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Internet Marketing and the Growth of the Dying Marketing Industry

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ABSTRACT

Internet marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media .It also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, Internet Marketing also deals with creating and placing ads throughout the various stages of customer engagement cycle.

It's been almost half a decade since the Internet overtook television as the preferred medium for advertising, and with the advent of ever-more sophisticated mobile delivery mechanisms, 2015 promises to be yet another big year for online marketing. Perhaps the only thing getting in the way of this otherwise inexorable momentum, however, is the persistent lack of transparency undermining the industry.

Going forward, transparency will be a determining factor in the online advertising market. But providers would do well to embrace that shift rather than avoid it. Apart from the obvious benefits it implies for clients, the emphasis on objective measures will also help services understand what they're doing right, and why, and replicate it.

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Introduction

Internet marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media. It also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, Internet Marketing also deals with creating and placing ads throughout the various stages of customer engagement cycle.today but retaining them and

most importantly, transitioning them according to the culture of the organization and getting the best out of them is a much bigger concern.

1 Online advertising, also called online marketing or Internet advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising),

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and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. In other words internet marketing could be defined as:

“Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs”. Chaffey 2007

2. Structure

2.1 Problem

In the era of globalization internet plays a important role in all areas of life and industries. With the advent of internet most of the task is done very quickly and easily with mere few clicks which results in the dying of marketing industry.

2.2 Objective

The objective of the study is to understand what is online marketing and what is the impact of this online marketing on marketing industry? It also help us to understand what are the different types and advantages of online marketing?

2.3 Tool for research

In this study the researcher used the secondary data to conduct the research work..

3. Types of online marketing

3.1 Affiliate Marketing

It is a marketing practice wherein a business pays an online retailer, e-commerce site or blog for each visitor or sales that these websites make for their brand.

3.2 Display Advertising

This refers to advertisement banners that are displayed on other websites or blogs to boost traffic for their own content. This, in turn, can increase product awareness.

3.3 Email Marketing

This is a marketing process that involves reaching out to your customers via email.

3.4 Inbound Marketing

This type of Internet marketing involves sharing of free valuable content to your target market to convince them to become your loyal customer.

This could be done by setting up a business blog.

3.5. Search Engine Marketing

This is a form of marketing that promotes a business through paid advertisement that appears on search engine result pages. This includes paid placement, contextual advertising, paid inclusion or through search engine optimization.

4. Consumers are preferring internet marketing to traditional marketing

The Internet is dynamic and constantly changing. It takes a lot of luck and planning to get a business off the ground in the years following its creation.

4.1 Faster Transactions

There's no line for the cash register on the Internet. Whether you link to your website through a search engine ad, an email, or a blog, customers can pick out what they want to buy faster than ever.

If you're not an ecommerce business, you can still entice site visitors to sign up for newsletters, download software, or contact you for services with a couple clicks and some typing. Business moves at break-neck speeds online, no matter what your specialty.

4.2 Wider Reach

There are no borders on the Internet. Utilizing Internet marketing means you can reach potential customers everywhere from the other side of town to the other side of the world. All you need to do is implement the right Internet marketing strategies.

4.3 More Business Hours

Some businesses stay open 24 hours a day, but the majority of the commercial world sleeps at night. Sales reps can't work all the time, and marketers certainly don't want to write a new ad at 4:00 a.m. Your website, however, stays open all day and night, promoting your business while you and your staff are sleeping while remaining accessible to your audience. Internet marketing strategies speed up the sales cycle drastically, which you can use to speed the growth of your business. However, this doesn't happen without a solid internet marketing plan for rapid business growth, which is essential to online success.

5. Transition from Marketing To Internet Marketing

It's been almost half a decade since the Internet overtook television as the preferred medium for advertising, and with the advent of ever-more sophisticated mobile delivery mechanisms, 2015 promises to be yet another big year for online marketing. Perhaps the only thing getting in the way of this otherwise inexorable momentum, however, is the persistent lack of transparency undermining the industry.

First, the good. Most businesses have already established some sort of online advertising presence—even if that only extends to do-it-yourself social media outreach—and those businesses that haven't increasingly understand the need to take their advertising arms digital. Spending continues to rise, both in raw terms and in relation to the overall marketing and advertising sector. And given the deepening popularity of e- and mobile commerce, there is no reason to expect demand won't, also.

The shifting face of the industry itself reflects this dynamic growth. Last year, the number of tech-based advertising acquisitions rose 32%, with total transactions surpassing \$7 billion, more than triple the previous year.

But even amid all this progress, confidence in the ability of services to provide reliable returns is wavering—and with good reason, too, in many cases.

A recent Association of National Advertisers Study found that 23% of video ad impressions, 19% of retargeted ad impressions, 17% of programmatic display impressions, and 52% of third-party sourced traffic are only ever seen by computer programs. "Bot fraud," as its known, can be perpetrated by crooked publications looking to scam their clients or by rival businesses trying to drive up the costs of their competitors. In either case, though, the practice is widespread and pernicious and seriously damaging the credibility of the industry as a whole.

The less dramatic, but probably more pervasive problem, is with visibility. Because of poor loading speeds, disadvantageous placement, or simple user avoidance, many—if not most—ads are never actually processed by the customers they're meant to target.

Google recently reported that just over 50% of ads served are measured viewable. One prominent German ad firm believes that figure is closer to 40% for programmatic ads. When the International Advertising Bureau announced its intentions to raise standards to 70% viewability, there were as many questions as to whether that less-than-lofty goal was possible as to whether it was sufficient.

Similarly, native advertising has thus far gotten by on promise more than measurable results. As a recent Venture Beat article explained, the value proposition for pricey online content is tenuous at best. Businesses understand the utility of attractive, non-intrusive advertising, but as publications increasingly turn to native content to support their struggling revenue models, buyers will want a clearer ROI.

Advertising, of course, has always had these issues. From buying TV spots to passing out fliers, there's always been a certain—not unfounded—suspicion among clients that the money they're spending to propagate a message is either lining someone's pockets instead of going down the drain entirely.

The difference is that, at the dawn of the information age, all the tools now exist to measure the efficacy of individual campaigns. Deliberately obtuse explanations are no longer sufficient to convince savvy customers that their money is being put to appropriate use. Clients expect, and have

every right to, detailed breakdowns of exactly where and to whom their advertisements are being shown, and increasingly, there is no excuse for service providers not to be able to deliver that level of accountability.

Going forward, transparency will be a determining factor in the online advertising market. But providers would do well to embrace that shift rather than avoid it. Apart from the obvious benefits it implies for clients, the emphasis on objective measures will also help services understand what they're doing right, and why, and replicate it.

For the time being, transparency, or a lack thereof, is a drag on growth. But looking ahead to the future of one of the digital age's most promising industries, there's no reason it shouldn't be the foundation for a new and more intelligent way of doing business.

6. Conclusion

As higher revenues are generated at lower costs at any time of day or night., Elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, 24 hours / seven days availability There are many other reasons that Internet marketing is valuable, but in today's technological age, it is an absolute necessity.

Consumers respond less favourably to traditional marketing than ever before, so you need a combination of engagement, education, and selling to reach them. Only online marketing provides that.

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