Online Marketing and Its Tools of Communication

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Abstract: *Online Marketing Communication is a marketing idea that guarantees all types of communication and messages are deliberately connected together. At its most essential level, online Marketing Communication implies coordinating all the limited time devices, with the goal that they cooperate in concordance. Online Marketing Communication is the idea that makes all the marketing apparatuses to cooperate as a bound together power as opposed to work in confinement. It utilizes whole marketing endeavors through publicizing, open connection, individual selling, deals advancement, web marketing , direct marketing so as to produce greatest effect on the intended interest group at the base expense.*
Key words:- *Online marketing, communication, publicizing*

I.   Introduction

Online Marketing is the craftsmanship and study of selling items or potentially benefits over advanced systems, for example, the Internet and PDA systems. The craft of online marketing includes finding the privilege online marketing blend of procedures that interests to your objective market and will really convert into deals. The study of online marketing is the exploration and examination that goes into both picking the online marketing systems to utilize and estimating the accomplishment of those online marketing techniques.

Online marketing utilizes web to convey limited time marketing messages to customers. It incorporates email marketing, web crawler marketing, online life marketing, numerous sorts of show promoting (counting web pennant publicizing), and portable publicizing. Like other publicizing media, online promoting every now and again includes both a distributer, who incorporates ads into its online substance, and a promoter, who gives the commercials to be shown on the distributer's substance. Other potential members incorporate publicizing offices that help produce and spot the promotion duplicate, a promotion server who innovatively conveys the advertisement and tracks measurements, and publicizing subsidiaries who accomplish free limited time work for the sponsor.

II. Review Of Literature

Mohan Nair in his article online marketing (2011) states that social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. The market dynamics are complex and involves critical decision making. Social media is very popular, however companies are still not well versed with what it actually means and how online marketing can change their business.

Warren J. Keeyan, in his paper strategies of online marketing 2002, Says that shift in the strategic concepts of marketing is a revolution in the field of marketing. Since profits are a big part of business operations today, companies spend huge amount of money into employees who are committed to creating innovative products which appeals to customers. Customisation is the key and this is the central idea for any business. Therefore, this is a big change that the marketing industry is witnessing these days. The crux of online marketing communicationis to create synergy by combining marketing communication through various online platforms to ensure reach and effective communication driven messaging.

LubhanJaved in his article Online marketing through consumers 2013, says that how consumers decision are influenced by the different methods of advertising. He also says that in today's time online marketing has a larger reach to people all around the world which makes the online marketing also dependent on customers choice and interest.

SoheilaBostanshirin in her article online marketing and its challenges 2016, states that online marketing is also called internet consumer marketing as online marketing depends on the consumer which the business is targeting and to meet the interest of consumer via online portal has become a big challenge for many business because of the changing interest of the people in todays's time.

Richard Gay and Rita Esen on their paper online marketing a customer driven approach 2016, states that a consumer led approach in online marketing creates balance between practice and theory. This paper tells the pros and cons of conducting an organisation's activity on an online platform. This paper also looks into the evolution of doing traditional marketing to now doing online marketing. The author of this paper is of the point of view that consumers have a major role to play and that the consumers should be given central role when it comes to deciding which is better.

III. Scope & Research Objective

Scope

The study means to comprehend the huge commitment of Online showcasing as a piece of Integrated Marketing Communication and to know its mind blowing endeavors towards advancement by and by and furthermore to discover a few difficulties in utilizing internet promoting as an apparatus of incorporated advertising correspondence. The suggestions of this exploration can be utilized to outline a proper Integrated Marketing Communication procedure in which organizations can give unique thought to internet promoting alongside the other conventional devices of IMC.

Research objectives :
i) To understand the reason of growing popularity of online marketing.
ii) To analyse the effectiveness of online marketing in comparison of traditional marketing.
iii) To understand the limitation of the online marketing.
i) **Digital Marketing** is **popular** and **growing** because businesses have identified that "Place" or the best channel to distribute their product or service, is **online**. Spending on **digital** advertising continues to **grow** every year.
The answer would be -
* It's easy
* affordable
* Fast replies
* You can get exact answers

These are the main reason for Digital marking's popularity, let's check out few more points:
* 2.4 Billion people use the internet (They spent much more time on social media than anything else they do in day to day life)
* Easy to learn
* Very less capital required to promote the business.
* Easy reach to the large volume of customers
* Physical presence not required at any point

eCommerce has seen a boom in its growth since the time it has evolved . There are several reasons why we are seeing a growth in eCommerce.
1.   Accessibility
Accessibility was the pillar on which the eCommerce success totally depends. The eCommerce platform of internet assists the customers to shop for anything they want lurking in their mind while sitting at their home despite of their location. This attracts a lot of customers in contrast to brick and mortar stores
1.   No destination barriers
In eCommerce, distance is not an issue for the shoppers. They get a cool mindset and physical ease, the entire shopping takes place on desktop or mobile merely by a click of mouse.
1.   Online shopping is comparatively economical
Online shopping comes out to be cheap than buying from a physical store. As merchants do not have to spend surplus amount while renting a place or hiring the staff. Apart from these expenses, the vendors save much on electricity and water bills too. And they share this lion share of the benefits with the customers.
1.   Internet connectivity everywhere
With the presence of computers and mobile all around with internet connectivity has become another stimulating reason for online shopping.
1.   People do not have time to shop
Many a times shoppers due to their busy schedule cannot shop from store thus they make purchases while traveling or being in office.
1.   Specialized and Niche Products
With eCommerce customers get highly specialized and niche products that were previously difficult to source locally.

7. **Comparison Shopping**
With online marketplaces consumers are able to find the best deals online. With online shopping, promotions and coupons can be searched instantly and prices from several retailers can be compared on the spot. This features makes the eCommerce continue to grow.

DISADVANTAGES OF E-MARKETING
Following are some disadvantages of e-Marketing:
- **Dependability on technology**
- **Security, privacy issues**
- **Maintenance costs due to a constantly evolving environment**
- **Higher transparency of pricing and increased price competition**
- **Worldwide competition through globalisation**

Importance of online marketing and its communication:-
The art of subtly integrating a brand or a product on any media platform to create brand awareness indirectly is called Integrated Marketing Communication. It is also known as 'Branded Content' Marketing. This strategy uses a mix of various media platforms such as Tv ads, TV content advertising, public relations, sponsored events etc.
The advantage of this kind of marketing is the effective means of communication with the target audience. Through this kind of marketing, a product or service is not advertised right in a customers face. It is subtly integrating the same to communicate the message of to the consumers.

The tools for marketing communication are as follows;-
The various tools of Integrated Marketing Communication are as follows -

1) Advertising
Creating a visual or audio advertisement of a product to create awareness about the brand is called Advertising. The mediums used for this kind of marketing are vast. From TV, print, radio to social media platforms etc.
1. Brand recall value:-Through various mediums the advertisements help in brand recall value. It helps the brand in engaging the customers through powerful visuals.
2.Impersonality:- This kind of advertising can often be missed by audience depending on their usage of the external mediums like TV, radio, print etc.

2) Personal selling:-
To sell a product or service directly to the potential customer is called personal selling. It has various advantages
1) Personal Interaction:-The presence of a physical person to sell a certain product is unmatched. This personal interaction allows the customers to touch the product or experience the product first hand before making a decision to buy it
2) Real time comment:- In this process, the customers gets answers to their questions right in the moment. All apprehensions of the potential buyer are resolved thereby enabling him to make the buying choice.

3) Sale promotion :-
Tools such as coupons, contests, discount codes etc, are known to get the customers attracted to the product or service. The advantages of Sales Promotions are -
1. Effective Communication: They instantly capture the attention of the potential buyer. Not only that sometimes, it helps in luring even the customers that initially did not intend to buy the product
2. Value based Incentive: It helps the customer to see the value in a product. Often competitive pricing can help beat the odds of a customer not willing to buy the product.

4) Public relations:-
Publicity through word of mouth was a traditional form of marketing. The evolved version of this traditional form of marketing is Public Relations which takes place in the form of press releases, publicity designed events, seminars, conventions etc. to create awareness about any and every kind of product, service, brand, individuals. The advantages of Public Relations as an effective tool of Integrated Marketing are
1. Credibility*:-* Features are authentic and people tend to take them seriously
2. Live interaction:-The ability to be able to interact with the advocates of the brands in person majorly influences customers. It's an experience that stays with the customers for a while
3. Instant information:- Any query that a person might have, can be instantly answered. Any information that a person might to know about a product, is instantly available if the PR is in the form of a seminar or

convention.

5) Direct Marketing:-
Direct Marketing takes place through internet marketing, customer care, telemarketing etc. The advantages of direct marketing are -
1. Option of customization:- Each customer gets to hear a communication which is specifically designed for them
2. Interactive :-The message can change as per the person's interests or response.

Reasons for the growing importance of online marketing communication :-
Online Marketing Strategies have made their way into all important communications for any brand. Marketeers today cannot miss this aspect of communication because
1) Multi-layer forms of communication – all at once
2) Target Audience based communication.
3) Customised Marketing for potential customers
4) Evolved and data centric means of communication
5) Massive reach at once
6) Opportunity to explore from a plethora of media marketing mix options
7) Effective use of internet
8) Greater use of ads to push the messaging

SWOT analysis of Online marketing
Strength:-
–   Easy to target and contact more people at a lesser cost.
–   Campaigns can be effectively modified and made more focused according to the business requirements.
–   In today's time the world is increasingly dependent on the internet and it helps the   business to connect with people on a larger scale.
–   The cost of the money is less in comparison to the traditional way of marketing.
–   Having your brand to be known to many people has become much more easier than before.
–   Reaching to mass audience has become easy and effective.
–   Promoting small business has become easy in today's time as it saves time, cost and expenditure.
–   New start-ups and entrepreneurs think that its exceptionally helpful as they don't need big budgets and huge platforms to make their business reach to wide audience.

–   **In today's time business don't need large number of people to work on digital marketing unlike the traditional ways which require more door to door service and marketing and also increases the cost of sales person and travelling cost.**

Weakness:-
–   Online marketing is still a big challenge to reach out to many people who are still not using web or internet.
–   There is a huge chance of failure in online marketing campaign as there are many different meaning of each marketing style online.
–   Updating new software, trends and technology can be a big disadvantage for many in the market.
–   There will be always a need to update employees with changing trends in the market and business will have to provide training on the same.
–   When the business or the product is not able to meet with the needs of the customer the chance of getting negative reviews by your customer is high, which may damage reputation of your company.

–   **Controlling negative reviews and complaints of the customer on social media or any digital platform can be a huge loss to the company and satisfying the customer is very important as the company's reputation is on stake.**
–   Data analysis is very important for online marketing and there are very less professional in this so it makes the work little expensive and difficult.

Opportunity:-
–   Opportunity to employ youth as this area is growing massively each day and there are hardly any professionals to do this job
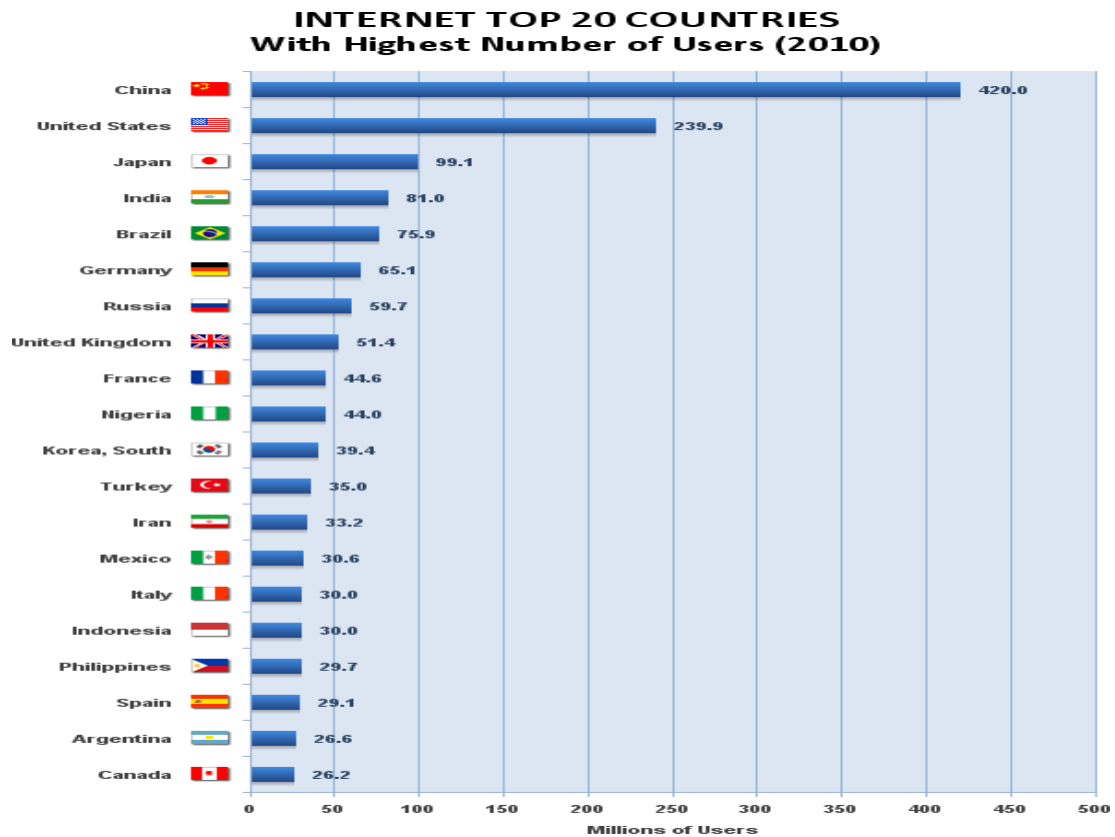–   Huge increase in the outreach thereby leading to direct profits

– More than one means of income for owners through affiliate marketing, giving ad space on the website etc.

– If digital marketing is applied pan India in all its glory, it will transform our nation into a smart country and life will be faster, smarter and everything will become systematic and efficient

– It will help the Government of India to streamline and maintain all the relevant data

– All areas and sectors catering to Public Service will become efficient, reliable and easy for the customers to use

– It will help corporates analyse all important data related to their products or services such as customer behaviour and engagement

– 'Digital India' will become a reality instead of a far-fetched dream

Threat:-

– If the principles of Online Marketing are not applied thoroughly, they will become redundant and ineffective thereby causing damage to the brand name

– Due to the massive reach of the content across all digital mediums, a brand has to be vary of the quality and relevance of the content. If a proper check is not kept regularly, the marketing strategy can backfire

– Data security and authencity is still a question mark

– Incorrect data anaylsis and interpretation can lead to misleading results for a brand thereby effecting the business

– **Due to the changing dynamics of content consumption online, there is a high risk for marketeers as all social media users are influencers in their own little ways. The pros and cons of a product can reach the masses in almost no time thereby making the brand either build itself to profitability or push itself to massive loses**

– Online marketing makes the ever existing traditional marketing approaches redundant.

Online Marketing and its importance:-

Due to the massive increase in the number of internet users over time, online marketing has become imperative. It's a medium that marketeers cannot overlook to advertise their products or services. India has 81 million Internet users as per a 2010 data thereby standing at the 4th position across the world for the maximum number of internet users. *(www.internetwoldstats.com)*

INTERNET TOP 20 COUNTRIES
With Highest Number of Users (2010)

Country	Millions of Users
China	420.0
United States	239.9
Japan	99.1
India	81.0
Brazil	75.9
Germany	65.1
Russia	59.7
United Kingdom	51.4
France	44.6
Nigeria	44.0
Korea, South	39.4
Turkey	35.0
Iran	33.2
Mexico	30.6
Italy	30.0
Indonesia	30.0
Philippines	29.7
Spain	29.1
Argentina	26.6
Canada	26.2

Source: www.internetworldstats.com/top20.htm - June 30, 2010
Copyright © 2010, Miniwatts Marketing Group

In today's time, the size or geographical location of the business does not matter as opposed to older times when local business operated on word of mouth or traditional marketing strategies. Online Marketing is a must for any business today irrespective of size or type.

Advantage of online marketing:-
The biggest advantages of Online Marketing is the readily available information about any and every thing. The information about any relevant product or service is literally at the tip of the users fingers. It's also a time saving effort for an individual. A potential customer who wants to know about a certain product, doesn't have to physically go to a store to find it. Through the use of online marketing, the customer can not only have access to the information but also have the convenience of buying it online

Online Marketing also does not burn a whole in the marketeers pocket. An online marketing manager can decide and allocate funds on different online platforms and eventually see which one is more useful and profitable for the business. This helps him decide as to which platform should they invest in, in the future.
1.   This overview diminishes the competition between large and small companies, as both has equal opportunity to market themselves online
2.   Through the presence of online marketing, there is immense scope for the local or small business to grow nationally or even internationally
3.   Due to in depth analysis of the online marketing strategies its easier for the company to know which strategy is working for a certain product and which is not as helpful. This allows the manager to change the strategy effectively.

Disadvantage of online marketing:-
1.   If the website created by the company is very complex, it will immediately deter the customer to use it further.
2.   Due to the absence of physical touch of a certain product which the online marketing tools fail to provide, there can be an apprehension in buying complex or high priced items online. This can result in loses for some online businesses
3.   The security and confidentiality of online payments is still in question. A lot of people don't trust the online payment methods and this becomes a detriment in the online shopping behaviours of customers
4.   Some people have a hard time believing the online promotions of certains products. This is also because of a lot of fraudulent schemes surfacing the internet. This insecurity affects genuine brands and their genuine offers
5.   The availability of the option of 'Cash on Delivery' encourages a lot of fraud online orders

Ways of online marketing and advertising
1) Display advertising:-
The advertising that is communicated through visual mediums such as video, graphics, photography etc. is known as Display Advertising. This marketing takes into account the consumers internet behavior and usage. It tracks the algorithm of the customers by analyzing the search history. It can infer the likes and dislikes of a customer and thereby show only what is relevant to specific customers. Even the online ads can be shown as per the customer's online behaviour.
2) Web banners:-
This medium is specifically communicated through banners placed on the websites. This can be in the form of Graphical banner, animated video banner, photo banner etc.

3) Traditional banners:-
These are specific spots in the form of banners on a website. These are pre placed on a certain website to catch the attention of customers in pre-identified pattern. The dimensions of these ads can differ.

4) **Pop ups:**
Pop-ups are ads that show up on the website when a user has browed it initially. These ads are generally used to help the user navigate through the website effectively or by helping with very specific information. Often, these pop-ups are operated by chat bots, that help answer the users specific questions.

5) Sponsoredsearch:-
When an advertiser bids on certain keywords, a sponsored ad shows up on the browsing window of the user. These ads are paid for by advertisers who want their ad or offer to be seen by the user who is specifically

looking for something related to their product. Each advertiser has to pay depending on where their sponsored ad is placed on the browsing page. If the advertiser wants to be seen on the top most result, the rate would be higher as compared to being seeing somewhere below on the page.

6) Social media marketing:-

Advertising on social media platforms such as Facebook, Instagram, Twitter is called Social Media Marketing. Companies use these platforms to help the customers know about the products, offers etc. Many brands these days use social media infleuncers as well to advertise or review their products on their own social media handles.

7) Mobile phones advertising;-

Advertising through devices like mobile phones, tablets etc. is known as Mobile Advertising. This is often in the form of a promotional message or mobile search ads within the applications on the mobile. This form of advertising is growing rapidly due to the increase use of mobile devices across all age groups. Mobile devices have become a necessity these days, therefore it's imperative for a brand to advertise their products or services through this medium. Also, mobile advertising revenue is increasing at a fast pace. The reach of this medium is incomparable.

8) E-mail advertising;-

This kind of advertising entails a copy of a product or service through an email message. Brands often use this medium to spread awareness about their new products or discounts. Some brands use it to create awareness about their new collection. These emails are sent to customers from time to time. The flip side of this advertising is that customers have a choice of unsubscribing to these emails if they find it disturbing.
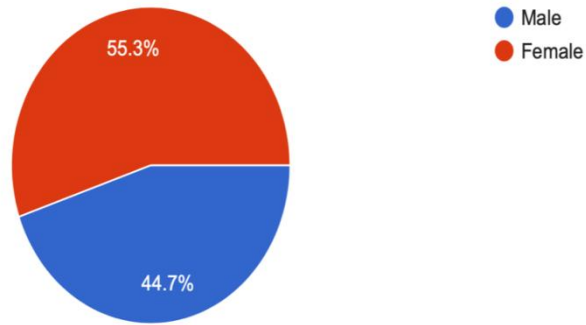
9) Online advertising :-

Classified advertising through internet is described as posts that specifically describe an information such as a job vacancy, second hand selling of products by users, real estate listings etc. This medium of advertising involves direct buying or selling of products or services.
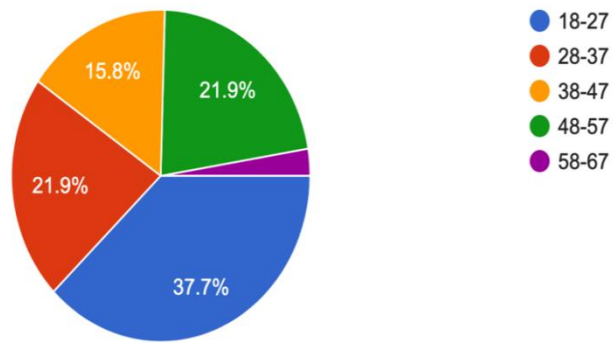
Analysis and discussion:-

In a questionnaire, I askes various questions on online shopping. A total of 117 responses were collected. Various questions were asked like what benefits does online marketing offer over traditional marketing, what kind of products do people purchase online, how often do they purchase the product etc. Following is how people reacted to each of the questions asked in the questionnaire:

• When asked about the gender, out of 117 responses, about 55.3% of the respondents were females and the rest 44.7% of the respondents were males.
• 37.7% respondents belonged to the age group of 18-27 years, followed by people of the age group 28-37 years and 48-57 years with 21.9% responses. 15.8% of the respondents belonged to the age group of 38-47 years.
• About 43% of the respondents belonged to the professional buyers category followed by students with 34.6% responses. 14% opted for the business category.
• 96.4% people opted for the option 'yes' when asked if they had any previous experience in buying products through the internet.
• 41.6% people use internet occasionally i.e. less than 12 times in a month. 38.1% people opted for the option 'frequently' and only 8% of the respondents use the internet only a few times.
• 43.4% respondents purchase clothes online followed by electronic goods with 23% votes. 11.5% people buy books online and the rest purchase other items like groceries, shoes, jewellery etc.
• 72.6% people buy products online after analysing the information and reviewing the product. 15.9% people get information from the internet and discuss with others before placing orders online. 9.7% people get the information online and visit shops to verify and the remaining people get the information online but buy only from the local shops or dealers.
• 46% people purchase products online once a month followed by 22.1% people who purchase online once in 10 days. 16.8% buy online once in 2 months and the rest 15% purchase products online once in a quarter.
• 41.6% people think that online marketing saves time. 24.8% people prefer online marketing over traditional marketing because they get wide range of products and their information. 15.9% people prefer online marketing because it offers discounts and the rest prefer online marketing over traditional marketing because it gives access to foreign brands and it lowers costs.
• When asked what loopholes does online marketing carry over the traditional marketing tools, 49.1% people opted for the option 'more scope for fraudulent activities'. 26.6% people opted for lack of demonstration and the others opted for the option 'often interrupting' and 'privacy issues'.
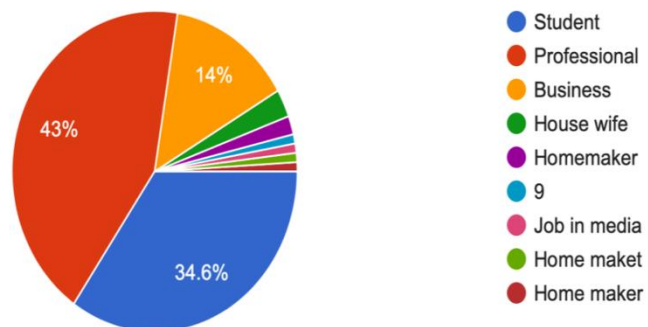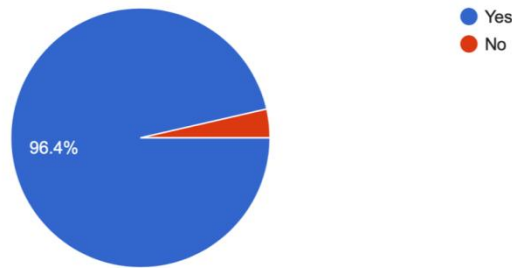
Q1. Gender
114 responses

- ● Male
- ● Female

55.3%

44.7%

Q2. Age
114 responses

- ● 18-27
- ● 28-37
- ● 38-47
- ● 48-57
- ● 58-67

15.8% 21.9%

21.9%

37.7%

Q3. Type of customer
107 responses

- ● Student
- ● Professional
- ● Business
- ● House wife
- ● Homemaker
- ● 9
- ● Job in media
- ● Home maket
- ● Home maker

14%

43%

34.6%

Q4. Have you had any experience in buying products through internet?

112 responses

● Yes
● No

96.4%

Q5. If "yes" how often do you use the internet?

113 responses

● Frequently (More than 12 times in a month)
● Occasionally (Less than 12 times in a month)
● Rarely
● I have used the internet only a few times
● I have never used the internet

41.6%
11.5%
8%
38.1%
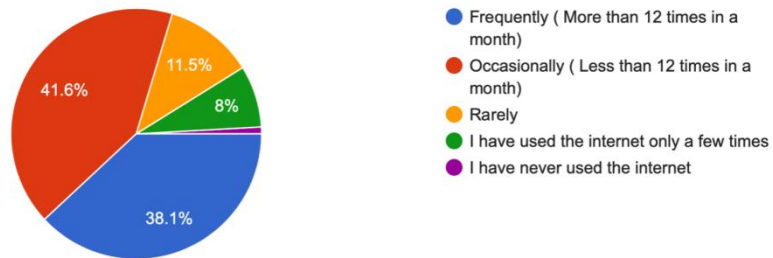
Q6. What products have you purchased online?

113 responses

● Books
● Clothes
● Electronic goods
● Gift articles
● Jewellery
● Shoes
● Answer for this should be open to acc…
● Groceries

△ 1/2 ▼

23%
10.6%
11.5%
43.4%

Q7. When you buy products online which of the procedure do you follow:-

113 responses

● I buy online after analysing the information and reviewing the product
● I get information from the internet and discuss with others before placing orders online
● I get the information online and visit shops to verify
● I get the information online but buy only from the local shops/dealers

15.9%
9.7%
72.6%

Q8. How often have you purchased the products online?
113 responses

- ● Once in 10 days
- ● Once a month
- ● Once in 2 months
- ● Once a quarter

16.8%
15%
46%
22.1%
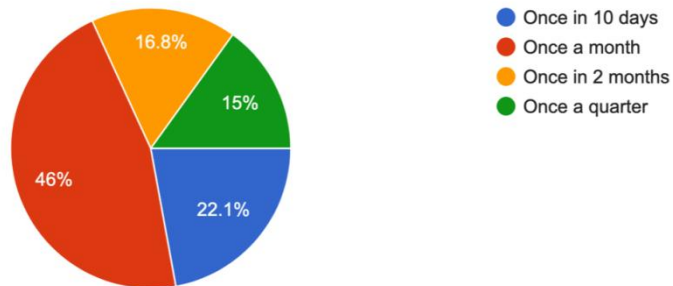
Q9. What benefits does online marketing offer over the traditional marketing?
113 responses

- ● Wide range of products and its information
- ● Low cost
- ● Time saving
- ● Foreign brands
- ● Discounts

8%
15.9%
41.6%
9.7%
24.8%
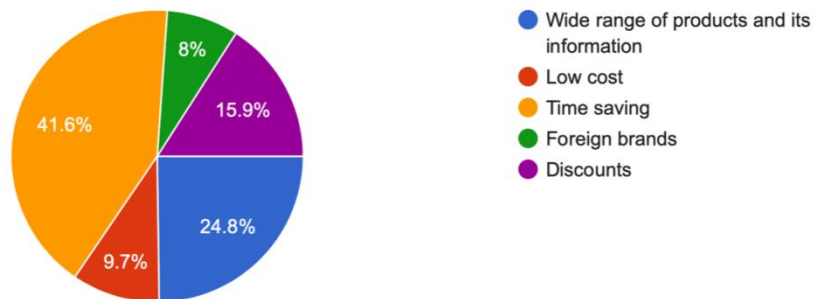
Q10. What loopholes does online marketing carry over the traditional marketing tools?
112 responses

- ● Privacy issues
- ● More scope for fraudulent activities
- ● Often interrupting
- ● Lack demonstration

8.9%
26.8%
49.1%
15.2%
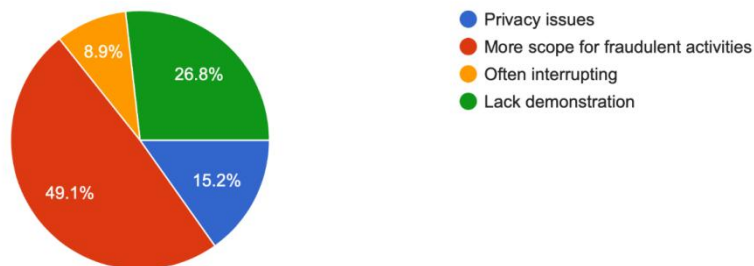
IV. Methodology

i) The paper is based on Primary data collected from NCR region only in order to analyse how many people use the source of internet to do online shopping. Various questions were asked like what benefits does online marketing offer over traditional marketing, what kind of products do people purchase online, how often do they purchase the product etc.

V. Conclusion

As per my research and analysis, I would like to conclude that Online is one of the most thriving mediums of marketing as it offers various platforms and different types of advertising through different online tools. In today's day and age customers are rapidly relying on the use of internet to make important buying decisions and therefore it is imperative for the marketeers to be actively present on different online marketing tools depending on their customer base. From the point of view of Marketeers as well, Online Marketing is a great way to reach out to a large group of people effectively thereby ensuring direct profits for their business. Marketeers also have access to information describing consumer behaviour specific to their business which in turn helps them improve their marketing. For customers, online marketing helps in getting direct and useful information about the product or service they are interested in. Online marketing also gives the customer a satisfaction that their demands are being catered to and their feedback is being heard by the relevant people in the business. The customer and the marketeer both have the power of becoming influencers through the use of online marketing and its tools

Acknowledgement

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Questionnaire

Online Marketing and its tools of communication

By completing this questionnaire you consent to following
The data will be used in a research project.
The questions will be non-invasive

Q1. Gender

◯ Male

◯ Female

Q2. Age

◯ 18-27

◯ 28-37

◯ 38-47

◯ 48-57

◯ 58-67

:::

Q3. Type of customer

○ Student

○ Professional

○ Business

○ Other...

Q4. Have you had any experience in buying products through internet?

○ Yes

○ No

Q5. If "yes" how often do you use the internet?

○ Frequently (More than 12 times in a month)

○ Occasionally (Less than 12 times in a month)

○ Rarely

○ I have used the internet only a few times

○ I have never used the internet

Q6. What products have you purchased online?

○ Books

○ Clothes

○ Electronic goods

○ Gift articles

○ Jewellery

:::

Q7. When you buy products online which of the procedure do you follow:-

○ I buy online after analysing the information and reviewing the product

○ I get information from the internet and discuss with others before placing orders online

○ I get the information online and visit shops to verify

○ I get the information online but buy only from the local shops/dealers

Q8. How often have you purchased the products online?

○ Once in 10 days

○ Once a month

○ Once in 2 months

○ Once a quarter

Q9. What benefits does online marketing offer over the traditional marketing?

○ Wide range of products and its information

○ Low cost

○ Time saving

○ Foreign brands

○ Discounts

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Q10. What loopholes does online marketing carry over the traditional marketing tools?

○ Privacy issues

○ More scope for fraudulent activities

○ Often interrupting

○ Lack demonstration

Mr. Pratiik Bhatia, et. al. *"Online Marketing and Its Tools of Communication." IOSR Journal of Business and Management (IOSR-JBM)*, 22(6), 2020, pp. 01-13.