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"Online Marketing: The Innovative Era of Advance in E-commerce"

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ABSTRACT Online Marketing is an attention-grabbing area mainly for researchers in the field of marketing . It is an innovative technique of marketing products, services worldwide to the targeted market. This innovative approach about Online Marketing in e-commerce, viewing how advertisers need this innovation to be successful in this paper. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

KEYWORDS : Online Marketing, Innovation, E-commerce

1. INTRODUCTION

Online Marketing is also known as Digital Marketing, Web Marketing, Online Marketing, or E-marketing. As the name implies , Online Marketing is the promotion of products or services over the Internet. However, it also Online Marketing plies marketing through the wireless media and through e-mail. Electronic Customer Relationship Management (E-CRM) systems are also categorized under Online Marketing. Online Marketing can be artistic and technological through its design, development, advertising, and sales over the Internet. This paper is a secondary research about how E-commerce regularly forms part of our daily lives. It concerns different phase of advertising in terms of e-commerce.

2. INTERNET

In Last ten years, the population of internet diverse a lot; an Online Marketing increase of about 50% of the World Wide Web (WWW) per month and the numbers of websites double every 53 days . A 60% of large companies and 30% of midsize companies were Online Marketingated to make use of the Internet for promotion purposes by the year 2000 . In 2003, the first generation of internet users was fresh graduates - fast to get the concepts of E-commerce and online shopping. In China, Major investments were also made by international E-commerce companies at that Online Marketing escrow systems were made for better trust in buyers and sellers . The industries like Hotel industry and businesses like Traveller's business now face new challenges like demands for the web for booking and information about hotels. The World Wide Web is an electronic efficient technology which is means for advertising hotels and it also develops customer relationship in the long-run. The Internet allows companies to open a Website , have their products and services available to millions of possible consumers and only in a short Online Marketing period. GE, IBM, Ford, Kraft, and Proctor & Gamble were the first to register "domain names".

3. USE OF INTERNET IN MARKETING

Internet grew in only five years and there are no barriers for Online Marketing , online has become the innovative era in E-commerce with little variable cost per customer . Marketers use full advertising that appeals Online Marketing to attract both -young and old people all over the world. In Today's world, The Internet is measured as a much greater resource than traditional means of advertising : E-mail – use to transfer text and Online Marketing messages, Newsgroup – electronic conferencing leading to the development of ideas, as well as, worldwide networking opportunities , File transfer protocol (FTP) – high speed file transfer as a virtual fax, WWW – menu-driven access to host resources , etc. All industries Subject Matter Experts (SMEs) are their in all industries who are responsible to combine and apply knowledge from different vendors and sources to solve industry problems. SME knowledge with other reference sources is one of example of Internet model to prepare a website , to maintain and attract customers . Website can lead to an interesting, inexpensive means for sales promotion to worldwide customers , if website is well designed.

4. ADVANTAGES OF THE INTERNET

In Today's world, Web can use worldwide because it is easy to access and reasonable also. For marketing, Internet is a fast and flexible resource. In Online Marketing, shopping is very convenient. It provides not only an user friendly environment but also an instant satisfaction of ordering, paying and delivering . Using Internet, a one-to-one as well as a two way communication with customers is possible. Enhancing brand Online Marketing, creating awareness and providing customer service are more important than just selling the products or entertaining customers . The companies can make a stronger brand Online Marketing using better technologies which increase sales. These days, people live a busy life and Online Marketing is consuming for them for shopping online. In Online shopping, a consumer uses his/her credit card to buy a product, through the Web Track software from Aurum Software, the company can access consumers' details, so company saves Online Marketing . It includes communication, with expenses on straight response marketing rather than the old standard mass communication; Online marketing is seen as a promotional as well as informational tool .

This new era of commerce is valuable for marketing logistics , a worldwide presence, to set up and keep a spirited edge, cut down components of supply chains, for cost savings and research advantage .

5. SUCCESSFUL WEBSITES

There are various websites those are following these concepts of Online Marketing and the are achieving their target also means they are successful in these concepts. So, Successful Websites should be useful, attractive, demanding and exclusive and the homepage of website should be small and clear. Website should be like easy to search information needed. Furthermore, it must be up-to-date for most recent information about the company; customers like to see modification in the website . Products/services available should be represented clearly by key words or Online Marketing on the Web site . Programs should be set up to find out which kind of customers are interested and what can keep customers coming back. This is the key of marketing strategy to know your customers, as well as, their demands . A company should create a Web site and should not put Web links that are not completed . There are various marketing strategies for Online:

1) Targeting – This is different from the traditional segmentation because the customers come to you, they initiate contact, control information flow and control message content. Market the Web sites through packaging or "click-through" from other companies' Web sites . "Click-though" banner advertising is a sort of digital word-of-mouth which is becoming a stronger means of the Web .

2) Merchandise Strategy – Brand identification is made clear on the Internet but the number of purchase is not there yet. Sometimes Online Marketing the products are not available on the Web site and customers hesitate before getting this particular product. To

increase their confidentiality, recognized vendors should be mentioned on the Net. Authenticity is important for both sellers and products in Online Marketing.

3) Pricing Strategy – In the long run, it will be good if firms can concentrate on offering products with the unique characteristics. Online shoppers will differentiate by the benefits and quality of the products/services. Otherwise, a low price strategy should rely on cost advantage and high volume to be able to compete.

4) Distribution Strategy - There is a necessity of a direct-to-customer mechanism. The industry has to be the first providing unique services to always be ahead of competitors.

5) Promotional Strategy – This depends on the marketing research and consumer preferences. A "Frequently Asked Questions" (FAQ) section should be provided in the Web site and high-level marketing officers should also be involved for a stronger marketing message for the company's vision. In fact, the FAQ, through Internet, can save over one million dollars by providing what customers want. It also reduces online catalogue processing costs and cycle Online Marketing . Other than that, grouping and ranking the content of the Web site is effective so as to group consumer needs and to provide a good structure for navigation of the Web site according to a consumer .

6. LINK TO REALITY

Marketers should all know about Information Technology (IT) to be capable to make better market analysis, decision making and to better control and monitor their field . Competition must now be based on speed instead of size of corporations for development because product life cycles are too short to increase fast enough. What is needed are high quality information about the product, service and corporate needs and fast and effective delivery process. Continuous information-based value to customers can lead to comparative advantage . Nowadays, traditional radio companies drive FM/AM and online listenership for a better growth by copying the best practices of new, growing internet companies. Since Internet is innovating in a really fast way, companies need to continuously change and marketers agree that by the Online Marketing a new product comes into the market, it will already be obsolete . However, the Internet is not really safe since there are no modern online international payments systems resulting into frauds .

7. CONCLUSION

The Internet network is a marketing channel use by advertisers, marketers, and society to find the right combination of marketing mix to best suit customer's needs. It is important for a company of this era to have access to the Internet to be more successful. Online Marketing does not only target consumers, but also internet advertisements client marketers from companies. This is so because companies prefer to hire specialist in creating a Web site. People always find themselves under stress of working long hours and they do not have enough for social activities or even shopping. They thus develop this new millennium where ONLINE MARKETING through E-commerce becomes an everyday thing and routine for them. E-mail is as famous as direct marketing in supporting E-commerce activities. Most clients feel that this new media is a success in relation to traditional marketing advertising. But Internet should be used with other media for a more effective marketing tool. Online Marketing will become even more important in the future. As more companies will have access to the Internet, they will start doing business over the Internet. With a decrease in communication prices, more customers will shift to the Internet as well. Security will not be an issue anymore because software companies, banks and credit card institutions are working hand in hand to improve Internet security. Companies need to protect themselves in three areas: data integrity, confidentiality of data and authenticity by installing firewalls or routers. Customers will look for a business on the Web since there are unique opportunities for marketing a company's service, selling products and gathering information on the Net . The marketing mix plays an important role in ONLINE MARKETING in E-commerce; deciding what type of advertising best suit customers through the Web. This is the new era of innovation; where everyone will be interacting on the Web. Live video session will be available and a prospective customer may be able to talk to a customer representative directly over the Internet.

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