INTERNET MARKETING: "THE DIGITAL MARKETING"

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ABSTRACT

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce in addition to sales leads from Web sites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers and magazines.

Internet marketing , also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to transport promotional marketing communication to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other promotion media, online advertising regularly involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other latent participants include advertising agencies who assist generate and place the ad copy, an ad server which scientifically delivers the ad and tracks figures, and advertising affiliates who do independent promotional work for the advertiser.

Key words-Internet Marketing,Display Advertising ,Inbound Marketing , Email Marketing

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INTRODUCTION

Internet marketing also referred to as web marketing, online marketing, or e-Marketing, is the marketing of products or services over the Internet. Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sale. process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.

It also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, Internet Marketing also deals with creating and placing ads throughout the various stages of customer engagement cycle.

Online marketing is divided into different types:

Affiliate Marketing:

It is a marketing practice wherein a business pays an online retailer, e-commerce site or blog for each visitor or sales that these websites make for their brand.

Display Advertising:

This refers to advertisement banners that are displayed on other websites or blogs to boost traffic for their own content. This, in turn, can increase product awareness.

Email Marketing:

From the name itself, this is a marketing process that involves reaching out to your customers via email.

Inbound Marketing:

This type of Internet marketing involves sharing of free valuable content to your target market to convince them to become your loyal customer. This could be done by setting up a business blog.

Search Engine Marketing:

This is a form of marketing that promotes a business through paid advertisement that appears on search engine result pages. This includes paid placement, contextual advertising, paid inclusion or through search engine optimization.

Search Engine Optimization:

Contrary to SEM, SEO uses the unpaid and natural process of promoting content on SERPs. This includes keyword research and placement, link building and social media marketing.

Social Media Marketing:

Based on its name, social media marketing is the process of promoting a website through various social networks like Facebook, Twitter, Google+, LinkedIn, Alibaba.com and more.

WHY INTERNET MARKETING IS IMPORTANT?

The Internet has the power to connect millions of people from around the world. Thus, it also has the capabilities to bring your business to millions of your target market worldwide. What makes this process a best inclusion to your promotional effort is the fact that you don't need to shell out plenty of money.Internet promotion is one of the newer types of advertising and can be accomplished in a number of ways. Flash advertising refers to messages that jump onto your computer screen and often move around. They can be hard to close and are annoying, but-effective at gaining your attention. Pop up and scrolling ads are other examples of these types of advertising. Pay per click advertising refers to marketers paying to have their-web pages placed high on search engine results pages. These are also called sponsored links.

In addition, the effectiveness of your campaign can be easily measured using web analytics and cost-volume-profit analysis tools. However, it requires you to learn the many facets of Internet marketing so that you'll know whether your efforts are giving the return on investment that you want for your business.

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7 P'S OF INTERNET MARKETING

The four P's - Product, Price, Place and Promotion have long been associated with marketing, but things have changed on the Internet. So along with a change in the nature ofthe four P's there are three new P's which are relevant to the Internet marketer:Presentation, Processes and Personalization.

1. Product

Product on the Internet usually changes form online, and the user experiences it electronically, in the form of text, images and multimedia. Physical goods are usuallypresented in the form of a detailed online catalogue that the customer can browsethrough. Technology allows the user to virtually touch and feel the product on theInternet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination. Content and software are two avatars of digitizedproducts that can be even distributed over the Internet. On the Internet, E-marketing willbe based more on the product qualities rather than on the price. Every company will be able to bring down the cost of its products and hence competition will not be on price.

2. Price

Price has been drastically changed over the Internet. It lets the buyer decides the price. Also it gives the buyers information about multiple sellers selling the same product. Itleads to best possible deal for the buyers in terms of price. Pricing is dynamic over theInternet.

3. Place

Place revolves around setting up of a marketing channel to reach the customer. Internet serves as a direct marketing channel that allows the producer to reach the customerdirectly. The elimination of the intermediate channel allows the producer to pass thereduced distribution cost to the customer in the form of discounts.

4. Promotion

Promotion is extremely necessary to entice the customer to its website, as there are currently more than one billion web pages. Promoting a website includes both online andoffline strategies. Online strategies include search engine optimization, banner ads,multiple points of entry, viral marketing, strategic partnership and affiliate marketing.

Presently, the cyberspace is already cluttered with thousands of sites probably selling similar products. For the customers to know of the Company's existence and to garnerinformation on the kind of products or services that the company is offering, promotionhas to be carried out. There can be traded links or banner advertisements for the same.

5. Presentation

The presentation of the online business needs to have an easy to use navigation. The look and the feel of the web site should be based on corporate logos and standards.About 80% of the people read only 20% of the web page. Therefore, the web pageshould not be cluttered with a lot of information. Also, simple but powerful navigationalaids on all web pages like search engines make it easy for customer to find their wayaround.

6. Processes

Customer supports needs to be integrated into the online web site. A sales service that will be able to answer the questions of their customers fast and in a reliable manner isnecessary. To further enhance after sales service, customers must be able to find outabout their order status after the sale has been made.

7. Personalization

Using the latest software it is possible to customize the entire web site for every single user, without any additional costs. The mass customization allows the company to createweb pages products and services that suit the requirement of the user. A customizedweb page does not only include the preferred layout of the customer but also a preselection of goods the customer may be interested in.

INTERNET MARKETING STRATEGIES

Developing a successful Internet marketing strategy is necessary if an organization wants to make an impression online. A successful strategy should include a great product, a web site designed to sell, and an outstanding marketing strategy (Lowery, n.d.). All three of these areas are important and must be developed. If one area fails, chances of success may be reduced. Lowery suggests a three-step process for ensuring the success of an internet marketing strategy.

Step 1: Develop Product — A company should create a unique product that gives potential customers what they want. The product should fill a void in order to overcome the threat of competition. The company must also develop a target market. Researching the market is key. The company will need to find out what people want in order to develop a unique, quality product presentation.

Step 2: Develop Website —The web site should be designed to sell the product(s). The purpose of the website is to convince the consumer to buy the product. Therefore, words become important. Although graphics are impressive, words mean more. Consumers seek information and...

<u>CONCLUSION</u>

We know that marketing is the set of activities whereby businesses and other organizations create transfers of value (exchanges) between themselves and their customers . And the Internet is a network of networks, linking computers to computers sharing the TCP/IP protocols. Each runs software to provide or "serve" information and/or to access and view information. The Internet is the transport vehicle for the information stored in files or documents on another computer . There are five unique features of Internet; they are interactivity, variety and customization, global access, time independence and interest driven. These features have changed the modern market.

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