

INTERNET MARKETING: THE NEW ERA OF INNOVATION IN E-COMMERCE

¹Dr. Smita Mishra, ²Mr. Rajiv Mishra

¹Associate Professor, ²Retail Head: Nijhawan group

ABSTRACT

Internet marketing is an interesting topic especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning Internet marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company. The purpose of this research paper is to examine the e-marketing business inside the market. The primary objective is to dig deep into the industrial products to study the level of development inside this market. Industrial equipments shall be put under the scope as an example to the e-marketing of the industrial products in the market. The research analysis is designed to study to local versus the international practices of e-marketing industrial products and indicates that search ability, clearness, specialty, specifications have significant effects on this marketing presentation.

Keywords: *Internet Marketing, Innovation, E-Commerce*

I INTRODUCTION

Internet marketing (IM) is also known as digital marketing, web marketing, online marketing, or e-marketing. As the name states, it is the advertising of products or services over the Internet.

This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet marketing to bring the most value to the advertiser. The cutting edge for business today is e-Commerce. The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers like online advertising and marketing, online order taking and online customer service etc. It can also reduce cost in managing orders and interacting with a wide range of suppliers and trading partners, areas that typically add significant overheads to the cost of products and services. Businesses are increasingly using the Internet for commercial activities. The ubiquitous nature of the Internet and its wide global access has made it an extremely effective mode of communication between businesses and customers. Internet marketing is a growing business mainly because more

and more people use the internet every day. This paper is a secondary research regarding how E-commerce gradually forms part of our daily lives. It concerns different aspects of advertising in terms of electronic commerce.

II TYPES OF ONLINE MARKETING

2.1 Search Engine Optimization

Search Engine Optimization is the process of improving rankings of a website or web page in the unpaid “organic” search results.

The path of the SEO is to make webpages rank higher in the search engine results pages (aka serp) to increase visibility.

The higher a page ranks, the more visible it is, and therefore will receive more traffic.

At one point, Search Engine Optimization played by a fairly well defined set of rules: Optimize a page for a specific keyword, get links from other websites that use that keyword.

.As social media becomes more woven into the fabric of the internet, search engines factor elements such as social shares, +1's, Facebook likes, and Twitter retweets in addition to the traditional “links using the right words”

2.2 Pay per click

Pay per click is one of, if not the fastest type of online marketing to drive targeted traffic to your web properties. But when done haphazardly, can cost a company thousands of dollars with little to no return. It is lead generation techniques because once your campaign is optimized, you're able to calculate a fairly accurate and predictable ROI. With PPC, the entire goal is to turn passive viewers into interested prospects, and interested prospects into buyers. To do this first entice users to click on an advertisement and send them to the perfect landing page with copy that matches the ad. Pay per click ads are no longer just displayed on the sidebar on search engines, but can be displayed on niche websites, or act as “sponsored stories” on social networks. They can be displayed as product listings, or as a video advertisement. They are targeted, either by search term, profile interest, or by the website on which the pay per click ad is displayed.

2.3 Email

Email marketing as the bridge between the top of sales funnel (Awareness – Seo, Social Media, Online Networking) and the sale. It is one of the most direct and private forms of communication. Because of this, it's still one of the most effective types of online marketing in terms of driving sales. The best email marketers embrace the private nature of email communications and take care to treat their email subscribers a little more special than non-

email subscribers. This could be done by giving access to exclusive content, special email subscriber discounts, personalized deals, or other “insider” goods not accessible to the outside public. Email is also a popular form of marketing because, when your email campaigns are set up properly, you can tie exact dollar amounts to individual customers.

2.4 Video Marketing

YouTube is the second largest search engine in the world, and the third most visited site. While it may seem that a standard commercial might be the easiest way for a business to engage in videomarketing, this is simply not the case. Video can be incredibly social, and smart video marketers are blurring the lines of what’s acceptable for branded content. It fuses together so many different elements: Copywriting, Seo, and of course Video Production.

2.5 Blogging

A blog is just a channel. It can host videos, podcasts, text articles, news topics, sell affiliate advertising, provide instruction or insight – however at the end of the day, what you’re talking about isn’t “blogging”, you’re talking about content that fills the channel. Blogging makes this list because managing that channel is really a skill on its own. Scheduling content, tagging and categorizing content appropriately, managing internal link architecture, optimizing navigation items – these are just a handful of items that a real “blogger” manages. Blog management is critical to the success of the blog as its fundamental structure is what helps search engines index your blog for the content you want to be known for, and visitors to go to appropriate pages within your site.

2.6 Content Marketing

Content marketing is one of those buzzwords that keeps flying around, yet very few people (including marketers) really understand what it’s about. If “blogging” is really about how everything is distributed and structured, content marketing is the practice of creating media that brings the person interacting with it towards one of the following four goals:.

1. Be Shared

The primary purpose of this kind of content is to spread throughout a community and get maximum exposure. Generally this kind of content will appeal to the different extremes of your market’s personality. This can be done through humor, shock, motivation, sadness, anger, being remarkably cool, making people smile, cute, or incredibly honest.

2. Be Discussed

The goal of this kind of content is to start a conversation within a community. This can be done by leveraging big news items (newsjacking), addressing a common problem, exposing a dirty secret (or really any controversy) or creating a valuable, game changing resource..

3. Generate Leads

While the first two types of content marketing are essentially about raising awareness, getting the lead conversion process to work properly is about creating content that gets your viewer to first identify their problem, then say, “I need help”

4. Make Sales

Structure wise, this is very similar to “lead content” but the lead nurturing cycle is a lot shorter if not virtually non-existent.

Generally speaking, the reasons this kind of “selling” content takes place is because

- A.) the cost of the product is low, and therefore is a lower risk or
- B.) the key phrase people are using to discover the content indicates they’re further along in the decision making process (they’re searching for product reviews, comparisons, etc)

7. Social Media

While one true unified definition of Social Media marketing exists, many have embraced the use of social platforms to promote their brand. This would mean looking at the usual suspects – Facebook, Twitter, Google+, YouTube, Pinterest, LinkedIn(maybe) – but then also niche networks, forums, active blog communities, and any place where there’s active two way conversation happening.

8. Network Marketing

While Network Marketing and Social Media share similar roots, the network marketer takes the work the social media marketer does, and takes it a step further. If the Social Media marketer’s job is to identify the smaller networks and appeal to the collective mindset of the group while identifying the influencers, the network marketer’s job is to build relationships with those influential people. Taking those relationship skills a step further, the most notable trait of these professional networking masters is their ability to connect people within their own network with each other.

9. Community Building

Community building is what happens after you’ve brought people in. Community building is a field of practices directed toward the creation or enhancement of community among individuals around a common interest. The primary belief of community managers is to use brand properties as a “hub” to facilitate the conversation between users. Much of community building is reliant on trust.

10. Location Based Marketing

At the time of this writing, one of the fastest emerging trends in online marketing. The popular philosophy held by location based marketers is to reward users for “checking-in” to a company’s physical location. Rewards can include discounts for the person who “check-in” the most and promotional merchandise for those who “check-in”. Popular “check-in” style platforms include Foursquare, Go Walla, Google Places and Facebook Places. For local businesses, the importance of claiming all of your places can not be stressed enough. Many of these “place” platforms allow your customers to leave reviews, and if unmanaged can leave a ton of missed opportunities for good customer experiences.

11. Contextual marketing

In its rawest form, contextual marketing is about finding opportunities throughout the web and creating funnels that lead back to their site. Unlike social media however, this type of online marketing takes place outside of social networks. Contextual marketers will look for different opportunities to promote their business, regardless of the medium being used to do it. A contextual marketer is the closest thing the internet has to traditional media firms, because the contextual advertiser looks for every opportunity to promote their brand. Similarly, a contextual advertiser performs a similar function, except their job is more related to paid media buying. Finding websites to run banner ads, YouTube channels to do interruption videos, in video sponsorships, things like that.

12. Affiliate (performance based) Marketing

The act of selling someone else’s product or having someone else sell your product for you. This is the internet equivalent of having a commissioned sales job. The person who is selling the product may use one or all of the techniques on this list in order to sell an affiliate product. What makes this a discipline on its own is that often times an individual is not selling their own product. Because of this, each affiliate program has its own rules, regulations, and requirements for a seller to be accepted and remain in the program. Many affiliate advertisers will provide their own unique content in addition to the affiliate product to build the value of the sale. The person or company who produces the affiliate product also faces their own unique set of challenges.

13. Interactive Advertising

With web technologies evolving every day, an emerging group of marketers take to creating advertising that requires users to interact with the website. On a small scale, this could require the user to upload a photo, video or audio which is then augmented by the website to create a “branded” experience. Interactive marketing is truly unique and must be experienced in order to fully grasp just how powerful it can be. Interactive advertising isn’t just limited to pictures and video though. Every day there are branded, interactive advertisements that give the user something to “play” with. One such example is how Augmented Reality is being integrated into advertising – merging the real world with computer graphics.

III ADVANTAGES AND DISADVANTAGES OF ONLINE MARKETING

It's obvious that social networks affect our lives in all the possible aspects (they serve to spread ideas, personal photographs and personal data in general, voluntary organization actions, ideas towards a political party or sympathy towards a charismatic political leader, etc.). This is a matter that is gaining strength lately, the moment when the social networks hoard thousands of users with different social, economic, cultural and political interests. Let's see what are the real advantages and disadvantages of online marketing

3.1 Advantages

1. One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at anytime of the day.
2. It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment.
3. The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
4. Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.
5. On the internet everything can be measured, thus it's easier for the companies to know almost instantly if their campaign is working or not, what company or user is interested in their products, from what cities or countries are they, etc.

3.2 Disadvantages

1. Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually..
2. The e-commerce doesn't allow the user "to touch" the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.
3. Other factor is the payment: many users still don't trust in the electronic methods of paying and give up buying online because of this.
4. One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.

5. Other disadvantage is the cash on delivery system, since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities

IV IMPACT OF ONLINE MARKETING ON INDIAN ECONOMY

Internet marketing is a business imperative because the Internet is an irrevocable and unstoppable trend. Even if you have a traditional "brick-and-mortar" business, you'll lose valuable customers without an online presence. People routinely search for goods and services with their computers in lieu of the yellow pages. If your business isn't on the Web, customers will likely choose another company with whom to do business. India ranks no.3 in terms of number of internet users. However, our internet penetration rate is very low at 19%. For comparison, the internet penetration rate of US is 81%, China is 42.3% and Japan is 79.1. For any particular industry to have an impact on the overall economy of the country it has to contribute significant in terms of GDP, PPP etc. So when you compare the population of India and the number of internet users along with the internet penetration rate, you can see that the online shopping is yet to come of age. Maybe a spark that is yet to become a flame. It is yet to reach critical mass in terms of volume and numbers for it to have a substantial effect on the Indian economy

4.1 Internet Users in the World Distribution by World Regions

Internet World Stats is an International website that features up to date world Internet Usage, Population Statistics, Travel Stats and Internet Market Research Data, for over 233 individual countries and world regions. Internet World Stats is a useful source for travel and hotel stats, international online market research, the latest Internet statistics, world Internet penetration data, world population statistics, telecommunications information reports, and Facebook Stats by country. To clarify, the word "stats" is the abbreviation of the English word 'statistics'. 'Statistics' is defined as the collection, organization and interpretation of numerical data. Web site navigation and usability has been made easy with active links at the bottom of the pages and content menus on the left hand side column of most pages. This site also offers useful links to world travel and hotel information, telecommunications country reports, country statistics sources, local directories, population data and market research information. For a complete description of the site contents and surfing tips.

4th International Conference on Science, Technology and Management

India International Centre, New Delhi

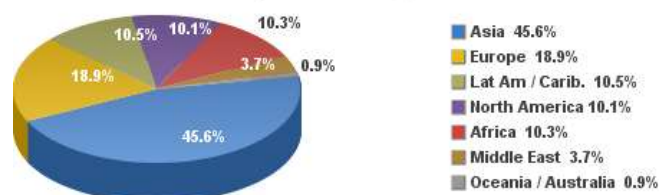
15th May 2016, www.conferenceworld.in

(ICSTM-16)

ISBN: 978-81-932074-8-2

WORLD INTERNET USAGE AND POPULATION STATISTICS						
DEC 31, 2014 - Mid-Year Update						
World Regions	Population (2015 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000- 2015	Users % of Table
Africa	1,158,353,014	4,514,400	318,633,889	27.5 %	6,958.2 %	10.3 %
Asia	4,032,654,624	114,304,000	1,405,121,036	34.8 %	1,129.3 %	45.6 %
Europe	827,566,464	105,096,093	582,441,059	70.4 %	454.2 %	18.9 %
Middle East	236,137,235	3,284,800	113,609,510	48.1 %	3,358.6 %	3.7 %
North America	357,172,209	108,096,800	310,322,257	86.9 %	187.1 %	10.1 %
Latin America / Caribbean	615,583,127	18,068,919	322,422,164	52.4 %	1,684.4 %	10.5 %
Oceania / Australia	37,157,120	7,620,480	26,789,942	72.1 %	251.6 %	0.9 %
WORLD TOTAL	7,264,623,793	360,985,492	3,079,339,857	42.4 %	753.0 %	100.0 %

**Internet Users in the World
Distribution by World Regions - 2014 Q4**



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 3,079,339,857 Internet users on Dec 31, 2014
Copyright © 2015, Miniwatts Marketing Group

V CONCLUSION

The Internet network is a marketing channel use by advertisers, marketers, and society to find the right combination of marketing mix to best suit customer's needs. It is important for a company of this era to have access to the Internet to be more successful. Internet marketing does not only target consumers, but also Internet advertisements client marketers from companies. This is so because companies prefer to hire specialist in creating a Web site. People always find themselves under stress of working long hours and they do not have enough time for social activities or even shopping. They thus develop this new millennium where IM through E-commerce becomes an everyday thing and routine for them. E-mail is as famous as direct marketing in supporting E-commerce activities. Most clients feel that this new media is a success in relation to traditional marketing advertising. But Internet should be used with other media for a more effective marketing tool. Internet marketing will become even more important in the future As more companies will have access to the Internet, they will start doing business over the Internet China's economy will be in another dimension with E-commerce where customer focus, responsible business practices and innovation are the determinants of success and not customer relationship. With a decrease in communication prices, more customers will shift to the Internet as well. Security will not be an issue anymore because software companies, banks and credit card institutions are working hand in hand to improve Internet security. Companies need to protect themselves in three areas: data integrity, confidentiality of data and authenticity by installing firewalls or routers. Customers will look for a business on the Web since there are unique opportunities for marketing a company's service, selling products and gathering information on the Net. The marketing mix plays an important role in IM in E-commerce; deciding what type of advertising best suit customers through the Web. This is the new era of innovation; where everyone will be interacting on the Web.

REFERENCES

1. Ajzen, I. (1985), "From intentions into action: a theory of planned behaviour" In, East, R., (1990), Changing Consumer Behaviour. London: Cassell.
2. Ajzen, I. (1991), "The theory of planned behaviour" Organizational Behaviour and Human Decision Processes, Vol. 50, pp. 179-211.
3. Ajzen, I. and Fishbein, M. (1970), "The prediction of behaviour from attitudinal and normative variables", Journal of Experimental Psychology, 6, October, pp. 466-87.
4. Alba, J., Lynch, J., Weitz, B., Janiszewski, L., Lutz, R., Sawyer, A and Woods, S. (1997), "Interactive home shopping: consumer retailer, and manufacturer incentives to participate in electronic marketplaces", Journal of Marketing, 61, pp. 38-53.
5. Aldridge, A., White, M. and Forcht, K. (1997), "Security considerations of doing business via the Internet: cautions to be considered", Internet Research, 7(1), pp. 9-15.

4th International Conference on Science, Technology and Management

India International Centre, New Delhi

(ICSTM-16)

15th May 2016, www.conferenceworld.in

ISBN: 978-81-932074-8-2

6. [Http://www.studymode.com/essays/attitude-of-indian-consumers-towards-online-647049.html](http://www.studymode.com/essays/attitude-of-indian-consumers-towards-online-647049.html) ISSN 2348 – 8891
AltiusShodh Journal of Management & Commerce
7. [Http://www.studymode.com/essays/Consumer-Behaviour-256093.html](http://www.studymode.com/essays/Consumer-Behaviour-256093.html) Industry Management
8. Oliver, R. L. (1980) .A Cognitive Model for the Antecedents and Consequences of Satisfaction, Journal of Marketing Research, 17, 460-469
9. Ramírez Nicolas (2010),Title, Asian Journal of management and research 3(2), 396- 405
10. Sharma and Mittal (2009).Prospects of e-commerce in India, Asian Journal of management and research. 3(2) ,396-408.