Importance of internet marketing

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ABSTRACT : The Internet is a much more accountable and measurable medium than traditional media. The unique property of the Internet being a medium with bidirectional information flows has enabled performance-based pricing models that tie online advertising payments directly to campaign measurement data such as click-through and purchases. These pricing models have become increasingly popular in the online advertising industry and this is done by websites. Website is the backbone of any Internet marketing plan. Whether a company utilizes search engine marketing, e-mail marketing, affiliate marketing or contextual advertising, a website is the element that the campaigns are built upon.

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Keywords : Marketing, brand personality, website.

I. INTRODUCTION

Today's marketing concept is very important to all the companies to sell their products because Marketing should analyze the needs of their customers and then make decisions to satisfy those needs. The marketing mix is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. Also known as the Four P's, the marketing mix elements are price, place, product and promotion.

New technologies and emerging market trends have converged to shift the balance of power from companies towards customers. Companies have been redefining their marketing and branding strategies due to the unique characteristics of the internet and its capacity to change old rules. Internet offers valuable segmentation opportunities and more precisely targeting customers to new levels. Brand personality also helps a web site to powerfully differentiate itself from competing sites.

II. MARKETING

Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably.

Marketing can be conducted in various types and techniques. A company can invest in any marketing technique that works best and is effective to the customers. But in this article, let us mention three proven types of marketing that most companies have been using in their product and services campaigns.

A. Offline marketing

The advent of modern marketing has been very helpful for most business, but traditional marketing is still as effective and powerful as it used to be. Not to be overlooked in this age of computers and internet technology, offline marketing is still widely used by many businesses.

Tri-media or advertising through print ads, television, and radio have proven to be effective means of advertising and increasing product awareness even until now. Newspapers continue to be used actively and widely circulated by many print media organizations where businesses occupy portions and spaces in the Classified Ads to introduce their products and services [5].

However, companies reap more benefits if online and offline marketing methods are combined. A good example is the use of direct mail in order to lead customers to the company website. In fact, a company can save a lot with proper combination of marketing methods since offline marketing can be costly.

B. Online marketing

Online marketing is equally powerful and effective as offline marketing. In fact, companies save a lot on their marketing campaigns which are done through the internet. Small-scale businesses can benefit greatly from online advertising if marketing budget is an issue.

Apart from the savings a company can get, it can also advertise its products alongside large-scale companies. Affiliate marketing is a common type of online marketing where a company ties up with an affiliate or an online advertiser that will take care of advertising the company's products and services to thousands of online users. Another example is online video campaign with a production cost that is a lot lesser than television advertising.

One particular advantage of online marketing over traditional forms of advertising is that it can easily reach a

huge number of individuals in a short span of time. Plus, the advertisement lasts longer and is unlimited.

C. Word of mouth advertisement

Word-of-mouth marketing is probably the best form of advertisement a company can ever invest in. Not a single penny is spent by the company with this kind of advertising; only excellent customer satisfaction is needed to make this campaign effective. Always keep a proactive approach in dealing with customers and go the extra mile. Building good relationships with customers keeps them in the business. The good news is they will tell their friends and people they know about your company and the kind of customer service you have. With an effortless process, your customers gradually increase in number which in turn increases company profit [1].

D. Marketing Mix

Marketing mix proposed a 4 P's classification in 1960, *i.e.*, **price, place, product, and promotion.**

(*i*) *Product :* A tangible object or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cell phone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system. Packaging also needs to be taken into consideration.

(*ii*) *Price :* The price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if other stores have the same product.

(*iii*) *Place :* Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.

(*iv*) *Promotion :* Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, word of mouth and point of sale. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum.

III. DIFFERENCE BETWEEN SALES AND MARKETING

Sales and Marketing are related to each other, they can't exist without each other. In the marketing process, a need in the market is identified and a product is designed to fulfill that need and advertising is used to get the message to the consumer. Selling is the last step in the process; delivering the product to the customer. It follows "pull" approach. Marketing pulls the consumer to the store to purchase the product. Sales are focused on convincing the customer to purchase a ready made product. The focus in the sales approach is to move inventory, not to identify individual customer needs and custom make a product to match their needs. Sales operates on a "push" approach; pushing the product on the customer. For *e.g.* : Bajaj motor cycle engines are also more suitable in fisherman boats

IV. TYPES OF WEB DOCUMENT

Web document may be static or dynamic.

A. Static web pages

Static web pages don't change content or layout with every request to the web server. They change only when a web author manually updates them with a text editor or web editing tool like Adobe Dreamweaver. The vast majority of web sites use static pages, and the technique is highly cost-effective for publishing web information that doesn't change. Many web content management systems also use static publishing to deliver web content. Static pages are simple, secure, less prone to technology errors and breakdown, and easily visible by search engines.

B. Dynamic web pages

Dynamic web pages can adapt their content or appearance depending on the user's interactions, changes in data supplied by an application, or as an evolution over time, as on a news web site. Using client-side scripting techniques (xml, Ajax techniques, Flash Action Script), content can be changed quickly on the user's computer without new page requests to the web server. Most dynamic web content, however, is assembled on the web server using server-side scripting languages (ASP, JSP, PERL, PHP, and PYTHON). Both client- and server-side approaches are used in multifaceted web sites with constantly changing content and complex interactive features. Dynamic web pages offer enormous flexibility, but the process of delivering a uniquely assembled mix of content with every page request requires a rapid, high-end web server, and even the most capable server can bog down under many requests for dynamic web pages in a short time. Unless they

are carefully optimized, dynamic web content delivery systems are often much less visible to search engines than static pages.

V. CONCLUSION

Internet marketing is now a major, multi-billion dollar industry. Many consumers now have the skills and the confidence to transact purchases using the web because website should explain the products and services offered. It should also provide background and general contact information and finally it saves the time.

A website can also allow online transactions, from simple enquiry requests, through change of detail processing (e.g. address changes) to advanced functions such as supply change management. Website development has been made easier, but the marketing challenge has become greater as more organizations have recognized the importance of web marketing. Consequently, business and organizations, whether large or small, need to monitor their website performance to ensure that the opportunities that become available are utilized. In summary, no business or organization, large or small, can ignore the importance of maintaining a web presence.

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