

ROLE OF INTERNET INCLUDING SOCIAL MEDIA SITES IN MARKETING AND ADVERTISING

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ABSTRACT

Today, we are in the 21st century & 2015 is running and people of the world do not find time to come and interact with each other. The vast technology provides us source through the internet that is social net working sites which now helps in connecting people who stay far and remain connected. People are majorly occupied with these sites so, marketers have chosen this mode to promote their product like on face book, twitter etc. This paper helps to tell us about internet and social media advertising. Also tells us about method of advertising through these sites and benefit gained by the advertisers.

Keywords: social media marketing, internet, search engine marketing, online ads.

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Introduction

Internet is used to deliver promotional marketing message to customers who is known as Online advertising, also called online marketing or Internet advertising, is a form of marketing and advertising. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner 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.

In marketing a new method is added and that is social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. And in addition to this social media optimization (SMO) is the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Twitter, and video and blogging sites. SMO is similar to search engine optimization in that the goal is to generate traffic and awareness for a website. In general, social media optimization refers to optimizing a website and its content in terms of sharing across social media and networking sites.

History

In early days of the Internet, online advertising was mostly prohibited. For example, two of the predecessor networks to the Internet, ARPANET and NSFNet, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions". The NSFNet began phasing out its commercial use ban in 1991.

Email- The first widely publicized example of online advertising was conducted via electronic mail. On 3 May 1978, a marketer from DEC (Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANET's American west coast users, advertising an open house for a new model of a DEC computer. Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as “spam.”

Display ads. Online banner advertising began in the early 1990s as page owners sought additional revenue streams to support their content. Commercial online service Prodigy displayed banners at the bottom of the screen to promote Sears products. The first clickable web ad was sold by Global Network Navigator in 1993 to a Silicon Valley law firm. In 1994, web banner advertising became main stream when Hotwired, the online component of Wired Magazine, sold banner ads to AT&T and other companies. The first AT&T ad on Hotwired had a 44% click-through rate, and instead of directing clickers to AT&T's website, the ad linked to an online tour of seven of the world's most acclaimed art museums.

Search ads. GoTo.com (renamed Overture in 2001, and acquired by Yahoo! in 2003) created the first search advertising keyword auction in 1998. Google launched its "Ad Words" search advertising program in 2000 and introduced quality-based ranking allocation in 2002, which sorts search advertisements by a combination of bid price and searchers' likeliness to click on the ads.

Methods of advertising

Display advertising

Convey its advertising message visually using text, logos, animations, videos, photographs, or other graphics. 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 banner 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's Ad Unit Guidelines proposes standardized pixel dimensions for ad units.

Pop-ups/pop-under

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.

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 preset time period.

Expanding ad

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset 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. Expanding ads allow advertisers to fit more information into a restricted ad space.

Trick banners

A trick banner is a banner ad where the ad copy imitates some screen element users commonly encounter, such as an operating system message or popular application message, to induce ad clicks. Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them.

Text ads

A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyper linking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message

marketing. Text-based ads often render faster than graphical ads and can be harder for ad-blocking software to block.

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 Face book 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-unders. Adware installed without the user's permission is a type of malware.

Affiliate marketing

Affiliate marketing (sometimes called lead generation) 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, info graphics, 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.

Benefit of online marketing

Cost

Online advertising, and in particular social media, provides a low-cost means for advertisers to engage with large established communities. Advertising online offers better returns than in other media.

Measurability

Online advertisers help in improving their data collection on their ad's and audience response, how a visitor react to their advertisement through ad campaigns over time.

Formatting

Advertisers have a wide variety of ways of presenting their promotional messages, including the ability to convey images, video, audio, and links. Unlike many offline ads, online ads also can be interactive. For example, some ads let users input queries or let users follow the advertiser on social media. Online ads can even incorporate games.

Targeting

Publishers can offer advertisers the ability to reach customizable and narrow market segments for targeted advertising. Online advertising may use geo-targeting to display relevant advertisements to the user's geography. Advertisers can customize each individual ad to a particular user based on the user's previous preferences. Advertisers can also track whether a visitor has already seen a particular ad in order to reduce unwanted repetitious exposures and provide adequate time gaps between exposures.

Coverage

Online advertising can reach nearly every global market, and online advertising influences offline sales.

Speed

Once ad design is complete, online ads can be deployed immediately. The delivery of online ads does not need to be linked to the publisher's publication schedule. Furthermore, online advertisers can modify or replace ad copy more rapidly than their offline counterparts.

Social networking websites

Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing & advertising. Through social networking sites, companies can interact with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

In order to integrate Social Networks within their marketing strategies, companies have to develop a marketing model.

- Selection of potential Social Networks to use;
- Definition of a financial plan;
- Definition of organizational structures to manage the Social Network in the market;
- Selection of target;
- Promotion of products and services;

Social Networking is used by 76% of businesses today. Business retailers have seen 133% increases in their revenues from social media marketing.

Mobile phones

Mobile phone usage has also become beneficial for social media marketing. Today, most cell phones have social networking capabilities: individuals are notified of any happenings on social

networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight. Also many companies are now putting QR codes along with products for individuals to access the company website or online services with their smart-phones.

Engagement

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing. With the advent of social media marketing it has become increasingly important to gain customer interest which can eventually be translated into buying behavior. New online marketing concepts of engagement and loyalty have emerged which aim to build customer participation and reputation.

Engagement in social media for the purpose of your social media strategy is divided into two parts:

1. Proactive posting of new content and conversations, as well as the sharing of content and information from others
2. Reactive conversations with social media users responding to those who reach out to your social media profiles through commenting or messaging

Traditional media is limited to one way interaction with customers or 'push and tell' where only specific information is given to the customer without any mechanism to obtain customer feedback. On the other hand, social media is participative where customer are able to share their views on brands, products and services. Traditional media gives the control of message to the marketer whereas social media shifts the balance to the consumer.

Twitter

Twitter allows companies to promote their products in short messages limited to 140 characters which appear on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc.

Facebook

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders.

A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising. By 2014 Facebook had restricted the content published from businesses' and brands' pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16 percent in 2012 down to 2 percent in February 2014.

Google+

Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Ad words and Google Maps. With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion. Google+ can also be beneficial for other digital marketing campaigns, as well as social media marketing. Google+ authorship was known to have a significant benefit on a website's search engine optimisation, before the relationship was removed by Google. Google+ is one of the fastest growing social media networks and can benefit almost any business.

LinkedIn

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their

customers. Due to spread of spam mail sent to job seeker, leading companies prefer to use LinkedIn for employee's recruitment instead using different job portals. Additionally, companies have voiced a preference for the amount of information that can be gleaned from LinkedIn profile, versus a limited email.

Instagram

In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. According to Scott Galloway, the founder of L2 and a professor of marketing at New York University's Stern School of Business, latest studies estimate that 93 percent of prestige brands have an active presence on Instagram and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

YouTube

YouTube is another popular avenue advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos." YouTube also enable publishers to earn money through its YouTube Partner Program.

Social Bookmarking Sites

Websites such as Delicious, Digg, Slashdot and Reditt are popular social bookmarking sites used in social media promotion. Each of these sites is dedicated to the collection and organization of links to other websites. This process is crowd sourced, allowing members to sort and prioritize links by relevance and general category. Due to the large user bases of these websites, any link

from one of them to another, smaller website usually results in a flash crowd. Ads can be placed in designated communities with a very specific target audience and demographic, they have far greater potential for traffic generation than ads selected simply through cookie and browser history. Additionally, some of these websites have also implemented measures to make ads more relevant to users by allowing users to vote on which ones will be shown on pages they frequent. The ability to redirect large volumes of web traffic and target specific, relevant audiences makes social bookmarking sites a valuable asset for social media marketers.

Blogs

Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality, and accessibility employ blogs to make their products popular and unique, and ultimately reach out to consumers who are privy to social media. Blogs allow a product or company to provide longer descriptions of products or services can include testimonials and can link to and from other social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers and also for acquiring followers and subscribers who can then be directed to social network pages.

Online communities can enable a business to reach the clients of other businesses using the platform. To allow firms to measure their standing in the corporate world, sites like Glass door enable employees to place evaluations of their companies. Some businesses opt out of integrating social media platforms into their traditional marketing regimen. There are also specific corporate standards that apply when interacting online. To maintain an advantage in a business-consumer relationship, businesses have to be aware of four key assets that consumers maintain: information, involvement, community, and control.

Ad formats

- Sponsored Mobile Post – Advertisements (Advertisers' blog posts) will show up on user's Dashboard when the user is on a mobile device such as smart phones and tablets, allowing them to like, reblog, and share the sponsored post.

- Sponsored Web Post – “Largest in-stream ad unit on the web” that catches the users’ attention when looking at their Dashboard through their computer or laptop. It also allows the viewers to like, reblog, and share it.
- Sponsored Radar – Radar picks up exceptional posts from the whole Tumblr community based on their originality and creativity. It is placed on the right side next to the Dashboard, and it typically earns 120 million daily impressions. Sponsored radar allows advertisers to place their posts there to have an opportunity to earn new followers, Reblogs, and Likes.
- Sponsored Spotlight – Spotlight is a directory of some of the popular blogs throughout the community and a place where users can find new blogs to follow. Advertisers can choose one category out of fifty categories that they can have their blog listed on there.

These posts can be one or more of the following: images, photo sets, animated GIFs, video, audio, and text posts. On May 6, 2014 Tumblr announced customization and theming on mobile apps for brands to advertise.

Marketing technique

Social media marketing involves the use of social networks, consumer’s online brand related activities (COBRA) and electronic word of mouth (eWoM) to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This technique is crucial, as it provides the businesses with a “target audience”.

An activity such as uploading a picture of your “new Converse sneakers to Facebook” is an example of a COBRA. Electronic recommendations and appraisals are a convenient manner to have a product promoted via “consumer-to-consumer interactions. An example of eWoM would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good service would result in a positive review which gets the hotel free advertising via social media, however a poor service will result in a negative consumer review which can potentially harm the company's reputation.

Conclusion

Our analysis for the research work says that if we are making the advertisements through internet on various social networking sites, they are most liked by the visitors and we can earn our

investment amount and if people buy the products then we are in the profits. A large number of people are using social sites and according to a research most of the manufacturers are providing products for all the segments. Thus we can conclude that doing business with the new idea and innovation method is a great idea.

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