ORIGINAL ARTICLE

INTERNET MARKETING - A CUSTOMER-LED APPROACH

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Abstract:

This paper introduces a new approach concerning Internet marketing in electronic commerce showing how advertisers need this innovation to be successful. This also relives marketing managers for more value added tasks such as marketing plans and strategies for better development of the company. The strategies devised will depend upon each organization's level of Internet maturity, adoption and level of integration. We will now consider two similar frameworks that are useful in identifying the key stages of Internet development. The new digital marketplace has exacerbated the fluid environment. It also brings a new set of rules and conditions which marketers have to take in to consideration when constructing their marketing plans. These plans evolve from the higher-level corporate objectives and strategy.
This paper is a secondary research regarding how Internet is gradually forms part of our daily lives. It concerns different aspect of advertising in terms of electronic commerce.

KEYWORDS:

Internet marketing, E-commerce, International Market, Advertising, Product, Services.

INTRODUCTION

Internet marketing referred to as the marketing (generally promotion) of products or services over the Internet. The best mode of using Internet to capture business is utilizing the concept of Internet marketing. Utilizing the various tools of Internet marketing freely available, the Indian Exporter can effectively compete in the International markets.
Internet Marketing is an all-inclusive term for marketing products and/or services online – and like many all-inclusive terms, Internet marketing means different things to different people. Essentially, though, Internet marketing refers to the strategies that are used to market a product or service online, marketing strategies that include search engine optimization and search engine submission, copywriting that encourages site visitors to take action, web site design strategies, online promotions, reciprocal linking, and email marketing and that's just hitting the highlights.

Internet marketing is using the Internet to do one or more of the following-

Communicate a company's message about itself, its products or its services.
Conduct research as to the nature (demographics, preferences and needs) of existing and potential customers.

Thus E-marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. From the following figure we can understand the process of Internet marketing.

OBJECTIVES OF THE STUDY;

There is no doubt that the Internet is having a significant impact upon the marketing. Objectives of the study are as follows-

To understand the rationale of electronic marketing
To recognize its increasing importance in strategic planning.
To understand the challenges of online marketing.

RESEARCH METHODOLOGY;

Primary and secondary data collection tools are used for the study. In the primary data collection direct observation has been used. Various web sites have been observed and studied and in the secondary data collection various study material and research works which have been done on electronic marketing have been studied. Important and related data has been gathered and used for this research work.

RATIONALE OF ELECTRONIC MARKETING:

Internet marketing usually aligns itself with the way consumers make purchasing decisions. It enables you to build relations with customers and prospects through regular, low cost personalized communication, reflecting the move away from mass marketing. Since marketing is consumer-oriented, it has a positive impact on the business firms. It enables the entrepreneurs to improve the quality of their goods and services. That's why the business fire pursuing the marketing concept can respond effectively to change in its environment. The firm can very well face the pressures of competition and environmental changes.

Internet marketing enables one to be open for business around the clock allowing customers browse at any time and place orders when it is convenient for them. Marketing online has become the new era in E-commerce with petty variable cost per customer marketers use full colour advertising that appeal similar to both young and old to attract people all over the world. The Internet is now considered as a much greater resource than traditional means of advertising .It is comfortable since it is in a user friendly environment and there is also an instant satisfaction of ordering ,paying and delivering ,enhancing brand image, creating awareness and providing customer service are more important than just selling the products or entertaining customers. With better technologies companies can create a stronger brand image and thus

increase sales. It is easier for customers to receive a kind of acknowledgement; feeling that they did not waste their time.

Thus there are so many advantages of Internet marketing. So it is significant of doing study on such important topic.

E-MARKETING STRATEGIES:

Any modern business model has to address technological issues such as the efficiency of the distribution channels, database applications and a fully integrated and secure search engine receptive site, when formulating objectives, strategies and tactics . It is imperative that the technology is applied with the customer in mind. Such as-

Ease of site navigation
Fast access to product information
Ease of ordering and payment processing
Effective distribution networks including order tracking for transparency.
Added value through speed flexibility, interactivity and convenience.

Top 10 Internet Marketing Strategies

Internet marketing can attract more people to company's website, increase customers for their business, and enhance branding of company and products. If one are just beginning his online marketing strategy the top 10 list below will get him started on a plan that has worked for many.

1. Start with a web promotion plan and an effective web design and development strategy.
2. Get ranked at the top in major search engines, and practice good Search Optimization Techniques.
3. Learn to use Email Marketing Effectively.
4. Dominate your marketing niche with affiliate, reseller, and associate programs.
5. Request an analysis from an Internet marketing coach or Internet marketing consultant.
6. Build a responsive opt-in email list.
7. Publish articles or get listed in news stories.
8. Write and publish online press releases.
9. Facilitate and run contests and giveaways via your web site.
10. Blog and interact with your visitors.

Thus, successful e-marketing strategies, like traditional marketing ones depend on creating, distributing, promoting and pricing products that customers need or want, not merely developing a brand name or reducing the costs associated with online transactions.

UNIQUE CHALLENGES OF ONLINE MARKETING:

The main challenges of E-marketing evident are:

Difficulty of getting messages delivered through different Internet service providers (ISPs), corporate firewalls and webmail systems.
Difficulty of displaying the creative as intended within the in-box of different email reading systems.
Email recipients are most responsive when they first subscribe to an email. It is difficult to keep them engaged.
Recipients will have different preferences for email offers, content and frequency which affect engagement and response. These have to be managed through communications preferences.
Although email offers great opportunities for targeting, personalization and more frequent communications, additional people and technology resources are required to deliver these.
Although impediments such as general lack of confidence in online marketing and literacy and language barriers exist.

Though above said challenges come in E-marketing but when implemented correctly, the return on investment (ROI) from e-marketing can far exceed that of traditional marketing strategies.

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.

Security will not be an issue anymore because software companies, banks and credit card institutions are working hand in hand to improve Internet security. Customers will look for a business on the web since there are unique opportunities for marketing a company's service. This is the new era of innovation; where everyone will be interacting on the web.

This tool is fast getting adopted by diverse companies who have realized that they need to go beyond their traditional forms of marketing and opt for something that has wider reach and also reduces costs marginally. Factors such as the presence of a large domestic internet base have brought about a positive change that supports proliferation of this form of marketing.

With e-marketing responses can be analyzed in real time and campaigns can be tweaked continuously. Combined with the immediacy of the Internet as a medium, this means that there's minimal advertising spend wasted on less than effective campaigns. Maximum marketing efficiency from e-marketing creates new opportunities to seize strategic competitive advantages. The combination of all these factors results in an improved ROI and ultimately, more customers, happier customers and an improved bottom line.

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