A STUDY ON ONLINE MARKETING AND ITS IMPACT

T Mohan Krishna

Department Of Mba (Mallareddy University)

ABSTRACT

The rapidly rising digital market in India demonstrates that digitalization is accelerating. Finally, even when purchasing a product from a store close to home, consumers can use the internet to place an order. Digital marketing is an electronic communication channel used by marketers to promote their products and services to the market. The ultimate goal of digital marketing is to connect with customers through digital media . This article discusses the concept of online marketing, the impact of internet marketing on consumer purchases, and traditional marketing versus online marketing. Online marketing is the practise of advertising and marketing a company's products or services over the Internet. Online marketing uses websites or emails to reach users and is paired with e-commerce to simplify business transactions.

 In Online marketing allows you to promote your products and services using websites, blogs, email, social media, forums, and mobile apps. Online marketing is sometimes known as Internet marketing, Web marketing, or simply OLM. Online marketing is a frequently used approach for advertising or promoting sales and a company's name.

Wise use of web marketing methods can propel a company to new heights of success.

KEY WORDS :

online marketing ,promotion

INTRODUCTION

Online marketing is sometimes known as 'Digital Marketing,' 'Internet Marketing,' or 'Webmarketing.' Online marketing refers to advertising and marketing operations that use the Internet and email to drive direct sales through e-commerce. Online marketing refers to the presentation of a company's brand, products, and services on the internet in order to assist develop strong, continuous consumer relationships**.**Online marketing offers a new market place through which to exact the product purchase anddelivery process in addition to a physical market place. Online marketing is a set of tools and strategies for promoting items and services via the internet. Because of the additional channels and marketing techniques available on the internet, online marketing comprises a broader range of marketing features than traditional corporate marketing.

OBJECTIVE

1)To study concept of Online Marketing

2)To study impact of online Marketing on consumer purchase

Online marketing is also known as internet marketing ,wb marketing,digital marketing ,and search engine marketing.the broad breadth of online marketing differs per business requirments.effective online marketing campaigns make use of consumer data and customer relationship management.

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

RESEARCH METHODOLOGY

PRIMARY DATA :

Primary data was collected through observation and structured questionnaire. Thequestionnaire was structured in such a way that the respondent could give correct informationand fill up the questionnaire in short time.

SECONDARY DATA :

Secondary data is collected from books, Journals, news paper and websites.

SAMPLE SIZE :

For the present study sample size is determine 100 respondent's opinion who presently purchasing product with the help of online Marketing

ADVANTAGES ONLINE MARKETING AND ANALYSIS

Customers can stay upto with corporate information via online marketing technology .now a days ,many customers may use the internet from any location at any time ,and business are continuously updating information about their goods of services.customers understand how to acces a company website ,research products,make online purchases,and provide feedback

Consumers receive comphrensive product or service information .they can make comparision with other related products .digital marketing enables consumers to make purchase 24 hours a day,,seven days in a week .prices are transparent in digital marketing.

In this era of innovation , almost all the spheres of human life have been touched upon by the applications of ever –growing technology.

DISADVANTAGES OF ONLINE MARKETING:

1. Low penetration of computer technology.

2. Potential for deception.

3. Dependability on technology.

4. Maintenance cost due to constantly evolving environment.

5. Higher transparency of pricing and increased price competition.

HOW THE COMPANIES CAN BE BENEFITED WITH ONLINE MARKETING – VARIOUS STRATEGIC ISSUES

THE E-MARKETING PLANNING PROCESS: The integration of e-marketing includes specific objectives, strategies and activities. It can be a streamlining process or reinventing process. In reinventing process, the existing one is scrapped and a new one is created from scratch with a fresh look. It requires a separate e-marketing plan. Set the objectives which integrate e-marketing communications with traditional communications..

ORGANIZING AND RESOURCING FOR E-MARKETING: As the importance of online channels increase, the structure of the marketing organization and responsibilities may need to change to maximize the opportunities available through new media. For this whether to change the structure of the marketing organization or not, should be decided first. After it the new responsibilities for e-marketing should be identified. How to develop e-marketing specific skills within the marketing team? Does the organization have the database marketing and analytical skills to support E-CRM and e-mail marketing? Which e-marketing activities do should be outsourced?

DEFINING THE INTERNET VALUE PROPOSITION

To achieve increased customer usage of online channels (web, e-mail, wireless), a distinct, detailed proposition must be developed for these online channels and it must be clearly communicated online and offline. How to vary the elements of the marketing mix online?

E-BRAND VALUE:

How does the Internet contribute to and influence brands? How to extend the brand online? Should brand variants be used? How effective is the emotional connection of an online brand? How is the online brand experience perceived by customers? How is online service delivery perceived by customers?

SETTING THE E-COMMUNICATIONS MIX:

Defining the proportion of online spends on different elements of the communications mix. One needs to identify Percent of communications budget allocated to e-communications i.e. online spend Percent age on advertising, direct mail and PR.

E-MAIL MARKETING INTEGRATION:

It is the integration of different forms of marketing e-mail, i.e. rented list, house list eblasts, service e-mails and e-newsletters with traditional communications, i.e. direct mail, advertising, etc to achieve maximum

response. First business has to decide touch or contact strategy defining minimum and maximum number of touches per customer in a period?

E-CRM:

It is related to electronic-customer relationship management. Using online channels to build and deepen relationships with customers is known as E-CRM .Key issues related to E-CRM is to manage customer data and identifying the methods through which targeting and personalizing messages for online customers is done.

E-MARKETING AUTOMATION:

E-marketing automation is developing personalized marketing messages delivered by web and e-mail in response to customer events and behaviors. For this business need to identify: How to support the sales process and relationship-building through automated e-mail dialogue based on web-based event triggers? How to build related-products personalization into the web site? How to integrate personalization technology into the existing infrastructure?

IMPACT OF ONLINE MARKETING ON SOCIETY

- In this online world, a simple banner advertisement can be both an advertisement and a direct marketing service. The banner raises the passive consumer's awareness of a product. It also encourages the consumer to pursue action by clicking on it.
- Digital marketers care about the consumer's online experiences for the simple reason that all of them -- good, bad, or indifferent -- influence consumer perceptions of a product or a brand.
- The web offers companies' ownership and control of all interactions with customers and thus creates both the ability and the need to improve their overall experience.

TRADITIONAL MARKETING VS ONLINE MARKETING:

1. Online marketing is more measurable than traditional marketing. Internet marketing allows organization to see exactly what and how much they are paying for.

2. Online marketing makes strategic decision based on facts. Traditional organizations will have a difficult time showing real data that leads to achieving the goals.

3. Online marketing is better at reaching target audience

. 4. Internet marketing is a constant source as compare to traditional .If we catch an ad in passing and we missed some information we cannot go back and review it in case of traditional whereas online marketing provides a permanent address that can visit anytime.

5. Online marketing provides better word of mouth, feedback and review of the product and services are the good example of it.

COMPONENTS OF ONLINE MARKETING

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

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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