Online Marketing

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ABSTRACT

Online marketing – reading and online resources provides students with an introduction to internet marketing and the informative foundation they need to maneuver through the world of "interactive marketing". This term describes how marketers are using the internet to decrease transaction costs, improve brand image, enhance customer relations, and create entirely new distribution channels for products and services. Richardson mixes a collection of current readings to introduce the student to fundamental concepts of internet marketing organized in a traditional principles of marketing approach. Traditional marketing concepts are still valid; what changes in the internet environment are the applications.

Keywords: internet, connectivity, traditional, marketing, online, .etc.

I. INTRODUCTION

Today, the Internet is premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus Internet is the lucrative place to promote the business.

Internet marketing is like digging a gold mine. 97% people focus on 99% dirt and keep complaining. 3% people focus on 1% gold and keep it collecting.

− Sanja Budin, Owner, smartbizprofits.com

Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When Internet was still in its formative years, marketing people used to depend on traditional media such as television, radio, handbills, billboards, newspapers, and magazines.

II. MARKRTING

As defined by the American Marketing Association, "marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large".

Marketing changes the perspective of a person. There are two approaches of marketing –

• Traditional marketing
• Online marketing

ONLINE MARKETING

Online marketing is advertising and marketing the products or services of a business over Internet.
Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps.

Online marketing is also termed as **Internet marketing, Web marketing,** or simply, **OLM**.

COMPONENTS OF ONLINE MARKETING

Online marketing has various components as shown in the illustration below −

SEO FRIENDLY WEBSITE

Mapping the right keywords around the users' pain points in a hierarchical manner makes an effective website. You need to categorize the keywords in a thematic order and then link the respective articles to the keywords. This makes the website easy maintain.

III. WEB ANALYTICS

The ultimate goal of analytics is to identify actionable insights on monthly basis which can help to make favorable changes to the website gradually. This in turn ultimately leads to strong profits in long term.

ONLINE ADVERTISING
It is placing crisp, simple, and tempting Ads on the websites to attract the viewers' attention and developing viewers' interest in the product or service.

MOBILE ADVERTISING
It is creating awareness about the business and promoting it on smart phones that people carry with them inseparably.

SEARCH ENGINE OPTIMIZATION (SEO)
It is the activity of optimizing web pages or complete website in order to make them search engine friendly, thus getting higher position in the search results. It contributes to overall rankings of the keywords through influencing factors such as appropriate titles, meta descriptions, website speed, links, etc.

SOCIAL MEDIA MARKETING
It includes creating profiles of your brand on social media platforms such as Google Plus, LinkedIn, Printers, Twitter, Facebook, etc. It assures that you remain connected to the existing or potential customers, build awareness about the products and services, create interest in and desire to buy your product, and interact with the customers on their own terms and convenience.

E-MAIL MARKETING
We can interact with the customers to answer their queries using **automatic responders** and enhance the customer experience with your website.
We can offer the options such as signing-in to subscribe to your newsletter. We can make the emails catchy and crisp, so that they don't make recipients annoyed. Also, we can use selected best words in the subject line to boost the open rate.

CONTENT MARKETING

It includes creation and sharing of media and publishing the **content** in order to acquire and retain customers.

BLOGS

Blogs are web pages created by an individual or a group of individuals. They are updated on a regular basis. You can write blogs for business promotion.

BANNERS

Banners are long strips of cloth with a slogan or design. They are carried for demonstration, procession, or hung in a public place. There are internet banners in parallel to tangible banners for advertising.

INTERNET FORUMS

They are nothing but message boards of online discussion websites, where people posts messages and engage into conversation.

IV. IMPORTANCE OF INTERNET MARKETING

Internet marketing is important because it aligns with the way consumers make purchasing decisions. Studies by analysts such as Gartner indicate that increasing numbers of consumers use social media and research on mobile Internet to carry out preliminary product and price research before making final decisions. Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

V. CONVENIENCE

Internet marketing enables you to be open for business around the clock without worrying about store opening hours or overtime payments for staff. Offering your products on the Internet is also convenient for customers. They can browse your online store at any time and place orders when it is convenient for them.

VI. REACH

By marketing on the Internet, you can overcome barriers of distance. You can sell goods in any part of the country without setting up local outlets, widening your target market. You can also build an export business without opening a network of distributors in different countries. However, if you want to sell internationally, you should use localization services to ensure that your products are suitable for local markets and comply with local business regulations. Localization services include translation and product modification to reflect local market differences.

VII. COST

Marketing products on the Internet costs less than marketing them through a physical retail outlet. You do not have the recurring costs of property rental and maintenance. You do not have to purchase stock for display in a store. You can order stock in line with demand, keeping your inventory costs low.

VIII. PERSONALIZATION

Internet marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences. By tracking the web pages and product information that prospects visit, you can make targeted offers that reflect their interests. The information available from tracking website visits also provides data for planning cross-selling campaigns so that you can increase the value of sales by customer.

IX. RELATIONSHIPS

The Internet provides an important platform for building relationships with customers and increasing customer retention levels. When a customer has purchased a product from your online store, you can begin the relationship by sending a follow-up email to confirm the transaction and thank the customer. Emailing customers regularly with special, personalized offers helps to maintain the relationship. You can also invite customers to submit product reviews on your website, helping to build a sense of community.

X. SOCIAL

Internet marketing enables you to take advantage of the growing importance of social media. An article on the Harvard Business School Executive Education website highlighted the link between social networking and online revenue growth. According to the article, a group of consumers that responded most strongly to the influence of social networks generated increased sales of around 5 percent. You can take advantage of this type of influence by incorporating social networking tools in your Internet marketing campaigns.

CONCLUSION

The study started with the aim to analyses the different issues related to the online marketing. Based on the discussion, it has been found that in case of the online marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilize the online marketing in an effective way, the companies are required to design an effective platform. The current trends in the online marketing have also been discussed. The transition of newspaper from the printed version to the online version has been the exemplified the current trends of the digitalization.

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