

ONLINE MARKETING -NEED OF HOUR

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ABSTRACT

In India, Online marketing is rising with fast pace. The Arts & Science is use in selling products & services on Web in online marketing. Different methods & techniques which are used in online marketing are- (a) Email Marketing (b) Social Media Marketing (c) Display Advertising (d) Paid to Advertise (e) Search Engine Optimization (f) Affiliate Marketing

The study on online marketing reveals that the main objective of online marketing campaign is to reach current/potential customers through web channels because they spend most of their time in different activities such as surfing, shopping, reading, socializing or searching online.

Google is best one where latest features are available i.e. the new device segment for T.V. The display network now includes television meaning that we may now serve as on smart TV's capable of both connecting to the internet for browsing & display ads.

Internet marketing is subset of digital marketing. It is fact that majority of digital marketing activities fall within boundaries of internet marketing.

Various studies on this subject reveal:

63% of brands leverage online marketing to promote their products & services.

41% of brands continue to use social media marketing as their primary form of online marketing.

31% of brands allocate more than 39 % of their marketing budget for their online marketing.

40% of brands say young generation focus more on online shopping rather than traditional form of shopping.

To achieve success in any marketing campaign it should be necessary to check the capabilities of various marketing techniques available within both traditional & modern marketing. Startups who use online marketing many times failed. Our study shows precautions to be taken for effective implementation of online marketing so as to reap tremendous potential to increase sales.

Keywords – Search Engine Optimization, Pay Per Click, Display Advertising, Social Media Marketing

1. INTRODUCTION:

Online marketing is effort made to spread the word about products/services using internet to reach people. Anything done on internet is to get more attention of people & attract them. It includes wider range of marketing elements than traditional marketing due to various channels & marketing mechanism available. In Online marketing digital channels are used for attracting, engaging & converting virtual visitors to customers. Actually, whole purpose of Online marketing is to connect, convince & convert target audiences Online marketing is now-a-days becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. It uses Internet to make promotional marketing to consumers. It includes email marketing, social media marketing, search engine marketing, many types of display advertising (including web banner advertising), and mobile advertising like other advertising media.

Online marketing is quite effective in maintaining great online reputation for business for brand which is very important. Now-a-days when potential customer wants to purchase, he/she first searches online. Therefore, having positive & impressive reputation on web would help company to gain new customers.

The new millennium has brought us on the brink of the I.T. Revolution. In Online marketing we use together creative and technical aspects of the Internet, including design, development, advertising, and sale. With use of Internet one can achieve many unique benefits of marketing, one of which being lower costs for the distribution of information and media to a global audience.

Online marketing has a unique quality of both in terms of providing instant response and eliciting responses. Online marketing is sometimes considered to have a broader scope because it not only refers to digital media such as the Internet, e-mail, and wireless media; however, it also includes management of digital data and electronic customer relationship management (ECRM) systems.

7 P'S OF ONLINE / INTERNET MARKETING:

Product, Price, Place and Promotion are 4P's of marketing since long period, but now things have changed on the Internet. So along with a change in the nature of the 4P's there are 3 new P's which are relevant to the internet marketer: Presentation, Processes and Personalization.

1. Product - Technology allows the user to virtually touch and feel the product on the Internet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination. The company will have to provide nouvelle and distinct products so that it forces the net users to purchase and come back for more i.e. Company attract customers and retain them.
2. Price - Price gives the buyers information about multiple sellers selling the same product. It leads to best possible deal for the buyers in terms of price. Therefore, pricing is dynamic over the Internet.
3. Place -. Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The biggest strength of online marketing is boundary less access to other world where no brick structure is mandatory to do business or no specific boundary is required.it enables all companies to expand them to global level.
4. Promotion - Currently there are more than one billion web pages, therefore it is necessary to entice the customer to its website, as there are. Promoting a website includes both online and offline strategies. Online strategies include search engine optimization, banner ads, multiple points of entry, viral marketing, strategic partnership and affiliate marketing.
5. Presentation -About 80% of the people read only 20% of the web page. Therefore, the web page should not be cluttered with a lot of information. Also, simple but powerful navigational aids on all web pages like search engines make it easy for customer to find their wayaround.
6. Processes -. A sales service that will be able to answer the questions of their customers fast and in a reliable manner is necessary.
7. Personalization – Company has to use latest software to customize the entire web site for every single user, without any additional costs. A customized web page does not only include the preferred layout of the customer but also a preselection of goods in which customer are interested.

2. RESEARCH OBJECTIVES:

- a) To understand the importance of online advertising in changing market scenario
- b) To understand the reasons for growing popularity of online marketing
- c) To analyze effectiveness of online marketing as compared to traditional marketing tools
- d) To identify limitations of online marketing
- e) To capture & track valuable customer's information for future marketing initiative

In order to attain these objectives, the methodology uses descriptive research design. Data collected from secondary data provides necessary theoretical backup to study which is provided from published or unpublished sources.

3. RESEARCH METHODOLOGY:

Research Methodology helps to explain the theoretical framework and methodology adopted in the study. The procedure followed to study behavior of consumers towards online marketing. The tools and techniques are used for analyzing the data for the study of online marketing.

Tools and Techniques of Online Marketing:

- a) Display advertising – In display advertising, advertising message is visually displayed using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. According to Digital Information World Website, visitors who are retargeted with display ads are 70% more likely to connect on website.
- b) Web banner advertising - Web banners or banner are graphical ads displayed within a web page. They can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.
- c) Frame ad (traditional banner) - Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads.
- d) Floating ad: These ads appears when you first go to web page, & they “float” over the page for 5 to 30 seconds. Floating ads are popular for several reasons: (i) They grab the viewer's attention and cannot be ignore, (ii) They can take up the entire screen, therefore they are much more powerful than a banner ad or a sidebar ad. These ads offer something that TV ads cannot i.e. ability to click on ad for more information. The average click-through rate of about 5 % therefore these ads are getting very effective. However, many users get highly irritated because of these ads.
- e) Expanding ad -. Expanding ads allow advertisers to fit more information into a restricted ad space.
- f) Interstitial ad - An interstitial ad displays before a user when he is waiting for the content to load. Interstitial ads are a form of interruption marketing.
- g) Search Engine Marketing (SEM) – SEM is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. SEM includes all of an advertiser's actions to make a website's listing more prominent for topical keywords. Search Engine Optimization (SEO) try to

improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

- h) Pay -Per- Click (PPC) – It is paid SEM which occurs via PPC. In PPC businessman channelize an online advertising system in which he can run his PPC ad's on search engines & he would be require to pay certain fee to ad publisher when your PPC ads get clicked.
- i) Google AdWords – It is one of the most popular advertising platforms you need to choose specific keywords on which you want your ads to run & when people search on google using one of your keywords your ad will appear for that.
- j) Social Media Marketing – It is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.
- k) Email Advertising - Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).
Beside these tools' other tools such as Pop ups/pop unders, sponsored search, surrogate & mobile advertising are also used.

4. INTERNET ADVERTISING TRENDS:

The growth of Internet advertising is outpacing offline advertising. As more and more companies realize the real value in advertising their goods and services online, they are diverting funds from other forms of offline advertising to compensate. Consequently, the market share of Internet advertising is continually growing while the market share of offline advertising mediums stagnates or declines.

The growth in Internet advertising is due to two different factors, more advertisers moving promotions online and the growing penetration of the Internet itself. Because the Internet is still a relatively new medium when compared to other long-established advertising mediums like newspapers and television. Today there are over a billion content creators and hundreds of millions of distributors. The proliferation of quality, affordable technology during the past 5 years, one of the most profound social effects of the Internet has been the democratization of media. Nowadays, anybody with a computer and an Internet connection is ready to start broadcasting to the whole world, for free.

5. ADVANTAGES OF ONLINE MARKETING:

1. Global reach: No geographical bar for E-Marketing. Targeted emails pave the way.
2. Lower Cost: Cost incurred in designing, executing, testing, sending and receiving an email is up to 78% less for a run of 5000 over paper based direct mail version.
3. Interactive: A business can innovatively initiate campaigns using graphics, video, music, quiz, game.
4. Personalized: Emails enable to personalize and greet every person which is to be targeted. It helps in creating a special bond with the prospects.

5. Faster Response: The business or a company get the response through e-mail within three days, with maximum responses on day one itself, while a direct mail campaign would take minimum ten to twelve days to generate any response.
6. Simplest: Executing an e-mail campaign is simple and can be done sitting at home without any extensive resources.
7. Targeted marketing: With the help of prepackaged and custom-built lists one could reach only those who might require the services and product, without bothering those who do not. One can select the target customer based on geography, age, income and other parameters.
8. Measurable Result: In online marketing one can accurately determine click-through rate, conversion rate, to enable and to assess the success of different e-mail campaigns.
9. E-marketing modules allow organization to deliver highly personalized web offers and dynamic web surveys that are fully synchronized with marketing efforts in traditional channel.
10. Capture and analyze Return on Investment of marketing activities.
11. Reduction of overheads as the enterprise does not have to invest huge funds in warehousing or high office rents.
12. Niche market is concept of sub-segmentation where product of rare species is available without putting some special efforts by consumer. Almost everything can be sold on internet. Even if products targeted to smaller market the buyer will be somewhere on net.

6. DISADVANTAGES OF ONLINE MARKETING:

1. Low penetration of computer technology.
2. Potential for deception.
3. Dependability on technology.
4. Maintenance cost due to constantly evolving environment.
5. Higher transparency of pricing and increased price competition.

7. Few Facebook Marketing Case-Studies:

(i) VODAFONE: On launching of its Super Net 4G, Vodafone featured a Facebook campaign besides TV and other channels. To enhance its brand outreach to specific audiences that weren't being targeted by TV effectively, Vodafone used Facebook's Lookalike Audiences feature. Through Lookalike Audiences feature by Facebook, Vodafone was able to see a substantial jump of 23% in brand association. Their reach over TV also jumped by 3.5%

How they did it? Vodafone collaborated with Maxus and Facebook for its Super Net 4G cross-media campaign. Wherein, it featured an Indian boy and its synonymous pug in a series of short yet appealing videos.

(ii) HORLICKS INDIA: Horlicks India Used the modified brand track study from IMRB – traditionally used for measuring TV campaigns; and concluded Facebook campaigns to be yielding better results than TV. There had been 61% rise in reach through Facebook campaigns

How they did it? Horlicks India featured their Facebook campaign describing their product and its health benefits for children. A simple yet highly effective, the ad seems to motivate customers, especially parents, to go for the product as it promises to make their child stronger, taller, and sharper.

8. STATISTICS AND FACTS OF INTERNET USAGE IN INDIA

With over 460 million internet users, India is the second largest online market,. By 2021, there will be about 635.8 million internet users in India. Indians often turn to mobile internet, showing increase of amount of 524.5 million and around 37.4 percent respectively in 2021. In 2021, it is estimated that there will be around 358.2 million social network users in India. Facebook is the most popular social networking site in the country. Other popular networks include WhatsApp, Google+, and Skype. It shows online shopping is also a popular online activity of Indian internet users. Retail e-commerce sales in India amounted to about 16 billion U.S. dollars that year and are projected to surpass 45 billion U.S. dollars in 2021.

9. SUGGESTIONS & RECOMMENDATIONS:

Digital trends keep on *changing like seasons*. Therefore, if marketer is not up-to-date with Online trends, then there is high chance that he will be left behind. Every year we see rise & fall of different trends that force online marketing world to evolve. Therefore, the policy of online marketing includes motivator factors like *cash back guarantee, cash on delivery, easy access to branded products, substantial discount compared to retail & last but not least fast delivery of product*. Businessman who is doing Online marketing should check CTR (Click through Rate) & BCR (Bounce back rate) & do advertising accordingly. **ROI** should be decided based on information collected. Qualified staff should be appointed to handle all this. It will not only help businessman to ensure better online branding for their business but also aid him stay ahead of his competitors.

10. CONCLUSION:

People are becoming more & more apathetic to all sorts of advertisements surrounding them, especially younger generation & mostly in case of digital media where no internet is connected to the ads & therefore has less interaction possibilities. The impact of online marketing on society is such that any common man or housewife is doing his/ *her small-scale business by putting their videos, advertising their product on YouTube, Facebook. Colleges also do online marketing for their fests.*

The online marketing has tremendous potential to increase in sales provided business should have knowledge to implement it in right way. Benefits like increase brand recognition & better brand loyalty can be gained by effective media plan. Online marketing campaign help in reduction in costs to boosts in inbound traffic and better ranking in search engines.

Online retail is on rise .60% web users in India visit online retail sites. Of total online market products, consumer durables account for 34%, apparel & accessories 30%, books 15%, beauty & personal care 10% & home furnishing 6%. Over 50% of sales in these categories take place in non-metro cities

The 2018 report also shows diversification in platforms used for digital marketing .50% of brands now use Google & Instagram. This clearly points out immense popularity of Instagram has taken over the last year over digital marketers.

The Digital Marketing Industry report 2018 clearly shows the growing importance of digital marketing in every industry. Digital marketing in India should seized this opportunity to deliver quantifiable, significant results for brands through variety of innovative strategies. As online marketing is subset of digital marketing it is applicable to online marketing also.

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