

WIN-WIN ONLINE ADVERTISING POSTING WEBSITE

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Abstract: Advertisement is cost oriented work and sometimes very costlier advertisement also doesn't work out. Now a day's placing the advertisement in website becomes popular and getting more response than any other advertisement which was in practice. The Win-Win Online Advertisement Posting Website is a wonderful advertising concept and it also lies at the heart of Advertising Empire. Though new advertising concepts keep coming up all the time, this one is something that is altogether different. Win-Win Online Advertisement Posting Website presents an earning opportunity to the website owner and as well as for members (Advertisers) by allowing them to post advertisements in this website. These advertisements are either text advertisements or image based advertisements.

Win-win Online Advertisement Posting Website is content-targeted advertising program. This can give you advertising revenue with a minimal investment in time and no additional resources. It delivers relevant text and image advertisement that are precisely targeted to your site and your site content. When people visit our website they are able to see these advertisements. Member's earnings are based on how many sponsored links are displayed on his page and also based on how many times end users visits his web page. The Win-Win Online Advertisement Posting Website system calculates member's credit points based on per-click.

IndexTerms - : Advertising, Online advertising, Website, Members, End users, Per-click, Revenue, Marketing.

I. INTRODUCTION

Nowadays modern telecommunication and information technologies are more and more actively implemented in all spheres of social life. This is significantly changing ways in which products and services are produced and marketed. That is why the information industry plays a great role in the global and international marketing development and predetermines its prospective growth. Progress in communications technologies has affected the creation of innovative marketing techniques, and Internet-marketing is one of the most dynamic ones. The number of Internet users has been increasing every year. That emerges new forms of social and economical activities such as virtual enterprises, distant learning etc. Due to this, the Internet users have become the crucial segment of consumers that can influence a steady business development.

Online advertising is likely to be the one of the most important marketing methods regarding the Internet users. The Internet is becoming one of the main means of communication and intercourse between people in business and private life. The intensity of this phenomenon is constantly growing. What is more, the Internet tends to play a significant role as a new channel of international marketing and advertising.

Advertisement is cost oriented work and sometimes very costlier advertisement also doesn't work out. Now a day placing the advertisement in web site becomes popular and getting more response than any other advertisement which was in practice. Suppose a company wants to place an ad in a famous web site they have to pay huge amount to the web site owner, which is not possible for smaller or middle size companies. Keeping all this in mind, this Win-Win Online Advertisement Posting Website System is developed. Here the advertisement companies need not to give the huge amount at one stock, they are paying to the web site ad management for the number of response they get for their ad on click base. Each click will cost very less amount almost less than one rupee. Similarly the web site owner also get amount for each click on the ads which are placed in Win-Win website.

II. RELATED WORK

J. Richards and C. Curran define advertising as "a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future" [3]. J. Strauss and R. Frost [4] offer traditional marketing view with focus on the Internet and other technologies that have had a profound effect on marketing. V. Mozgova [5] defines Internet marketing as "the process of using modern information Internet technologies for conducting market research, product development, pricing, bringing to the consumer and implementing new approaches to sales promotion to maximize customer satisfaction through innovation, organization of material and information exchanges".

Internet advertising can be defined as any form of communication between a consumer and a publisher, that incorporates advertisements by emails, search engine results pages, banners etc. The main goal of the Internet advertising is increasing sales that can be achieved by attracting more consumers with an access to the Internet. Another reason of using such advertising is to raise brand awareness by putting out information on exclusive features the brand possesses [2]. I. Boychuk and O. Musyka [1] investigate the essence, purpose and functions of Internet marketing. Methods of assessing the efficiency of enterprise's web server and promotional activities in the Internet are highlighted. J. Strauss and R. Frost [7] offer traditional marketing view with focus on the Internet and other technologies that have had a profound effect on marketing.

While the issues of advertising and Internet marketing are widely researched, So it is better to have a website which posts or concerns only about the advertisements. In this paper we have proposed the Win-Win concept of the advertisement, where the admin and the members of the website can be benefited.

III. OBJECTIVES

The objectives of Win-Win Online Advertisement Posting Website project are:

- In terms of the world globalization enterprises try to maintain its competitiveness on the market that leads to application of modern marketing tools, particularly – Internet advertising. That is why the objective of determining the features, purposes of the online advertising, its impact on sales and ways to promote businesses through the Internet is becoming more and more relevant.
- The aim of this project to analyze functioning of Internet advertising in global scope and to develop recommendations for marketers as to its effective usage.
- To develop an application that enables the user to create his own webpage, customize it according to his needs. Each user will be provided a unique user id and password which he can use to edit and update his page.
- User can use his web page to advertise his own products or services and also place links for other advertisements so that even he can earn revenue by linking it with Google Ad Sense.

IV. PROPOSED SYSTEM

Online advertising is one of the most effective ways for business of all sizes to expand their reach, find new customers, and diversify their revenue streams. With so many options available from pay-per-click advertising and paid social to online display advertising and in-apps ads-online advertising can be intimidating to newcomers, because of cyber risks and high competition and sometimes customer becomes too choosy in trusting the advertisement. So we are proposing a system which handles all these issues related to the online advertisement i.e. Win-Win Online Advertisement Posting Website. This only concerns about posting the Advertisement. In this website members are given with separate web pages where they can post their advertisements, line ads and customize it according to his/her needs.

In this website we have introduced the concept of Win-Win, where the admin and also members can get benefited, since revenue for the line ads will be divided among them. In addition to that members will get a credit points based on number of visits to their website.

V. SYSTEM DESIGN

A good design is the key to effective system. It may be defined as “the process of applying various technique and principles for the purpose of defining a process or a system in sufficient detail to permit its physical realization”. The system design transforms a logical representation of what a given system is required into the physical specification. The level-0 of Data flow diagram, known as context diagram, describes the overview functionalities required by the external entities; it can be decomposed into a number of sub-level DFDs in hierarchical manner. A context diagram gives an overview and it is the highest level in a data flow diagram, containing only one process representing the entire system. All external entities are shown on the context diagram as well as major data flow to and from them and context diagram does not contain any data storage.

In Figure 4.1, Context Analysis Diagram of the Win-Win Online Advertisement posting website is shown. In this diagram processes are represented as circles, external entities are represented as rectangle and Data flows are represented as straight line with arrowhead indicating the flow direction. A Context Diagram provides no information about the timing, sequencing, or synchronization of processes such as which processes occur in sequence or in parallel. Win-Win Online Advertisement Posting Website consists of 3 modules. They are Admin module, member module and end user module. The graphical visualization of the movement of data through an information system is shown between these 3 modules.

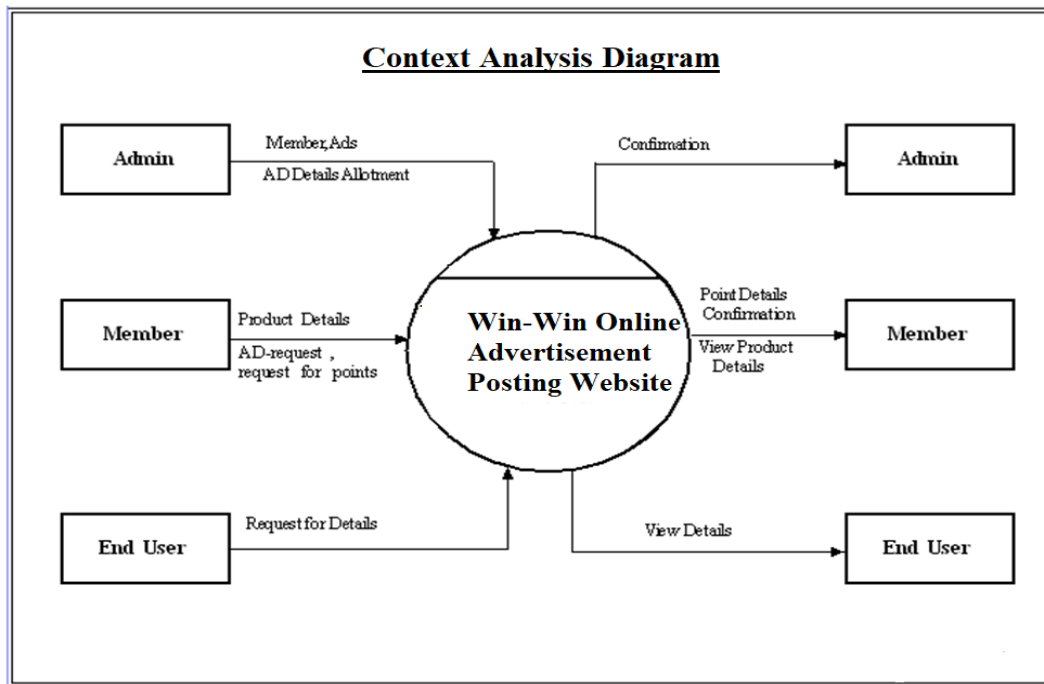


Fig 4.1: Context Analysis diagram of Win-Win Online Advertisement Posting Website.

VI. IMPLEMENTATION

Implementation is a process of ensuring that the information system is operational. It involves constructing a new system from scratch or constructing a new system from existing one. We have implemented the Win-Win Online Advertisement Posting website into a 3 modules. They are explained as follows:

- Admin Module:** Admin have the permission to create, edit and delete members and Ads (Sponsored Links). Admin also have privilege to set the status of the members to active or inactive. Once new member is created, separate web page will be allocated to him, where he can post ads and customize the ads according to his needs. Admin can only allocate the line ads to the entire member. Admin have the authority to view the Credit points of member and even admin have edit profile option.
- Member module:** Member will login by using login credentials. Here member means Organization or a company. Member has the permission to add a product in his allocated page and then member also able to create, edit and delete the products corresponding to them. Then member also able to view the products and sponsored links corresponding to them. By using edit profile option member can edit their profile.
 For members who want to advertise their products and services through the Win-Win Online Advertisement Posting Website system, it's just a matter of signing up through login credentials and post their advertisements along with right contents in there page. The members in our website will be get benefit in two ways. The first one is Organization or company will get popularity and other one is they will get revenue for the line ads which is posted in their webpage.
- End-User Module:** There is no registration for end users. Anyone can use this website without registration. End user has the permission to view all the products and sponsored links of all the members. When the end user clicks any one of the sponsored links some points will incremented to corresponding members as credit points.

VII. FEATURES

The key features of Win-Win Online Advertisement Posting Website as follows:

- Volume of coverage:** It covers almost every part since advertisement is done globally and covers different markets by location.
- Variability of implementation:** Through this online advertisement we can eliminate the physical contacts with clients. This is permanent and quick variation of forms and mechanism of implementation.
- Speed of implementation:** In lesser period of time, Advertisements will get popular.
- Minimization of sales cost:** When compared to the old traditional advertisement approach, the online advertisements are cost oriented. The cost for the marketing and promotion of the products/ services are cost efficient.

VIII. CONCLUSION

The Internet has become a major source of information for consumers and what is more, it has exceeded such traditionally widely-used media resources as radio, television, magazines etc. This is no surprising as Internet contains all needed data with its almost instant access. All things considered, it is possible to draw such conclusions such as the ability to follow customers through the Internet creates numerous and vast possibilities for marketers in the competitive global market. The main benefits of Internet advertising are: advantages in time, wide geographical coverage and economy of costs.

Win-Win Online Advertisement Posting Website System is completely based on the Win-Win concept as both admin and members will be profited. The admin will be profited by the amount paid by the members to whom he has allocated space in his website for advertising. Secondly the members will be profited by the End user visits in page via sponsored links clicks, where this will generate revenue for them and also his company or organization will get more popular through advertisements.

IX. FUTURE SCOPE

Win-Win Online advertisement posting website is able to advertise images and links for the particular advertisement. In further videos can also be added for the advertisement. The entire member's advertisement will be displayed on end user site. Advertisement can be prioritized based on credit points of the member Id, which means top priority advertisement will be displayed first. Online transaction can be performed for further transaction purpose with more security. In Win-Win Online advertisement posting website members will be having a credit points, in future it can be made to display discounts based on credit points, as it will help for member to know remaining amount he/she need to pay next time if he want to continue his/her membership.

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