

Importance of Online Marketing for Recent Trends

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Abstract

In this era of modern technological world, Internet plays a vital role in human life. Internet has become an essential part of offices and homes. The number of people spends their time online in all over the world. This demand is driving Marketing Researchers to develop new platforms for interactive and two way communication between Marketing firms and consumers. The Internet is a brilliant future among the favorite tools of Marketing Research. Online Marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet. Online Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing is the exchanging values between the seller and buyer and it is done online. Online Marketing has sub sold traditional advertising in recent years and continues to be a high growth industry. Online marketing refers to Advertising and Marketing efforts that use the Web and E-mail drive direct sales via E-Commerce. The Internet has reduced the world into a global village, has made distance irrelevant and time zones little more than an inconvenience. Businesses in the remote parts of India can easily service clients in the bright cities of America, while goods produced in China are sold to consumers in all parts of the world. The paper focuses on Online Marketing, Methods of Online Marketing, Benefits and Limitations of Online Marketing and Recent Trends and Issues in Online Marketing.

KEYWORDS: Internet Marketing, Search Engine Marketing, Digital Marketing, etc

Introduction

Now it is a well-known fact that what we call 'marketing' has undergone substantial changes over the recent years, and the key role in this transformation has been played by internet. Internet "refers to the physical network that links computers across the globe. It consists of the infrastructure of network servers and wide area communication links between them that are used to hold and transport the vast amount of information on the internet". Introduction of internet have reshaped the structure and performance of different sectors, e.g. hospitality, travel, health and medicine, marketing education etc. Introduction Internet has changed the rules and marketing practioners have no way but to adhere to it. In fact marketing is just one of numerous fields have been substantially revolutionized by internet-based technological innovations. Holloway maintains that "Information and communication technology, as it is now known, has come to play a key role in all elements of the marketing mix, and the new term recognizes the importance of communication in the interface between a business and its customers" (2004). The most prominent point regarding the advent of Internet to the center stage of commerce and marketing is that Internet is not considered merely a new channel of promotion, a new type among other traditional, pre-Internet types of marketing goods and services. Quite

contrary, it has brought about a turning point, a complete shift to a new business model, which results in an inevitable reconceptualization of the very nature of marketing. This new understanding is inevitable since new communication technologies have fostered a new dynamic environment in which marketer oriented, top-to-down, unilateral approach gives its place to a customer-oriented, bottom-to-up, reciprocal process.

Objectives of the Study:

- To define Online Marketing
- To closely observe on online marketing Environment
- To discuss about History and development of Online marketing
- To assess Recent Trends in Online marketing

History and development of Online Marketing

S.No	Year	Launch of Marketing Techniques
1	1990	Archie - first search engine
2	1993	Web ad-banner -first clickable
3	1994	Yahoo - first E-Commerce over Net Market
4	1996	Launch of smaller search engine- (HotBot, Look smart and Alxa
5	1997	Sixdegrees.com - first Social media
6	1998	Yahoo web search
7	2000	Internet bubble
8	2001	First mobile marketing campaign
9	2002	Launch of LinkedIn
10	2004	Face book, Google, Gmail
11	2005	YouTube
12	2006	Split Testing in Marketing
13	2010	Google Buzz and WhatsApp
14	2014	Face book Messenger App, Mobile exceeds PC Internet usage
15	2015	Snap chat launches discover feature

Recent trends in online marketing

Any marketer would agree that digital trends keep changing like the seasons. If you are not up to date with the online trends, then there is a high chance you will be left behind. Every year we see the rise and fall of different **trends that force the online marketing** world to evolve. Here are some of the online trends that are fast developing this year:

1.BigData

Big Data can help you learn more about your prospects and customers which will improve your marketing efforts. The amount of data collected from social media, online

purchases, app downloads, etc. thanks to Big Data allow marketers to customize content according to the customer's behavior.

2.Mobile Growth

The immense growth of mobile devices has been on every marketers' radar for a long time now. A mobile first approach is becoming more important nowadays as there has been a rise in voice searches and also Google has announced they will be launching a mobile-first algorithm.

3.Micro-moments

These days people turn to their phones for just about anything. Whether it is something they want to buy, or go someplace or learn something new. Any marketer not only needs an approach to identify micro-moments, but also needs to implement it as a marketing strategy so that their specific brand comes up for potential customers as they look for any information.

4.Voice Optimized Content

Voice search has accounted for almost 20% of all searches and is clearly set to expand even more this year. With many new voice devices and technologies in the market, asking a simple question and getting information from devices has become simple.

5.Personalization

As there is an increase in customer growth, offering a personalized online experience for them has become more and more vital for any brand. It is more effective when a customer is offered a unique experience based on their preferences and interests.

6.Chatbots

Chatbots are designed to support customer service teams by delivering information in real time. Many brands are already using simple ordering processes through Chat bots are becoming a kind of consumer expectation and can be seen in other industries in the near future.

7.Video Advertising

Video content has shot up at an incredible rate in the past year. The audience for video content on a wide range of devices is growing day by day. Brands must learn how to incorporate video advertising across different channels to grasp the attention of their target audience.

These aren't the only trends to look out for this year, but are the biggest and most established ones. We at Info nana are well versed in them and with our team of online marketing experts can take your business to greater heights.

Tags: digital marketing companies, digital marketing companies India, digital marketing services, Digital Marketing Trends, Digital Marketing Trends for Hotel and Travel Industry, Online Marketing Trends, Recent Trends in Online Marketing, SEO Companies, SEO Companies India, seo services.

Benefits of Online Marketing

- Online marketing can be an effective tool that a company can use to experience higher revenues.

- Online stores work 24 hours a day 7 days a week, 365 days a year, round the clock.
 - The cost of setting a website is very low.
 - It has more flexibility in a website to add and remove a product or products than in catalogues and brochures.

 - Being online, it potentially gives exposure to previously untapped market segments.
 - Customers can find products from all over the world, so the amount of offers is much more than in a local shopping center.
 - Buying and selling of items from any place is possible, if internet is available.
 - Online marketing helps to provide improved customer service.
 - Capacity to provide information on the most internet companies is unrestricted
- Thus over the internet release wide range of advertising information ,regardless of time and geographical constraints is possible.

Limitations of online marketing

- Online marketing involves to much competitions.
- Online marketing is highly dependent on technology which can be prone to errors.
- Inability to touch and feel the product, since the transaction is online.
- EDI standards have to be in place before B2B, small businesses may find it difficult to
- conform to these standards.
- Online fraught has made customers hold negative or doubtful attitude towards online
- marketing.

Recent Issues in Online Marketing:

1. Power shift to customers: the growth of the internet and the worldwide web has shifted power to customers, not marketers; rather than business having ability to manipulate customers via technology, customers often manipulate businesses because of their access to information and ability to comparison shop.

2. Shifting demand patterns: Customers demand for certain product categories has shifted. The simple fact is that customers prefer to download music from the internet and create their own custom playlist on CD's or MP3 players. The industry claims it has lost millions of dollars in revenue due to the unauthorized downloading of copyrighted material.

3. New sources of competition” in the new economy some of the best competitive stem from partnership and alliances with other firms.

4. Violation of Standards: Many well known and respected companies including Mrs. Field cookies and Hershey Foods have been fined for violating the standards of The Children's Online Privacy Protection Act.

5. Burden of Sales Tax: One important issue involves the collection of Sales Tax for online transactions. In 2003 major retailers including Wal-Mart, Target, and Toys "R" us-is an agreement with a consortium of 38 states and the district of Colombia agreed to collect on line Sales Tax.

Conclusion:

Internet has revolutionized every aspect of life including economy and marketing. Introducing major techniques and methods of online marketing, this study has shed light upon opportunities and challenges of Internet. The major advantages internet has are its Empowering effect, Elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours / seven days availability. However, implementation of Internet in the field of marketing involves special disadvantages such as: copying, too much add clutter, unserious perception, unconformity to the product, too much competition, damage by negative feedback, technology dependence, is not embraced by all people and lack of trust. The growing number of web based/online marketing service applications offers the tantalizing combination of better service and significant cost saving but still the actual online buying customers are less due to the reasons such as delay delivery, issue of after sale service etc It is said "like it or not the new economy is here to stay notwithstanding the dot-com burst at the dawn of new millennium". So the companies have to consider issues/challenges in online marketing and make it more effective. And last but not least never forget that the company, not the customer is in the driver's seat. The internet is an opportunity to communicate with customers globally and achieve the marketing goals.

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