

AN OVERVIEW OF ONLINE MARKETING

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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.

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.

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 –

- Traditional marketing
- Online marketing

Online Marketing?

Online marketing is advertising and marketing the products or services of a business over Internet. 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.

Online marketing is also termed as **Internet marketing**, **Web marketing**, or simply, **OLM**.



Online marketing can deliver benefits such as

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM).

Limitations

1. Online Marketing is not free as the cost of hardware, software, web site design, online distribution costs, maintenance of your site and yes time, all should be factored into the cost of providing your product and service
2. Still, the internet is considered as a source of information gathering for the majority of your customers. Many people are there who still prefer the live interaction when they buy. This may deter customers from buying if you have a small business with one location



3. Over 50% of households shop online and this number is continued to grow, you are reaching less than two out of three households
4. So many scams on the internet
5. Timing of updates is critical so it's easy to have outdated information on your site
6. Is your website safe? Because of the fear of website's security, many of the visitors will not want to use their credit card to make a purchase if they don't know that your site is secure.
7. No replacement is there for good old fashioned customer service. The majority of online marketers lack inquiry response programs and customer service. Therefore, your many online visitors will already have painted your website as poor service before contacted you. Also, the majority of sites have poor navigation that makes it tough for the visitor to find what they are looking for. Many sites were created without a customer service point of view.
8. A lot of competition for your product already out there. When your visitor finds you then it means they have been checked many links already. Until and unless they can find what they are looking for quickly, they are gone.

Thus, we can say that there are some disadvantages of Online Marketing.

Methodology of Study

There are two types of data collection one is primary data, and another is secondary data.

Objectives of Study

- To find out the types of online marketing.
- To know about marketing is online same as offline
- To fine out the limitations of online marketing

Tools of data collection

The tools of data collection is only secondary data.

Types Of Online Marketing Include

- Search Engine Marketing - includes of tuning your business Search Engine Optimization (SEO) and Search Engine Marketing (SEM). SEO is the process website so that it ranks higher in the search listings when potential customers enter search terms that match your product offerings. SEO is free. SEM is paid search marketing - for a (typically) pay-per-click fee, search engines such as Google will display your ad when a user enters a search using one of your keywords. SEM statistics can provide excellent feedback on the effectiveness of your ad, such as the click-through rate (the number of times your ad has been clicked vs. the number of times the page containing the ad has been viewed).
- Online Advertising - While there are still banner ads on the 'Net there are also other myriad options available, from interstitials (web pages displayed before or after an expected content page) through text ads. Different social media, such as Face book, offer their own advertising platforms. Learn. Email Marketing - once you have built a subscriber email list of potential customers who may be interested in your products or services, email marketing is a very effective way to get the message out. You can keep them up to date with company news, upcoming events, and special offerings. You can send out newsletters and customized product or service offerings specific to the customer's needs.
- Social Media Marketing - social media platforms such as Twitter, Face book, LinkedIn, Pinterest are all opportunities for marketing online. Social media is a conversation - it requires active participation rather than just posting ads for your products or services. For more on how to market successfully on social media see.

Marketing Online and Offline are the Same in One Way...

Just like any offline marketing, your marketing online efforts need to be planned. So don't just post something here and place something there and consider that you're marketing online. Create a marketing online campaign and plan and measure your results just as you would with any other marketing.

And remember too, that targeting still matters. The more carefully you have targeted your potential customers and the more carefully you have chosen and placed your marketing advertisements or your conversations, the more successful your marketing online campaign will be.

The thing that's different about marketing online, however, is its incredible reach. The Internet gives your business the chance to reach thousands and perhaps even millions of people who would never hear of your products and/or services otherwise - making marketing online a marketing opportunity you don't want to miss out on.



Marketing online allows you to track real-time results using online analytics to make a determination on how your marketing campaign is performing. There are ways to track traditional marketing efforts, but most the time it cannot be done in real-time. This can mean success or failure to your campaign.

Marketing Online: Basic Strategies Any Business Can Use

1) Have a Blog/Website.

The first step to successful marketing online is to have a home base on the Web. It doesn't really matter if you have an official website or a blog or a combination of both. Either will give you a Web address where people can find you and a convenient way of referring to you, two things that will facilitate your marketing online efforts. So even if you don't sell anything online directly, you need a website.

I encourage business people to have a blog on their website or serving as a website because if you blog regularly and have something relevant to say, you will develop a following - and some of those people will help your marketing online efforts by spreading the word about you and your products and/or services.

2) Online Advertising

Many small businesses in particular bother with this marketing online strategy, I suspect because they don't want to shell out for it. They only want to do free marketing online. I say, there's absolutely nothing wrong with free marketing online strategies - as long as you realize they're not.

All the 'free' online marketing strategies I'm aware of take a considerable time investment, meaning they're only free if your time is worth nothing.

Traditional online advertising, on the other hand, takes relatively little time and can be a very effective marketing online strategy. The first thing you need to know about it is that there are two cost models, CPM and CPC.

CPM stands for Cost Per Thousand Impressions. With this type of marketing online, you basically buy space on a web page and pay for a certain number of impressions, or the number of times your ad is going to be displayed. Many of the banner ads you see on various websites are being paid for on a CPM model.

CPC stands for Cost-Per-Click advertising. In this model, you pay only for the number of times a viewer clicks on your ad, not on the number of times it's displayed.

Another online advertising strategy you may wish to try is creating and posting an online video (either to your own website or to a popular video sharing site such as YouTube). An online video can be marketing online gold if it becomes popular.

3) Directory Listings

Adding your business to appropriate directory listings (local directory listings, business directories, etc.) is another way of marketing online that takes little time and is relatively inexpensive. Whatever local business groups you belong to, such as your local Chamber of Commerce, probably have websites where they allow members to list their businesses online and perhaps even place ads on the site at special rates. Search out other local sites, especially those related to tourism, and make sure you're listed there, too. Then there are the professional sites. Are you a Virtual Assistant? A CGA? A Canadian retailer? Whatever your professional affiliations, chances are good that organization has a site with a directory of members. There are also a lot of specialized online networking groups/sites that promote marketing online. A Business Advertising package on the Canadian Women's Business Network, for instance, costs only \$36 CAN.

4) Participating in Social Media

Joining the conversation on Twitter, Face books, and forums, posting on Flickr and YouTube, commenting on other people's blogs, are all opportunities for marketing online. Marketing online through social media requires a much more subtle technique than marketing online through advertising or directory listings. With all social media, the trick is to participate intelligently and actually attempt to converse rather than just advertising your products or services. Comments such as "Good point. See my site www.worldsbesttamales.com for the world's best tamales" are just spam, not conversation. For more on how to do successful marketing online on social media See.

5) Online Networking

LinkedIn deserves special mention in any discussion of online networking. Its stated purpose is to help the world's professionals connect with one another to accelerate their success. As of this writing, LinkedIn has over 40 million members in over 200 countries and territories around the world. It's a powerful tool for marketing online, giving you the opportunity to connect with potential customers, partners and colleagues.



And don't forget the "older" online groups such as Yahoo Groups. Canadian Entrepreneurial Women is one such group that I'm a member of. Doing a Yahoo groups search on "small business" brings up almost 40,000 different groups currently.

Besides being a great source of support and information, groups such as these also provide some marketing online opportunities. Other members may be potential customers or referral sources as they get to know you and what you do.

Like social media, online networking requires taking a subtle approach to marketing online. The same basic rule applies to online networking that applies to networking face-to-face. Give, give, give and don't worry about receiving; you will, likely in bigger, more powerful ways than you ever imagined.

6) Email Marketing

Email marketing is one of the best and most powerful ways of marketing online, in my opinion. For one thing, once you've developed an email list, (notice the word developed, not bought), you are, in effect, preaching to the converted, sending your marketing message directly to people who have already indicated some interest in your products or services.

as Vertical Response and Constant ContactFor another, email is an excellent tool for building a relationship with your customers, letting you build both repeat business and good word-of-mouth Newsletters can be sent to the email list you've built from the people who provided the necessary information on your website, for instance, providing these potential customers with news updates about your company, upcoming events and/or special offers – and, of course, reminding them that your business exists and that maybe it's time for another visit.

Email programs such allow you to customize your email to your potential customer so you can send selected customers messages specific to their interests and actions.