

Research Paper One

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Internet marketing is perhaps one of the biggest things to happen to business in the past several decades. The shift from marketing in real world to the marketing done in the digital world is astronomical, and it still is shifting today. Digital marketing brings with it brand new avenues, but also brand new challenges. For a marketer to be able to expand into the digital world takes knowledge of the intricacies that it involves as well as the dedication to push through the struggles it will bring. Perhaps one of the most interesting things that digital marketing allows for is testing, as responses to marketing methods can be directly monitored due to the instantaneous digital world. Certainly this was possible before with mailing advertisements and such, but it is far more complicated this way. In addition to this, the speed with which the statistics are returned to the marketer is insanely quicker. An email being sent out will be much more monitorable than a mail campaign. (Zahay and Roberts, 2018) To summarize, testing through internet marketing is much easier than doing the same with traditional marketing.

Testing is perhaps one of the greatest tools available to marketers, as when it comes to a pseudo-science such as marketing, trial and error is often the best course of action. The ability to market a product and quickly, or even immediately, see the results of the marketing campaign cannot be overstated. It allows a marketer to be flexible and learn quickly from every situation, thus becoming better each time. A study recently showed that testing costs compared to the rewards reaped was a ratio of almost 1:5, meaning that every dollar spent on testing brought in almost five dollars back. (Gilbert, 2019) This test is huge because it proves the effectiveness of testing in marketing, even on a financial level. The versatility of internet marketing testing is absolutely absurd, as it allows for so many different applications with the many different methods. The ability to analyze views, clicks, purchases, and many other things is what allows for marketers to be able to pivot from bad marketing campaigns into great ones with such ease. It is this flexibility and agility that makes testing so valuable, without it,

marketers may be limited to analyzing results that do not show for a long time after the project is completed. Testing gives marketers the opportunity to learn from mistakes much quicker than they may normally be able to. An article published in 2008 looked at the advantages of pretesting in a controlled environment so as to reinforce the method or to research a new method, which would allow for a lower risk of a failed project. (Data and Digital Marketing Practice, 2008) This is a great idea, as testing generally insinuates taking research from marketing plans, whereas pretesting is done in a smaller controlled environment to guarantee the effectiveness prior to the cost investment. A different article talks about consumers switching to online shopping in general, which further increases the benefit of internet market testing because it means that more of the consumer population is going online. (Gupta, 2004) To summarize, internet marketing opens so many doors, and the ability to test better and faster is only one of the many benefits it provides.

In conclusion, marketing testing is a huge benefit to the world of business, and the online version of this is incredibly more effective. The speed with which the results come in is astounding, and the metrics that can be examined are far greater and more diverse than through traditional means. The research provided by these tests can prove invaluable to a company and provide absolutely ginormous amounts of information to better the marketing department. Concerning the Christian viewpoint on these things, Exodus 20:16 (ESV) states, "You shall not bear false witness against your neighbor." This verse is relevant because it encapsulates the importance of being honest in these things, and not lying to further the economical gain of a company. It is important to never compromise morals for the sake of a company, as the kingdom is far more important than whatever job you may have.

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