



# IMPACT OF ONLINE MARKETING STRATEGIES ON CUSTOMER SATISFACTION

**1.T.vijaya**

Research scholar

PG and Research Department of Commerce,  
Thanthai Hans Roever college Autonomous  
Perambalur, - 621 221 Tamil Nadu.  
(Affiliated to Bharathidasan University )

**2. Dr. K. Maruthadurai**

Research Advisor and Assistant professor  
PG and Research Department of Commerce,  
Thanthai Hans Roever college Autonomous  
Perambalur, - 621 221 Tamil Nadu.  
(Affiliated to Bharathidasan University)

## ABSTRACT

Online marketing has become an essential tool for businesses to connect with customers in the digital age. This study examines the impact of online marketing strategies such as social media marketing, email marketing, content marketing, and search engine optimization (SEO) on customer satisfaction. The research analyzes how these strategies influence customer perception, purchasing behavior, and overall experience. The findings indicate that personalized communication, attractive offers, engaging content, and user-friendly platforms significantly improve customer satisfaction. However, misleading information and excessive promotions may negatively affect customer trust. The study concludes that effective and customer-focused online marketing strategies play a crucial role in enhancing satisfaction, loyalty, and long-term business success.

## Keywords

Online Marketing, Customer Satisfaction, Digital Marketing, Social Media Marketing, SEO, Customer Experience, Brand Loyalty

## I Introduction

Online Marketing is the Art and Science of selling products and services over digital networks, such as the internet and cellular phone networks. Online Marketing is becoming a hot topic in every business sector, gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the internet to deliver promotional marketing to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publishers, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place advertisement copy, an advertisement server

who technologically delivers the advertisement and tracks statistics and advertising affiliate who do independent promotional work for the advertiser.

## II. Research Method

### Tools for online Marketing

1. Display advertising
2. Text advertising
3. Web banner advertising
4. Search Engine Marketing
5. Search Engine Optimization
6. Sponsored Search
7. Social Media Marketing
- 8] Mobile Advertising
9. Email Advertising

### III Review of Literature

Kotler, (2003) described Consumer buying method as learning, information-processing and decision-making activity divided in several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior. Identified the main constituent of the online shopping experience as follows: the functionality of the Web site that includes the elements trade with the site's usability.

The emotional elements planned for lowering the customer's hesitation by communicating trust and credibility of the online seller and Web site and the content elements including the aesthetic aspects of the online presentation and the marketing mix.

Rowley Jennifer, (1998) examined that internet is becoming a hotbed of advertising, shopping and commercial activity.

Hsieh et al., (2013) stated that internet is influencing people's daily life more so as compared to past. People's daily activities have gradually shifted from physical conditions to virtual environment.

Li Na and Zhang Ping, (2002) examined that online shopping has become the third most popular Internet activity, immediately following e-mail using, instant messaging and web browsing.

Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet . A consumer may at his or her leisure buy from the comfort of their own home products from an online store. Ibrahim et al., (2018) due to a shift in consumer purchase behavior, digital marketers are being drawn to social media advertising. According to social media surveys, the average consumer spends 37 minutes per day on prominent social media channels such as Facebook and Twitter, and 10% of internet users spend time on social media sites. Consider the potential market share gains that social media marketing might provide for internet marketers According to Santos (2020), among the advantages of digital marketing is that it is low-cost but successful at attracting clients 24 hours a day. Online marketing is the practice of advertising and selling items and services through the use of digital and virtual environments. In 2013, over 53% of digital marketers had already established a social media presence for their companies, and by 2014, social advertising spending would continue to expand. herefore, this study aimed to examine the digital marketing strategies used by

online business sellers during the COVID-19 crisis. Based on the literature review (Tabuena, Hilario, & Buenaflor, 2021; Tabuena, 2020) using the qualitative descriptive research design (Tabuena, 2021; Tabuena & Hilario, 2021)

**Online Marketing Strategies:**

1. Websites and blogs are pull strategies.
2. Build websites & Blogs.
3. Company's social media profiles.
4. Long-term success.
5. The company tries to draw in customers through different kinds of advertising, such as TV

**IV. Results and Analysis****Method of Online Marketing**➤ **Article Marketing**

To build links for your site, enhance your website's search engine ranking and getting traffic.

➤ **Forum Marketing**

Forum is a place where people gather and discuss their problems, strategies etc. Again a good traffic builder.

➤ **.Search Engine Marketing**

This involves search engine optimization of your website design and content.

➤ **Pay per click Advertising**

This is a paid service where you pay the service provider every time your link is clicked.

➤ **. Link Exchange**

In this a website places a link for other website in exchange for its link on that site.

➤ **. Link Purchase**

You can purchase placement of your website link on other website

➤ **. Classified Advertising** You can advertise your website on the web like craigslist. Com and Usfreeads.com.➤ **. Ezine Marketing**

This is refers to email marketing.

➤ **. Lead purchase**

There are some paid services which will provide you with the names and email addresses of the people or leads against a payment. This method is called lead generation.

➤ **.Viral Marketing**

Here, you make a useful product like e-book or software, build some humorous video or funny email and allow people to pass it on freely.

➤ **Press Releases**

Here, you build a press release for your website and submit it to one or more press release sites like prweb.com

➤ **RSS Marketing**

Really simple syndication, people can subscribe to these RSS feeds and can view the content of the website via their RSS reader.

➤ **Blog Marketing**

Blog is an online journal which can update on regular basis.

➤ **Social Booking Marking**

This is latest marketing buzz.

➤ **Video Marketing**

This is even newer. You can upload a video on the sites that allow. People would watch and then visit your site.

➤ . Social Sites

Example include: Myspace.com, orku t, Face book, etc. These can be great ways to make more contacts and get leads.

➤ .Podcasting

Podcasting uses digital media files which are distributed all over the internet via syndication

## V. Importance of Online Marketing ;

Ling, said that customers can take enjoy online shopping for 24 hour per day. Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store shopping because consumers can just complete his requirements just with a click of mouse without leaving their home. Online shopping has some advantages like below

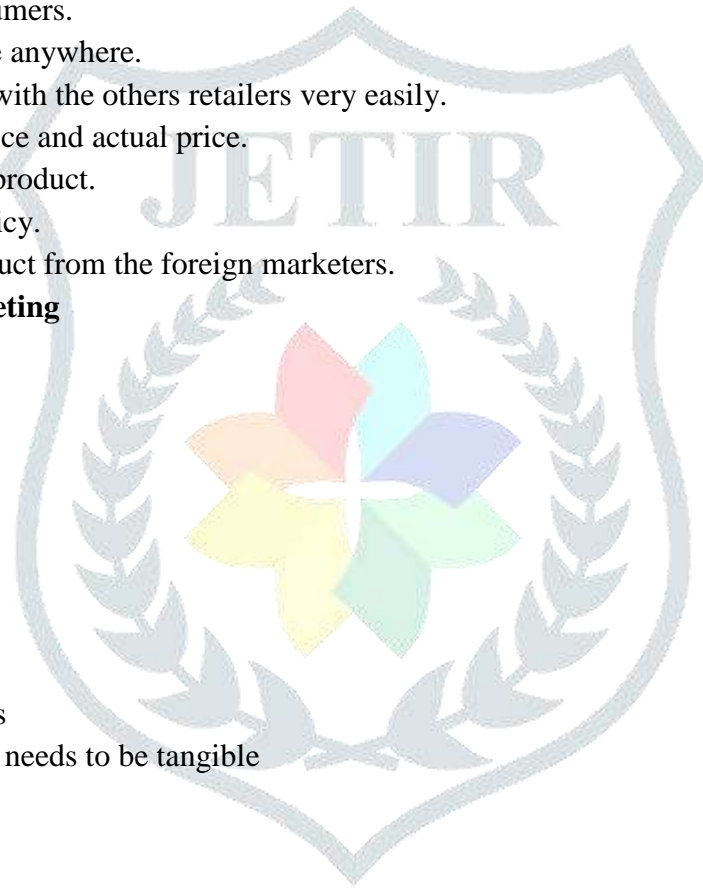
1. Save the Time of The consumers.
2. They can purchase any time anywhere.
3. The can compare the price with the others retailers very easily.
4. Compare the advertising price and actual price.
5. They can easily track their product.
6. They can use cash back policy.
7. They can purchase the product from the foreign marketers.

### Advantages of Online Marketing

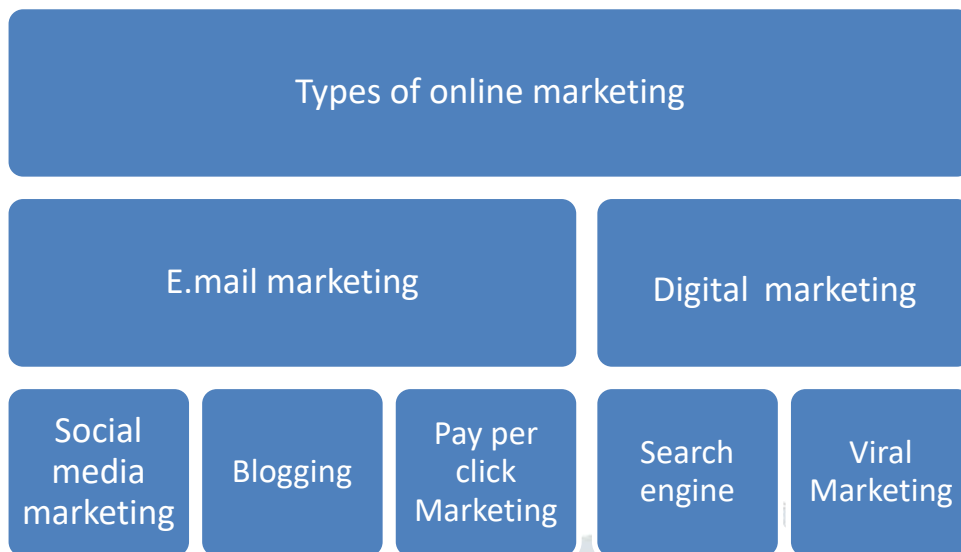
1. One to one approach
2. Cater to specific interests
3. Different content by choice
4. Geo-marketing
5. Relatively inexpensive
6. Global business
7. Measuring statistics is easy

### Disadvantages

1. Illegal or unethical practices
2. Physical demonstration and needs to be tangible
3. Transparency
4. Cost of Hardware



## Types of Online Marketing



### 1. E-Mail Marketing

1. There are 2 main ingredients to an effective email marketing campaign.
2. They are to build a large list of people you can email and to write great emails.
3. The emails should be packed with free value and they should move people to buy what you are trying to sell

### 2. Pay per click Marketing

1. You have to pay for PPC ads.
2. You target certain words and then when those words are searched for on a search engine such as Google your ad will appear.
3. But you do have to pay every time your homework and find out how to effectively use PPC.
4. Otherwise you can easily lose a lot of money in a short amount of time.
5. But if you do learn how to use PPC effectively then you can make a lot of money just as fast.

### 3. Social Media Marketing

1. Social media is very popular right now and it's only getting more popular.
2. You can tap into that popularity by using social media to sell your products.
3. Just make sure you don't SPAM people. In fact, you shouldn't use any social media to directly sell anything.
4. Just use social media to direct people to other sites where you can then hit with a sales pitch.

### 4. Digital Marketing

1. With regards to the Internet, this is the promoting of brands using all forms of online digital advertising channels to reach consumers.
2. This includes video channels, Internet Radio, mobile phones, display or banner ads, digital outdoors, and any others form of digital media.

### 5. Viral Marketing

1. Marketing Techniques that use social networks to produce an increase in brand awareness or achieve other marketing objectives (Such as product sales) through self-replicating viral processes.
2. It can be word-of-mouth delivered or enhanced by the network effect of the Internet. Viral promotions may take the form of video clips, interactive Flash games, e-books, images, or even text messages.

### AIDAS MODELS :

After a consumer's Purchase it is very hard to define which advertising medium was the crucial one for the final purchase. It is important for a company to know which mediums are worth to keep or to invest.

Before, analysis tools like the so called First-Click-Winner or Last-Click-winner were used. That means only the first advertising medium which was clicked on or the last one has been seen as the crucial medium. Nowadays it is

clear that every single medium a consumer passes while his or her journey has a necessary influence on consumers' behavior. A customer gets through the following phases before making a decision: attention, interest, desire and action.

### 1. **A- Attention**

Initial point where your brand and/or business is recognized and knowledge.

### 2. **I – Interest**

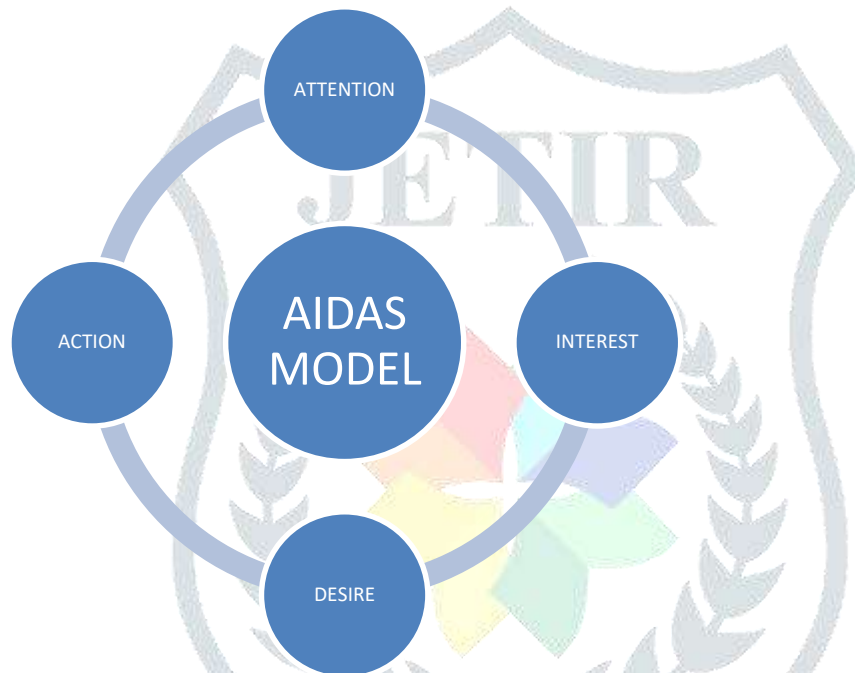
Generating thoughts and discussion about your brand.

### 3. **D – Desire**

Communicate your message through the use of social media and email marketing.

### 4. **A- Action**

The stage where the conversion is complete and back to the 'interest' stage to retain them. Your website is responsible for this stage.



## **VI Problems of Online Shopping**

Online shopping problems are great barrier to the online purchase aim of customers. General problems include prospect of having credit card. The obscurity to confirm the reliability of the provide goods and the risk to buy a product that it would not value as much as customer pay for it. After- sales problems, involved difficulty to change not working product with a new one and products warranty are not assured. Online shopping has various disadvantages:

1. The customers can not touch and feel of the products when they want to Purchase.
2. Some time delivery time is so much late.
3. Some time they will pay the shipping charges so why the cost of the product may increase.
4. Lack of personal attention by the sellers. More chance to fraud.
5. Security of internet banking password and credit card password.
6. Lack of quality.

## **VII Conclusion**

Online marketing offers an enormous amount of possibilities for companies. It is an evolving world which is why constant development of strategies is necessary. It is much easier for customers to find substitutes from competitors on the internet because of the minimal effort a person has to make to get to another website. Every internet page is full of different kinds of touch points as advertisements and offers.