

TO ANALYSIS STUDY OF THE ONLINE MARKETING IN INDIA

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vitthlr25@gmail.com**Abstract**

Online marketing is different from traditional marketing, which usually uses media such as print ads, billboards, television, and radio. This strategy is increasingly important for businesses of all types. In addition, the reason you should take advantage of online marketing is because of changing consumer habits. Shoppers are more likely to research their purchases online before buying, even while they are in the store. Generally, all businesses need to implement some online marketing activities in their overall promotion, or they risk losing. Apart from that, some other reasons.

Keywords: Online Marketing and Traditional Marketing

Introduction

Online marketing is becoming very popular in the world just as the use of internet in the world is going to be large similarly, internet marketing means online marketing has become a big issue. After globalization the internet become increasingly usable of online marketing was also being used. The CFO and marketing team must strongly consider the utilizing the Internet as a forum for marketing and retail sales. With retail stores already in existence, and a brand name that is currently known by the consumer, the company can gain additional revenue in Internet marketing and sales. In the information provided throughout this research, the company will come to understand the opportunities available on the World Wide Web. Well into the new millennium, there are several components the company must consider when entering online marketing and sales. With a simple click, consumers are provided with a wealth of information on brands, merchandises, and services. The World Wide Web has produced a channel that allows consumers to shop from the convenience of their home, office, or even in the car. When engineering a marketing strategy to generate sales, the company must include online marketing into the marketing mix. Consequently, the purpose of this report is to inform you of the opportunities, provide you with recommendations and marketing strategies that will produce a successful online market.

The broad online marketing spectrum varies according to business requirements. Effective online marketing programs leverage consumer data and customer relationship management (CRM) systems. Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing.

Online marketing combines the internet's creative and technical tools, including design, development,

sales and advertising, while focusing on the following primary business models:

- E-commerce
- Lead-based websites
- Affiliate marketing
- Local search

Definition of Online Marketing

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Objectives of the Study

- To Study the Online Marketing.
- To Analysis Study of the Online Marketing
- To know the Tools of Online Marketing.
- To Study the Benefits Online Marketing.

Research Methodology

The research paper has been written on the basis of secondary data. The secondary information and data were collected from published books, journals, research papers, official statistical documents and various websites.

Benefits of Online Marketing

Internet gives to a widest access of your potential customers. It has been estimated that a couple of billion people around the world use the Internet, and more are becoming aware of internet with each passing day. So, market business to such a large group of people is only possible through internet. Internet allows sending multiple messages at the same time, which saved the tedious task of send in a newsletter to every client. Internet marketing facilitates instant feedback from the customers.

Online Marketing Tools

There are a number of tools that can be used to build and maintain a robust online marketing program:

- Email Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Display Advertising
- Search Engine Marketing (SEM)
- Events & Webinars
- A/B Testing & Website Optimization
- Content Marketing
- Video Marketing
- Marketing Analytics
- Marketing Automation
- Customer Relationship Management (CRM)
- Content Management System (CMS)

Online marketing has several advantages, including

- Low costs: large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.
- Flexibility and convenience: Consumers may research and purchase products and services at their leisure.
- Analytics: Efficient statistical results are facilitated without extra costs.
- Multiple options: Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google Maps).
- Demographic targeting: Consumers can be demographically targeted much more effectively in an online rather than an offline process.

The main limitation of online marketing is the lack of tangibility, which means that consumers are unable to try out, or try on items they might wish to purchase. Generous return policies are the main way to circumvent such buyer apprehension. Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

Difference between Traditional and Online marketing

Traditional Marketing: - Traditional marketing is the old way of marketing Technique. It refers kind of promotion, advertisement, includes flyers, billboards, TV ads, radio ads, print advertisements, newspaper ads, etc. in which companies are used in the early period to market their product. The four phases of Traditional Marketing are Interest, Awareness, Desire, and Decision.

Digital Marketing

Digital Marketing is modern way of marketing technique. In which we promoting, selling products and services by online marketing. It also refers to the Marketing of any kind of business through digital media and devices such as Google, Facebook, Instagram, YouTube. etc.

Conclusion

There is a Concussion that Due to online marketing the customer has been directly connected to the producer so the goods and services at a lower price to the customer. There are many Tools and options in front of customers, Today's online marketing available in different application in Mobile and Websites. Online marketing is the need of the hour today Online Marketing has become a great place to shop for low prices Online marketing items are available at lower rates, but there may be cheating at customers will not be decided when dealing with online marketing, they should buy it on reputed naming fame sites.

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