ONLINE MARKETING (SOME DISCRETE POINTS OF DISCUSSION)

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Internet marketing is the process of selling products and business services to the consumers and promoting through online advertising. The main fact of internet marketing is making money through online. Its is the collaboration of principles, strategies, techniques and tactics. It is coordinating the products, place, price, promotion to satisfy the customers while generating the traffic and return for the company. Mostly owner of Web Design Companies and professional business companies making more people as consumers to their business with implementing the tactics of internet marketing.

Different Type of Internet Marketing:

- Search Engine Marketing(SEO)-PPC,SEO
- Social Media Marketing(SMM)
- Email Marketing
- Affiliate Marketing
- Content Marketing
- Mobile Internet Marketing
- Online Public Relations Marketing
- Display Advertising
- Relationship Advertising
- Inbound Marketing
- Online Video Marketing

Online Marketing People and Business Owners Use the above type of marketing to promote their business and products through online and get the consumers to their organizations. Professional people and celebrities are using these strategies to build the personal brand. Website and blog owners could increase the traffic and users count to their sites and make money by the help of internet marketing.Now a day most of E - commerce business,online business and Website Design Companies getting more consumers to their business by the effective way of internet marketing strategies. Most of people always connecting together in Social Media Networks and like to get the information through Search Engine.

Advantages:

- We could easily make more visibility on our advertisement among the people. Because it is very fast.
- We could display our advertisement anywhere in the world as long as you have internet connection.
- Internet marketing can help to reach a far more number of people.
- It is Cost effective
- We could easily create the Social Media pages like a Facebook page, YouTube Channel,Twitter profile for free.
- It is easy to measure and experiment
- We could easily analyze our marketing performance by the help of Google Analytic tools and some other online tools.
- We could generate more leads and business to our companies

Disadvantages:

- Some of potential consumers may not believe you without any meeting and direct connection
- It has high competition
- It should face some ethical problems like spam
- Potential consumers should not easily trust the marketers on internet.

Some of us know that **online marketing** is the way to success for most business companies because everyone can access the Internet making businesses always open day and night. It means that online marketing is really a big advantage to your business.

Many successful business owners forget to ask themselves some tough questions about what they are doing, what are their expectations, and what plans to make for them to meet their expectations.

Here are some positive and negative effects of online marketing to keep in mind as you analyze your internet marketing strategy.

Positive Effects of Online Marketing:

- Since your store is always open, 24 hrs a day, 7 days a week. Your customers are worldwide, and they shop anytime they want.
- The cost of spreading your message is next to nothing.
- Emailing your subscription base is more often cheaper than sending letter through the mail.
- Updating your subscribers can be done almost instantly through email. Visitors to your website can get up- to- the- minute information on each visit.
- If your business is an information sensitive business, such as a law firm, newspaper or online magazine, you can deliver your products directly to your customers without having to use a messenger.

Negative Effects of Online Marketing:

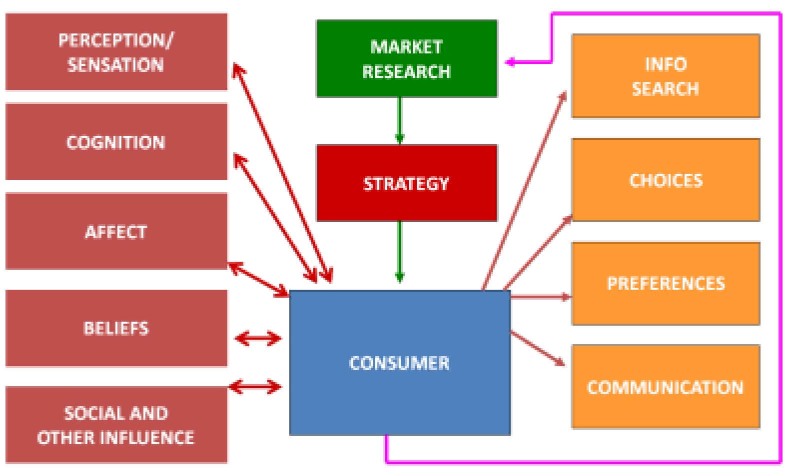
- As we know, online marketing is not free. The cost of software, hardware, web site design, maintenance of your site, the online distribution cost and time. All must be issued into the cost of providing your service or product.
- There is so much information in the World Wide Web now, sometimes hard to tell the difference between crap and quality. Many craps are targeted at newbie’s.
- It can leave a businessman feeling isolated. This is a very common situation because the World Wide Web is faceless. Most cases, it can appear cold and inhuman. This can leave you feeling isolated and inward.

- Information overload. We get to the part of there being a lot of information on the World Wide Web. Also, there can be too much good information too. A lot of competition for an industry, and this can leave you more confused than if there were presented with loads of craps and you might not be able to tell who to choose.

Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product).

Sources of influence on the consumer. The consumer faces numerous sources of influence.

INFLUENCES ON AND OF CONSUMER BEHAVIOR



Often, we take *cultural* influences for granted, but they are significant. An American will usually not bargain with a store owner. This, however, is a common practice in much of the World. *Physical* factors also influence our behavior. We are more likely to buy a soft drink when we are thirsty, for example, and food manufacturers have found that it is more effective to advertise their products on the radio in the late afternoon when people are getting hungry. A person's *self-image* will also tend to influence what he or she will buy—an upwardly mobile manager may buy a flashy car to project an image of success. *Social* factors also influence what the consumers buy—often, consumers seek to imitate others whom they admire, and may buy the same brands. The social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes or ham and eggs for breakfast than to have rice, which is preferred in many Asian countries) and a subculture (e.g., rap music often appeals to a segment within the population that seeks to distinguish itself from the mainstream population). Thus, sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behavior is influenced by *learning*—you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

When you finally get someone to land on your website, are you disturbed at the amount of people who are clicking off your site despite the great copywriting and design etc.? Ask yourself this – are you just part of a crowd, or is your site individualistic?

The trick with marketing, is to stand out from the crowd. You are not trying to appeal to people's buying impulses when they land on your site, but rather appealing to their emotions. Once you have grabbed someone's emotional attention, then you do not have to sell them anything anymore – they have already sold themselves the product. Let me explain a method that can be completely distinctive from 99% of other advertising, whilst remaining firmly ethical, and very traditional.

The first thing you should do, is forget every other banner ad, review, sponsored link or anything else you have read today, because 9/10 of them will be positive aspects of a product or service. You are going to go to the other end of the spectrum. You are going to be talking negatively about products. Everyone likes to hear bad things about the products they are looking for – it is human nature. When you search Amazon for two hours for that new barbecue – are you reading the positives and ignoring the negatives? Exactly, the only reason we are looking, is to make sure the thing isn't going to explode. We usually check the negative first… and this is where the marketing comes in.

Let us take a review site as an example. You are marketing a digital product on Clickbank. You must first find two products – one that is very good (Product a), and one that has been met with a mixture of good and bad reviews on forums etc. (Product b). Both of these products should get a good amount of searches on Google. This will be the source of your traffic – not sponsored ads etc. Good organic traffic works best.

You will write an article on Product B, but you will give all the negatives first about the product, and then a small amount of good points. Then, at the end of the article, you will write a small amount of great information about Product A. Towards the end of the article, you will link to a full review on Product A. Human nature will drive all the negative traffic to Product A, and you will also find that people will comment more on the negative aspect than the positive!

Research suggests a large segment of consumers does not give much attention to the prices of individual products. Consumers were found on the average to spend only about 12 seconds between arriving at the site within a store where a frequently purchased product was located and departing; on the average, consumers inspected only 1.2 products. Only 55.6%, seconds after having selected a product, could specify its price within 5% of accuracy. Note that this study does not indicate a total lack of consumer price sensitivity since consumers are undoubtedly making some inferences about the overall price levels of a store. Thus, the store has some incentive to maintain reasonable overall prices.

Some people have suggested that the Internet may be a less expensive way to distribute products than traditional "brick-and-mortar" stores. However, in most cases, selling online will probably be *more* costly than selling in traditional stores due to the high costs of processing orders and direct shipping to the customer. Some products may, however, be economically marketed online. Some factors that are relevant in assessing the potential for e-commerce to be an effective way to sell a specific products are:

- *"Value-to-bulk" ratio*. Products that have a lot of value squeezed into a small volume (e.g., high end jewelry and certain electronic products) are often more cost-effective to ship to end-customers than are bulkier products with less value (e.g., low end furniture).
- *Absolute margins*. Some products may have a rather high *percentage* margin—e.g., a scarf bought at wholesale at $10 and marked up 100% to be sold at $20. However, the *absolute* margin is only $20-$10=$10. In contrast, a laptop computer may be bought at $1,000 and be marked up by only 15%, or $150, for a

total price of $1,150. Here, however, the absolute margin will be larger = $150. This allows the merchant to spend money on processing, packaging, and shipping the order. Ten dollars, in contrast, can only cover a small amount of employee time and very limited packaging and shipping. Some online merchants do charge for shipping, but doing so will ultimately make the online merchant less competitive.

- *Extent of customization needed*. Some products need to be customized—e.g., checks have to be personalized and airline tickets have to be issued for a specific departure site, destination time, and travel time. Here, online processing may be useful because the customer can do much of the work.
- *Willingness of customers to pay for convenience*. Some consumers may be willing to pay for the convenience of having products delivered to their door. For example, delivering high bulk, generally low value groceries is generally not efficient. However, for some customers, it may be worthwhile to pay to avoid an inconvenient trip to the grocery store.
- *Geographic dispersal of customers*. Electronic commerce, when value-to-bulk ratios and absolute margins are not favorable, is often not viable when customers are located conveniently close to a retail outlet. However, for some products—e.g., bee keeping equipment—customers are widely geographically dispersed and thus, a centralized distribution center may be more economically viable. Specialty books—e.g., for collectors of vintage automobiles—may not be worthwhile for bookstores to stock, and these may thus be economically sold online.
- *Vulnerability of inventory to loss of value*. Some products—especially high tech products—have a very high effective carrying costs. It has been estimated that because of the rapid technological progress made in the computer field, computer parts may lose as much as 1.5% of their value per week. If shipping directly to the customer can reduce the channel time by five weeks, this potentially "rescues" as much as 7.5% of the product value. In such a situation, then, trying to reach the customer directly may make sense, even if the direct costs of distribution are higher, because of the inventory value issue.

There are a number of economic realities of online competition:

- As discussed, costs of handling online orders is often higher than that of distributing through traditional stores.
- Even if online selling is more cost effective in some situations, a firm selling online will, in the long run, be competing with other online merchants—not just against traditional "brick-and-mortar" stores. By the forces of supply and demand, online prices will then be driven down so that the profit from selling online will be no greater than that from traditional retailing. Any reduced costs would then be expected to go to customers.
- Competition will be greater for products that have large markets than for those where markets are smaller and more specialized. Amazon.com, for example, has found it necessary to discount best selling books deeply. Higher prices—closer to the list price—can be charged for specialty books, but for a large part of the market, competition will be intense.
- A new online merchant will face competition from established traditional merchants. These will often have the cash reserves to stay in business for a long time even with temporary competition. The online merchant, if it has no cash reserves other than stockholders' investment, may run out of cash before it can become profitable.

Thus we can come to the conclusion that online shopping is becoming popular day by day and now many more online stores are being introduced.