

# Online Marketing

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## Abstract

*This paper will serve as the Master Thesis on the Cand.Merc.Ibe education. The paper is designed to give the reader insight to if, and how companies utilize the possibilities of Internet advertising and branding.*

## Introduction

Even before the Internet, there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually, the goal was to get a company- and product name, a statement, etc. communicated to as many people as possible for the smallest price possible.

When the Internet arose, some search options became available. Companies had the option to advertise themselves on a larger scale. Due to advertising perception at the time, many businesses were assumed to have great value, and thus traded on the stock exchange at extraordinarily high rates. This collapsed in 2001 at what is commonly known as the dot-com bubble.

## What Is Online Marketing?

Online marketing is the marketing of products or services over the internet & it ties Together creative and technical aspects of the internet, including design, development, advertising and sale. Online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business to business model

## Types of Online Marketing are

- Email Marketing
- Blogging
- Pay pre-click (PPC)Marketing
- Social media marketing
- Digital marketing
- Viral marketing

### **Email Marketing**

- Email marketing is promoting products through the use of email
- There are two main ingredients for an effective email marketing campaign
- They are to build a large list of people you can email and write great emails
- The emails should be packed with free value and they should move people to buy what you're trying to sell

### **Blogging**

- Another but important and crucial marketing trend that has brought a huge aberration in our society
- Blogger was launched in 1999 by three friends. Blogging as an ardent marketing tool has blossomed in the last some years
- Businesses, companies and even superstar now use blogging system for huge promotion.

### **Pay Per Click Marketing**

- You have to pay for PPC ads.
- You target certain words and then when those words are searched for on a search engine such as Google your ad will appear.
- But you do have to pay every time your ad is clicked on.
- You need to make sure you do your homework and find out how to effectively use PPC.
- Otherwise, you can easily lose a lot of money in a short amount of time.
- But if you do learn how to use PPC effectively, then you can make a lot of money just as fast.

### **Social Marketing**

- Social media is very popular right now and it's only getting more popularly.
- You can trap that popularity by using social media to sell your products.
- Just make sure you don't SPAM people. You shouldn't use any social media to directly sell anything.
- Just use social media to direct people to other sites where you can then hit them with a sales pitch.

### **Digital Marketing**

- With regards to the internet, this is the promoting of brands using all forms of online advertising channels to reach consumers.
- This includes video channels, internet Radio, Mobile Phones, display or banner ads, digital outdoors, and any other form of digital media.

### **Viral Marketing**

- Marketing techniques that use social networks to produce an increase in brand awareness or achieve other marketing objectives (such as product sales) through self-replicating viral processes.
- It can be word-of-mouth delivered or enhanced by the network effects of the internet. Viral promotions may take the form of video clips, interactive Flash games, ebooks, images, or even text messages.

## **India's Top 10 Digital Marketing Companies**

### **Webchutney**

Webchutney has worked with some top leading companies in India. They have worked hard and created some award-winning and memorable campaigns for their costumes and the brands to build a good relationship with their audience.

Webchutney is the top digital marketing companies in India. They provide services like Online advertising, Website Designing, Mobile Marketing, SEO, Analytics, Application Development and Social Media. Some of their top brand clients are Microsoft, P&G, Airtel, Unilever, Wipro, and HDFC.

### **Pinstorm**

Pinstorm ranks among the top digital marketing companies in India and leading digital advertising agencies in the world. Pinstorm provides services to clients and brands all over the world which include Walt Disney, Yahoo, Canon, HSBC, Café Coffee Day, ICICI, ET Now, GQ among many others.

The services Pinstorm provide include Search Engine Marketing, Search Engine Optimization, Social Media Marketing, viral advertising, Online Reputation Management, etc. Their offices are located in Mumbai, Delhi, Singapore, Bengaluru, Kuala Lumpur, Zurich and Santa Clara.

### **Watconsult**

WatConsult is a leading digital agency which delivers across the value chain right from beginning a brand via digital to building a brand's salience via digital to driving business leads and sales for a brand. It is one of the top digital marketing companies in India.

They provide services like Digital Marketing, Search Marketing, Social Media Marketing, Mobile Marketing, Digital Analytics and Digital Video Promotion. They have also got many awards which include the DMAi Gold Award for Youth Marketing Award for Best Disruptive Digital Campaign (Jack & Jones), Lead-based search campaign (Reliance Group).

### **Adsyndicate**

Adsyndicate is a 360-degree communication and largest independent advertising agency based out of Mumbai. Adsyndicate gave some monumental and memorable brands to India. The company is ranked as the top digital marketing companies in India.

They provide their services to clients all over the world, and some them are Quickr, Mahindra, SBI, RBI, Canara Bank, Punjab National Bank, Union Bank, Isuzu, Tata Motors and Manipal University. The services they provide include SEO, SEM, Chatbots, Web Designing and Development, Print Services, Branding, 360 Degree Photo and Video Production.

### **Phonethics**

Phonethics is popular for creative and analytical spirit along with globalized income in the process of Digital Marketing. Their services include Search Marketing, Social Media Marketing, Customer Relationship Management, the Web and App Development, Content Marketing, Mobile Marketing.

Phonethics is a leading and ranked among the top digital marketing companies in India. They have provided services to many leading brands which include Cadbury, HT Media, Nissan, Monginis, Sony Entertainment, Ford, ICICI among many others.

### **Blog Works**

Blogworks is a digital marketing agency which assists brands and organizations globally to connect stakeholders in conversations to share, draw insight, build communities, and co-create offerings for business impact. Blogworks is one of the top digital marketing companies in India.

Blogworks provide services like Content Syndication, Website, and Mobile Development, Brand Storytelling, Designing, Media Planning, Media Buying, etc. Some of their top brand clients are Harley Davidson, Fastrack, Mahindra, Allen Solly, Marks and Spencer, Samsung among the others.

### **Foxymoron**

FoxyMoron was established in the year 2008 by just four friends, and now the startup has converted into one of India’s leading independent digital agencies. They are now the top digital marketing companies in India.

Foxy Moron has worked on many innovative, impactful, interactive and award-winning campaigns. Their digital services include Website Designing & Development, SEO, SEM, Social Media, Public Relations, Games, and App development, Print campaigns.

### **Gozoop**

Gozoop was established in the year 2010. It is is a globally recognized Digital Marketing Agency that believes in humanizing your brand by optimizing your online reputation. They provide services like Integrated Digital Campaigns, Online PR, Mobile Marketing, Web Businesses, Social Media Marketing.

The Gozoop digital company has ranked in the Top 100 companies to work for in 2015 by Economic Times which makes the Gozoop one of the best make your career with them. Some of their top brand clients are Mumbai Indians, Dell, India Bulls, Citi Bank, BMW, Ferrari, Asian Paints, Amazon, MOD among others.

## **Marketing Strategies**

### **Pull Marketing**

- Websites and blogs are pulling strategies
- Build websites & Blogs
- Company’s social media profiles
- Long-term success
- The company tries to draw in customers through different kinds of advertising, such as TV ads online banner ads and social media
- Online banner ads, and radio and TV ads are other forms of pull marketing
- Create an email database of potential customers and sent them product announcements and promotions directly

## **The Advantages & Disadvantages of Advertising on the Internet**

More than 4 billion people use the internet. If you want to build your business brand, reach prospective customers, and make more sales, you can no longer ignore digital advertising. But beware: There are ineffective strategies that can eat your ad dollars in record time, leaving you with little to show for your advertising efforts. However, the advantages outweigh the disadvantages

### **Advantage: Your Customers Are on the Internet**

Do you know anyone who doesn't use the internet? The fact that it is so ubiquitous is probably the most compelling reason to get on board. Platforms like Face book, Instagram, Twitter and LinkedIn give you ample opportunities to put your products or services in front of potential customers. The Google Display Network is a true advertising behemoth with more than 2 million publisher sites on which you can advertise.

### **Advantage: You Can Closely Monitor Spending**

You can spend thousands of dollars on a 30-second television ad that might reach someone who might be interested in what you have to sell someday. You can also spend thousands of dollars on internet ads, and only pay when people who are interested in your products click on your ad. With digital ads, you can set a spending cap and limit the number of times a prospective customer sees an ad in a given period.

### **Disadvantage: It's complicated**

There are lots of choices when it comes to advertising on the internet. You can choose search advertising, so your ads show up when a target audience is looking for just what you offer or display ads that appear where your most likely prospects roam on the internet. There are even native ads that show up on publisher sites and blend in so well that they appear not to be ads at all. Then there are remarketing ads that target someone who's visited your website with a customized message that appears in front of them somewhere else on the internet. Add to those choices the way you pay. With pay-per-click ads, you pay when someone clicks, but how much are you willing to pay? For those search ads, you'll need to identify key search terms and decide how much to bid on each word. There are lots of levers to pull.

### **Disadvantage: Mistakes Can Be Costly**

Because digital advertising is complicated, it's not uncommon for businesses to make mistakes. Choose the wrong keywords, neglect a bidding cap, target ineffectively, or leave a campaign running when you thought it was off, and you can spend a fortune without turning a single lead into a sale. For example, if you run a campaign on Facebook but your customers are more likely to be LinkedIn users, you're unlikely to convert a lead. If you don't cap your bids, you could blow through the money you thought would last months in a matter of days.

### **Disadvantage: Competition is Fierce**

It depends on your products and market, but internet advertising competition can make ads prohibitively expensive. Those keyword bids? If you can only afford 10 cents a word, but your competitor can pay \$10, you don't stand much of a chance. For some businesses, it makes sense to build a good website and then rely on traditional advertising methods that have always worked in the past.

### **Internet Marketing in India – Challenges**

I mentioned in a recent post about top affiliate programs in India that Internet marketing in India is yet to pick momentum. India along with the other BRIC (Brazil, Russia, India and China) countries has huge potential to make it big in the Internet volume business but it is still untapped or underutilized due to multiple reasons. In this post, let me try to analyze the reasons behind the lower penetration of online marketing in the Indian context.

India is a huge country regarding population and our cities are scoring low on infrastructure resulting in huge traffic jams, crowded malls and long queues. Ideally, such a scenario should push people to do more things online, but at the moment that's not the case. The situation, hence, is not conducive for Internet-based marketing as well.

### **Conclusion**

With huge potential out there, the Indian culture, infrastructure available, government support and marketing philosophies haven't helped the cause of Internet marketing in India yet. Most of the online marketers and affiliates in India are still promoting foreign products and networks due to these reasons. However, I hope that the situation will change over the years for good and we all get to benefit from the same

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