

# Online Marketing: Concept and its Impact

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## ABSTRACT

Day by day growing digital market in India is an evident that the Digitalization is taking place with high speed. Eventually, even for buying a product from shop situated near to home consumer may use the internet to place order. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media (Vishal Midha, 2012). This paper sheds lights on concept of online marketing, impact of online marketing on consumer purchase, traditional marketing VS online marketing.

**Key words:** online marketing, traditional, advantages, impact etc.

## Introduction

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, Google AdWords and more. The objective of marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socializing online.

Widespread adoption of the internet for business and personal use has generated new channels for advertising and marketing engagement, including those mentioned above. There are also many benefits and challenges inherent to online marketing, which uses primarily digital mediums to attract, engage, and convert virtual visitors to customers.

Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television and radio advertisements.

Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and traditionally difficult to measure. Think of national TV ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. These methods are traditionally not well-suited to controlled experimentation. Today, anyone with an online business (as well as most offline businesses) can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost. Those marketing products and services also have the ability to experiment with optimization to fine-tune their campaigns' efficiency and ROI.

## Objective of the study

- 1) To study concept of Online Marketing
- 2) To study impact of online Marketing on consumer purchases

## Research Methodology

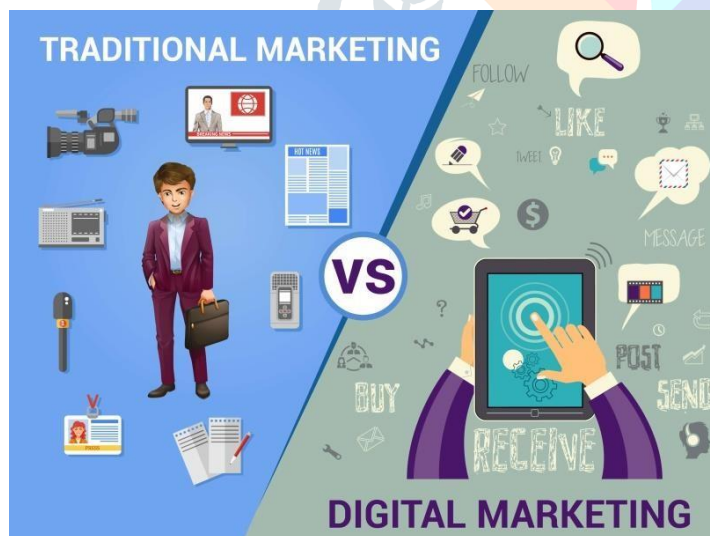
The present study is purely based on Secondary data which were collected from books, Journals, news paper and websites.

## Traditional Marketing VS Online Marketing Theoretical

### Explanation



## Conceptual Understanding of Online Marketing/Digital Marketing



Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Such changes, including the internet, have forced today's marketing executive to becoming more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling,

buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com.

### **Advantages of Online Marketing**

Marketing has genuinely progressed globally with the advent of the internet and the mobile devices. There is no doubt that digital marketing has overtaken the traditional means of marketing and has become the most popular business conduit for transaction and sales. Spot advertising or traditional marketing piques the interest of only the local customers. But with the digital marketing services, deals can be pitched in a customized manner to have a global reach without having to spend much on it.

#### **1. Low cost of advertising and sales**

With digital marketing, what one needs first to do is have a web presence. Hire the services of a certified web development company like WDIPL and have your customized website built. Once done with this, you can register your business for free on some listed business directories. This listing helps you to spruce up your business among the global customers and succeed in becoming visible without having to spend on advertising and promotion.

#### **2. Global Reach**

With e-commerce soaring to great heights, sales can be made with just the click of a button. With the services of an e-commerce web development company, design your site which will help you to make transactions faster and thus you can deal with customers in the far-flung cities with your online business. Digital marketing helps you to pitch in your sales at any time of the day, and thus you can run your campaign 24\*7 at no extra cost.

#### **3. Convenience and ease of business**

Your business will reach all who have mobiles and internet connectivity. With the services of an efficient mobile application development company, you can have your mobile business app that is extremely convenient and easy to reach target audience within a short span of time. The mobile app makes it easy for customers to have quick access to all the products and transactions are completed within a matter of seconds.

#### **4. Low operational cost**

Not only does online digital marketing get rid of the necessity of physical store but it also cuts down on the unnecessary expenditure of hiring workforce for sales, accounts, marketing and promotion. The initial cost of building a website can be worked out cheaper by engaging the services of competent companies for web development in India.

#### **5. Result tracking**

You are not done once you start your online business. You need to keep a hawk's eye on your advertising campaign and make use of varying tools to track it. Hire the services of an efficient SEO company in India like Website Developers India Pvt Ltd to measure and track results to give you an analysis of the visitor profile and help you to convert the leads into potential business. They help you to get better traffic, leads, conversion and

thus get the desired results. There is no better option than online internet marketing in today's highly competitive era. Those who adapt themselves easily and quickly are the survivors. Where do you stand in this competition today?

## Online Marketing Tools

There are a number of tools that can be used to build and maintain a robust online marketing program:

- Email Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Display Advertising
- Search Engine Marketing (SEM)
- Events & Webinars
- A/B Testing & Website Optimization
- Content Marketing
- Video Marketing
- Marketing Analytics
- Marketing Automation
- Customer Relationship Management (CRM)
- Content Management System (CMS)
- Pay-per-click (PPC) Advertising
- LinkedIn Ads
- Affiliate Marketing

## Conclusion

Day by day growing digital market in India is an evident that the Digitalization is taking place with high speed. Eventually, even for buying a product from shop situated near to home consumer may use the internet to place order. From the study it is clear that the low price offered by the online shopper play mostly positively influencing factor compare to other retail market price motive the consumer to shop online. Purchase through online saves time and more convenience due to 24X7 availability and large number of brands with their images are displayed in the portals helps customers to know about their products how it actually looks at.

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