synthesis of knowledge, experience and trust built up over time by the firm / company based on its lasting collaboration with the suppliers, customers, employees and other stakeholders. It is a totally interactive marketing that effectively leverages the technical support created by the "digital revolution" (Kotler et al., 2008, p. 38).

Relational marketing is based on seven key principles: Intention of creating a unique relationship; Interaction with trade act partners; Selectivity to various categories of customers; Integrating the customer in product / service evaluation; information about the customers; Investing in customers; Individuality for customers.

The business environment in Romania also faces the challenges of relational marketing. The new competitive framework that Romania's accession to the European Union created required the local economic operators, first of all, to operate a change of mentality. The performance of this type of marketing is assessed by the ability to identify and develop medium and long business in areas where it is able to meet all requirements of quality management and competitiveness. It is for the academics and researchers in the field to provide a rigorous conceptual framework for the relational marketing in Romania, as well, and to determine as such it to be successfully applied. Without this effort of scientific creativity, the relational marketing is at risk to fail in punctual applications of its tools meant to promote sales.

Viral marketing

The viral marketing is an online advertising method in which the advertisement is transmitted from one person to another without direct intervention of the person making the promotion. The name is given by the manner in which viruses spread through e-mail, multiplying themselves on many levels by social networks specific for online environment. It has as its reference support the cybermarketing and its communication channels: Internet, Intranet, Extranet, local area networks (LAN), metropolitan area networks (MAN), CDs, multimedia means, on-line and off-line systems.

The viral marketing aims at overcoming the normal limits of any sales market in a real space. This type of marketing presents many advantages over traditional marketing, including: the number of people that can get the message, the high speed with which the message is spreading using the existing social networks, reliability, low cost, propagation range, choosing the target consumer and people (age, gender, preferences, hobbies).

Internet, viewed as a medium for the propagation of viral marketing campaigns, overcame the "through word of mouth classic" marketing. In the online media the implementation of spoken communication attained an unimagined scale, the message going to an unlimited number of people, and the blogosphere and other media were those virtual structures that underlay the viral marketing campaigns.

The Word of Mouth Marketing Association includes the viral marketing in the list of marketing subtypes of word of mouth marketing. The classification is made according to the method of transmission of the message and includes the following classes of oral marketing: opinion formers' marketing, buzz marketing, viral marketing, marketing through blogs and marketing through the channels of the online application Really Simple Syndication (RSS). Some of these types can be used as channels through which the viral messages can be transmitted, such as the blogs or the RSS application channels. Viral marketing also operate with buzz marketing type messages. The buzz marketing is a way to get people to talk, generating agitation about a subject through its very nature (http://womma.org/wom101).

The viral marketing uses the opinion formers' ability to set an example for the blogosphere community and to send the message to a large number of receptors, counting on them to disseminate the information in the social groups to which they belong. Facebook, Twitter or Youtube applications, based on the same concept of interactivity, are extremely effective in spreading viral campaigns because they easily identify the target audience through the profile created on these social networks. The message can be directed to a selected group of people based on their characteristics and preferences.

The viral marketing has been structured according to another method of classification in the following categories (http://www.clickz.com/831941): value viral marketing, guile viral marketing, vital viral marketing, spiral viral and vile viral marketing.

The value of viral marketing consists in sharing valuable information between the users about a product or service, and the positive impression

made will be sent to friends and acquaintances, urging them to try it. Examples of products and websites representative of this viral marketing strategy can be considered Hotmail, Harry Potter books, Amazon.com and Yahoo.com.

The guile viral marketing uses skillful techniques by which the supply of information, sale of a product or the inclusion of other people in a system is based on a reward or commission. Amway and Tupperware are products examples of this tactic, and Quixtar.com and My Points are examples of web pages.

Vital viral marketing refers to the sharing of information that requires a product to be used as support. If a user wants to share an experience to an acquaintance, that person must try that experience by means of a product. Macromedia Flash, Adobe Acrobat, eBay.com and AOL are examples of this type of viral marketing.

Another type of viral marketing is the spiral viral, by which interesting or funny experiences are transmitted motivated by the desire to share the same feeling with the receiver of the message. Hampster Dance, Frog Blender and numerous games can be given as examples.

The negative viral marketing (vile viral) tries to prevent other possible users of adverse effects from the use of a product or service. An example of this type of viral is Crystal Pepsi. By its negative nature, this message is the most probable viral success, by its fastest spreading and by the most users reached by it.

The viral marketing uses three types of viral messages (Zimmerman, 2005): pass along, incentivised viral and undercover, which include items by means of which the attention of the people is captured, causing them to spread the information to their acquaintances.

Channels of transmission of viral message must be known and chosen so that a viral marketing campaign can be successful and avoid failure. The Internet is an ideal medium for this purpose because of the multiple pathways it possesses, the very low cost, the high speed of propagation

of information, the ease of use and the large area of propagation. Given the multiple facilities and the complexity of Internet, it is normal for the arrangements for a viral marketing campaign to be carried on to use a wide range of options as distribution. These options include: e-mails, instant messaging links, e-books, e-postacards, web sites, distribution of free software, web hosting, free templates, forums, using electronic gift certificates, blogs, newsletters, email marketing, online games and banners.

The viral marketing involves a high degree of creativity in making a campaign so that it will have a strong impact on the target audience, to generate responses, to infect (virus) both the current and the potential customers. For this purpose a strategy is used, which combines the message, the channels and the list of recipients so that their potential can be used to the maximum in order for the intended objectives to be achieved. This marketing strategy should consider both the advantages and the disadvantages of the viral marketing specific techniques.

The advantages of viral marketing as compared to the traditional marketing concern: the number of people that can get the message, the message spreading high speed using existing social networks, reliability, low cost, propagation area, choice of the target consumer and public (age, gender, preferences, hobbies) etc.

But the viral marketing presents a number of disadvantages that should be considered in the specialist's strategies and successful use of marketing technology in online media, which refers to: the unexpected extent that the message can take, the lack of control of the message spreading, message distortion, size and format used, and the attachments.

The viral marketing involves major risks to be assumed, which sometimes may adversely affect the business / company, but the "difficult mission is for the viral elements to produce value" http://studentsonmarketing. wordpress.com/2009/01/21/a-fi-or-not viral/).

Knowing the advantages and disadvantages that characterize the viral campaigns a series of examples that showed a notable success can be

analyzed. Viral campaigns were created, which have been a huge success and remained in public memory as fun, innovative, useful or shocking.

Thus, Hotmail is the example of a viral campaign successfully used, the company becoming a leading provider of free e-mail services. The launching of the new Seat Leon car model has used the viral marketing, as part of the strategy, which consisted in sending by e-mail and by instant messaging programs the news of the publication of the 3 episodes presented in the form of comics, which did not present the car, but the emotions created by the publication of these episodes, by visiting three different addresses: "www.episodul1.ro - The Beginning"; "www.episodul2.ro - It is coming", "www.episodul3.ro - Published". Also, discussions on the campaign were generated and maintained on various forums. These elements contributed to capture the public attention on the vehicle launching campaign and to increase the traffic on the websites.

Regarding the Romanian viral campaigns, the campaign started by the television station Acasa TV was called "Hacking Acasa.ro". Reviving the Acasa.ro portal included a step that simulated a cyber attack, which had a duration of four hours. Knowing the high levels of traffic registered on this site, the "Hacking Acasa.ro" proved to be really successful.

Marketing 3.0 / Green Marketing

As seen by Kotler (2010), Marketing 3.0 is the new trend of firms / companies to reach the consumers by unifying strategies focused on human resources as the key resources of an organization, with the strategies focused on profitability. By adopting and implementing a set of positively centered values the company can improve its image, both to the customers and to the partners and the employees. Marketing 3.0 approach is based on "the new wave technology" generated by the fifth-wave computing. The convergence between the new wave technology and the new consumers' purchasing trends is the focal point of the marketing strategy that aims to reach the target customer as soon as possible, a strategy called by Tasner (2010) "Web 3.0 Marketing".

An important feature of web 3.0 Marketing is represented by the activities of Corporate Social Responsibility (abbreviated as CSR). The CSR concept varies depending on the entity defining it, so that it may be different in the corporations' vision as compared with the vision of the nongovernmental companies (Crane et al., 2007). According to Mallin (2009), CSR activities are defined by the firm's initiative to create and change its values and behavior consistent with the stakeholders' (partners, investors, consumers) expectations.

United Nations initiative called "Global Compact" (UNGC), aims at encouraging the businesses worldwide, so that they generate sustainable and socially responsible activities. UNGC has adopted the CSR concept as being the full involvement of companies in sustainable economic development, working with employees and their families, the local community and society at large to improve their living standards.

Marketing 3.0 includes a special component, called green marketing, which brings strategic benefits for the companies that use this market approach. In this context, environmental activities developed by various companies improve their image in front of consumers, investors, employees and the general public. In recent years, a growing number of consumers show a growing interest in ecologic products and a company that has these products will thus attract these consumers (Dahlstrom, 2011). Green Marketing related studies show that over 64% of consumers think that the environment must be protected and used rationally, the contemporary consumers being willing to sacrifice their comfort or their money in order to get ecologic products.

Sustainability, in Marketing 3.0 concept, is not a risk factor for management, but an element of the marketing strategy, source and potential of growth and innovation. Large companies that survive in the present, and possibly in the future, are those companies that have adopted the sustainability concept, which offered them a competitive advantage and therefore profitability (Iannuzzi, 2012).

The consumer is considered the cornerstone in the development of Marketing 3.0. The consumer's role in the successful application of web

Marketing 3.0 can be provided by meeting three objectives: innovation, creation of stories which to affect and involve the consumers and, consumer's empowerment (Kotler, 2010).

Virtual world and the digital market of modern society have created a vast and solid connection among people around the world, between suppliers of products / services and their customers (Ryan, 2009). The companies / firms focused to be active in this globalized market, and in recent years they quickly and successfully implemented, CSR type activities, green marketing, sustainability or any other strategic aspect of Marketing 3.0.

Also in Romania, in order to highlight the market success of Marketing 3.0 activities, namely corporate social responsibility, the green marketing and the sustainability activities, some generic events have been organized by three Romanian companies: Avon Cosmetics Romania ("Smile Festival "); Petrom "Andrei's Country" - planting "); Enel Energie ("Plant the Bill"). The analyses of the three events highlight the fact that for each of the target groups, the specific marketing 3.0 objectives have been met with results that exceeded the initial estimates. The target audience had a positive attitude regarding the companies' initiatives and supported them in achieving these objectives and events.

Relevant research synthesis

Viral marketing / marketing campaigns: Transylvania Bank and CTM COSMOTE

The objective of the research focused on the impact that two viral marketing campaigns (conducted by Transylvania Bank - BT / 2009 and mobile phone company COSMOTE - CTM COSMOTE / March, 2013) had on the customers' behavior and on the image that has been created through an online promotion carried out for the two companies. The aim was to analyze all the elements that can contribute to the implementation of a successful marketing campaign, as well as to analyze some issues that could adversely affect the company or the product involved in the campaign. It was also taken into account the fact that in a viral marketing campaign, there are elements that cannot be controlled (audience reaction, feed-back sent etc.), but in order to carry out a successful campaign both positive

examples and negative examples must be used, in order to minimize the likelihood that the campaign to fail.

The qualitative research was applied using the non participative observation, based on the accession to the viral marketing sources that provided the thematic subject of the research: viral marketing campaign conducted by BT (2009) and the campaign conducted by CTM COSMOTE (2013). Note that the two viral marketing campaigns have used specific items (clips, context, language, characters) from a video viral video ("six beautiful horses" - http://www.youtube.com/watch?v=T-Zu0bRGuUQ) published prior to 2009. The research has also relied on the accession to information published in the online media, on websites, blogs, forums, regarding the two viral campaigns. Of a particular importance were the nature and the content of the comments posted by the internet users who watched the three videos and the number of visualizations recorded over time.

The painting offered by the said flick is one of ignorance, of grotesque reflected by the place and by the language of the interviewed person, as well as by the people who appear in the images. An original element is the spontaneity of the moment, which probably has increased its popularity among internet users. Perhaps it is this ingredient, namely, the spontaneity of the moment, that greatly contributed to the spread of "virus" in the online media, and has led to the phenomenon of "six horses" that pretty much everyone knows, even without the clip to be watched. It is called a phenomenon because at this point, the original clip (http://www.youtube.com/watch?v=9DW_jvxbDQs) has 2,991,859 views, while it was posted on the youtube.com website on 09.11.2008. The comments posting option is disabled for this video. In 2009, the website blog.standout.ro, reported that the said video record 11.797 views per day, while he was not promoted by traditional means of promotion (http://blog.standout.ro/2009/06/social-media/top-20-clipuri-virale-in-romania).

In addition to the video that was originally posted, other videos with the same content have been subsequently posted. In their turn these videos have recorded a fairly large number of views: the clip available at http://www.youtube.com/watch?v=T-Zu0bRGuUQ recorded 1,584,280 views (June, 2014), and at the same time, the clip available at http://www.youtube.

com/watch?v=Z7zpSVmQ94M, recorded 1,064,874 views. They contain comments which prove that they caused amusement to those who have watched them, and some of those who posted comments had taken inside the messages the phrase "six horses." Based on the above information, it can be reconfirmed the status of viral phenomenon of the "six horses" video. In addition, this movie status is reaffirmed by the fact that parts of it were used in the two advertising campaigns of BT and CTM COSMOTE. Given the differences between the two companies (objects, target audience, etc.), we considered necessary a brief overview of the two spots having as inspiration source the "six horses" phenomenon.

The spot the made by BT has a duration of 20 seconds. The character Zânul (the Elf) of the BT spot (2009), is found afterwards in other spots in the advertising campaigns of the bank. The BT/2009 spot advertises loans that are usually secured by assets, but according to Elf's claim, they are guaranteed by two beautiful horses (the product shown in the commercial is actually a loan already guaranteed by the National Credit Guarantee Fund for SMEs). The spot ends with the famous phrase "maximum six horses," said by the Elf. The spot available by accessing the link, http://www.youtube.com/watch?v=Ont-zrJ319M is not the only spot existing on youtube.com and it recorded 47 898 views, being posted on 19.06.2009. The comments related to this post are similar to those of the original clip and show that among a certain type of audience it managed to arouse amusement, although on other sites (see http://www.zoso.ro/banca- transylvania-guarantee-6-way-beautiful/) there are also critical messages with respect to the borrowed elements that appear in the spot. However, given that the loan tenderer was a bank, there were also published comments with a question mark, namely if the spot published online had the purpose of an actual bank advertising campaign? A variant of the answer to this question is suggested at the end of this presentation of comparative research.

The spot made by CTM COSMOTE (http://www.youtube.com/watch?v=nhvPNk2SQHU) took over several elements from the original "six horses" spot. In a context of modern decor, but that tries to replicate the décor of the original flick, the main character and other Roma people and a horse are borrowed. In the first images of the spot a young man seated at a table and typing in front of a laptop is shown. A voice tells him "You who

are eating, how would it have been if you were the first one to find it and put on the net the six beautiful horses?". Immediately after this question, in the image appears the character of the initial video and puts the question "How many horses must be harnessed to a cart?", which is answered by himself "Six, or two, two, maximum six ...!". After this moment, the package of banking services to which it is intended is introduced, with the access to Internet as its strength point. The ad was posted by the user CTM COSMOTE Romania on 03/14/2013 on youtube.com, which is the official channel of COSMOTE. Some comments are positive, others criticize the use of the example of the "six horses". The clip has a duration of 50 seconds, as opposed to that presented by BT, which takes only 20 seconds. Carefully reviewing the mentioned spots, a number of items can be seen, which were used without taking into account a number of rules of viral marketing. And hence a number of negative effects on the two campaigns and companies resulted.

Conclusions regarding the success / failure of the two companies and the impact among the users, both in terms of created image and in terms of promoting the products and services through these spots are shown below.

For BT, the spot was an unfortunate idea, given the status a banking institution is supposed to have. By the said spot BT sent to the customers a message of a very simplistic approach of their business (spot advertises a product that addresses SMEs) in full financial crisis (2009), when many businesses have faced many problems in the context of relations with the bank. Just these difficult situations the businessmen in SMEs sector have encountered with respect to the banks suggests a negligence on the part of BT, with respect to the manner in which the credits addressed to them are guaranteed. Another negative aspect of this campaign is the fact that BT has opted to use elements of a viral video, which often targets a specific type of audience. In this case, the aimed subjects are particularly young people, who adhere more easily to these forms of entertainment, compared with businessmen, despite the fact that the virals circulate also within the companies, by e-mail or other channels. Given this aspect, it is likely that a businessman who did not watch the original clip does not understand what it is about and was likely to consider the words of the Elf as a form of disrespect to the customers. The banking system is known for the employees' sobriety, the seriousness with which the customers are

approached and their operations are treated. The spot contradicts this picture and is even joking about the manner in which the credits for SMEs are guaranteed. Such an attitude would have been rather suitable for a product addressed to young people (e.g. a special card for students, offering different facilities), because they are more receptive and nonconformist and also know much better the online media and the viral campaigns carried out in this context.

This spot does not address the right audience, and contributes in creating a distorted image of the bank, and given the small number of views in relation to the views of the flick that served as a guide, it can be said that the campaign aims to promote the company and one of its products, but it has been a failure. Unfortunately, this conclusion can only be based on information provided online.

Unlike the BT spot, the message of the spot made by CTM COSMOTE is appropriate to the target audience. It clearly addresses the young people by the presence of that young boy using a laptop and Internet services. COSMOTE uses elements from "six horses" as an example to young people who are eager to become popular, especially by these means. Usually they are the most knowledgeable in terms of online campaigns, and some of them want very much to be given the opportunity to become very popular, and to earn money very easy. CTM COSMOTE speculates this feature of the young Internet users and provides them with the means (Internet access and other services) by which they can reach the "viral" success promoted by the "six horses" phenomenon. A negative element met in the COSMOTE spot is the lack of spontaneity of the Roma actor. Even if he says the same words, the moment is not as funny as in the first spot. As we previously stated, the spontaneity of the moment in that flick was a strong point, which stimulated propagation of images on the Internet, but in the case of COSMOTE it had not the same impact.

Clearly, the spots seek through the use of the elements from the flick "six ways" to get a huge number of views of them, managing as such to promote the offered brand, products and services, but this is not always the case with the viral marketing. From the analysis of the spots and of the

manner in which they are promoted through viral marketing campaigns, we can draw some important conclusions.

Thus, in the case of Transilvania Bank:

- The commercial spot has negative effects on the image the customers have about the institution because of mismatches with the target audience;

- The attitude of the character of the BT spot increases the degree of negative impact it has and transmits to the bank's image, showing a lack of seriousness in dealing with customers' problems, amid an economic crisis (2009), which strongly affected the SME sector in Romania;

- Through the spot, customers have been sent a wrong message about partnership relationship that can be established between the two parties;

- Relatively small number of views shows that the aim of becoming a viral spot was not reached.

In the case of COSMOTE campaign:

- The COSMOTE spot is adapted to the target audience, given that young people are very receptive to such kind of thing (which is a plus as compared to BT spot that did not take account of this aspect);

- The use of the Roma character failed to have the same comic effect as in the original video because it lacked spontaneity;

- The spot fails to register a high number of views, which shows that its purpose to become a viral spot was not reached.

The brief comparative analysis, as well as other examples of viral marketing campaigns that took and are taking place in the public and business environment of the Romanian society, lead to a series of recommendations generated by the successful approach and implementation of the concept of viral marketing (http://studentsonmarketing.wordpress.com/2009/01/21/a-fi-sau-nu-viral/).

- "The difficult mission is for the viral elements to produce value". Unfortunately these two spots just mimicked certain elements from a viral clip but this was not a guarantee for success and has actually worked against them by contributing to the decay of the respective company's image (it is

obvious that in the case of BT this is more of an issue due to the fact that it is a bank and the clip was not adapted for the target audience).

- Viral marketing insures a rapid spread of the message but after this message has been launched the companies no longer have any control over it and for this reason it is necessary that all the steps for the viral marketing campaigns are obeyed in order to minimize the risk for failure.

- Contrary to all advantages generated by the use of viral marketing (low cost, rapid feed-back) there is a high degree of risk present that need to be assumed by al those who choose this type of marketing because of the uncontrollable elements. This is necessary even if all the rules are obeyed and this leads to a clear analysis of the advantages and disadvantages before such a campaign is initiated.

Conclusions and implications / Discussions

The present article has set for itself the challenge to offer a detailed and convincing approach for the success of real world business using the super performing tools of modern marketing, built on a network of "E-...."s of the virtual world: E-business, E-communication, E-economy, E-marketing, E-Technology, E-socializing, E-identity, E-education, etc..

In this context, "E-marketing" has become the support tool and generator of ongoing challenges and opportunities of modern society, a society characterized by the effects and performance, impact and results of multiple and various "E-...."s, found in all areas of existence, life and work of the contemporary world.

Thus the E-marketing of the 2014 year manifests itself through other challenges and through some trends.

In the global market consumption (international, regional, national, local), the advertising agency JWT has published a study of 10 trends that will characterize the behavior and mindset of consumers in 2014 (www.wall-street.ro/articol/Marketing-PR/159328/10-tendinte2014.html). These are listed below.

- Immersive Experiences (new technologies provide brands, retailers and content producers the opportunity to create experiences that allow consumers to abandon the "real" world).

- Do you speak visual? (the world is expressed through an increasingly rich vocabulary based on pictures, emoticons and video content, reducing the text as a way of communication. Why? The human processes visual elements at 60,000 times the speed of processing text).

- The age of impatience (puts pressure on brands to buy time with customers, as the on-demand economy becomes mainstream).

- Mobile as Gateway to Opportunity (this trend emerged in 2013, including in Romania).

- Telepathic Technology (robotics copy of a human body remotely controlled by the brain / BCI - Brain Computer Interface; the development of brain-computer interface type and emotion recognition technologies will enable brands to gain an understanding of what is in the minds of consumers).

- The end of anonymity (new technologies and projects which aim to gather personal data are making it increasingly difficult for people to remain unregistered and unnoticed by corporations or governments).

-Raging Against the Machine (brands can create friendlier technologies and focus on the needs of people who refuse devices and classic social networks).

- Remixing traditions (creators of brands and corporate managers need to understand one simple thing: " One size doesn't fit all ").

- Proudly imperfect (imperfection has an increasingly different perception now, and brands can show that it is better to be imperfect, an example is the use of images less "worked" in Photoshop and the use of realistic examples).

- Mindful Living (consumers develop a desire to live all kinds of experiences in a responsible manner and reported to the spiritual dimension of life: yoga, healthy eating, meditation, movement and so on. Brands are expected to react to the needs of this type of modern consumer).

In the social networks, Romania manifests some tendencies (Forbes.com) These are listed below.

- Investments in online social environment will become a necessity, not a luxury, for an increasing number of firms / companies / organizations.

- Google will become a major factor for rapid development (being the second social network by monthly number of users - 343 million, after Facebook).

- Image social networks will become a success (eg. Pinterest, Slideshare, Tumblr, Path, Mobli and so on will continue to develop)

- We will see the development of Micro-Video (New micro-video / Twitter, video posts / Instagram, video sharing, movies / Twitter, movies directly from the smart phones, etc.).

- MySpace will increase (radical change of image and re-branding; application for iPhone users / receive private messages, listening to personalized radio stations etc.).

- LinkedIn will become an important player for B2B growth.

In 2014, advertising in Romania has some tendencies (www.limonade.ro/analize/tendinte-in-publicitate-din-2014).

- Mobile advertising (targeted advertising / mobile, declining share of advertising on TV, etc.). - "Increasingly less privacy" (personal digital information becomes available to the people in advertising and companies).

- Marketing content (companies constantly need more content, in order to support traditional advertising, content must be online and in social media to support any traditional advertising taking place. The content needs to be updated, interactive and current. Social media content must be constantly renewed, active, etc.).

- Targeted ads to "You" not to "we" (focused commercials / mobile phones; every client matters and must be sought where it is willing to see / hear etc.).

- Online and interactive promotion etc.

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