ORIGINAL RESEARCH PAPER

Volume-7 | Issue-4 | April-2018 | PRINT ISSN No 2277 - 8179

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH

ONLINE MARKETING – PRESENT SCENARIO

Management

Nimitha Padmanabhan Assistant Professor Payyanur College, Payyanur, Kannur Dist, Kerala

ABSTRACT

Internet plays a vital role in online marketing. By the development of online marketing, the shopping habit of the people have changed tremendously. People spend more time in mobile phones with internet access. This arise in the usage of different online shopping websites which in turn leads to the growth of online marketing. Widespread adoption of the internet for both business and personal use has generated many new channels for advertising and marketing activities. Online marketing is also covered with many merits and demerits which will be mentioned in the further details. This article mainly focuses on the growth of online marketing in the present scenario.

KEYWORDS

online marketing, micro moments, geo marketing etc.

INTRODUCTION

Online marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. It includes wide range of marketing elements than in traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online marketing is also known as internet marketing, digital marketing and search engine marketing. Online marketing moves at the speed on light to keep up a strong foundation with the judgement to think critically, act independently and be relentlessly creative. At one time, business could choose to be online or not as part of its marketing strategy, but today, most consumers search for business resources, get referrals and seek reviews online before buying or hiring a business and as a result, all business should have an online presence as part of marketing mix. Internet is an element to make the life easy and faster. In the present scenario we can see that online marketing plays a major role replacing the traditional marketing.

REVIEW OF LITERATURE

Sharad Madhukar Dashaputre (2011), in his thesis "A study of the growth of internet marketing in Indian scenario" came to a conclusion that an increase in the use of internet and mobile has resulted for the increase in the growth of internet marketing. Based on their study all the respondents agree that internet is mandatory for the growth of online marketing and hence people should be given awareness of internet. Most of them strongly agree that traditional marketing will be replaced by online marketing in the near future.

Susanne Schwarzl and Monika Grabowska (2015), in their study on the topic "Online marketing strategies: the future is here" said that studying the customers' behavior is important in all the type of marketing activities. Whether it is online or offline customers behave in the same way. An apt strategy should be used for bringing the attention of customers. No company activities move without internet. So it is important to have at least one online department for the company's web presence. The main goal of company should be to create a clear defined brand which represents the companies values and catch potential buyers and loyal consumers attention offline as well as online.

Niharika Satinder (2015), in their journal "A study on internet marketing in India: Challenges and Opportunities" says that online marketing develops a greater opportunity to get information relating to customers as compared to traditional methods of marketing. In the next few years online marketing will strengthen more and makes the shopping habits pf the people more efficient and world class. Because of the use of credit cards the online shopping became more easy.

Vladislav Yurovsky, in his study "Pros and Cons of Internet marketing" came to a conclusion that there are advantages as well as disadvantages for internet marketing. Some of the advantages are empowering effect, elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours/ 7 days availability. Internet marketing also have some disadvantages such as copying, too much add cutter, unserious perception, unconformity to the product, too much competition, damage by negative feedback, technological dependence, is not embraced by all people and lack of trust.

D.K Gangeshwar (2013) in his journal, "E-commerce or internet marketing: a business review from Indian Context", remarked that the present developed in online marketing would be a valuable addition to researcher and academicians and useful theory for practitioners, advertisers and entrepreneurs. In the next three to five years India will have 30 to 70 million internet users which will equal many of the developing countries. E- commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies.

Dr.Amit Singh Rathore, Mr.Mohit Pant, Mr. Chetan Sharma (2017), in their article " Emerging trends in Digital marketing in India" says that the consumers are looking and searching more on internet to find the best products and services from the sellers around India. By different techniques of digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing, campaign marketing, social marketing etc. the shopping spped of the customers have been increased vastly. The usage of social media has created new opportunities for digital marketers to attract the customers through digital platform

ONLINE MARKETING

Online marketing is placing your business or product on the internet for millions of users to access so that you can turn your website into a strong tool to maximize your sales and business potential. Marketing online include such areas as communicating with your customers, promoting your business or product online and making sure that your website content is useful and up to date. The great thing about online marketing is that you don't need to have a huge budget to put together a marketing campaign that is effective.

Marketing online doesn't start or end with search engine rankings. It isn't solely dependent upon how well your website is built. It is a combination of many factors that not only work together but depend on each other in order to provide your company with more visibility online, better customer experiences and an understanding of proper visitor measurement.

According to TNMedia online marketing is "any tool, strategy or method of getting the company name out to the public. The advertisements can take many different forms and some strategies focus on subtle messages rather than clear cut advertisements".

LEARN INTERNET MARKETING

1. **Surf the web :** If you are old and do not have much experience with the internet the first thing you should do is acquaint yourself with online promotions such as banner ads on the sides of web pages, online shopping and online marketing places such as amazon, ebay, flipkart etc. If you do not have the basic computer and internet skills required to accomplish buying, selling and

navigating the internet, then you should sign up for classes. Low cost or free classes are often given by local libraries and lifelong learning classes.

2. **Sign up for social media accounts :** The best way to understand social media is to dive into it. Sign up for a free account on facebook, twitter, linkedin, pinterest, google plus and more.
3. **Seek a degree marketing with a focus on online internet marketing:** If you are just leaving high school and you are interested in business and marketing, then this is most likely the best path for you. Research marketing programs that focus on internet marketing helps to learn the basics one course at time. After graduation you will be ready for an entry level job at a marketing firm. You can also use your knowledge to market your own products or ideas.
4. **Take an internet marketing class if you are not familiar with the basic steps of business marketing and online promoters :** If you do not know how to set up accounts and website use google services or work with a graphic or web designer, this may be the best way to learn. Many companies provide this internet marketing tutorial services. You can sign up for it online for a cost anywhere from $50 to $1000. If you have the option, take it from a local teacher or audit a college course so that you can get an interactive education.
5. **Learn the steps of internet analysis, if you want to learn internet marketing for free :** For anyone who knows the basics of social media, search engine optimization, google news and website building blocks, then you can likely learn internet marketing on your own. A big part of marketing is understanding your competitors' data and market analysis.
6. **Interpret the data that you have gathered :** Make reports using google analysis, software or spreadsheets that show the market, competition and consumer data. You can find software or online programs that can help you make reports or charts to show where your ideal customer is shopping and who your main competitors are.
7. **Develop a strategy :** Use the research and conclusions from your reports to develop a successful strategy to reach your target demographic. Start by using the methods that were successful for your competitors, then look for more innovative approaches.
8. **Create online marketing campaigns and track them well :** Make sure your site uses analytics or use google analytics so that you know which methods are successful and which are not. This is an often forgotten rule of online marketing, but it is the only way to see your return on investment.
9. **Understand that internet marketing is constantly changing :** Sign up for newsletters or blogs that keep you tuned into the newest social media channels, marketing articles and innovative companies.. invest in marketing or programing classes if you think they would boost your internet marketing knowledge considerably.

ONLINE MARKETING TRENDS THAT WILL DOMINATE 2018

What your customers want, how your customers think and how your customers interact with each other are all changing constantly. Each year in the digital age, we see the rise and fall of social media platforms, lightning in – a – bottle trends and overarching changes to customer preferences that force the online marketing world to evolve.
Some of the important trends found by Jayson Demers that will dominate 2018 are;

a. **Big, big data :** Big data is been a big trend for many years now, but it's mostly been confined to big business and major players. With the prevalence to big data now – after all, there are over 6 million developers working on big data projects and is growing accessibility thanks to machine learning, big data will become more available to small – to – mid sized business owners. With more advertising platforms and marketing outreach methods incorporating big data into their usual infrastructure, it's going to be hard to stay competitive if you are tapping into thousands of customer data points that are now available.
b. **Non – visual experience :** Nobody expected the smart speaker industry to blow up the way did in 2017. By 2022, smart speakers are expected to be staple part of more than 55 % of households and they have already sold more than20 million units this year alone. People are starting to interact with these devices as a part of routine, daily life using voice commands and listening back to results. Consumers are gradually getting used to interfaces that require no visual surface or physical inputs , and that's going to have a huge impact on how marketers communicate with them.
c. **App capitalization :** There's an app for everything now. And there has been a diversity of apps available for the past decade, but now consumers rely on certain apps like map, transportation and review apps as part of their daily life. They've become as ingrained as google as a primary search engine and therefore represent strong real estate in which a brand can grow. In 2018, we're going to see more app capitalization, more brand purchasing ads and making deals to earn exposure on other, highly popular apps.
d. **Native ads and smart content :** Native advertising is expected to drive more than 74% of all ad revenue by 2021. With a more natural placement and formatting native das tend to get more exposure and more engagement than traditional banner ads and are less annoying for consumers. The only problem is, native ads requires a fundamentally different approach to copy one that can capitalize on the unique preferences of the people seeing the ads. In 2018, we'll definitely see increased spending on native ads and we'll also see the rise of "smart content" for those ads , able to adapt to audiences using cookies and an in – depth understanding of target audiences.
e. **Micro – moments :** Google defines micro moments as any moment that drives a customer to use their mobile device on the fly, whether they want to learn something, go somewhere, do something or buy something. In 2018, the brands that spend the most time trying to learn, understand and capitalize on these micro – moments are going to have the highest possibilities of success. It requires deeper demographic research and a mobile intensive strategy, but with the new tools its going to be easier to approach for modern brands.
f. **Content and influencer network :** Content marketing has been a top strategy for a long time, but we are running into a problem – overs saturation. Every brand with a website has some kind of content strategy and social media networks are full to bursting with content producers fighting for visibility. In 2018, we'll see a major shift in investment, rather than trying to keep fighting for new space, marketers will capitalize on space that's already taken.
g. **Individual communications :** The internet is a busy place so it is easy to get lost in the shuffle. That's why more consumers are favoring individual, personalized experiences including one – to – one communication with brands. Obviously, a purely one – to – one approach isn't sustainable but that's why more brands are turning to chat bots as a cost effective alternative. By the end of 2018, chat bots will become even more of a noem and a practical necessity if you want to give your customers a large scale yet personal experience.

ONLINE MARKETING IN INDIA

India has an internet users base of about 450 million as of July 2017, 40% of the population. Despite being the second largest user base in the world, only behind China (650 million, 48% population), the penetration of e – commerce is low compared to markets like the United States (266 million, 84%) or France (54M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrant every month. The industry consensus is that growth is at an inflation point.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e- retail activities. Demand for international consumer products is growing mush faster than in country supply from authorized distributors and e- commerce offerings.

Online marketing in India is a booming career today. In country with a rapid growth economy, it is expected to have a very high significant growth in online marketing career. The growth in online marketing trends is making a very substantial impact on marketing and advertisement. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers.

The following survey from people indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017

In 2017, 80% businesses will increase their digital marketing budget which may surpass the IT budget. Only the illiterates could not access the potentials of the digital marketing because of the accessibility to computing devices and computer education. Many of the people in this category still don't trust the method of an online payment and they lack training in English Language and other foreign languages to market online in global markets.

The following are the channels that are playing an active role in the development of digital marketing industry in India.

ONLINE MARKETING TECHNIQUES

Mobile Marketing

Digital marketing overview reveals that Social media has been playing a supporting role to marketing. Over the years, it has been noticed that 92% of social media users are from the mobile devices. This enables the size of digital marketing industries. According to the research made by the Internet and Mobile Association of India (IAMAI, 2008), communication has become a real mass communication tools having about 286 million accounts in 2008. The Indian telecommunications market has tremendous growth opportunities and according to IAMAI is projected to exceed 500 million by 2010. According to TRAI, the numbers of mobile subscriber based in India grew to 980.81 million users in the second quarter of 2015.

Adoption for the mobile device is getting higher day by day. SMS marketing is one of the true mass market media channels across many demographics before the convergence of mobile internet and mobile devices.

Email Marketing

Email marketers of some of the most successful marketing agencies claim a return of $40 for every dollar they invested. From the digital marketing overview, it was discovered that well-targeted email marketing will be one of the most effective ways of ensuring conversions in 2017. As shown from the figure below, email is one of the most effective methods for digital marketing as there is a facility to disburse messages to millions of people at a time.

Search & SEO Marketing

Apart from the above channels through which digital marketing takes place, activities under Digital Marketing industry in India are not limited to social media, email, content, search engine, etc. Digital marketing is either done in-house where companies might hire people for their own or clients' digital marketing needs. A company may outsource to specialist digital marketing agencies or given to consultants.

Blog Marketing

Blog marketing is internet marketing by way of web logs (blogs). Blogs are different than corporate websites because they contain daily or weekly postings, many times around a single subject. Many corporations use blogs to foster a dialog with customers so that they can explain the features of their products and services.

Viral Marketing

Viral marketing is a marketing technique that creates brand awareness by using social networks that already exist. Viral marketing increases brand awareness and achieves other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathologic and computer viruses. Information can be spread by word-of-mouth or it can be enhanced by the network effects of the internet. Viral promotions might be in the form of video clips, Ebooks, images, text messages, or brandable software.

Social Media Marketing

Social media marketing is a term that describes the act of using social networks, online communities, blogs, wikis, and other collaborative internet forms of media for marketing, sales, public relations, and customer service. Common social media marketing tools include Twitter, blogs, LinkedIn, Facebook, Flickr, and YouTube.

Affiliate Marketing

Affiliate marketing is an internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Geo Marketing

Geo targeting (in internet marketing) and geo marketing are the methods of determining the geolocation (the physical location) of a website visitor with geolocation software and delivering customized content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, Internet Protocol (IP) address, ISP, or other criteria.

CONCLUSION

Internet makes people around the world busy. The influence of the growth of Internet is very vast. By the use of social media, applications etc. the consumers came to know about different online shopping sites. Online marketing has become easiest shopping method for the consumers nowadays. The use of internet is presenting a vast new array of opportunities to get in front of consumers and deliver marketing messages. There was a drastic change in the shopping habits and preferences of customers by the growth of online marketing. People sit in home and order for what they need. As in all situation for online marketing also there are certain pros and cons. The growth of online marketing is tremendous in today's world. In the busy life online marketing is a great relaxation for all the people around the world.

REFERENCES

1. Sharad Madhukar Dashaputre (2011), "A Study of the growth of Internet Marketing in Indian Scenario", Tilak Maharashtra Vidyapeeth, Pune, pp. 89 – 92.
2. Susanne Schwarzl and Monika Grabowska (2015), "Online Marketing Strategies: the future is here", Journal of international studies, Volume : 8, No.2, pp.187 – 196.
3. Niharika Satinder (2015), "A Study of Internet Marketing in India: Challenges and Opportunities", International Journal of Science Technology and Management, Volume : 4, Issue : 11, pp. 265 – 273.
4. Vladislav Yurovsky, "Pros and Cons of Internet Marketing", Research Paper in Turiba University (Latvia), pp. 1 – 12.
5. D.K Gangeshwar, "E – Commerce or Internet Marketing: A Business Review from Indian Context", International Journal of Service, Science and Technology, Volume : 6, Issue : 6, pp.187 – 194.
6. Dr. Amit Singh Rathore, Mr. Mohit Pant and Mr. Chetan Sharma (2017), "Emerging Trends in Digital Marketing in India", International Conference on Innovative Research in Science, Technology and Management, pp. 107 – 115.
7. Matt Bailey, John Wiley Sons (2011) Internet Marketing: An Hour a Day, pp.5.

WEBSITES

8. www.technopedia.com
9. www.quicksprout.com
10. www.thebalance.com
11. www.neilpatel.com
12. www.forbes.com
13. www.en.m.wikipedia.org
14. www.digitalvidya.com
15. www.compukol.com