Impact of Online Marketing Tools on the Brand perception of the customers.

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Abstract

This research is based on studying various consumer perceptions for product/services based on the various tools used for online marketing by various organizations such as Chat Helpline, Review Marketing, Email Assistance, Email Advertising, Social Media Advertisements and Word of Mouth. Online Marketing has become a blessing for organizations, as it can reach customers easily in the Age of Globalization where Internet has become the need of the hour. This research focuses on finding out what perceptions a customer holds on a particular brand depending upon the various tools of marketing used by the organizations and how an organization can boost the response for its products and services by using the best possible tool. Review Marketing is being used by E-Commerce portals so as to attract customers based on the reviews given by the existing customers and it has been proved effective. Online Marketing has helped Small and New Businesses in easily promoting their business on a Larger Platform through the help of Social Media and Online Marketing Tools. By using the various tools organizations make marketing a two way communication process involving their customers to participate and contribute in their success by just giving reviews of the products or services used by them and making the new customers choose wisely after going through the various options available. The organizations convey their dedication towards customer prioritization through use of these tools.

Keywords

Online Marketing, Review Marketing, Email Marketing, Social Media Advertisements, Live Chat.

Objectives of the Study

1. The main objectives of this research is to Understand the Meaning of Online Marketing and some most effective Tools of Online Marketing.
2. To Find out the brand perception created on the customers with the use of various online marketing tools.

Introduction

In the Time where Globalization has become a necessity Internet is the Best option for each and every individual so as to satisfy all kinds of needs. Needs related to daily use or any products/services or any kind of research is easily available on the Internet Free of Cost. This is giving organizations an opportunity to advertise its products and services on the Global Internet Platform with the help of Various options available online.

Online Marketing also known as Internet Marketing refers to Advertising on the Internet platform with the help of various Online Marketing tools. Online Marketing provides a Synergistic, Virtual space to organizations for promoting their products/services. The Biggest Advantage of online marketing is, it is fast, easily amendable and pocket friendly which can be used by Small and New businesses also. Online Marketing is not just considered as a Channel of Promotion but it is considered as the best among the prevailing channels for Marketing. The Major Goal of Online Marketing is to Develop a Higher Sales for the company by building a brand awareness.

Internet marketing could also be defined as: "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving customer knowledge (of their profiles, behavior, value and loyalty

drivers), then delivering integrated targeted communications and online services that match their individual needs". Chaffey 2007.

Some Most Effective Online Marketing Tools

- **Review Marketing**

When so many options are available on the internet , it becomes very challenging to regularly be updated with something that will engage and satisfy people simultaneously. At such situations making your customers your brand ambassadors is a great idea. Bringing some of your regular customers into a group as your brand ambassadors, you can very effectively create a genuine voice as it will be sound distinct, truthful and very importantly true. The continuously updating competition on the internet, is making it important to make your customers brand ambassadors of your brand.

Having your customers to share their real time experience on your website, blogs, social media accounts, etc. will reflect your brand performance in the real world. A Good customer review will bring to you more response as compared to the other tools of marketing.

Almost 70-75% of people go through your previous customer reviews before making a buying decision.

Consumerist.com reveals that it's a good idea to <u>include a review or comment</u> expressed in your customers' own words when marketing your brand on different channels.

 Some Reasons that give explanation why customer reviews are so necessary.

- <u>88% of people read reviews</u> to determine the quality of a local business. (**Source:** Brightlocal.com)
- 72% of consumers say positive reviews make them <u>trust a local business</u>. (**Source:**Moresocialsuccesspartners.com)
- <u>88% of consumers trust online reviews</u> as much as personal recommendations (**Source:**Mdgadvertising.com)
- <u>Reliability (27%), expertise (21%) & professionalism (18%)</u> are the most important reputation traits for a local business. (**Source:** Invespcro.com)
- A customer is likely to <u>spend 31% more on a business</u> with "excellent" reviews. (**Source:** Webfeat.net)

- **Social Media Advertising (SMA)**

Compared to the traditional advertising, the advertising on the social media platform provides a better response for the business. By using SMA people using the web can view to similar advertisements depending on their previous interactions. Various Businesses can therefore easily target the exact customers for their marketing purpose. By using Social media advertising business organizations can make their advertisements related to their particular Services/products on popular websites Instagram, Face book, YouTube and Twitter.

 Face book ads allow advertisers to choose to promote a post on their page/profile of the users according to their previous clicks. They help in selection depending upon factors like location, gender, age. Face book also allows the advertisers to set their budget on daily basis and to find out the reach of the ads made by them accordingly helping them to choose wisely.

Twitter/Instagram advertisement gives a chance to marketers to make a choice of what they want their campaign to achieve like creating new followers, increase response to their products/services or raise a brand awareness. These websites same as face book allows you to select your customer group based on factors like age, gender, location and interests and also set a target depending on your budget. As the budget set is completed the advertisements will stop running and will ask for repayment if you wish to pay for further engagements.

YouTube Ads in summary is displayed between the videos an individual wishes to view. The advertisements made on this website does not depend on the factors for deciding the target audience, instead it is displayed for the general public. Video advertisements create a more effective influence on this web page.

- **Email marketing**

  Email Marketing is the most commonly used tool of Online Marketing strategy. In the beginning it was the only tool available. It included tasks like handling the auto responder facility, managing effectively the subscriptions made by the old as well as new customers, Sending emails to people who can be potential customers and also handling follow ups. This was a very challenging task which made email marketing software one of the most valuable tool.

  Following are some software's that can be used for Email Marketing.
  - A Weber
  - Cakemail
  - Campaign Monitor
  - Clearbit Connect
  - Constant Contact
  - ConvertKit
  - EmailOctopus
  - FeedBlitz
  - GetResponse
  - Hunter
  - Infusionsoft
  - Leadfeeder
  - Litmus
  - Mailchimp
  - Mailgun
  - MotionMail
  - NewsletterBreeze
  - Sendbloom
  - Sendy

- **Live Chat**

  Recent developments in the online marketing world are introduction of Live Chat also commonly known as web chat. It simply involves the real time of the customers in a text based format for obtaining replies to queries and complaints. It is the most widely preferred tool now a days as it eliminates the long waiting hours that is used for telephonic conversations and email methods . It is the most preferable customer support software as it is proving very efficient due to the quick inter-activeness and easy to use service as majority people are aware about the chat system.

  It helps in increasing customers the reason is now a days customers need someone who can immediately solve their doubts if they get confused. On the go quick and timely response helps in eliminating the frustration that can be created among the customers as a result of long waiting time used by other marketing tools and safeguard that the customers wishlist proceeds towards checkout. Being a free market research tool it is very useful source of information as it can be used to save the data of the conversations with the customers. It also provides an opportunity to obtain direct feedback about the use of a product/service or on the experience after using the live chat feature.

- **Word Of Mouth**

  Word-of-Mouth ("WoM") refers to what happens when people who know about the products/services of your organization express their views and tell others about you and your business.

  This tool can be used by creating good relations with the valuable and regular customers, suppliers and other investors of your business by giving them a good experience, which they will further share with others. It can also be done by asking your satisfied and happy customers to give reference about your business to others as Customer References works great in increasing sales.

Review of Literature

 Review of Literature paves way for understanding that Online Marketing tools are must haves in the fast growing technological world for effective marketing strategies that ensure maximum profits. Email Marketing helps to safeguard carefully drafted messages that are not blocked on the way to the recipients. Live chat feature helps in Minimizing customer loss by live interactive chat system. Having your customers to talk about your products through the effective use of reviews and Word of mouth strategies increases new customer involvements in a hassle free and effective manner. Customer feedbacks through email marketing can be used to figure out and optimize the proper strategy to be used suitable to the different customers. Social media advertising can be used for targeting customers without disturbing their valuable time based on their preferences and choices. Customers do not comprise of only the buyers of your organization but also includes the various other people like the suppliers, investors who also have an influence on your brand in the outside world. Review Marketing strategies used by various e-commerce portals like Amazon , Flipkart, Snapdeal, Myntra etc is having a positive response from customers having similar likes and preferences.

Using updated and most commonly used Online Marketing Tools can cater to the increasing demands of the valuable customers. In the era of globalization where everyone is busy working for improving their standard of living people are getting more prone to the use of internet. By making everything available on the internet Business Organizations can keep pace with the everyday increasing demands of the world.

This research has shed light on the opportunities and challenges of Internet through the use of Online Marketing. The Important ones being Abolishment of Geographical boundaries, Quick and appropriate results, wider audience, Personalized attention to potential customers.

Internet marketing analytics data can also give digital marketers a better insight about their targeted customers purchasing behavior among other things.

Research Methodology

The data and information for the research is collected from articles, case studies, various websites like Face book, Instagram, YouTube and Twitter and various research websites. The information collected was processed taking into consideration the various market trends and customer preferences. The results taken into consideration was based on use of various tools by people who are friendly with the use of internet. The research included the history and advancement of internet in the upcoming future.

Conclusion

Internet has transformed every facet of life including marketing. Internet has developed end number of opportunities for small and medium business organizations by removing the barriers of geographical boundaries. Internet marketing channels with the use of Online marketing tools has encouraged small and new businesses to become competent with the already existing big boys in the market. Buying and selling of all Products/services has become easy due to the high use of internet irrespective of the geographical boundaries. Online Marketing has created customers globally in a very cost effective and pocket friendly way which does not requires large amounts of investments as compared to the old traditional ways of Marketing.

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