

# TRENDS IN INTERNET MARKETING

Dipender Gahlaut<sup>1</sup>

<sup>1</sup> Student, Management Department, Ganga Institute of Technology and Management, Haryana, India

## ABSTRACT

*Marketing is at the heart of all business activities. Without marketing organizations cannot sell and without sales there is no income and without income people cannot run businesses. The internet has emerged as a revolution in the general aspect of our lives, from a larger economy to marketing. The Internet is a very diverse marketing platform for almost any business to market products and services. Internet marketing, also known as online marketing, involves the use of interactive and virtual spaces for the promotion and sale of goods and services. In fact, the new synchronous communication technologies on the Internet have contributed to the restructuring of major economic sectors, including marketing. Online marketing includes social marketing, text ads, banner ads, video ads, and many more. The number of users of social networks is now greater than the population of some countries. Like other forms of marketing, internet marketing has its pros and cons. The ability to accurately target consumers and measure the effectiveness of marketing strategies are the main benefits of online marketing. On the Internet, the level of patient exposure has changed a lot, unlike traditional media such as billboards, newspapers, and television. Visibility is the main prerequisite for online marketing, traffic will not increase if people do not know about the company or its products and services. Internet marketing therefore becomes very useful in all of this. This study reflects the concept of e-marketing with current strategies and its superiority over traditional marketing with a benefit set that covers a wide coverage of the global population, reaching the target set of customers and obtaining their respective feedback on the product, thus creating a greater opportunity to interact with them with fast and efficient results for optimal costs and scalable results.*

**Keyword:** - Internet Marketing, Social Media, Synchronous Communication and Marketing Strategies etc....

## 1. INTRODUCTION

Internet marketing, also known as online marketing, involves the use of interactive and virtual spaces for the promotion and sale of goods and services. In fact, the new synchronous communication technologies on the Internet have contributed to the restructuring of major economic sectors, including marketing. Being profitable, flexible, fast, and enjoying unprecedented global reach, internet marketing has brought businesses different incredible returns. However, this new efficient method also involves its particular drawbacks, for example lack of personal contact, security and confidentiality which must be taken into account. Social networks also rely mainly on applications and tools from the Internet and mobile phones to share information between people. The number of users of social networks is now greater than the population of some countries. The impact of social media on marketing can be assessed by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

## 2. HOW INTERNET MARKETING IS DIFFERENT FROM TRADITIONAL MARKETING

If we compare online marketing methods with conventional traditional marketing practices, there are broad areas and opportunities where online marketing is competent and has its advantages.

- Electronic marketing allows the seller to create options to encourage his target audience to take appropriate action, visit the relevant website, Learn about their products and their features and different services. Through this mechanism, customers can give their opinion about the product, their choice to buy the product and the related comments, which are also visible on the website, in this way the seller gets an

effective opportunity to communicate with customers, which is usually watered down is in the case of the traditional way of marketing.

- Through online marketing, any business promotion idea has a much broader scope and coverage, as it can be seen all over the world through a marketing campaign at an optimal price compared to conventional marketing campaigns and once a marketer understands the important content of word search criteria website has been optimized. It is a high return on investment with very marginal costs to maintain positioning.
- Since we can respond to customers in real time, it is easier to keep track of whether or not a particular campaign works for the product, and based on feedback, the seller can make appropriate changes to the promotional campaign in Traditional marketing.
- Through online marketing, brand development can be done better than traditional marketing, a well-designed website with quality information can focus on customer needs and create greater opportunities that can add significant value to their expectations.
- In traditional marketing, it is difficult for small retailers to compete with large competitors in the market due to the cost and experience of strategizing, while in the case of online marketing, through a clear website. Better Service Guarantee allows you to target your reach a wider range.
- Cost sharing is another point that makes a big difference between conventional marketing techniques rather than online marketing; Business House can develop its respective digital marketing strategy at a very low cost and replace conventional expensive advertising methods such as print media, radio coverage, television and magazines.
- Unlike traditional marketing, where we have to wait for the set time frame to know the reaction of customers, online marketing is always in real time.
- Online marketing has the potential to create a wave and viral effect in promoting traditional marketing, for example, the use of social media websites, email and social media channels, the message is shared incredibly fast.

### 3. DIFFERENT METHODS OF INTERNET MARKETING

Different methods of internet marketing. Electronic marketing or online marketing can be carried out and promoted using the following techniques and methods.

#### 3.1 Online advertising:

This is the best-known technique followed in electronic marketing, where the seller uses the sandbox to transmit and promote marketing content on web pages designed to attract the attention of Internet users only, the main goal is to increase brand awareness and spread sales. This method includes promotional messages on the computer screen, more like a TV commercial, but online campaigns are more creative.

#### 3.2 Mobile marketing:

The increase in smartphone features created an opportunity for customers to use and connect with online advertising. The advancement of technology in mobile phones increases mobile marketing opportunities randomly. The trend of mobile marketing has been well received by restaurants and cinemas, and banks and financial institutions are also using this marketing method every year.

#### 3.3 Email marketing:

This online marketing mode is considered one of the most effective forms of electronic marketing where emails are used to send promotional messages to Internet users. The main benefit of this method is lower costs and wider coverage, but this method has its limitations as the online customer can easily ignore the received ad content or put these emails in a spam folder.

**3.4 Video Marketing:**

In this mode of electronic marketing, video is added to the website to increase website traffic at a higher rate. In this way, it is important that the relevant message is transmitted to the target audience, so the video must be designed in such a way that it can understand and explain the customer's needs, otherwise the entire initiative will be in vain.

**3.5 Influence Marketing:**

Influence marketing is a type of word-of-mouth marketing that focuses on using key leaders to get your brand message across to the general market. Influencers can be anyone, from celebrities and stars on Instagram or YouTube to well-known bloggers and journalists who help market your business or product through their social channels.

**3.6 Blog:**

Over the years, blogging has become very popular worldwide, with no barriers between age groups. Thanks to blogging, the audience can express their views and thoughts and this particular feature of this method is monetized by them. Marketing specialists where small companies present and market their ideas in minimum time.

**3.7 SEO (search engine optimization):**

This method is more like an art of generating web traffic to the desired websites and can be accomplished by adopting the techniques to get the websites to rank higher on the search engine websites, what which guarantees a greater amount of visitors.

**3.8 Voice Search and Smart Speakers:**

Voice search plays an important role by providing all the relevant information that people search for through audio content. Now AI is getting smarter, and the number of technical issues caused by voice assistants like Alexa, Siri and Google has decreased. Many companies have included voice search in their digital marketing strategies to effectively deliver value-based content to their customers.

**3.9 Affiliate Marketing:**

It is a set of online marketing methods where different website owners come together and establish their networking relationship to increase their market reach and financial benefits. In this method, a specialized type of software is used to reward your affiliates for every visitor to the site.

**3.10 Social Media Marketing:**

This technique creates brand awareness and livens up the product using social media sites by creating unique content that grabs the attention of social media users and shares it with their friends. Social messaging apps can be very useful for sending messages directly to customers as they allow for personalization (another trend) and add value to the user experience.

**4. BENEFITS OF INTERNET MARKETING****4.1 Convenience:**

Customers can shop 24 hours a day from anywhere without having to physically go to the store. This makes it convenient for the customer by just sitting at home one can shop, one can check all the offers etc.

**4.2 Interactive and immediate:**

Consumers can interact with the seller's site to find the information, products or services they want, and then order or download it there.

#### **4.3 Build customer relationships:**

Businesses can interact with customers to learn more about their needs and build customer databases.

#### **4.4 Reduce costs and increase efficiency:**

This avoids the cost of maintaining a physical store, rental costs, insurance, and utilities. Producing digital catalogs costs less than printing and shipping paper catalogs.

#### **4.5 Greater flexibility:**

Unlike offline marketing, such as placing traditional ads in magazines, newspapers, television or in a print catalog with products and prices fixed until the next print, an online catalog can be adjusted daily or even hourly, adapting product availability, prices and promotions to match changing market conditions by changing a frame or wording and doing so without any problem.

#### **4.6 Access to world markets:**

The Internet is a global medium that allows buyers and sellers to click from one country to another in seconds.

#### **4.7 Monitoring results in real time:**

Allows results to be tracked in real time using online analytics to determine the performance of your marketing campaign. There are ways to track traditional marketing efforts, but most of the time it can't be done in real time.

#### **4.8 Specific demographic targeting in advertising:**

Helps identify specific demographic data, such as gender, age, location, specific income levels, education levels, and occupation.

#### **4.9 Variety of methods:**

There are different methods of online marketing such as audio, video, blogging, email, social media, and current newsletters.

#### **4.10 Instant Conversion Capability:**

Through online marketing, marketers can have the ability to convert a customer instantly. This is not the case when evaluating marketing options in traditional media such as magazines, newspapers, or television commercials. With online marketing, you can not only capture the information of a potential customer, but also a sale captured instantly with a few clicks. In offline marketing, it takes longer to turn a customer into a sale without speaking about the person who is running it. Often requires.

#### **4.11 Measurement results:**

By providing businesses with unprecedented results tracking and customer behavior metrics, easy results analysis and cross-checks ensure that the money you spend pays off.

## **5. CONCLUSION**

The internet has emerged as a revolution in the general aspect of our lives, from a larger economy to marketing. This study reflects the concept of e-marketing with current strategies and its superiority over traditional marketing with a

benefit set that covers a wide coverage of the global population, reaching the target set of customers and obtaining their respective feedback on the product, thus creating a greater opportunity to interact with them with fast and efficient results for optimal costs and scalable results. However, the use of the Internet in advertising marketing and promotions has its set of obstacles, mainly it implies, being easily copied by the competitor, technological dependence, difficult to create a serious perception, too much competition in a space. Thus, the value of the brand can be diluted by negative feedback. It is never easy to be absorbed by all and build trust. With each passing day, as the internet evolves, the latest technologies and different marketing strategies will emerge on the e-marketing platform and redefine how different and new products and services will be uniquely marketed in the next days. The potential of e-marketing with the same holistic consideration of its advantages and limitations will prepare businesses, entrepreneurs and digital marketers for the challenges of the years to come.

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