INTERNET: AN ALTERNATE TO TRADITIONAL ADVERTISING MEDIA

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ABSTRACT
Marketing is incomplete without advertising. Advertisement is necessary to attract the customers. Earlier only traditional methods like radio, television, newspapers were used for advertisement. But these are the best only to attract only local customers. Nowadays business is limited up to local boundaries. It has spread globally. To make itself successful in today’s competitive world it is essential to attract customers at distant level for any business firm. Internet advertising plays a vital role in the function of marketing performed by any business firm. Internet is growing rapidly these days. It provides service at any time and to any place. This paper includes meaning, types and pillars to success for online advertising.

Keywords: Copyright; Email; Server; Web

INTRODUCTION
Marketing is the most complex and challenging function performed by every business firm. The term marketing is a very comprehensive one. Marketing start well before production commences and ends only after rendering after sale satisfaction. It is the skill of selecting and fulfilling consumers’ desires in such a way. The American Marketing Association has defined marketing as “The performance of business activities that direct the flow of Goods and services from producers to consumers and users.” But this definition has certain limitations. Marketing is more than just distributing goods from producer to ultimate user. Marketing comprises all the stages between creation of the product and the after- market which follows the eventual sale. One of these stages is advertising. Without advertising, the products or services cannot flow to the distributors or sellers and on to the consumers or users.

LITERATURE REVIEW
Peter J. Danaher and Guy W. Mullankey have published their research article entitled “Factors Affecting Online Advertising Recall: A Study of Students”. In this research article we examine factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design 31 Peter J. Danaher and Guy W. Mullankey, “Factors Affecting Online Advertising Recall: A Study of Students”- Journal of Advertising Research 2003, p.252-264 conducted on a student sample, we manipulate these factors over several levels. The key finding is that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement.

Neelika Arora has published research article entitled “Trends in Online Advertising” in Advertising Express, Dec2004. Neelika Arora,” Trends in Online Advertising”, Advertising Express, Dec2004. The global online advertising revenues are expected to touch US $10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next
five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism.

Choi and Rifon (2002) were of the view that “rapid growth in online advertising revenues indicates the viability of worldwide web advertising as an alternative to that of traditional media considering internet advertising growth, there is little doubt that the internet is a powerful and viable alternative to traditional media advertising.

J Suresh Reddy 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.

Peter J. Danaher and Guy W. Mullarkey have published their research article entitled “Factors Affecting Online Advertising Recall: A Study of Students”. In this research the key finding is that web page exposure duration is a strong determinant of banner advertisement recall. Stated simply, the longer a person stays on a particular web page, the more likely they are to remember a banner advertisement on that page. In addition, some minimum and maximum thresholds are observed. To achieve reasonable advertising recall, some minimum level of exposure (around 40 seconds) is required. However when a user is in surfing mode, advertising recognition does not increase appreciably when exposure exceeds 40 seconds.

OBJECTIVES

The objectives of the study are

1. To have knowledge about various forms of online advertising.
2. To have knowledge how it can be successful.

RESEARCH METHODOLOGY

Data for this paper has been collected from secondary sources. It has been collected from various renowned national journals and international journals and by surfing various internet sites related to this concern.

Advertising

Every day and everywhere in our life we see, hear and feel a number of products at home, in a shop, while travelling in the bus or train etc. and many talk about their qualities. It is, therefore, anything that turns attention to an article or service might be called advertising. According to Booden and Marshel “Advertising consists of those activities by which visual or oral massage are addressed to select publics for the purpose of informing and influencing them to buy product and services, or to act or to be inclined to act favorably towards ideas, persons, trademarks or institutions featured.”

Internet as an Advertising Medium

The internet, now days, is described as the fastest growing advertising medium, and it is rapidly becoming the most preferred. Many well-known marketing organizations are using online advertising. Companies such as Ford, IBM, Hewlett Packard, Mitsubishi Electric, Pearson, Dell and Fidelity Investments use internet advertising as part of their promotional portfolios. Advertising on the internet, like other media, costs money; budgets must be created and allocated.
Types of Internet Advertising

Web advertising: It refers to advertisement efforts that use the web to derive direct sales. Web advertising uses online methods as tactics like paid search, search engine optimization, email marketing. Any of these things to capture the searchers online (the people browsing the web) and then selling these people or searchers stuff, either affiliate products or own goods and services. For eg. You started up a website about home theatre and you have all sorts of contents in there about picking the right TV, DVD player or anything about the market. Your website is your store; you have your displays, a nice looking, helpful environment and information etc. Your store is open 24 hours a day, 7 days a week, 365 days a year; no one has to manage it, be there, open it or close it, clean it, or pay for rent. Web marketing is helpful for buyers as they can compare multiple brands through features displayed on the web.

Classified Advertising: In newspapers advertisements are grouped according to category like “for sale-furniture”, “services-electrician”, “and wanted-salesman”. The term classified is used for it’s with newspaper classifieds, an advertiser buys lineage from the owner of the site. Some websites have sections of classified advertisements; there are also publications which contain only advertisements. Popular directory and search sites, such as Yahoo offers this service. The advertiser needs to reach and track records of such sites before investing advertising money in them.

E-Mail Advertising: Email is a powerful tool of advertisement to connect with customers. Email advertising involves sending email message with the purpose of enhancing the relationship with current or previous customers to encourage customers to encourage customers’ loyalty and repeated business. With the proper use of Email advertising sales can be increased to new levels. Through email the interest of the customers can be created and with regular follow-ups after purchase through emails they can become repeated customers.

Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt out of future emails, or it may be sent with the recipient's prior consent. Email advertising tools include software, databases, and templates designed for every size business, whether large or small, with a variety of specialized features that can be customized to match your business's goals and desired advertising budget.

Banner Advertising: Web banner functions like traditional banners. In the traditional banner advertising medium advertisement is written on a piece of a cloth or flex sheet and is displayed at any common place. It displays all the information regarding the product or service and notifies why the customer should choose the product or service. Web banners function in the same way. A web banner is a form of advertising on the World Wide Web delivered by an ad server. In this kind of advertising advertisement is embedded into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, banners are delivered by a central ad server. When the advertiser scans their log files and detects that a web user has visited the advertiser's site from the content site by clicking on the banner ad.

Mobile Advertising: Mobile advertising is a wireless advertising. It is a source of communication with customers through wireless mobile devices such as smart phones, feature phones, or tablet computers. Advertisement is displayed in the form of SMS (short message service) or MMS (multimedia messaging service) ads, advertising within mobile websites or within mobile applications. Mobile advertising is growing rapidly for several reasons. Mobile advertising acts as a mass media. A bulk portion of society use mobile. A large number of customers are easily approachable through mobile advertising. There is a large variety of mobile devices iPhones, smart phones or tables etc. with advanced features. In regarding to connectivity speed has improved with new technology. Advertising agencies are making efforts to standardize mobile ad. Mobile publishers are becoming more sophisticated about incorporating ads, and consumers are using mobile devices more extensively.
Pillars For successful online Advertising:

Pillar 1: Relationship
Relationship is vital part of online advertisement. To retain old customers is more important than to attract new ones. If we fail in maintain good relations with our customers they will spread it into the world. Creating strong relationship with an audience is critical for everything what we do. Rather than haunting for new customers a business firm should maintain a value based environment for the exiting customers.

Pillar 2: Direct Response Copywriting
In today’s competitive world everything is copied immediately. To protect himself from it every business firm must be familiar of the latest social media trends. Traditional copywriting techniques works amazingly well in social media. To keep himself safe one should follow the solid copywriting techniques.

Pillar 3: Content Marketing
Content of the advertising must be so attractive that the customers get ready to buy the product or to avail the service at a glance. Content of the advertisement should be focused and strategic and should deliver the benefits of the product or service to the reader. Delivering a great content will force the customer to exchange the product with cash.

Pillar 4: Have Something worth Selling
It’s a competitive world. Your competitors are staring at your mistakes to break your relationship with your customers. So product or service you are advertising, it’s got to be worth the price. Your readers’ attention is limited in supply, once you lost their faith they will never come to you again. You have got to deliver something that is worthwhile for them.

Bringing Use of Pillars All Together
For a successful advertising these principles must be followed. Each of these four pillars enhances the others. Together, they’re much stronger than they would be if any of the pillars were missing.

CONCLUSION
Today marketing is not limited to one place. It is spread at a global level. Without advertising the product or service it is difficult to attract the customers at distance. Internet is progressing rapidly. To survive in this competitive world online advertising is the necessity of every business firm. Online advertising has various means to advertise a product or service. A business firm can follow any mean according to its suitability. But while applying online advertising one must obey the basic principles to make an advertisement successful and to attract new customers.
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