**EMERGING TRENDS IN ONLINE MARKETING**

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**Abstract**

All commercial actions are fundamentally based on marketing. Organizations cannot offer without marketing, and without sale, there is no income, and without cash, people are not able to operate businesses. Most businesses use the World Wide Web as a very flexible platform for marketing all kinds of goods and services. Social media marketing, text ads, banner ads, video advertisements, etc. are all examples of online marketing. Like other marketing strategies, online marketing has advantages and disadvantages. The two main benefits of online marketing are the capacity to specifically attract people and evaluate the effectiveness of marketing campaigns. Unlike traditional media like banners, newspapers, and television, the amount of consumer access fluctuates dramatically on the internet. The main requirement for online marketing is visibility; traffic cannot grow if customers are unaware of the business and its offerings. By optimising and advertising the website, website marketing services boost website visibility.

Keywords: Social marketing, target consumers, newspaper, television, and online marketing

# Introduction

Companies are increasingly utilising new digital technologies, such as Web sites and wikis, extensively for customer support, product development, and internet advertising due to the worldwide marketplaces and the rapid expansion PC industry. All businesses now use the internet as a necessary tool for marketing their goods & services. All types of small businesses are beginning to appreciate the importance of online marketing. All firms need now include some internet marketing in their marketing mix due to the explosion in local search and people’s new habit of performing their initial searches online. Selling goods or services over digital networks, such the internet and mobile phone networks, is known as online marketing. Finding the ideal combination of internet marketing tactics that appeal to the target demographic and result in sales is the art of online marketing.

**Objectives of the paper**:
The study sets the following objectives:

1. To explain the concept and meaning of online marketing.

2. To examine strategies for online marketing.

3. Outlining the advantages and restrictions of online marketing.

**Research Methodology**

The current study work is based on secondary material that was gathered from a variety of sources, including dictionaries, textbooks, journals, and websites.

**Concept of Online Marketing:**

The internet has evolved into a need in workplaces, families, organisations, etc. People from all around the world use the internet to pass their time. Marketing professionals that are on top of change make sure that their touch points and strategies reflect where consumers are spending their time. Online marketing links businesses with qualified potential customers and elevates business development well above traditional marketing. It has recently supplanted traditional marketing and is still seeing rapid growth. Online marketing combines the technical and creative tools of the internet, such as design development, sales, and advertising. The web has become a mainstream media outlet for the affluent while email has evolved into a main stream media outlet for a variety of fields. Online marketing is the process of the seller and the buyer exchanging values. Online marketing is often referred to as web marketing, digital marketing, search engine marketing, and Internet marketing (SEM). There are three general strategies for using the internet to market one’s products or services: educating the intended target market about the offering; increasing brand recognition and equity.

**According to definitions,** “online marketing” refers to a collection of effective techniques and methodologies used to advertise goods and services online.

# Benefits of online marketing

Through more effective and efficient marketing, as well as better savings, online marketing offers a number of advantages to both customers and marketers. Many advantages that are not available with conventional and offline marketing are brought about by it.

* **Benefits for consumers**.

### Convenience:

Customers can easily communicate with businesses through online marketing. Customers may compare costs, check for availability in-store, and make rapid purchases via online marketing. Additionally, it enables you to communicate with the customer and give vital details that are helpful to them.

1. **Interactive and Quick**:

Customers can use the company’s website to search for the details, goods, or services they need, and then buy or download them right away.

## Benefits to marketers

### Customer Relationship Building

Building customer relationships allows businesses to get to know their clients’ needs better and create customer databases.

### Reduce Costs and Increase Efficiency

It saves money by forgoing the expenditure of operating a physical business as well as rent, insurance, and utility bills. Printing and sending paper catalogues is more expensive than creating digital catalogues.

1. **Greater Flexibility – Ability to adapt quickly**

An online catalogue can be updated daily or even hourly, adapting product availability, prices, and promotions to match shifting market conditions by changing a graphic or wording and do it without any issues, unlike offline marketing methods like placing traditional advertisements in magazines, newspapers, television, or paper catalogues whose products and prices are fixed until the next printing.

1. **Access to International Markets**

Due of the Internet’s global reach, buyers and sellers can quickly switch from one nation to another. You may reach a larger audience and spread awareness of your good or service with the assistance of online marketing. A customer can now interact with you from any location on the earth due to its comparatively low cost and high ROI as well as the ease and convenience with which your content and digital assets are available. This implies that, regardless of the customer’s location, the best product or service to meet any budget is available.

### Target Specific Demographics in Advertising

It enables the targeting of particular demographics, including gender, age, geography, and particular income, education, and occupation levels.

1. **Variety of Methods**

Online marketing uses a variety of techniques, including audio, video, blogging, email, social networking, and periodic newsletters.

### Instant Conversion Ability

Online marketing gives marketers the chance to instantly convert a customer. This is not true when practice marketing alternatives in conventional media, such magazine advertising, newspapers, or television. In contrast to conventional marketing, where it frequently takes more manpower and time to convert a client into a sale, online marketing not only allows for the quick acquisition of potential customers’ information but also of a sale.

### Measure Results:

It gives businesses with unheard-of results tracking and consumer practice metrics, easy results analysis, and cross-checking to verify that money invested yields rewards.

**Limitations of online marketing**

1. An excessive amount of competition.

2. Lot of online marketing relies on technology, which might make mistakes.

3. The product cannot be handled or felt because the transaction is being conducted online.

4. Before B2B, EDI standards must be in place; small businesses may find it challenging to comply with these standards.

5. Customers already see online marketing negatively or with mistrust because of the online volatility.

6. Hackers interfere with (financial) transactions and pose issues for both customers and online businesses.

7. There is a search annoyance known as “denial of service,” in which several frivolous items are uploaded on a portal, blocking access to it for actual clients.

# Types of online marketing

The following is a list of different forms of online marketing:

* Article marketing
* E-commerce
* Online advertising
* Search engine marketing
* Email marketing
* Social media marketing

As time goes on, more and more online marketing techniques are developed.

# Effective to conduct online marketing

1. **Search Engine Optimization (SEO)**

In plain English, search engine optimization, also known as SEO, is the process of making changes to your website so that it appears in search results naturally or organically on Google, Yahoo, Bing, or any other search engine. Google continuously adjusts its algorithms to ensure that only the most pertinent results are displayed. From that vantage point, a lot of experts claim that SEO is obsolete and that the effort is pointless. However, the reality is that Google works to avoid algorithm manipulation and removes websites from SERPs that are deserving of lower rankings (Search Engine Result Pages). There is no question that you should spend money on SEO. The technical aspects of spidering, indexing, and understanding non-text content should be covered on your website.

1. **Content Creation**

Various forms can be used to deliver content, such as blogs, white papers, e-books, case studies, how-to manuals, question and answer articles, forums, news and updates, photos, banners, info graphics, podcasts, webinars, videos, or content for micro blogging and social media sites. All recent updates to Google’s algorithm, including Panda, Penguin, and Hummingbird, emphasis that content is the most crucial factor in determining how search results are filtered. You can be imaginative and produce material on any subject, then deftly make an indirect connection to your company. You might find our post on how to promote your startup or company without spending any money interesting. Additionally, you must adapt your material for various platforms.

1. **Social Media Marketing (SMM)**

Your SEM efforts have an offshoot called social media marketing, or SMM. It entails utilising social media platforms like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. to drive visitors to your websites or place of business. Good material gets shared and enjoyed, as we have discussed. Create material that is tailored for the various social media sites. Always be productive and creative; you should interact with users at least four to five times every day. Your SMM initiatives might be particularly beneficial for branding and increasing sales.

1. **Mobile Marketing**

For mobile devices, the website, apps, and content are being modified. The number of mobile users is increasing daily, making mobile marketing the most successful strategy.

1. **Making an electronic store front**

A business can build its own website or purchase space on a for-profit online service. These websites are made to get users involved in conversations that will lead to a purchase or other marketing outcome.

1. **Posting an ad online**

Three methods exist for businesses to advertise online:

• Classified advertisements in designated areas of leading commercial web platforms.

• Advertisements placed in specific Internet newsgroups with a business focus.

• Purchase pop-up advertisements that appear online while users are browsing. These advertisements can be found as banners, pop-up windows, “tickers” (banners that move across the screen), and “road-blocks” (full-screen ads that users must go through to get to other screens they wish to view).

1. **Joining web communities, newsgroups, or forums on the internet**

Businesses may take part in or fund forums, newsgroups, and bulletin boards on the internet that cater to particular special interest groups.

1. **Use web casting or online e-mail**

Based on past purchases, businesses might send out specific product or promotion offers to customers. Webcasting, often known as “push” programming, sends relevant content to users’ desktops.

1. **Interactive Marketing**

Make sure the potential customer is involved in a conversation as a result of your advertising campaign. A study by ExpoTV.com found that 89 percent of respondents felt more loyalty to the firms if they were asked for input, and 55 percent of respondents liked to have ongoing communication with the businesses they purchase from. Make your website dynamic, ask for comments from visitors, and keep tabs on user practice by using tools like widgets and opt-in features. Actively interact with the clients and adjust the offers in accordance with their preferences and browsing patterns.

1. **Viral Marketing**

Viral marketing is a strategy in which original content spreads rapidly online due to widespread acclaim, sharing, and liking. This is a fantastic approach to promote your brand and increase website traffic. All you need to do is be creative; the content can be presented in any format.

1. **Affiliate Marketing**

A performance-based marketing strategy called affiliate marketing pays publications that refer clients to you. Performance may be dependent on conversions, including sales, leads, or promotions. You might like participating in the affiliate programmers run by other publishers. The publishers will essentially provide you space on their pages to promote your company and aid in driving conversions, and you will pay them in accordance with the compensation plan. You might use an affiliate network, which can provide you with a huge number of publishers as well as additional advantages like tracking and reporting technology. Startups can benefit greatly from affiliate marketing because it will increase traffic to their website through popular websites.

**Success of online marketing**

The manner that customers buy books, tickets, and other goods has altered as a result of the internet. Looking at examples like Amazon and EBay is all that is necessary.

IRCTC, the Indian Railways’ online ticketing division, is the first example that comes to mind when thinking about the country. But there are other growing businesses, such Rediff, Flipkart, Make My Trip, and Travel Guru, to mention a few. Other industries where it has altered company outlooks include employment (e.g., monster, naukri), real estate (e.g., in-diaproperty, 99 acres, and magic bricks), movie theatres (e.g., book my show), and the stock market (example: money control). The success these businesses have experienced demonstrates possibilities and a path forward for other businesses to follow.

**Strategies for online marketing**

It is no longer a matter of whether businesses must advertise their products online. It focuses on how they ought to promote their products online. A website presenting their products alone does not constitute online marketing. Anyone with a little technological know-how may put up a website right away. However, they must attract visitors to the website. Making a successful online presence requires developing strategies. It makes no difference whether the business is big or tiny. In order to compete with the bigger firms, it is crucial for small businesses to go online.

Success in online marketing depends heavily on creating an effective internet marketing plan. Create and implement a strategic plan that covers all of the following in order to succeed:

* Develop a great product,
* a website to sell it on,
* and a successful marketing plan.

Each phase is crucial to the overall strategy and needs to be developed to the utmost extent possible. There is very little probability of success if even one stage is unsuccessful.

1. **Create a brilliant product**

Develop products that can be distributed to clients online. There is absolutely no reason why one couldn’t make their own product with the technologies we have now. Own mental knowledge is really valuable. Everyone who excels at something possesses a unique talent or some in-depth knowledge making a product with the use of this information. Exclusiveness is the key to creating a fantastic product. The product should stand apart from others of its kind and not be in direct rivalry with them. Give prospective customers everything they ask for. Create a superior product that addresses a need to improve your chances of success. Target market is yet another important factor to take into account. The internet is a world market. Create a product with a broad market appeal and a broad geographic aim. A fantastic product will satisfy a need or want and offer immediate satisfaction. Some of the top products sold through online marketing include: software, information, private websites, and internet services.

To find out exactly what consumers want and then build the product accordingly, research must be done before developing the product. Quality is the most crucial factor to be taken into account when producing a product. The product should not only provide quality, but also go above and above by placing a higher priority on client happiness.

1. **Create a website for sale**

A website will be created after a fantastic product has been created. The website needs to be created expressly to market the product. Every element on the website should be designed to encourage the user to take action. The most effective marketing instruments are words. The appropriate language will convert visitors into buyers. They’ll click away and never come back if you use the wrong words. The words used on a website form the basis of any company. The words have an impact on the product, website, and marketing techniques. Sales are not made by flashy graphics, but rather by words. The potential consumer should be directed to the order page by every word, phrase, and headline. While the management is speaking to just one person, write website text. Find a problem and confirm that a particular visitor needs a remedy. Keep writing and elaborating on why the product is the answer to their issue. Describe what the product will do for them in detail. Why and how it will resolve their issues Increase the benefits and convince the clients.

1. **Create a slayer marketing strategy**

The last step in a strategic plan is an online marketing strategy. For the strategy to be successful, it must have both short-term and long-term strategies. Strategies for short-term marketing are those that temporarily increase traffic. Although these strategies are crucial to the overall plan, they are merely a temporary source of traffic and shouldn’t be relied upon exclusively.

* Short-Term Marketing Techniques Involve: • Forum Participation • Search Engines • Classifieds • Social Bookmarking Sites • Freebie Distribution
* Long-Term Marketing Techniques: Over the course of time, long-term marketing strategies will deliver you a continuous flow of focused traffic. Even decades from now, these tactics will still be effective.

Among the long-term marketing strategies are: Online networking and social networking sites, directories, social media participation, email marketing, online advertising, and social media.

### Online Advertising:

Since they don’t want to spend money, many small businesses, in particular, bother with this web marketing method. They merely want to engage in free online marketing. On the other hand, traditional web advertising requires little time and can be a very successful online marketing technique. CPM and CPC are the two cost models: Cost per Thousand Impressions, or CPM. With this sort of online marketing, you essentially purchase space on a website and pay for a predetermined number of impressions, or the frequency with which the advertisement will be seen. Many of the banners advertising that appear on different websites are compensated using a CPM basis. Cost-Per-Click advertising is known as CPC. In this arrangement, you only pay when a viewer clicks on the advertisement, not when it is displayed. The most well-known pay-per-click web marketing programme is probably Google Ad Words. When using this tool for web marketing, pick certain keywords for your ads to be related to. The advertisement can show up next to the search results when someone searches on Google using one of the keywords. This group of people is thought to be significantly more likely to be interested in goods or services.

### Directory Listings:

Another quick and reasonably priced method of online promotion is to add your company to relevant directory listings (local directory listings, business directories, etc.). Any local business organisations that the company is a part of, like the local Chamber of Commerce, likely have websites where members may advertise their company online and possibly even place ads on the site at discounted rates. Make sure it is mentioned on other regional websites, especially those that are dedicated to tourism. Additionally, there are a number of specialist websites and online networking organisations that support internet marketing.

### Participating in Social Media:

There are several ways to market online, including participating in discussions on Twitter, Facebook, and forums, uploading photos to Flickr and YouTube, and leaving comments on other people’s blogs. Social media marketing calls for a far more sophisticated approach than online advertising or directory listings marketing. The key to using social media effectively is to engage in thoughtful conversation rather than only pushing your goods or services. Small businesses already have access to and can afford social media advertising, but cost-effectiveness isn’t the only factor to consider when choosing an advertising medium. Don’t spend money on a new social media platform or advertising campaign before you can track the results and contrast them with other options. Small companies cannot afford to make every investment.

### Online Networking:

In any discussion of internet networking, LinkedIn should be specifically mentioned. Its claimed goal is to facilitate professional networking so that users can succeed more quickly. Over 40 million people are members of LinkedIn as of this writing, spread across more than 200 nations and territories. It’s a formidable tool for internet marketing that provides the chance to engage with possible partners, customers, and coworkers.

### Email Marketing:

One of the best and most effective forms of web marketing is email marketing. Once an email marketing message has been created (note that I said created, not bought) it can be sent directly to those who have already expressed an interest in goods or services. Email is a great tool for establishing a rapport with customers that enables businesses to increase both recurring business and positive word-of-mouth through internet marketing initiatives. The people who have provided the necessary information on their websites can send newsletters to their email lists, informing the potential customers of company news updates, upcoming events, and/or special offers while also, of course, reminding them that the company exists and that it might be time for another visit. Email programmes make it simple to practiceemails for potential clients so that targeted messages may be sent to chosen clients based on their interests and practice.

**INDIA’S FUTURE OF Online Marketing**

India’s constantly expanding digital market is proof that digitization is progressing quickly. Today, all products and services are offered via e-commerce websites via internet portals and the expanding quantity of online stores. According to the WARC Survey, 35% of advertisers in India plan to boost their mobile advertising spending by 50% or more by 2020. Consumer product manufacturers will continue to dominate the advertising market, accounting for 28% of all spending, according to the Group research. Due to the buffer given by low commodity prices, which have decreased their input costs, many advertisers will increase their advertising spending to boost demand. Therefore, it is clear from all statistics and surveys done around the world that digital marketing will continue to expand in the years to come. India’s youth are very open to technology.

# Conclusion

The most crucial elements that determine the success of any online business in the digital marketplace are the content and its presentation. Quality content and simple accessibility can propel a website to the top of the search results. Businesses already have data and are making use of web marketing. A healthy market will multiply the sales of a quality product. With effective marketing, even a faulty product can be sold, but only once. One can bring a consistent flow of qualified traffic to their website by developing and putting into practice a balanced marketing strategy that uses both short-term and long-term tactics. Any business may guarantee the success of online marketing with this straightforward plan. However, businesses would need to keep an eye out for shifting consumer trends and take advantage of them.

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