Online Marketing

Mrs. M. Priya
Lecturer in Commerce
Sri Sarada College for Women (Autonomous), Salem

Abstract

Online marketing is advertising and marketing the products or services of business over the 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 is a widely practiced strategy of advertising or promoting sales and the name of the business. Wise use of the online marketing strategies can take the business to unprecedented levels of success.

This research is conducted to see how the consumers' brand perception and purchasing decisions are influenced by different online marketing tools used such as components of online marketing. Online chat and Email and their effects on the brand perception and consumer purchasing decision. There are a lot of other influencing factors included in a decision making of a consumer for purchasing and developing a perception about a particular brand but the most important factors that play a defining role in changing the consumer brand perception and purchasing decision it's one of the cheapest media of online marketing which is being availed by many companies and proved to be effective. In this paper, we are going to discuss the advantages, how to target people in social media and components of online marketing.

Introduction

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

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). The broad online marketing spectrum varies according to business requirements. Effective online marketing programs leverage consumer data and customer relationship management (CRM) systems. Online marketing connects organizations with qualified

potential customers and takes business development to a much higher level than traditional marketing.

Online marketing combines the internet's creative and technical tools, including design, development, sales and advertising, while focusing on the following primary business models:

- E-commerce
- Lead-based websites
- Affiliate marketing
- Local search

Online Marketing has Several Advantages, Including

Low Costs: Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.

Flexibility and Convenience: Consumers may research and purchase products and services at their leisure.

Analytics: Efficient statistical results are facilitated without extra costs.

Multiple Options: Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google Maps).

Demographic Targeting: Consumers can be demographically targeted much more effectively in an online rather than an offline process.

Be Visible Where Your Target is to Accomplish Six Primary Marketing Goals

1. Increase brand awareness
2. Build an email subscriber list (so you can nurture leads in a more controlled environment)
3. Build a following on social media (optional, but advised)
4. Increase engagement with your brand (on social media or your website)
5. Make quick sales (works best in conjunction with the other goals)
6. Increase customer value (more upsells, purchase frequency, etc.)
7. Generate promoter activity (put your loyal customer to work for you)

How to Target People on Social Media

One of the top reasons your business should be using social media advertising is because it's easy to target your ideal customer.

Offer Your Audience Helpful and Interesting Content

Try to be as original as possible using your images and your own words, all while including important keyword phrases. This content should be long-form, in-depth and well-researched pieces that attract links overtime not fluff pieces about what's bothering you at the moment or what you want to promote.

Start Creating Video Content

There's a lot of talk in 2018 about time spent on a web page is a ranking factor, and to bring that time up, it's a good idea to create videos on your site. "That means hiring a professional videographer to take videos of you discussing your services and business." Or you could skip the videographer if you want to do it on the cheap. But it may take some trial and error if you want it to look at all professional.

Harness the Power of Youtube for Your Video Content

YouTube is owned by Google, so the search engine has the incentive to rank YouTube videos highly in the search results Anyone can do it Creating a YouTube channel is like creating a Twitter account. The difference is instead of publishing tweets, you upload and publish videos.

Get Your Customers to Leave Positive Online Reviews about Your Company

Encourage happy customers to leave reviews online, on Google, Facebook, Yelp or wherever you're collecting them, From an SEO-wise standpoint, Quick says, that'll give you a lot bang for your buck. It can also help you attract new customers and encourage existing customers to return.

Focus on Just a Few Platforms When You're Trying Various Types of Online Marketing Strategies

Most of my clients have no budget, which is perfectly fine because the best marketing tactic is 'less is more, Faith says that many of her clients are "aspiring digital nomads who either have a job they hate or freelance among a million other freelancers."While there are a lot of stellar types of online marketing strategies, there are some not-so-helpful ones as well. Finding the ones that work best for your company can give you more time to focus on your clients than on your marketing.

Components of Online Marketing

Online marketing has various components as shown in the illustration below

Here in this tutorial, we will provide an insight into each of these components one by one in detail.

Social Networks

Most people know about social networking and what it offers to the internet, from thousands of teens creating the most terrible looking MySpace pages on the Internet to the Facebook profiles with every application installed under the sun. Besides the negative, it is a fantastic way to reach target demographics and specific people with specific interests.

Social Network Applications

This is a form of viral marketing that has appeared on the social networks over the last few years. As more and more people try and customize their profiles and pages to make their sites cool than others, more and more of these applications have appeared on the internet.

Social News

From social networking, we look at social news sites. These sites are community-based sites that rate and market news articles that submitted to the network. Sites such as Digg can cause websites to fall on its knees with the amount of traffic that they can generate. Writing a good news article to so use these with caution.

These micro blogs aren't hugely popular everywhere in the world but where they still generate huge amounts of traffic. They're somewhere between a blog and a SMS. They allow all people or subscribers that are following a users profile to get status updates from profiles to notify them when something is happening. It may not seem very powerful but when you integrate this technology with mobile phones or the mobile internet, it is SMS on a mass scale.

- Twitter
- WeChat
- WhatsApp

Online Favourites and Bookmarking

These book marking services are just the same as the favorites folder in your browser. The difference to these online services is that when your computer crashes and you have to reinstall everything, you don't loose your favorite bookmarks because they are all store online.

- Disqus
- Delicious
- Pocket

RSS Feeds

Real Simple Syndication, the name is simple enough but the things you can do with the technology can become very technical. The simple use of RSS feeds to push news articles and site updates out to all of the site's subscribers. The traditional method of notifying your users about site updates is to do it with an email marketing campaign where emails will be sent out to users to let them know of site updates.

Search Engine Optimisation (SEO)

The objective of SEO is to improve the place in our pages exhibited in the natural results that reveal the searchers to certain searches. In this case, the users click the results don't imply any cost to businesses, but not mean they are free because in a competitive market need to hire SEO specialists to achieve great standings.

Web Banner

A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser.

Forum
Internet forum

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived.

Analyzing Marketing

Analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars.

Affiliate Marketing

A way for a company to sell its products by signing up individuals or companies ("affiliates") who market the company's products for a commission. There are two ways to approach affiliate marketing: You can offer an affiliate program to others or you can sign up to be another business's affiliate.

Blogging

With the introduction of Blogs came a massive wave of publishers being able to get their content online. Not only has blogs given people the ability to have their content published online quickly and easily but it has also created a massive wealth of information for people to read and learn about various topics and opinions people have on these topics. Having a blog to promote your main site or content is a fantastic way to build traffic.

- Medium
- Blogger
- WordPress

Medium is worth taking note of as it has risen in popularity due to its simplicity and ease of publishing and reading.

Email Marketing

This is one of the traditional ways of online marketing. Building a double opted-in email list will ensure that the people that you are sending emails to want your email.

- Campaign Monitor
- MailChimp

SMS Marketing

This is a very direct way of marketing to your clients or customers. I can also become very expensive. If you have a last minute message to get out to everyone on your SMS list, then this is the fastest and most direct way to get to all of them.

Search Engines

Search engines are a key traffic source for the majority of websites. Everyone knows Google. When you want to find things online, you are often finding yourself saying, 'just Google it' for your answers. Now, search engine optimization will only allow search engines to crawl your site better.

- Google Webmaster Tools
- Bing Webmaster Tools
    You will also need to be able to submit an XML based site map to these resources.
- XML Sitemaps
    XML Sitemaps is a tool that will work on any PHP based website and server. It will crawl all the pages of your site and create a XML based sitemap that can be submitted to the search engines via the webmaster tools consoles.

Pay Per Click Advertising
• 　　　Google Adwords
• 　　　Yahoo Advertising
• 　　　Bing Search Advertising

　　Google Pay Per Click advertising is the obvious winner out of the three because of the user base that performs searches on Google exclusively. But if you were looking for economical options, Yahoo and Bing can provide good returns for the smaller amounts of money that you would spend on ad campaigns on those networks.

Press Releases

　　Online press releases are just the new way of releasing news all over the internet. Doing a press release can cause such a buzz and your news article can be picked up and placed on sites such as Yahoo News, Google News, Forbes and other major news sites around the world. Not only can these online press releases be picked up by online publications but some of these are also pushed out to print publications.
• PRWeb

Automated Inbound Marketing

　　Automated marketing is the new buzzword in the online world where you can lead nurture people through drip campaigns. A user will sign up for a marketing newsletter and be fed little bits of information to help them move onto the next level of engagement and hopefully send them into a buying stage.

Conclusion

　　Online marketing gives business owners the freedom to advertise and promote their products or services and receive the immediate response. Business owners can reap the benefits of this method of marketing as it is inexpensive and easy to start. All you need to do is choose an advertising medium that works for you and your businesses objectives. Your site will ultimately receive more traffic and thus more sales. The online marketing strategy you choose will increase your site's visibility so that you get more qualified visitors. Notably, the following types of online marketing strategies are trackable and enable advertisers to ultimately increase their return on their investment (ROI).

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