

## Web Advertising and Marketing

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### Abstract

Along with the rapid increase in the number of Internet users around the world, the World Wide Web has become the fastest growing advertising medium in this decade. The 10-Fold increase not only signifies the importance of online advertising to the advertising and media industry, but also the rapid advancement of technology in online advertising delivery and display formats that requires researchers to help the media and advertisers to capitalize on the new medium and the society in understanding the increasing impact of the medium.

**KEYWORDS:** Marketing, Internet Market, Programmatic Advertising, Overall Importance of Digital Marketing.

### INTRODUCTION:

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of Marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to AD blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising. It includes email marketing, Search engine marketing (SEM), Social media marketing, many types of Display advertising (including Web advertising), 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 2016, Internet advertising revenues in the United States surpassed those of cable television and broadcast television. In 2017, Internet advertising revenues in the United States totalled \$83.0 billion, a 14% increase over the \$72.50 billion in revenues in 2016.

Many common online advertising practices are controversial and increasingly subject to regulation. Online ad revenues may not adequately replace other publishers' revenue streams. Declining ad revenue has led some publishers to place their content behind paywalls.

### Delivery methods:

- Display Advertising
- Web Advertising
- Frame ad (traditional banner)
- Pop-ups/pop-uppers
- Floating ad
- Expanding ad

## **DISPLAY ADVERTISING:**

Display Advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target user's users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited.

### **Web banner advertising:**

Web banners or Banners ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a Central ad server.

Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java Applets, HTML5, ADOBE FLASH, and other programs.

### **Frame ad (traditional banner):**

Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page. The Interactive advertising bureau Ad Unit Guidelines proposes standardized pixel dimensions for ad units.

### **Pop-ups/pop-uppers**

A Pop-Up-Ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under-ad opens a new browser window under a website visitor's initial browser window. Pop-under ads and similar technologies are now advised against by online authorities such as Google, who state that they "do not condone this practice".

### **Floating ad**

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a pre-set time period.

### **Expanding ad**

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a present amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad.<sup>1</sup> Expanding ads allow advertisers to fit more information into a restricted ad space.

### **Display advertising process overview**

The process by which online advertising is displayed can involve many parties. In the simplest case, the website publisher selects and serves the ads. Publishers which operate their own advertising departments may use this method. The ads may be outsourced to an advertising agency under contract with the publisher and served from the advertising agency's servers. Alternatively, ad space may be offered for sale in a bidding market using an ad exchange and real-time bidding. This involves many parties interacting automatically in real time. In response to a request from the user's browser, the publisher content server sends the web page content to the user's browser over the Internet. The page does not yet contain ads but contains links which cause the

user's browser to connect to the publisher ad server to request that the spaces left for ads be filled in with ads. Information identifying the user, such as cookies and the page being viewed, is transmitted to the publisher ad server.

The publisher ad server then communicates with a supply-side-platform server. The publisher is offering ad space for sale, so they are considered the supplier. The supply side platform also receives the user's identifying information, which it sends to a data management platform. At the data management platform, the user's identifying information is used to look up demographic information, previous purchases, and other information of interest to advertisers.

### **Search engine marketing (SEM)**

Search engine marketing, or SEM, is designed to increase a website's visibility in search engine result pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

### **Social media marketing**

Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

### **Mobile advertising:**

Mobile advertising is ad copy delivered through wireless mobile devices such as smart phones, feature phones or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, "averaging," or application sponsorship). Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the IAB's efforts for general online advertising.

Mobile advertising is growing rapidly for several reasons. There are more mobile devices in the field, connectivity speeds have improved (which, among other things, allows for richer media ads to be served quickly), screen resolutions have advanced, mobile publishers are becoming more sophisticated about incorporating ads, and consumers are using mobile devices more extensively. The Interactive Advertising Bureau predicts continued growth in mobile advertising with the adoption of location-based targeting and other technological features not available or relevant on personal computers. In July 2014 FACEBOOK reported advertising revenue for the June 2014 quarter of \$2.68 billion, an increase of 67 percent over the second quarter of 2013. Of that, mobile advertising revenue accounted for around 62 percent, an increase of 41 percent on the previous year.

### **Email advertising:**

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt out of future emails, or it may be sent with the recipient's prior consent (opt-in).

### **Chat advertising:**

As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window.

### **Online classified advertising:**

Online classified advertising is advertising posted online in a categorical listing of specific products or services. Examples include online job boards, online real estate listings, automotive listings, online Yellow pages, and online auction-based listings. Craigslist and eBay are two prominent providers of online classified listings.

### **Adware:**

ADWARE is software that, once installed, automatically displays advertisements on a user's computer. The ads may appear in the software itself, integrated into web pages visited by the user, or in pop-ups/pop-uppers. Adware installed without the user's permission is a type of Malware

### **Affiliate marketing:**

Affiliate marketing occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion. Affiliate marketers generate traffic to offers from affiliate networks and when the desired action is taken by the visitor, the affiliate earns a commission. These desired actions can be an email submission, a phone call, filling out an online form, or an online order being completed.

### **Content marketing:**

Content Marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. This information can be presented in a variety of formats, including blogs, news, video, white papers, e-books, infographics, case studies, how-to guides and more.

Considering that most marketing involves some form of published media, it is almost (though not entirely) redundant to call 'content marketing' anything other than simply 'marketing'. There are, of course, other forms of marketing (in-person marketing, telephone-based marketing, word of mouth marketing, etc.) where the label is more useful for identifying the type of marketing. However, even these are usually merely presenting content that they are marketing as information in a way that is different from traditional print, radio, TV, film, email, or web media.

### **Online marketing platform:**

Online marketing platform (OMP) is an integrated web-based platform that combines the benefits of a business directory local search engine, search engine optimisation (SEO) tool, customer relationship management (CRM) package and content management system (CMS). EBAY and AMAZON are used as online marketing and LOGISTICS MANAGEMENT platforms. On FACEBOOK, TWITTER YOUTUBE, PINTEREST, LINKEDIN and other SOCIAL MEDIA. Retail online marketing is also used. Online business marketing platforms such as market, a primo, Market Bright and Pardot have been bought by major it companies.

Unlike television marketing in which Neilson TV ratings can be relied upon for viewing metrics' online advertisers do not have an independent party to verify

### Delivery methods

Many laws specifically regulate the ways online ads are delivered. For example, online advertising delivered via email is more regulated than the same ad content delivered via banner ads. Among other restrictions, the U.S. CAN-SPAM act of 2003 requires that any commercial email provide an opt-out mechanism. Similarly, mobile advertising is governed by the TELEPHONE CONSUMER PROTECTION act of 1991 (TCPA), which (among other restrictions) requires user opt-in before sending advertising via text messaging.

### Conclusion

In conclusion, Advertising on the World Wide Web has many advantages and disadvantages. I believe that in my opinion, that the advantages outweigh the disadvantages. Having online advertisement, allowing your advertisement to be viewed globally all around the world, takes your business to a whole new level targeting much more audience. Its low cost, offers small business to invest in online marketing cutting down in initial cost of marketing. Internet's vast scope also allows every day users to experience more services provided by business and makes it a convenient places for shoppers. It allows people get more time out of their life, that other traditional shopping methods such as driving to a store to pay bills. With the help of the internet, it has helped us humans in many ways. There would most importantly always be disadvantages, but most importantly in my opinion, the advantages outweigh the disadvantages. The World Wide Web is always be developing and in this instance it would create a even better place for online advertisement. It proves to be the foremost advertisement method along all other media, and guarantees results every time.

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