A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING

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Abstract: In India various medias are available for advertising a product. Online advertising is one of the media for advertising. The rapid growth of technology online advertising has been selected for advertise a product. Because it is easier and more flexible to change the information of the advertisement. The marketers aim is cover large number of customers and earn profit. It covers large boundaries with minimum cost. It has no time limitation and can be viewed day and night throughout the globe. So, the marketer can select the online advertising. This article discovers uses and problems related to online advertising

Keywords: Online advertising, Advantages, Disadvantages.

Introduction

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Many consumers find online advertising disruptive and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising.

Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

In 2016, Internet advertising revenues in the United States surpassed those of cable television and broadcast television. In 2017, Internet advertising revenues in the United States totaled $83.0 billion, a 14% increase over the $72.50 billion in revenues in 2016.

Many common online advertising practices are controversial and, as a result, have been increasingly subject to regulation. Online ad revenues also may not adequately replace other publishers' revenue streams. Declining ad revenue has led some publishers to place their content behind pay walls.

Types of online advertising

1)Banner Ad

A banner contain a short text or graphics to promote a product or service. Banner ad is an object on the webpage. It provides a hyperlink to the advertiser's website. Banner ad allows the users to open the advertiser's website as and when they click them. It provides information and at the same time persuades the buyer to buy the product.

2)Pop-up Ad

Pop-up ad appears in its own window, when the user opens or close a web page. Generally, pop-up ads are considered very annoying and irritating. The in-built settings in browsers can block such pop-up ads.

3)Interstitial Ad

Interstitial ad opens in one's own browser window when the clicks a link to a new web page.The ad appears for few moments before the intended web page gets loaded. Many interstitial ads close automatically and allow the intended page to open in the existing browser window.

4)Coupons

Certain companies offer their members discount coupons which they can print and use for both online and offline retainers. Coupons encourage customer to save money and enjoy discounts while shopping. When a customer clicks on certain coupons, it is easy for marketer to know the type of products the customers is interested in purchasing.

The coupons enable the marketers to monitor the customer behavior. People get motivated by online coupons, as online coupons help save money.

5)Reward Programme

When consumers purchase product on internet, they get reward point. Once the reward points get accumulated, it is used for the purchase of products in future. The idea behind offering reward points is to encourage customers to make large purchases and earn more reward points to get more benefits.

6)Pay Per Advertising View

Companies pay customer to view their advertisements.

7)Banner swapping

It involves a direct exchange of links between websites. "A" company may agree to display the banner of company "B", which in turn will display the banner of company "A" in the form of a link.

8)Tracking

The response of the viewer of the ad or e-mail can be tracked by placing tiny files called "Cookies" on viewer's computer. It helps advertisers to receive information on what type of consumers are responding to different offers and also know the kind of offers that evoke generally good response.

9)E-mail

E-mail has the ability to reach global audience at low cost. Unsoliscited e-mail creates negative response and solicited e-mail is well received by customers. Email advertising offers advantages such as massive reach, remarkably educated and affluent audience, unparalleled targeting, real-time tracking, rich media branding, lead generation and direct sales.

10)Sky Scrappers

Sky Scrappers are very long skinny ads. It runs down the left or right side of a website.

Advantages of Online Advertising

1. Convenience and Quick Service

The incredible convenience of marketing online is one of the biggest advantages of internet marketing. The internet has extremely easy accessibility with consumers using the internet and reaching markets anywhere in the world. Because of this, purchasing goods from across borders now reduces the cost of transportation. For importers, this is a huge advantage as it means they can order online right from the comforts of their home. In addition, you can easily track sales items online as they make their way into delivery. You can download digital products from the internet with just a click of a mouse. Internet marketing is great for business as it gives consumers a better and more comfortable shopping experience.

2. Low Cost for Operations

One of the main advantages of online marketing for businesses is its low operating cost. You can advertise cheaper with internet marketing than with traditional methods of advertisement such as ads in newspapers, on television and on the radio. In online marketing, you can easily get a free listing in a wide range of business directories.In addition, the internet allows you to contact your customers more in comparison to how you would contact them traditionally. Online communication is more affordable than traditional communication methods such as sending mail and printing brochures. For example, you can send the same information in an email rather than a mail-out, saving you on printing, paper, and postage.

3. Measure and Track Results

An aspect of internet marketing that is rarely available with traditional marketing is the ability to measure and track results. With online marketing, your business can utilize varying tools for tracking results of your advertising campaigns. Using these tools, not only can you measure and track but also illustrate the progress of your marketing campaign in detailed graphic. Measuring and tracking results gives your business a better idea of how your marketing campaign is faring. It gives you an idea of how you can better grow your traffic, leads, sales, and conversions. Without the ability to measure and track your results, you cannot alter or modify your marketing campaign so that it can better deliver the results you desire.

4. Demographic Targeting

Marketing your products and services online gives you the ability to target audience based on demography. This allows you to concentrate your efforts on the audience that you truly want to offer your

products or services. With demographic targeting, you can better target your marketing efforts on specific demographic regions. Demographic targeting gives you the ability to target specific customers you think are likely to purchase your product or hire your services. Every time someone visits your website and fills in a form, it gives you an idea of who your customers really are and lets you discover important details about them such as age and interests, which better shapes your services to match their needs.

5. Global Marketing

The ability to market your products and services globally is one of the biggest advantages of global marketing for business. Within several months of aggressive SEO, you can secure millions of viewers and reach huge audiences from across the world.With internet marketing, you can easily reach beyond your geography to offer your products or services to customers worldwide. Wherever your target audiences are, you can easily reach them 24/7 and from any country all over the world. If your audience consists of more than your local market, utilizing global marketing offers you a great advantage.

6. Ability to Multitask

One of the core benefits of online marketing is its ability to handling millions of customers at the same time. As long as a website's infrastructure is efficient, numerous transactions can easily take place simultaneously. However, even with a large number of transactions taking place, your website is capable of providing satisfactory service to every customer who makes a purchase online, without the risk of diminished satisfaction. This high adaptability of internet marketing is an important benefit that businesses can take advantage of to provide their consumers the best shopping experience.

7. 24/7 Marketing

Internet marketing reduces cost and runs around the clock. That means that your marketing campaigns run for 24 hours a day, 7 days a week. Compared to traditional marketing, internet marketing does not constrain you with opening hours. At the same time, you would not be worrying about overtime pay for your staff. In addition to this, there is no regional or international time difference for you to worry about that will affect the reach ability or availability of your offers or online campaigns. Whenever someone opens their computer and connects to the internet, there is a higher chance of them seeing your marketing campaign. Furthermore, customers can look for your product at their most convenient time.

8. Automated, Tech-Savvy Marketing

Another advantage of internet marketing is that marketing this way is easy with a one-mouse-click automation. Compared to traditional offline marketing where marketers delegate various tasks to the best hands and talents, internet marketing takes advantage of a more tech-savvy method. With internet marketing, everything can go automated. Internet marketing gives you the chance to turn every aspect of your business's operations into a fully automated system. All you need to do is find the right tool and technology suited to your marketing campaign and you are done. By automating your marketing campaign, you can choose to do something more valuable with your time.

9. Data Collection for Personalization

Transactions through the internet allow you to collect data. Whenever a customer purchases a product through a company's website, the data is captured. Your business can use this data in varying ways. Most businesses analyze the data to find out what product and/or services sell frequently. Furthermore, the data collected can help segment customers, so your business can send them ads and other promotional materials based on their buying habits and interests. There are various ways that you can collect customer data including customer profiles or through their behavior while on your website. The information collected through this method typically includes age, gender, location, how they came to your site, what sites they visited after they left, viewed products and the pages visited on your site.

Another way of collecting customer data is the use of internet tools or with tracking software. Compared to traditional marketing, online marketing allows for better data collection as well as personalization. Through this advantage of internet marketing, businesses can serve millions of customers with various items and products based on their personal interests. Thus, shoppers can easily get their desired products without having to comb through the internet all day.

10. Diversified Marketing and Advertising

When targeting your audience, diversification plays an important role in your marketing and advertising campaigns. Diversification means that you can use a variety of tactics and strategies in order to reach your prospects. With online marketing, diversification becomes a lot easier. In addition to that, it is

possible for you to run varying marketing techniques simultaneously to better implement your marketing campaign.

11. Easy Tweaking to Your Marketing and Advertising Campaigns

It is inevitable in marketing and advertising that something needs to be tweaked in order to optimize your campaigns. Compared to traditional marketing, online advertising is much easier to tweak. Whenever the campaign needs to be modified, online marketing allows the modification to happen without having to worry about downtime, service interruption or even halting the entire system. This means that you can easily change the appearance of your online shopping mall – your website – by changing a few lines in the CSS that link to the web page.

12. Instant Transaction Service

Executing transactions is easy and nearly instant online. You can do this through a digital payment service so that there is no need for a cash to go between the marketer and the customer to buy and sell merchandise. This is all possible due to payment processing solutions executed by third party payment processing companies such as PayPal.

13. Better Sales Relationships

In traditional marketing, merchants often give their business cards or pamphlets to their customers after a sale. However, what happens is often on such occasions, the customers lose the cards or misplace it. The only time the seller would remember about the card was if they had the intention of visiting the seller again. In the end, most customers do not remember the seller much less the card, so this marketing method does not work to convince buyers to return. This is different with internet marketing where the marketers can easily collect email addresses of their prospects and buyers, which they can use in reaching out and forming a relationship with the customer. The marketer can use this email address to provide customers with valuable information such as information about the purchased product, available coupons on their products and services, special discounts and introducing new products. Aside from email addresses, they can also use social media for consistent interaction with customers.

14. Time-Effective Marketing

Unlike traditional marketing, internet marketing is easy to start and quick to implement. You can easily set up a marketing campaign at any time that is convenient for you. In fact, you can set up email marketing for your business within only a matter of hours. Within the next few minutes, you can setup an auto responder and create a marketing list for your business.

15. Continued Marketing Campaign

Marketing campaign's later effects are one of the greatest advantages of internet marketing for business. For example, content marketing efforts, such as blogs, and websites have the capacity to remain functional and promote your products and services years after you started your marketing campaign. Almost every online marketing technique has viral and long-term effects that can continually improve your site's traffic.

Disadvantages of online advertising
1)Targeting

The group of people that see an advertisement only about 1 out of 400 viewers clicks on given advertising and only a fraction of those viewers buy the product. Reaching 10,000 people of whom 4 will ultimately buy the product.

2)Technical Problems

When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales. Viewing problems can occur because of problems with a website or if a consumer is using a smart phone or another mobile device to view a website, has a slow connection speed or does not have the correct applications and programs installed on his computers for proper viewing. Of course, website downtime lags in a website or video loading and browser complications can reduce the number of times consumers see online advertising and how they see them.

3)Many options

The internet offers a wide range of website on which companies can place advertisements. This can be overwhelming, especially for small business owners. With so many options, it's difficult to narrow down the choices to the websites that will attract the most potential customers and sales.

4)Expensive Ad Price

Pricing for advertising online can range from inexpensive to thousands of dollars on popular sites. The cost for banner, text and video ads vary depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns social media sites can also wreak havoc on a company's marketing budget, potentially yielding little to no return on investment.

5)Click fraud

It refers to person or organization with fraud intent to obtain illegitimate interests or consume rival's advertising budget using automation scripts, computer programs or employing natural persons to imitate legitimate web users to click on the online advertising.

Click fraud negatively impacts e-commerce blocking advertisers' trust, reliance, and profitability on the use and effectiveness of internet marketing. When a CPC link is purposely accessed to generate revenue for third-party websites or to diminish the advertising budget of a competitor when click fraud occur.

CONCLUSION

The study reveals that the most effective media of advertising is online advertising. Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. The main problem related to this the interference of online advertisements in the work of people and the fear of falling prey to online advertising fraud and malpractice. As people get more accustomed to finding product information on the web, more and more readers will actively seek out internet advertising sites.

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