

ONLINE APPS AND MARKETING

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ABSTRACT:

Online marketing is also known as E-marketing, Internet marketing, Online marketing they refers to advertising and marketing attempts which they use emails and web as their strategy for business. This article describes about how start-up firms utilize networks has focused on direct effects of either the personal network around the entrepreneur or the formal collaboration network around the firm and includes different kinds of brands developing their products using e-marketing The new e-business development is developing an account, growing the business and expanding your services once you've established a client relationship The capability and willingness to develop manage and organize a business venture along with any of its risks in order to make a profit. Which is most obvious example of entrepreneurship is the starting of new e-businesses.

INTRODUCTION:

Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When Internet was still in its formative years, marketing people used to depend on traditional media such as television, radio, handbills, billboards, newspapers, and magazines. times a day.

2. Online marketing - Online marketing is advertising and marketing the products or services of a business over Internet. And, also online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. It is also termed as Internet marketing, Web marketing, or simply, OLM.

Today, the Internet is premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus Internet is the lucrative place to promote the business.

ONLINE APPS:

Day to day apps is used at every part of the world. Even a small kid is using apps for playing games, watching videos, etc. Here is the list of some of the online apps which are mostly used according to their category.

As defined by the American Marketing Association, “marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large”.

Marketing changes the perspective of a person. There are two approaches of marketing –

1. **Traditional marketing**- Traditional marketing is a type of marketing where marketers use traditional platforms such as print media and broadcast media, etc. Before the popularity of digital marketing and social media marketing, traditional marketing was the choice of companies to promote their products to their customers. However, traditional media marketing is still used by companies to promote their products and they still spend huge money to promote their products using traditional media marketing. Auto and vehicles – cars24
 - a) Business – LinkedIn
 - b) Communication – Skype

- c) Education – Byjus
- d) Entertainment – Netflix
- e) Finance – PhonePe
- f) Food and drink – Swiggy
- g) Shopping – Myntra
- h) Social – Twitter
- i) Travel– Redbus

Now let us know about these apps briefly.

1) CARS24

Cars24 is an online used car marketplace that is headquartered in Gurgaon, India. The company sells more than 1, 50,000 cars annually. The company is considered among the four major organized players in the used car segment in India. It is a private limited. Cars24 was founded in the year 2015. Its key people are Sandeep Vikram Chopra, Mehul Agrawal, Gajendra Jangid, and Ruchit Agarwal. Its turnover is about Rs.16, 880 million (Us \$240 million).

Features and Benefits of the app - This app facilitates the convenience of selling used cars. CARS24 buys any old car, irrespective of the condition, model, state of registration & make; while not compromising on the price. This simply translates into providing customers a complete second hand cars solution. All seller needs to do is - book an appointment with any of the branches for a free inspection to get correct used car valuation or can use CARS24's tool that provides a rough estimate - Calculator (receive car valuation online). It ensures that the entire process of selling used cars is a matter of hours, & the customer leaves the branch with a good user experience.

2) LINKEDIN

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. It was launched on May 5, 2003; the platform is mainly used for professional networking, and allows job seekers to post their CVs and employers to post jobs. As of 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. Since December 2016, it has been a wholly owned subsidiary of Microsoft. As of February 2021, LinkedIn had 740 million registered members from 150 countries. Its headquarters is in Sunnyvale, California, U.S. The founder of this app is Reid Hoffman.

Features and Benefits of the app - Job searching is easy with LinkedIn, the most trusted network. Find jobs in India and around the world that are right for you, in any industry. Easily and instantly search and find your next job from millions of business opportunities. LinkedIn can help you take the right steps to start building connections and finding career opportunities. Filter through millions of job openings instantly to find the right ones for you. Job alerts will notify you about the companies or positions you are interested in so you can be the first one to apply, directly through the app.

3) SKYPE

Skype is a proprietary telecommunications application that specializes in providing video chat and voice calls between computers, tablets, mobile devices, the Xbox One console, and smart watches over the Internet. Skype also provides instant messaging services. Users may transmit text, video, audio and images. Skype allows video conference calls. It was initially released in 29 August 2003. The original author is Priit Kasesalu and Jaan Tallinn.

Features and benefits of the app - Video calls can support up to 24 people. We can also send messages to individuals or to a group by creating one. One can read and reply to their phone's SMS messages in Skype on their PC. Send photos and videos with your family and friends. Share your screen to make travel plans with friends or present designs to your team. You can also make voice calls to anyone in the world on Skype. You can also call mobile and landlines at low rates. We can also express ourself and liven up conversations with emoticons, by clicking on the "+" in chat to send a Giphy or images from the web, and annotate images with

words, lines and more.

4) **BYJU'S**

Byju's is the Indian educational technology and online tutoring firm founded in 2011 by ByjuRaveendran. The company was valued at US\$12 billion in November 2020, and is among the country's most valuable private internet companies. The headquarters is situated in Bangalore, Karnataka, India.

Features and Benefits of the app – The app contains many engaging video lessons and personalized learning. This app is designed to help students practice, learn and understand concepts in an in-depth and easy-to-grasp manner. Students can also try the comprehensive online tutoring program, BYJU'S Classes on the app. This program features online classes, live doubt-resolution, and one-on-one mentoring to help students learn better.

5) **NETFLIX**

Netflix is an American over-the-top content platform and production company headquartered in Los Gatos, California. Netflix was founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California. The company's primary business is a subscription-based streaming service offering online streaming from a library of the films and television series, including those produced in-house. In January 2021, Netflix reached 203.7 million subscribers, including 73 million in the United States. It is available worldwide except: mainland China (due to local restrictions), Syria, North Korea, and Crimea (due to US sanctions). It was reported in 2020 that Netflix's operating income is \$1.2 billion. The company has offices in France, Brazil, the Netherlands, India, Japan, South Korea, and the United Kingdom. Netflix is a member of the Motion Picture Association (MPA), producing and distributing content from all countries all over the globe.

Features and benefits of the app - Browse new titles or search for your favorites, and stream videos right on your device. The more you watch, the better Netflix gets at recommending TV shows and movies you'll love. Create up to five profiles for an account. Profiles give different members of your household their own personalized Netflix. Enjoy a safe watching experience just for kids with family-friendly entertainment. Preview quick videos of our series and movies and get notifications for new episodes and releases. Save your data. Download titles to your mobile device and watch offline, wherever you are.

6) **PHONEPE**

PhonePe is an Indian digital wallet platform and online payment company headquarters in Bangalore, India. PhonePe was founded in December 2015, by Sameer Nigam, Rahul Chari and Burzin Engineer. The PhonePe app, based on the Unified Payments Interface (UPI), went live in August 2016.

Features and benefits of the app - PhonePe is a payments app that allows you to use BHIM UPI, your credit card and debit card or wallet to recharge your mobile phone, pay all your utility bills and also make instant payments at your favorite stores. You can also invest in mutual funds and buy insurance products. By Linking your bank account on PhonePe and transfer money with BHIM UPI instantly. The app is safe and secure, meets all your payment and banking needs.

7) **SWIGGY**

Swiggy is India's largest and highest valued online food ordering and delivery platform founded in 2014. Swiggy is based in Bangalore, India, and as of March 2019, was operating in 100 Indian cities. In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores.

Features and Benefits of the app - Order food, groceries, and other essentials online. Restaurant and Delivery Partners trained in hygiene protocols. Find top restaurants and stores in your city and 30+

cuisines to choose from. Late-night delivery services. Order from supermarkets near & far away from you and get it delivered in less than 2 hour time. Explore collections like Best Safety Standards, Veg Only, Healthy Food, Pocket Friendly, Premium, and more.

8) **MYNTRA**

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items.

Features and benefits of the app – Receive the best prices on the latest fashion, best deals of the day and offers. Get Extra discount and Free Delivery on your first purchase. Browse thousands of fashion brands for the latest styles and shop trending clothes for men, women, and kids. Easy Tracking, exchange and return with just a click.

9) **TWITTER**

Twitter is an American micro blogging and social networking service on which users post and interacts with messages known as “tweets”. Registered users can post, like retweet tweets, but unregistered users can only read them. Users access Twitter through its website interface or its mobile-device application software.

Features and benefits of the app - expand your social network and stay updated on what’s trending now. Retweet, chime in on a thread, go viral, or just scroll through the Twitter timeline to stay on top of what’s happening, whether it’s social media news or news from around the world. Explore top trending topics in media, or get to know thought-leaders in the areas that matter to you; whether your interests range from celebrity tweets to politics, news updates or football, you can follow & speak directly to influencers or your friends alike.

10) **REDBUS**

Redbus is an Indian online bus ticketing platform providing ticket booking facility through its websites, IOS, and Android mobile apps. Headquartered in Bengaluru, India, it connects bus travelers with a network of over 2500 bus operators, across India, countries in South East Asia and Latin America.

Features and benefits of the app - Quick and simple booking process to procure bus tickets on luxury buses and at a low price. With Red Bus, you will discover the meaning of luxury transport services. All you have to do is enter your departure and destination locations along with the date of your planned journey. Select your seat, complete your payment, You have now successfully booked your bus ticket online.

CONCLUSION:

The importance of marketing on the Internet is increasingly important for company. In fact, online marketing has become an important focus for most companies as they look to reach customers online and grow sales. New technologies in digital marketing has moved a great deal. The market approach has also evolved with the rise of new technology.

Customers and marketers need to learn about the pros and cons of digital marketing to get the best out of it. When you don’t learn the pros and cons of digital marketing, you won’t reap the full benefits.

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