ABSTRACT

The purpose of undertaking this study is to explore potential of Online Marketing and to publish comprehensive information of benefits and limits of this untraditional marketing approach for increasing efficiency of the marketing activities of small and mid-sized organisations. The world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more. It is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether. The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. Some of the key forms of it at present are Websites and SEO content, Blogs, Internet banner ads, Online video content, Pay-per-click (PPC) advertising, Email marketing, Social media marketing (Facebook, Twitter, LinkedIn, etc.), Mobile marketing (SMS, MMS, etc.). But one of the main benefits of conducting marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, quickly view customer response rates and measure the success of marketing campaign in real-time, enabling to plan marketing strategies more effectively. Studies by analysts such as Gartner indicate that increasing numbers of consumers use social media and research on mobile Internet to carry out preliminary product and price research before making final decisions. Internet marketing enables the firm to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

Keywords: Online marketing, Digital marketing, E-Marketing

INTRODUCTION

Online marketing is also known as digital marketing. Digital marketing is not only a rapidly growing force in the current marketing playing field, but also it is set to be the future of marketing and it seems likely that digital media will soon replace more traditional forms altogether. The main reason is that, digital methods of communication and marketing are faster, more versatile, practical and streamlined.

REVIEW OF LITERATURE

The review of literature related Minimum support price is based on various books, journals and research articles Etc.

Ciprian Pavel (Feb, 2012), in his study ‘The growing importance of Social media in Business marketing’ emphasised that, businesses have definitely realized the power of social media and accepted that social media marketing has to be a part of their marketing and PR mix.

Vikas Bondar (2004), has published his article on “sales and marketing strategies”. Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check
the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

J Suresh Reddy (2003), has published article in Indian Journal of Marketing. Title of article is “Impact of E-commerce on marketing”. Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases. Even cyber shopping allows customers to sit in the comfort of their homes and purchases their goods. One can shop any kind of product or service in the mind of the night and from any part of the world.

OBJECTIVES OF THE STUDY

Marketing on the Internet, can overcome barriers of distance. It allows to sell goods in any part of the country without setting up local outlets, widening the target market, making it cost effective to the consumer etc. thus its importance is growing at a fast pace. The objective the study is as follows:

1. To understand the importance of online marketing in changing market scenario.
2. To understand the reasons for growing popularity of online marketing.
3. To assess the impact of online marketing on the consumer behaviour.

RESEARCH METHODOLOGY OF THE STUDY

Due to time constraint, the secondary data has been used in the research. To collect secondary data the researcher visited library to collect information regarding online marketing, consumer behaviour etc. from various books, journals, magazines, periodicals and various other published and unpublished sources of data. The researcher also visited various websites to know the current trends in online marketing.

STRATEGIES OF ONLINE MARKETING

E-marketing is a type of marketing which is completed through means of modern technology such as the Internet and mobile. The importance of e-marketing has increased during the last period as a result of increasing the number of Internet users. At the end of 2013, the number of Internet users in the Arab countries has reached 135.6 million users. Internet has become the most popular way to find information or search for a product. There are many e-marketing methods, and it’s preferable to know all types and methods of e-marketing and choose the right kind that will achieve success to your marketing campaign.

1. E-Mail Marketing: Marketing through e-mail is one of the first methods of e-marketing. E-mail marketing includes marketing a product or service to a database through targeting a certain segment of customers via e-mails. E-mail marketing is considered one of the best e-marketing methods because of its low cost, targeting the correct category, simplicity of use and increasing the return of investment from using it.

2. Search Engine Optimization (SEO): Search engine optimization is considered the art of increasing the appearance of your website in the first results of search engines such as Google search engine. This is done by targeting keywords in your website to appear in search engines in the top results. The main advantages of creating search engines SEO include:

- Low cost compared to paid ads, such as Google Adwords.
- Increase the number of visitors and followers to your site for free.
- Achieve a return on investment better than paid advertising.
You will be familiar with new products through keywords that customers are looking for.

You will be a source of confidence for people who are looking for a solution.

3. Paid Advertising: Paid ads are ads that appear in search engines, and they are one of the best types of e-marketing. They appear beside or above the search results. Paid ads are depend on the keywords that used to help your ad appears in the search engines.

4. Social media channels: Social media is a type of communication with your customers directly in order to highlight the value of your company’s products and services, increase the company’s fame and spread through several social media channels such as Facebook, Twitter, Google Plus, LinkedIn, YouTube and Instagram. The main advantages of social networking sites are:

- Increased knowledge and reputation of your brand through social media channels and as a result your sales will increase.
- Increase customer loyalty for your brand by interaction with them using social networking channels.
- Targeting a certain category efficiently and know the needs of your customers.
- Find followers to your page and increase their number.
- Increase the number of visitors to your website and increase your ranking in the search engines by directing followers on social media channels to your website indirectly.

5. Article Marketing: Article marketing implies writing articles and submitting them to web article directories. When you write article, you are allowed to put a backlink to your website in author's bio box. People looking for information will come and read your article. if it interests them, they would visit your web site for more information. Article marketing is a very good method to build links for your site, enhance your website's search engine ranking and getting traffic. What is more, it is absolutely free until you wish to use paid services.

6. Bum marketing: Bum Marketing is a method of marketing using articles with a twist. Here, you search for potential keywords that can be dominated, write articles on those and submit them to article directories with an affiliate link to the product that want to be promoted.

7. Forum Marketing: Forum is a place where people gather and discuss their problems, strategies etc. There are many forums on the web that you can join and participate in discussion. Most of the forums allow a link back to your website in your signature text which would appear below the post you make. Again a good traffic builder.

8. Pay Per Click Advertising: This is a paid service where the service provider pay every time your link is clicked. This kind of marketing is quite popular with internet marketers. Apart from Google and Yahoo there are many other pay per click services available.

9. Link Exchange: In this a website places a link for other website in exchange for its link on that site. Earlier it was also used for SEO purpose but a change in search engine algorithm has stripped that advantage. But it is still it is a powerful method for traffic generation.

10. Classified Advertising: Advertisement can be done on the Classifieds websites on the web like Craigslist.com and USfreetads.com. Both paid and free services are available.

11. Ezine Marketing: This refers to email marketing. It helps to start newsletter or ezine or electronic magazine which your subscribers can choose to receive. Creating an ezine is an integral part of the internet business. It allows choosing and purchasing an advertising space in the ezines that are already running successfully. It helps to expose it to targeted readers who may like to become potential customers.
12. Viral Marketing: It helps to make useful product like ebook or software and allow people to pass it on freely. This helps in spreading your website links and branding your site. Apart from ebook or software, you can also build some humorous video or funny email. Build anything that people would like to pass on and share.

13. Press Releases: A press release is made for the website and submits it to one or more press release sites like prweb.com. Press releases are done to create awareness among the web visitors and are displayed on various news channels or sites on the net. Also builds increased back links. Both free and paid submissions are available.

14. Blog Marketing: Blog is an online journal which you can update on regular basis. It needs a blogging platform like Wordpress or Blogger etc. to publish at their site or host on your own. Blogs are immensely popular with marketers and are very much loved by search engines.

15. Social Bookmarking: This is latest marketing buzz. There are online bookmarking sites available which people can use to bookmark the places on the web they like. It can display these bookmarking buttons on your site or blog and people may submit the link for bookmarking if they like your site. Generates good traffic.

16. Video Marketing: This is even newer. A video is uploaded on the sites that allow. People would watch and then visit your site. Theory is similar to article marketing but media used is different. A popular website that allows video upload is Youtube.com.

**BENEFITS OF ONLINE MARKETING**

The days are gone when only top-rated corporate bodies embark on internet marketing. Not just for the high cost involved but also, the technical aspect of going online was sophisticated that only techie savvy could think of internet marketing. Much of the technical work that, as at then required outsourcing, can easily be carried out by newbie on a click of mouse. This gives rise to tremendous opportunity for both small-scale as well as large-scale businesses to improve their sales through web marketing.

Today, world attention is focused on internet; people of all ages, background, ethnic and social status are well attached to internet in one way or the other.

Some of the benefits of online marketing and advertising are enumerated thus:

1. **Broad and global reach**: With internet, online businesses, both medium and large-scale, are accessible to millions of online users. Advertisement reaches global prospects through various online marketing strategies like email marketing, blog/content marketing, social media marketing, pay-per-click (PPC) advertisement. Prospects translate to money and as such, the more reach marketing claims, the more the prospects. When numbers of prospects skyrocket, it gives opportunity for more customers and sales which is the ultimate goal of every business.

2. **Highly adaptable to multitasking**: One of the core advantages of online marketing is the ability to attend to millions of customers and consumers simultaneously. Once the infrastructure is efficient, huge numbers of buying and selling transaction take place within your virtual estate without diminishing the satisfaction of each customer purchasing various items.

3. **Residual and continuity effect**: One of the great benefits of online marketing is its inherent residual effects. Content marketing on websites and blogs remains functional and working to promote your products and services years after the marketing campaign to the content or products is over. E-book marketing produces long-term and viral effects after the production. For instance, if a campaign is run to improve traffic to the landing page, the residual power of such marketing remains effective years after the campaign might have been stopped.

4. **All hour based marketing**: Internet marketing is all-hour based. The marketing campaigns run 24 hours a day, 7 days a week. It isn’t constrained with opening hours, neither is consider with
overtime payment for staff. Regional or international time variation/difference doesn’t affect the availability or reachability of your online ad copy campaign and offer. Anytime an individual opens a computer connected to the internet. Customers search the products offered at their convenient time as long as they like – no hasten, no fear of closing. The users own the opening and closing hours for shopping.

5. Internet marketing is cost effective: Internet marketing involves less or no start-up-capital. You might start blog marketing, social media marketing, email marketing with less investment compared to traditional marketing which greatly lies on the factors of production – Land, capital, labour, entrepreneur. These are not prerequisite to online marketing and translate to reduced cost of production, advertising and marketing since no money is incurred on staffing, procurement of business premises and middlemen. Offline traditional marketing like newspaper, radio, television and banner may cost thousands of dollars while fraction of such can run PPC advertising on Facebook, Google and other PPC companies.

6. Internet marketing is time effective: Internet marketing is fast and easy to start. You can set up a campaign at any time convenient for you. For instance, email marketing which is one of the best internet marketing strategies can be set up in a matter of hours. Within few minutes, you set up the auto-responder and start marketing even with a list of one subscriber.

7. Convenient, Easy and Quick service delivery: Marketing online is incredibly convenient. It has easy accessibility. Consumers incur no cost in reaching the internet markets anywhere in the world. This removes the cost of transportation to purchase goods across borders. It is a great plus to importers as they make the online order right in the comfort of their home. Delivery process of sale items can easily be tracked online. Consumers get digital downloadable products on a click of mouse. What better experience is beyond shopping in the comfort of one’s room with a bottle of juice on a table for refreshment

8. Instant transaction execution with Digital Payment services: Online transaction is easily executed with digital payment service. There is no need to carry bulk cash along on the path of both marketers & customers. Neither do they have to go for cheque clearance. All payment processing solution of the transaction is executed by a third-party payment processing company such as Paypal.

FINDINGS OF THE STUDY

There is growing importance of online marketing, because of the following reasons:

1. It is more cost-effective than traditional marketing. This is especially important for small businesses as they don’t have many resources or a lot of capital. New media can provide you with a cheaper and more effective advertising channel.

2. Using digital content either sponsored or free allows the firm to connect with consumers much more effectively than billboards, direct mail or PR campaigns. The strength of online presence is now directly linked to the success of business.

3. Technology has evolved so much that mobile gadgets are no longer considered mere alternatives to personal computers or laptops. The largest group of consumers is using their mobile devices daily, so it’s essential that you use a marketing solution that targets these devices properly.

4. Using analytics services like Google analytics, It is possible to monitor all the customer’s actions, preferences and get a better insight into their behaviour. Analytics allow to build the persona of the customer so that they can offer them the perfect experience.
CONCLUSION

Many benefits are derived from internet marketing. If the business is run offline, they can take it to another level by creating an online presence for the prospects through:

- Email marketing campaign
- Banner advertising
- Affiliate marketing through affiliate marketers and joint ventures
- Pay per click search advertising
- Social media marketing

REFERENCES


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