



A study on online marketing help brands stay open during the pandemic

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INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

In recent years, information and communication technology has immensely change consumer behavior, and this has greatly impacted on the way businesses communicate with their customers. The speedy advancement in technology has necessitated business organizations to embrace the changing trends by incorporating information technology in their activities. Based Hull (2004) ideas, the innovations on the Internet have transformed the way people communicate, search information and carryout business operation. As a result, business organizations have been left with no option other than embracing the new trends by integrating new information technologies in their systems (Tehrani 2018; Baines,phil and page 2021). In this regard, Online marketing has not only become an effective marketing strategy, but also necessary in the light of the changing consumer behaviour towards digitization and online experiences.

According to Ryan and Jones (2015), Online marketing is the promotion of products or services through one or more electronic media like the Internet, e-banners and the social media among others. Among the consumer segment, which is rapidly becoming Onlinely oriented is the youths with much of their online experiences being on the social media (Kotler 2021). Today Online technologies are becoming increasingly important in most sectors of economic activity. Following the high levels of interconnectivity, the Internet has

been likened to the wheel and the airplane in terms of its ability to affect the future development of business and society.

Consequently, the Internet has provided the impetus for many companies to rethink the role of technology, and evidence already indicates the extent of its global impact. Moreso, the advent of electronic and Online marketing which is primarily driven through the Internet and technology has contributed to the technical transformation affecting businesses in Nigeria. The internet which is essentially a worldwide community of people coming together to share information, data, communicate and trade has made it possible for more business regardless of their size to reach the global market.

From merely being an un-utilized marketing concept or area, it appears that "Online marketing" is now deeply rooted and has come to stay in the business scene. On the global scale, Online marketing opens up a new world of possibilities where businesses can reach their target audience anywhere in the world without having a physical presence in their areas and regardless of the size of the firm. With businesses utilizing Online marketing been able to connect to billions of people at the same time, more businesses are joining the Online marketing train hoping to get their own share of the world market.

Online marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using Online technologies to reach and convert leads into customers and retain them. The key objective is to promote brands, build preference, engage with customers and increase sales through various Online marketing techniques. It is embodied by an extensive selection of service, product, and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to small mobile TV and radio. So many companies and businesses are jumping on the Online marketing train that the world business environment is now being transformed into a huge network of firms running on Online technology and this in turn is increasingly leading to more financial growth for businesses.

Online marketing has become a buzzword in the current business world because opens a path of free, direct and constant communication between different types customers which ultimately brings the company closer and familiar with the target customers (Saboo et al., 2015). According to Brennan and Croft (2012), Online marketing enables the company more competitive by generating opinions, reviews and comments of the different customers which reflects the current market conditions and scenarios that will help to design more customer oriented strategy for getting more customer insight and customer preferences. Fotis et al. (2011) has explained this is an era of information technology and free flow of information needs to be insured by the organisation for making customers' well informed and knowledgeable for making purchase decision after considering several factors. Charron et al.(2006) have argued that user generated contents are getting more preferences by the business organisations as today's world is customer oriented and organisation always prefer to manufacturer and sell goods which are preferred by the customers not by them, here Online marketing is doing lo contribution by collecting customers opinions and providing customers an opportunity to express their intended products from the company.

Fredrich (2009) has found that firms are now make affiliation with the social networking sites to catch the attention of the customers more at the social networking sites and create attention and preferences among the customers with lower cost than the traditional communication sites. On the other hand, Saboo et al. (2015) believed that Online marketing is good for the organisation but to some extent it makes customers over-powered which ultimately leads the way to creating weakness and potential negative image in the market, besides some people can intentionally create negative image by commenting unnecessary and false statements in the Online sites. Robinson (2010) further added that any confidential information can be leaked unintentionally through the Online sites and for getting effective result organisation must engaged constantly and without any intervene to provide feedback to the customers which sometimes generate cost for the organisation.

The Online marketing of Asda seems very potential and it is doing great in the organisational success perspective, but Online has got some potential pitfalls and to analyse the Asda's Online impact a deep analysis is needed. The proper combination and use of social networking sites and Online websites to market a company's product or service can be stated as Online marketing (Wallack, 2002). According to Werbin (2011), Online marketing could simply define as promotion of a brand or products through utilization of Online channels. Wallack (2002) stated that Online marketing is used not only to promote, but also emphasis the communication with the audiences. On the other hand, Taprial and Kanwar (2012) has found Online marketing as the buzzword in the current business world because it opens a path of free, direct and constant communication between different types customers which ultimately brings the company closer and familiar with the target customers.

Under SMM, users could utilize the platforms of Online to present their own webpage, products or services to communicate with the mass and listening to their opinions (Natarajan et al., 2014). As that was what traditional advertising channels could not achieve, stated that SMM has emerged as a complementary to the historical internet based promotion strategies like email subscription newsletter and other internet based ad programs that influence consumers purchasing behaviour. Online is most often considered as UGC which may include various elements like streaming videos, audios, blogs, wikis, posts, chats, images, podcasting etc. that users in the internet system basically create (Veeck and Hoger, 2014).

Moreover, Lee (2014) has found that ssOnline facilitates not only the user generated contents but also provides the opportunity to build relationship between various individual, groups, communities and even with particular brand or products. It provides the opportunity to make conversation, share information and develop online community.

Importance of Online marketing

SMM has got some identifiable advantages over traditional marketing communications. Traditional marketing involves one way communication which often called push based marketing (Kim and Ko, 2012). Veeck and Hoger (2014) further added that people sometimes do not expect information but firms push the information regarding their products to the people. Moreover, the traditional media doesn't include an

interactive mode of communication where Online marketing involves not only two way or interactive mode of communication but also facilitates dialogue with people to have a better understanding about their needs (Mangold and Faulds, 2009).

Online marketing that passed along or shared among friends had a more powerful impact on advertisement recall, brand awareness and purchase intention than the traditional paid advertisements (Charron et al., 2006). Between 2002 and 2004, reliance on television decreased from 51% to 41%; from 46% to 42% on newspaper and from 38% to 27% on printed magazines. The only increase shown was the Internet; from 14% to 21% (Chen, 2013). Moreover, in the traditional communication model, the components of promotional mix were organized in a collaborative way, such as the schedule, format and medium of communications which were instructed collaboratively between the firms and its paid agency (Taylor, 2008).

However, the existence of Online has changed the situation and information is no longer wholly controlled by the company. Instead, customers can freely talk about the brands and products online and can feel free to share with anyone they liked (Wallack, 2002). Apart from the advantages over traditional marketing communications, it has also created other advantages too for people. First of all, marketing with Online could certainly boost the exposure and awareness of a firm on the internet and promote the brand and its products and communicate with potential customers (Taprial and Kanwar, 2012). Besides, Online marketing was beneficial to both business owners and consumers in the sense that an exchange platform was created.

Benefits of Online Marketing

Simple to measure

You can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. For measuring traffic to your site you can use Google Analytics to measure specific goals you want to achieve for your website or blog and most packaged email marketing solutions provide good insight into how many people are opening, reading and converting from your emails.

Greater client appeal

The firms have the benefit of attractive to customers in results that can be brought by a medium rapidly. Online marketing gives a range to them of options to promote their business to the market. Thus, the technique and overall success of marketing strategies rely on business objectives and the total amount the business desire to purchase online marketing.

Level playing field:

Any business can contend with any opponent regardless of dimension with a strong Online internet marketing strategy. Typically a smaller store would find it difficult to coordinate the grace of the accessories of its larger opponents. Online, a sharp well thought out site with a sleek customer trip and fantastic service is master – not dimension.

Reduce cost

Your business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.

Brand Development

A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.

1.2 STATEMENT OF THE PROBLEM

In today's society, the use of social media has become extremely prevalent amongst young individuals. The increase of social media usage has presented as an opportunity for businesses to direct marketing efforts, but also as a challenge on what is the best way to reach out to customers. The problem with this growth of social media activity is that the vast majority of individuals who use social media, specifically for news and product or business reviews, has the capacity to positively or negatively influence a business's reputation and profits. Such activity has now made an impact on business functions. Businesses getting involved in the social media world may help build customer loyalty, avoid social media attacks, and most importantly, drastically increase their profits and foot traffic. With the widespread use of social media, it seems like business should adapt to its use in order to thrive in the 21st century.

1.4 SCOPE OF THE STUDY

The study focused on examining various Online marketing techniques, benefits, uses and impacts used in brand stay of various companies. The purpose of this present study is to investigate the impact of online media marketing on individuals' attitudes and perceptions. More specifically, this study will examine the perceptions of social media marketing and how it affects purchasing decisions. Although several researches that have been conducted on the effects of online marketing through social media which helping brands stay in the market, the study's interests are specifically geared towards the examined effects of the use of social media on brand awareness and customer loyalty, which essentially could lead to an increase in business revenue.

1.3 OBJECTIVE OF THE STUDY

The broad objective of this study was to critically assess the study on role of online marketing in brand stay open during pandemic. The specific objectives of this study were:

- To study the concept of online marketing.
- To analyze the impact of online marketing in brand stay open during pandemic.
- To analyze the future role of online marketing among brands after post Covid-19.
- To study the challenges associated with the use of Online marketing and corresponding strategies.

1.5 RESEARCH METHODOLOGY

This chapter is concerned with research design and methodology adopted to adequately collect and analyze data efficiently in order to proffer solutions to problems. It also focuses on the population study area and the sampling size including the validity and reliability of research instrument.

NATURE OF STUDY

The methodology adopted to achieve the project objective involved descriptive research method.

DATA COLLECTION

In the course of this study the data used will be collected from primary sources. The data that will be used for this study will be primary data. The primary data will be used in order to get direct information from small businesses who utilize Online marketing. The primary data will include the questionnaire. A carefully structured questionnaire will be created and administered for the primary sources which critically outlines the effect of Online marketing on firms brand stay during pandemic.

SAMPLING METHOD

The sampling method used for this project is convenience sampling.

AREA OF STUDY

The study covers customers on various branded products in Coimbatore.

SAMPLE SIZE

Sample size selected for this study is 150.

PERIOD OF STUDY

Research will be done only during 3 months time period.

TOOLS APPLIED

The collected data was analyzed using tools like

- Percentage analysis
- Chi-square test
- Correlation
- Weighted Average

PERCENTAGE ANALYSIS

The various factors are analyzed on the basis of the percentage of statistical among the sample size 100 from these samples the percentage of satisfied level is found to give a conclusion

$$\text{Simple percentage} = \frac{\text{Number of the respondents}}{\text{Total number of respondents}} \times 100$$

The data collected with research instruments were coded & analyzed by using simple percentage method and bar charts were also used in this study.

CHI-SQUARE TEST

Chi-square is an important non-parametric test and as such no rigid assumptions are necessary in respect of the type of population. Both the frequencies must be grouped and the theoretical distribution must be adjusted to give the same told frequencies, which is equal to that of observed frequencies and is calculated with the help of the following formula.

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

χ^2 = Chi squared

O_{ij} = Observed Value

E_{ij} = Expected Value

LIMITATIONS OF STUDY

Limitations of this study are as follows:

- The study is limited to branded products customers only.
- The sample size of only 150 was taken from the large population for the purpose of study, so there can be difference between results of sample from total population.
- Due to very large size of the population, only a selected sample of customer could be contacted.
- Due to fast pace of life, some bank customers were not able to do justification to the questionnaire.
- There is some restriction to meet the customers directly.
- All the findings and observations related to service are purely based on respondents answer; the response may be due to personal factor.
- The study period is only 3 months.



REVIEW OF LITERATURE

REVIEW OF LITERATURE

1. Ateş Bayazıt Hayta (2021) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviours of consumers.
2. Priyanka P. (2021) studied that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

THEORITICAL FRAMEWORK

3.1 ONLINE MARKETING

Online marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As Online platforms are increasingly incorporated into marketing plans and everyday life, and as people use Online devices instead of visiting physical shops, Online marketing campaigns are becoming more prevalent and efficient.

Online marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, Display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, Online marketing now extends to non-Internet channels that provide Online media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate Online marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

HISTORY

The development of Online marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines.[8] However, the more recognisable period as being the start of Online Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites.

In the 1980s, the storage capacity of computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. This kind of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not so efficient.

Online marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using Online technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other Online medium.

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mix were organized in a collaborative way, such as the schedule, format and medium of communications which were instructed collaboratively between the firms and its paid agency (Taylor, 2008).

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In addition, activities under Online marketing (SMM) provided an occasion for reducing consumer's misunderstanding and prejudice towards the company (Richard, 2013). Meanwhile, SMM could evaluate company value under the great platform provided by Online for exchanging sources and opinions (Kim and Ko, 2012). In other words, SMM helped enhancing and managing customer relationship for brands. More importantly, through Online marketing, companies can build community for its products and business. Most Online enable users to freely create and join communities such as Facebook, Twitter, LinkedIn and so forth (Joel, 2015).

Communities are extremely valuable and beneficial to marketers and entrepreneurs due to the extremely high accessibility to the right group of target customers (Fisher, 2014). On the other hand, it made consumers feeling closer with the brand and therefore might be a source of loyal customers (Taprial and Kanwar, 2012). Moreover, it has widened the firm's ability to motivate the customers purchase intention. There are few challenges of Online marketing; first, the problem is the nature of Online –UGC (user generated content). Negative impacts to the reputation of the firm arise as a large amount of information regarding its products and services were generated and discussed among individuals without any control (Mangold and Faulds, 2009). Second, there are numerous choices of Online and many companies are using them. Therefore, how to choose the best and differentiate from competitors are also the top concern of marketers now-a-days (Taprial and kanwar, 2012).

Online Marketing Tactics

1. Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. Use First Person in Call to Actions & Get 90% Increase in Click through Rate. To have a persuasive call to action you must know your audience and what its triggers are. For example, millennial are very critical since they've grown up fast-forwarding through commercials and online advertising. An effective Online tactic is to correlate the call to action with the visual component (if there is any), have a compelling verb (to entice you to take action), communicate value (what you are offering) and create a sense

of urgency. You should use “get your free e-book” instead of “download” or “get free quote” instead of “submit” and so on.

New content appears daily. You must bring something fresh every time. Investing in social media, sales funnel, conversion rate optimization, customer relationships, marketing budgets, web analytics; they are all keywords that pops in your head all the time. Scheduling your blog posts is mandatory, especially if you work with multiples copywriters. Make sure your marketing plan includes an editorial calendar for improving your results. Creating an editorial calendar is easier than you think. There are lots of apps that can help you with that. Meistertask is a task management app you could use to drag and drop tasks for each participant and create an editorial calendar easily. Content syndication is the process of publishing your content on third party sites. You need to find authoritative publications. The idea behind is to drive more engagement for your content. Outbrain and Taboola power your content on their marketing channel.

Once you republish your article on a big site like those two, you are exposed to a new audience and could reach a higher traffic. Ana Hoffman, blogger at Traffic Generation Cafe, conducted a study showing how she received from 0 to 243,000 views in 30 days on Slideshare. The fun part is that you don’t need entirely new content to do a presentation; you can work through your old content displayed in a visual form to be easy to read. 20% of the SlideShare visitors come directly from Google. The rest come from social media and other SlideShare presentations. Always keep eye on your metrics from Google Analytics to see how are you performing in terms of organic traffic, paid traffic, visitors and so on.

Smart and effective Online tactics are a gold mine. Case studies as well. Not to mention the conversion optimization rates you can get with them. Case studies have a huge potential to grow traffic, sales, and revenue if you offer quality results and show your product brings value. The Content Marketing Institute conducted a research where they saw that 63% of UK marketers believe that case studies are an effective Online marketing tactic. Case studies are the fifth most popular marketing tactic used out of 12, after social media, newsletters, blogs and blog posts.

2. Search Marketing

Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts. Build a Network of Partner Websites to Get Influence on the SERP and Jump up to 30+ Positions. Brand mentions on well-known publications are important and hard to get.

They could lift you up in ranking on the search engines for the right keyword phrases and you could improve your Search Engine Optimization (SEO) efforts. Usually, startups collaborate with content marketing specialists or firms because some of them don’t have the budget for a full-time person. Building a network of partner websites for a short period of time is an effective Online marketing technique to bring awareness and traffic to your site. The profile of the website could include publications, edu websites, web directory, blogs, forums, e-commerce and so on. With a continuous growth in e-commerce sale, customer reviews (all reviews,

not necessary the ones coming from some ideal customers) are a major factor, an efficient trigger and quite essential tools nowadays for e-commerce websites.

Google Trends is a pocket of gold. You'll find a lot of data to help you to generate content and see what's trending to stay on top of your competitors. The particularity of this tool is that you'll find real-time search data or help to gauge consumer search behaviors over time. You need to keep your eyes open for the marketing trends that will come. The marketing trends that will dominate 2017 include the Internet of Things, virtual and augmented reality, live streaming video, visual storytelling, native advertising, marketing automation, influencer marketing, mobile marketing. In 2016, video content was very popular and still is. Fire Brand proved that following trends can bring growth. The results showed that 90% of marketers have noticed significant increase in Return on Investment (ROI) through video content. Gain a Higher Advantage in Front of Your Competitors with AMP Receiving 40% Organic Traffic from the Whole Site Traffic. AMP is a simpler and easier way to built light-weight web pages with static content that loads faster on mobile devices, due to its technology. The project is based on AMP HTML, new open framework built of existing web technologies. The pages with an AMP version see a 2% higher CTR, which translates to more clicks. AMP version has 40% of all the traffic for a page. It is an utterly amazing improvement for many sites because the content renders faster. The project comes to the rescue for a large number of publishers.

3. Social media marketing

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Develop a Facebook Customized Page Tab to Engage 40% of Fans. Investing in social media is a must.

Yet, don't know if you knew that a customized page tab gives you the advantage to offer exclusive information to fans. A personalized page tab can be used to promote registration for upcoming events, to bring fans to your website, to promote an app or a contest, create a content library, feature customers reviews or case studies and so on. Socially Stacked demonstrated that a customized page for a discount can influence the engagement for that page. In the end, 42% fans liked the page to get a coupon or discount. On the same side, a case study by Wildfire Interactive showed that a Facebook coupon-based page tab received the highest engagement rates beside giveaways, sweepstakes, trivia Contests, Sweepstakes, Contest essays, photo contest, coupons, and video contest as you can see in the next graph. LinkedIn Pulse is a professional self-publishing platform. At first, everyone could write and publish content without any approval. Currently, it is composed of 500 selected experts.

According to Kapko, LinkedIn Pulse "lies somewhere between blog and social network". Authors add a number of 50,000 articles on the platform every week. Brian Lang, blogger at Small Business Ideas, conducted quite an interesting study on 300 posts featured on LinkedIn Pulse. Most articles from Pulse were about careers (42%), then about business (15%) and self improvement (9.33%) and other (33.67%) which

includes technology, sales & marketing, current events, and productivity. On average, the articles from Pulse got 1,843 social shares, and only 10% had less than 500 social shares, which leaves almost 90% with more than 500 social shares. If you are featured on LinkedIn Pulse, it can bring you a good amount of social exposure.

From now on, writing on LinkedIn Plan should be a part of your marketing plan. Use Reddit to Grow Your Business & Generate \$6,188 in 3 Months. Reddit is a community that has been growing since 2005. Here you can meet people with similar interests. It's a place where you could follow news in a thread categorized in "hot", "new", "rising", "controversial", "top", "gilded", "wiki" and "promoted". The nice part is you could follow lots of sub reddits depending on the industry you're interested. There were numerous cases when different stories from Reddit became famous and gained many upvotes. If you choose to post a link instead of a text you can link to your business and bring visitors to your website. Scott Keyes is an example of best practice in this case. He is a reporter for Think Progress and founder of Scott's Cheap Flights. He turned an obsession with cheap plane tickets into a \$1 million business in under 2 years. In 3 months he managed to make \$6,188 only by posting on Reddit.

According to what he said, his posting got him 1,000 free subscribers and 250+ premium subscribers. Online communities are a great way to grow your online presence and to catch insights. Being apart of an online community has its perks. Being around by people with similar interests and exchanging knowledge is a good way to develop yourself and the company you are working at. The best online marketing communities you need to join are LinkedIn, Reddit, Quora, Slack, GrowthHackers and, Inbound.org, ordered in chronological order.

A good example of using the last two comes from Grow and Convert. The company was born when Devesh Khanal and Benji Hyam met a few years ago. Since they launched their site, they were active in online marketing communities, Devesh Khanal on GrowthHackers, on the one side, and Benji Hyam on Inbound.org, on the other side. There is a lot of fuss around the subject about the importance of social signals in rankings. We already know that investing in social media is an effective Online tactic that can help out with the conversion rate optimization. Moz study says that Google doesn't use social share counts directly in its algorithm. Neil Patel, on the other hand, claims that there might be a connection between social shares and rankings as you can see in the next screenshot from a Quick Sprout gifographic. A huge lift of almost 15% in rankings was the result of an increase of 100 Google Plus followers for a business page. Facebook brought a 6,9% increase in ranking from 70 shares and 50 likes. Lastly, 50 Tweets lift rankings with only 2.88%.

4. E-mail Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Marketing emails can be sent to a purchased lead list or a current customer database. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads. Each business makes its own format for newsletters, but designing a segmentation for customers that interacted with the site is a guaranteed path to lift the reactivation of inactive subscribers. The ideal customer will open all emails and buy your products every time, but that will happen in a month of Sundays.

The email marketing platform PostUp created an in-house case study for one of their clients to convert inactive subscribers. They built up an automated reactivation campaign and succeeded in boosting email-related sales by 164%. This is a great example of improving the conversion optimization of your inactive subscribers. Over the years there have been numerous studies showing that email marketing is the most effective Online marketing tactic for lead nurturing in your Online strategy. Personalized emails are more efficient than non-personalized emails and can bring relevant results.

Personalized emails are based on a more in-depth research and understanding of customer behavior and marketing trends. Most important of all, it requires you to know your buyer persona to deliver relevant information. In marketing, friction means everything that slows down the process of a user to convert. The ideal marketing planning is not to have friction at all, but since that's almost impossible, it's best to have less friction so you could convert your leads easily. The news company Quartz leads a research by reducing friction in email sign-ups.

The changes they made to the sign-up process was to simplify it by using only an email address for subscription and moving to double opt-in (the user had to click on a link in the first email they received to activate subscription) to opt-out. When visitors want to subscribe, they go to a new landing page. If you aren't able to use segmentation to target your audience, you won't succeed in writing relevant subject lines. You can use segmentation based on interests, location behavior consumption, mobile marketing, keyword phrases, lifestyle or other factors.

Lyrics discovered that 4 out of 10 marketers who used segmentation experienced a higher open rate, 3 out of 10 marketers saw a lower unsubscribe rate and 2 out of 10 experienced better deliverability and greater revenue. Your subject lines are everything when you're thinking about the email open rates. Everything comes from there. The call to action from the subject line must be relevant to your audience. Before you send the message to your list, think you're sending the message to one person, someone you know. Keep in mind that your message shouldn't be cold, no matter the industry you're in. A study from Informz shows how important a subject line is. 33% of email recipients open emails are based on the subject line alone.

5. Online PR

Online PR activity is closely associated with improving results from many of the other Online marketing communications techniques in particular social media, SEO (link-building), partnership marketing and viral marketing / word-of-mouth marketing. Online PR can be a great, low-cost technique for making more people aware of your brand or website, but it requires a lot of hard-work - there are no short corners. Brand lovers are those who play the role of brand advocates and define the term evangelism marketing. They are highly satisfied customers and identify themselves with the brand. They are an asset because they promote the brand waiting for nothing in return. McKinsey and Company say 70% of purchase experiences are based on how the customer feels.

It is bloody important to provide value and customer fulfillment. Besides the fact that brand lovers will make sure to tell everyone your product is the best, they will support you against trolls. Nowadays, people on social platforms are very critical, and a single wrong comment or tweet can ruin you. Some haters and trolls can make your life a living hell on the social media. But, thank God for brand advocates. OldNavy, an American retailer, got socially trolled. The company tweeted an upcoming sale with an interracial couple image, and then a group of racist people started posting negative tweets about the brand with hashtags #whitegenocide and #miscegenation. Before the team from Old Navy began to respond, some advocates of the brand started supporting the company by posting their own pictures with interracial couples they have in the family. In times of crisis, it is best to have your brand lovers that can make a powerful statement.

6. Affiliate Marketing

Revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model. There are upsides and downsides of an affiliate program in your Online strategy. The upside of this marketing technique is that it can generate high revenue and the downside is that it doesn't work for all kinds of business. In 2015, the Internet Advertising Bureau (IAB) released the Online Performance Marketing study showing that 57% of product orders were through voucher and reward sites. Thomas Cook, one of the world's leading leisure travel, developed a campaign based on the use of voucher codes to encourage users to buy online tickets.

They wanted to keep the cost-per-order (CPO) lower than £65. As a result, the orders increased by 9.8% while the CPO decreased, thus keeping it under £65. Thomas Cook Airlines has a long activity in the affiliate marketing area, and this led the company to always improve their marketing strategy. They learned that knowing the values of their affiliates is highly important. One of their affiliate campaigns had the next objectives: minimize the average cost-per-sale (CPS); increase the number of long-haul bookings (meaning the bookings for travelers that last a long period of time); A way to do that was to map out the affiliate's value.

For that, all the bookings from 2014 were analyzed to see the path to conversion for each affiliate. This helped the company to discover the CPS and the contribution brought by each affiliate.

Benefits of Online Marketing

Simple to measure

You can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. For measuring traffic to your site you can use Google Analytics to measure specific goals you want to achieve for your website or blog and most packaged email marketing solutions provide good insight into how many people are opening, reading and converting from your emails.

Greater client appeal

The firms have the benefit of attractive to customers in results that can be brought by a medium rapidly. Online marketing gives a range to them of options to promote their business to the market. Thus, the technique and overall success of marketing strategies rely on business objectives and the total amount the business desire to purchase online marketing.

Level playing field:

Any business can contend with any opponent regardless of dimension with a strong Online internet marketing strategy. Typically a smaller store would find it difficult to coordinate the grace of the accessories of its larger opponents. Online, a sharp well thought out site with a sleek customer trip and fantastic service is master – not dimension.

Reduce cost

Your business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.

Brand Development

A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.

Greater engagement

With Online marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market. So it doesn't take long for good publicity to enhance the prospects of your business.

Approaches of Online marketing

The basic approaches which are called as passive strategies and active strategies have a significant impact on the Online marketing (Veeck and Hoger, 2014). The passive approach suggests that SM may be critical source for market related information and it may have elements like blogs, social community contents and online organizations where people can express and share their opinions and comment on brands, products and services (katona, 2013). Business firms can find a critical source to fetch information and analyse them properly to have thorough review of what customers say about them and their brands and grab the attention of the customers (Mitchell, 2002). On the other hand Das (2013) has added that these passive media does not actively involve the marketing of brands and products of the firms. They promote the brand passively with a limited view. Aufer (2014) has found that Online can not only be used as direct marketing and public relation tools but also can act as a useful tool for communication through online advertising, sales promotion through the various offers. He further added that these types of Online fall under the dimension of active approach of Online.

It includes major Onlines like Facebook, LinkedIn, Youtube, Instagram and Twitter and many other forms of social networking sites and other creativity – work sharing sites.

Twitter

Twitter can be said to be as one of the most popular form of social networking sites that creates the path and opportunity for the firms by enabling them to promote their products, services and brands through the limited 140 characters that may appear on follower's home page (Joe, 2012). Twitter provides the opportunity to many firms to link Twitter's messages to the various websites photos, videos, facebook profile and various products' websites.

Its announcement is considered as reliable mentorship and often facilitates many companies to come up with certain advertising solution to some problem (Aufer, 2014). The speed of response and the response rate are quite high and it has got huge number of users and daily tweet volumes are numerous (Schirr, 2013).

Facebook

Facebook is a form of Online which provides pages that are more elaborated and fascinating than the twitter and other social networking sites (Akyol, 2013). Facebook can act as an important tool for Online marketing by providing the firm the path for posting various videos, images, testimonials, short and long description about the firm and its various brands (katona, 2013). Woo (2014) has identified that Facebook has provided the path for creating fan pages and through they encourage the firms to build online community for their brands and by like and comment button consumers can interact with the firm and its brands. Rojer (2011)

further added that the fan pages of facebook involves updated information regarding the firm and its brands which provides enriched information and motivates the fans and other people to fetch knowledge about the firm and its brands and ultimately influence their purchase intention .

LinkedIn

LinkedIn is another popular form social networking sites that is customized for the business professionals and provide the opportunity to the firms to prepare a professional profile for themselves and their businesses to have good contact with the other professionals and businesses (katona, 2013).

Joe (2012) has found that members of LinkedIn can enjoy the facility to promote their various social networking activities onto their LinkedIn profile page through the use of various widgets. Woo (2014) further added that LinkedIn facilitates the firms and various members to stimulate and generate sales leads, make purchase intention among them and generate business partners as well. Rojer (2011) argued that LinkedIn members have the opportunity to use Company pages which resembles the Facebook pages and that facilitates the firms to promote their brands and products and make an interaction with the customers. This site also acts as a source of information for employee recruitment for the many firms.

Instagram

The user engagement rate of Instagram is increasing at higher rate than that of Facebook and Twitter (Millson, 2012). A study estimates that Instagram has become more pervasive and around 93% brands prefer instagram to be their part of promotional mix.(Veeck and Hoger, 2014). Taylor (2008) has identified the use of Instagram in case of firms and organizations, as to catch the attention of their prescriptive spectators through storing and sharing imagery in a rich, visual environment by enabling to interact with actual and potential customer base. Dutta (2014) has further added that many firms now vigorously encourage and implement their visual marketing strategy by using this mobile app by capturing the attention of the market segment and stimulating purchasing interest of them on the company's products and services. Instagram is supported by both android system and apple.

You Tube

This Online includes video and audio files that facilitates firms to post their stories, events and successful entities in form of video blogging which may create a strong stimulation in the mind of current and potential customers (Taylor, 2008). Millward (2012) considered You Tube as carrying the reach media contents. Firms can also make their ads in sync with various popular videos and music to promote their items and services. Firms also have the facility to sponsor a video in the you tube.

Customer purchase intent:

Customer purchase intent is the most complex scenario of customer psychology because here customers decided to purchase products from any particular brand or particular products after evaluating certain key factors (Weinberg and Berger, 2011).

Morison (2011) has stated customer purchase intent can be influenced by several factors and organisation must focus on this and design special strategies to attract this to get purchases in favour of it. Millson (2012) has narrated that customers generally shows different type of purchase behaviour while purchasing the products based on the involvement level and quality of the products and organisation must put special consideration on these different behaviour to design different types of strategies which will be effective towards different types of customers for getting maximum purchases from them and making them loyal to the company.

On the other hand, Chinomona and Sandada (2013) explained that customer purchase intention can be influenced by the demographic condition of the customers while geographic dimension is also playing significant role because customers generally shows different purchase intention based on the geographic conditions, which must be key consideration for the business organisations at the time of designing strategies. Fan and Sokorai (2011) believed that for making the organisation successful in the business market authority must take decision for making and designing appropriate strategies to influence customer purchase behaviour and intention because without doing so, it is not possible to get customers' preference to get purchase in favour of the organisation. According to Millson (2012), sustainable growth and development of the organisation is only possible through proper analysis of the customer purchase intention and behaviour because it can help to make the organisation for profitable, getting more liquid and overall gaining competitive advantages by getting purchase over the competitors.

Das (2014) has defined customer purchase intent is as the customer's interest in and likelihood of purchasing particular items (Kim and ko, 2010). Weignberg and Berger (2011) critically emphasized that customer purchase intent is the most complex scenario of customer psychology because here customers decided to purchase products from any particular brand or particular products after evaluating certain key factors. In sum, purchase intention can be used to estimate a consumer's potential contributions to a firm or brand. Thus understanding factors that are influencing customer's purchase intent is extremely significant to a firm. In this way, they could forecast their future profits, attract new customers as well as retain their current customer.

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 60% of the respondents were male.
- Mostly 40% of the respondents are belongs to Below 30.
- Mostly 46% of the respondents are postal graduate.
- Majority 69% of the respondents are unmarried.
- Mostly 38% of the respondents are doing Business.
- Mostly 73% of the respondents are income is below 10,000.
- Mostly 80% of the respondents family size is 3 to 5.
- Mostly 72% of the respondents are belongs to Up to 2 earning family members.
- Majority of the respondents visit Online Shopping Portal daily.
- Majority of the respondents regularly purchase through Amazon.
- Majority of the respondents are aware of online advertisement.
- Mostly 36% of the respondents check ads sometimes.
- Mostly 38% of the respondents say google search engine provides more ads.
- Here mostly 41% of the respondents say at product features.
- Here majority 61% of the respondents were extremely satisfied.
- Mostly 44% of the respondents liked feature is ease of searching.
- Majority 60% of the respondents do online shopping in other time duration.
- Mostly 43% of the respondents prefer to pay through other payment mode.
- Mostly 39% of the respondents prefer online shopping because of safety.
- Mostly 38% of the respondents feel online store offers is better than shopping at store.
- Majority 70% of the respondents purchase expensive products.
- Majority 63% of the respondents very somewhat unlikely to recommending others to use online shopping.
- Mostly 32% of the respondents somewhat impact of internet marketing online purchasing.
- Majority of the respondents say Banner ads ranks 1.
- Majority of the respondents say Positive reactions/feelings towards advertisements displayed ranks as I.

5.2 SUGGESTION

- The study established that the reliability of internet advertising is low and therefore recommends that the management of companies using internet advertising should provide unique experience to its customers based on customer analysis to deliver a personalized experience to the customers.
- The study also found that internet advertising is effective in reach and creation of awareness and recommends that the companies should invest more in internet advertising to increase their market share and provide product information.
- Finally, the study determined that there is a positive relationship between internet advertising and consumer purchase decision and further recommends that companies should conduct a market research on the different markets in various countries to ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

5.3 CONCLUSION

The objective of the study was to determine the effectiveness of internet advertising on consumer behaviour using a sample of Coimbatore Region. After analysis of the study findings, the study concludes that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India and time spent on various media. Internet advertising was effective in providing higher reach and creation of awareness. However, in spite of the diverse usage of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that the reliability of internet advertising is quite low.

The study concludes that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. However, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that internet advertising has significant relationship with purchase decision of the consumers. The study further concludes that internet advertising contributes most to the consumer behavior and that internet advertising was a significant factor in predicting the consumer behaviour. In addition, there is a positive relationship between consumer behaviour and internet advertising.

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