

Online Marketing: Its impact on society

Prof. Qureshi Riyaz Ahmed ¹, Dr. Prof. Santosh.B.Sadar ²

¹ PhD Scholar and Assistant Professor, Department of Management, MSS College of Engineering & Technology, Jalna

² Head & Professor, Department of MBA, Sant Gadge Baba Amravati University, Amravati

Abstract- *In today's circumstances of fast changing technology, the development of Internet has provided great opportunities for business. Companies found new ways to achieve their marketing goals through the use of tools and features of Internet environment. Consumers have moved online, and marketers have to follow in order to reach them. The Web provides huge benefits for every business. Nevertheless, it is an equally competitive environment for every company. As the world becomes ever more connected, keeping up with developments and trends is vital for marketers trying to reach new audiences – who are more discerning, fragmented and cynical than ever. Technology and software are changing at such a high rate that it seems almost impossible to keep up with trends. Products and services are evolving and adapting to the online sphere. The web is constantly shifting, growing and changing – everything is fleeting. Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. However, how to apply Internet marketing especially how to utilize it to attract more visitors to a certain website is still a big question for a number of advertisers.*

Keywords- Internet Marketing, Internet Environment, Technology, Business, Multi-channel, Advertiser.

I. INTRODUCTION

Internet Marketing is any means you use to market your business online. How to market to people has radically changed over the last few years and it can be very confusing to businesses. Social media in particular is an area that has radically changed how you market your business. Consumers are much smarter and are not as interested in messages being broadcast to them and are therefore engaging more with social networks. Through these they are finding out what products to buy, services to use, and so on, based on trusted recommendations from their friends and family. It is estimated that 78% of the time if you read a recommendation from friends online you trust that recommendation but what's more interesting is that if you read that recommendation from someone you don't know you still trust it 60% of the time.

Definition

“Marketing efforts done solely over the Internet. This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet marketing to bring the most value to the advertiser. Internet marketing is a growing business mainly because more and more people use the internet every day. Popular search engines such as Google and Yahoo have been able to capitalize on this new wave of advertising”.

Internet marketing – often called online marketing or eMarketing – is essentially any marketing activity that is conducted online through the use of internet technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too.

Internet marketing has three cornerstone principles:

1. **Immediacy:** The web changes at a blistering pace and online audiences, whose attention spans are short, expect on-the-minute updates and information. To keep the favour and attention of this group, you must respond to online messages and interact with communities as quickly as possible.
2. **Personalization:** Customers online are no longer faceless members of a broad target audience – they are individuals who want to be addressed personally. Use the wealth of personal information available online to your benefit by targeting the relevant people precisely and personally.
3. **Relevance:** Communication online must be interesting and relevant to the reader, otherwise it will simply be ignored. With all the information that is competing for your audience's attention, you must find a way to stand out and engage readers. The best way to do this is by giving them exactly what they want, when they want it. Throughout this course, you will learn tips and techniques for making all your online communication more immediate, personal and relevant.

As an entrepreneur or a top manager, you want a strong, credible and, more important, a visible image. With the development of the Internet and the emerging of more and more search engines – from Google or Bing to Yahoo – more than

240 million people browse the World Wide Web today. We are more than happy and willing to explain why online marketing is suitable for your business and especially how you can obtain huge visibility if you use it properly.

First of all, you should know that the exponential growth of Web's popularity has determined a rise in the number of companies that use advertising and online marketing; tools that help them promote their brands effectively, at a minimum cost.

What can you earn from online marketing?

- Brand awareness
- Visibility and profit
- An effective targeting, depending on the profile of your potential client
 - The increase of the company's portfolio
 - Better results
 - Full control of the budget

The difference between marketing and advertising

Online marketing has many names – from internet marketing to web marketing, to marketing on the Internet or search engine marketing. If you're confusing these names, it's best to call it your way. In short, online marketing is not different than classic marketing since its final purpose is the same – to sell.

First of all, marketing means a lot more than advertising. It's a complex field which involves communication with the clients, promoting your business/products/services, and especially keeping your company's website on the first pages in Google with the help of unique, fresh and useful content.

Online Marketing plan must contain the following:

1. Market analysis
2. The objectives you want to achieve
3. The strategy you plan to use
4. The working approach
5. The budget
6. The implementation plan
7. The evaluation and control of the campaign

Planning isn't writing on a piece of paper one week's activities, but is putting things into perspective and relying on three key aspects:

- Communication – if you want to be successful you should stay true to your clients

- Human resources – if you want to achieve good results, you must have enough people who respond fast to emails and client concerns
- Carefully pick the products/services you want to sell – first of all, draw attention to them and make sure they are available rapidly

Impact on society

Online business has grown immensely. There are millions of website on internet trying to reach prospective customers. Internet has reached every corner of the world. Nearly 80% of world population seek Internet for information. The market reach has expanded. Number of e-commerce websites have risen in a short span. Online shopping has become a trend. With online marketing, both business and buyers are getting benefitted.

The impact can be judged by rising numbers of tools and technologies to provide assistance to customers and measure the results. Billion dollars are spend on advertising on Internet. It shows the clear picture of effect of internet marketing on business. The impact of business promotion is overt as millions of marketers are making huge profits.

Advantages of Online Marketing

Online marketing delivers better results and revenues than the traditional marketing channels.

- Wider reach to the customers. The online business is not confined to the limitations of physical place. You can sell the products in any part of the country without actually opening outlets.
- Immediate quantifiable results. Online marketing delivers quantifiable results immediately. You can measure every action from clicks, visits, sign-ups, and purchases.
 - Less business overheads. As the business is online, there are less overheads to deal with as compared to investing in offline stores.
 - Ability to track customer's preferences. You can keep a track of the customer's past purchases and preferences. This is very helpful to personalize the offers for the customer.
 - Customer Relationship. It helps in building strong relationship with customers in real time. You can maintain on-going relationship with customers by sending follow-up emails about offers, new products and services.
 - Customers' Convenience. You can run online business round the clock without having to worry about work timings. On the other hand, the customers also can buy the

products of their choice at any time throughout a day, without having to physically visit the shops.

Disadvantage of Online Marketing

In spite of so many benefits, online marketing carries negative aspects too.

- Internet Fraud. You may experience unethical and fraudulent practices in internet marketing. Fake trademarks and logos can be used unchecked. This may defame your reputation.
- Ads Placement. It may clutter on a web page and this may turn the customer down.
- Requires Special Expertise. Along with the fundamental marketing, it needs understanding of search engine technology, advertising techniques, content creation, and logics to master the internet marketing.
- Inaccessible. It may not be available for rural areas. Also, elderly and illiterates rarely relish the benefits of shopping online.
- Negative feedbacks about Products. They can turn your business down drastically.

The world of online marketing continues to evolve as advertisers, publishers, and technology vendors find innovative ways to handle online advertising in a way that is beneficial to viewers, advertisers, vendors, and publishers.

TYPES OF ONLINE MARKETING

- Search Engine Optimization (SEO): This is a process used to optimize your website so that it appears more in Google searches.
- Social media: Social media marketing is marketing yourself through conversation and engagement with your potential customers. For example, using Facebook, Twitter, LinkedIn, and so on.
- E - mail marketing: E-mail marketing is marketing yourself through delivery of e-mails to current and potential clients. This could be in the form of signatures on e-mails (showing your Facebook address etc), newsletters, mailing lists and much more.
- Online Advertising: There are many forms of online advertising. Although advertising through the likes of newspapers is not that effective targeted advertising online can be very effective. For example, if you are searching to buy a Canon camera and the ad is directly relevant to this then you don't view this as a bad thing. The advertisement is directly related to what you are looking for.

- Affiliate marketing: Affiliate marketing is where you get third party companies to promote your company with a commission paid for a lead or sale.

- Website: Your website is a key internet marketing tool used to promote your business online.

- Online PR: PR can be a very effective tool for promoting your business and there are many ways of doing this online.

Different Ways to Market your Business Online

This guide gives an overview of the different means to market your business online. It's not a case of using everything in this guide for your business as you don't have an endless amount of time and budget but this guide will help you to identify the areas that can be effective for your business.

The following diagram gives an overview of the type of areas we are talking about. Before deciding which methods of online marketing tools you are going to use you need to allocate time for the following:

•Research

– The initial research is to figure out what other people are doing and what is working or not working. You will not necessarily copy other people but you may take some guidance when coming up with your unique plan.

•Strategy

– You need to define a clear effective strategy. It's very easy to waste time and money on internet marketing, a clear strategy will help with this. How are you going to attract potential customers, how are you going to engage them, how are you going to keep in touch with them and how are you going to convert them.

•Branding

– Branding is becoming increasingly important in the online world. What message are you giving out online? Are you an approachable company? Is your information clear and compelling? What's unique about your offering? Branding consistency is extremely important in how you communicate, what you communicate and how it looks. For example, always ensure the tools you use online to communicate with your customers have the same look and feel as your website wherever possible.

•Content

– You need to have a clear content strategy. What content are you going to provide that will add value, what will be of interest to potential customers.

The Future of Internet Marketing

Where this is all going is hard to predict because it is moving so quickly but we can see that broadband access is increasing, mobile device usage is increasing and social networking is increasing. So that just means more people spending more time online and everybody having access to the internet. Lots of businesses that don't use the Internet as a marketing channel will fall behind and this is not going to be good for business.

II. CONCLUSIONS

The Internet absolutely has been offering new opportunities to adapt to the marketing mix. Instead of providing real products, companies use pictures of products with full descriptions to encourage the customers to be confident to make a purchasing decision. Besides that, companies not only are able to reduce product prices by passing by store space and staff costs but also provide customers with new methods of payment. In addition to this, using the Internet also creates a new method of distributing products. Nowadays, there are more and more companies using Internet marketing as a new communication channel to attract customers. Besides that, they have to study how to be successful when applying Internet marketing as well as analyzing the advantages and disadvantages of Internet marketing in order to decide what is their main marketing channel between traditional and Internet marketing channels. In fact, this digital marketing forces companies to pay more attention on how to protect their customer privacy and to build confidence in their customers so that they do not hesitate in making purchases. Moreover, companies must understand that like traditional marketing, understanding gender as a factor in purchasing behavior plays a very important role in the success of Internet marketing.

SUGGESTIONS

- Internet marketing has so many people who use it because it seems easy and cost-effective. There is nothing to be bought, shipped, or handled personally. That said, you need to dedicate a lot of time and energy into your marketing strategy before you'll see any sort of profit, let alone an income that alone will sustain you.

- Being open with your readers is important to develop trust. Always advertise in an honest way, even with

affiliate promotion. If your readers understand why they should use a link then they may follow your links.

- A way to get people more interested in an item you are promoting is to put an expiration date on the offer. If your visitors see there is a purchasing deadline, they will feel more compelled to complete the sale. This is an excellent strategy to boost sales.

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