

## ONLINE MARKETING IN INDIAN PROSPECTIVE

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### Abstract

Online marketing also known as internet marketing, e-marketing or virtual marketing it is an electronic distribution system. The online marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. The internet access to nearly 143 Million female users which is nearly 30% of total Internet users.

Here has been steady growth the number of rural female internet users. The number of internet users in India will reach 500 million by June 2018 a report by IAMAI & Kantar IMRB says. It also facilitates a chance to customize the products as per customer wants and needs with over 460 million internet users. India is the second largest online market, ranked only behind cline by 2021.

There will be about 635.8 million Internet users in India it helps to easily promoting the business and It's provide to advertising the products and increasing sales promotion. Direct marketing online market creates good relationship between customers to marketers. It save the consumers time, products will available to the customers to online market rate. There is no necessity to go to shop products are come to the door of customers. Demographically to internet is the preserve for youngsters. The popularity of entertainment social networking etc makes the internet more attractive for youngsters presently. Online market gives more preperance to the online payment.

**Keywords:** - Online marketing, internet marketing, virtual marketing

### 1) Introduction

This term of online marketing / digital marketing was first wined in 1990. This advent started with the development of internet, although its initial model use look today such as Face book, Twitter, WhatsApp, Google adverts etc.

Since internet was not widespread the take of digital marketing was too early to talk. But take as internet began to expand in the world in the year 1993 the first click banner placed at e-marketing because this steady shift the next year 1994 saw new technology. The very next year 1995 public access internet, but today internet users in over the India to cross 500 million by June 2018. IAMAI New Delhi, 20 February 2018. The number of internet users in India was estimated to be 481 million in December 2017, The Internet penetration in the country has also seen a steady raise.

Recently a Google BCG report suggested that digital spending by consumers is expected to grow nearly 2.5 times to \$100 Billion by 2020. Furthermore men dominated internet usage in India with 71 percent to women's 29 percent to others. According to the statistics India's digital market reached to a scenting figure \$ 33 Billion registering the number of users in India from 2015 to 2022. In 2017 India had 331.77 million Internet users. This figure is project to growth to 511.89 million internet users in 2022. Despite the untapped potential India already is the scored largest online market worldwide.

### 2) Meaning of Online Marketing

Online marketing refers to advertng and marketing efforts, promoting business & introduce new products to drive direct sales via electronic commerce by using web, email.

Definition:

According to "American Marketing Association "Marketing is the activity set of institution & process for creating communicating delivery & exchanging of offers that have place for client's partners & society.

### 3) Objectives of Online Marketing

Almost all business owners today know that internet marketing is essential but not all of them understand the end result that obtained online strategies.

1. Increase Revenue: - Te primary goal of any marketing strategy is ultimately to increase revenue & internet marketing is no exception.
2. Build a Brand: - Internet marketing objectives often include building a brand. This means not only establishing your logo & company name in mind of consumers.
3. Increase qualified traffic:- Every business owner want to see numbers raise in terms of visitors to their site & loading page.
4. Manage online Reputation:- Today every one with conspectus or smart phone can post their opinions about companies' product & services for whole world to see.

### 4) E-Marketing Plan

E-Marketing means using digital technologies to create awareness of your brand & sell your goods & services through the website mobile device & social network.

Components of Online Marketing

SEO	Email
Blog	Analytics
Banner	
Social Network	
Forum	

#### 1) (SEO) Search Engine Optimization

It is the activity of optimizing web pages or complete website in order to make them search engine friendly from getting higher position in the searching results.

#### 2) Blog

Blog are web page created by an individual or a group of individual, they are updated on a regular basis. You can write blogs for business promotion.

#### 3) Banner:

Banner is long strips of cloth with a slogan or design to hang in public place. There was internet parallel to tangible banners for advertising.

#### 4) Social Network:

It creates profiles of your brand on social media platforms.

#### 5) Forums

They are nothing but message boards of online discussion website, where people posts messages & engage into conversation.

#### 6) E-mails

You can interact with the customers to ensues their queries using automate responders & entrance the customer experience with your website.

## 7) Analytics

The ultimate goal of analytics is to identify estimable insights in ninthly basis which can helps to make favourable charges in website to strong profit of long term.

### Types of Online Marketing

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay-per-click Advertising (PPC)
- Content Marketing
- Social Media Marketing
- Affiliate Marketing
- Email Marketing

### 5) Advantages of Online Marketing

1.Low Cost:- Compared to traclitimal or offline marketing it is for cheapes to promote your business & other money marketing ventures online.

2.Global Audience: - There's also the advantage of gaining a global audience with your "Online Business". This opens up tons of new new opportunities and prepares you to complete in global scale.

3.Reliable Technology: - The reliable that powers the web; hence your internet based business is one of the major benefits of hasting your business online.

### 6) Disadvantages of Online Marketing

1.Face to face contact is limited:- Limited face to face contact is one of the major drawback of online marketing there is a less opportunity to change the a product is limited.

2.Marketing complexity: - The virtual nature of internet marketing increases, marketing complexity. New entrants tend to confused in low choose profitable online marketing techniques.

5.Become an influence in your field: - Every industry has a for well known individuals are companies that others look to as thought leads they stay at the forefront of new technologies.

### 7) Barriers to Successful digital Marketing

1 Lacking a model or process: - The process of moving to a new digital marketing system is not straightforward person said & there is much more than just it.

2 Restricted Budget :- When thinking about "Budget" markets need to start with corporate objectives, and then they have to show how digital strategy will impact the marketing

3 Pressured for short-term Gains: - Not enough people? Not budget to hire? Yeah we've heard that, too. We see lots of organizations who have pushed their homegrown systems for their single purpose as far as it conges

4 Lacking Resources: - People skills, person said, are the biggest things missing in the space. Every CMO & digital strategist person's talked with maintained they can't find enough skilled people or they can't get enough.

5 Managing Change: - Most of the move cross-channel digital strategy is an organizational change. "A smart CMO is going to get advice from OD consultant in how to implement & frain their from new roles.

### 8) Conclusion

Online marketing in India un doubting one of the fastest growing e-marketing in the world. India is a top second country to use data. Online market builds a relationship between online shopper and consumers, now a day's this is one of the most important trend. All youth are

adopted to the online marketing order the products in online get the product in front door without wasting of their time with reasonable price.

So it is popular trend how a day's there is a opportunity to earn huge amount dividend, there is a benefit from online marketing to shopper and consumer it is easiest way to promoting his business use to advertising introducing of new product to market slowly motivating it to the unused peoples.

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