

A

Seminar report

On

Online Marketing

Submitted in partial fulfillment of the requirement for the award of degree
of Bachelor of Technology in Computer Science

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Acknowledgement

I would like to thank respected Mr..... and Mr.for giving me such a wonderful opportunity to expand my knowledge for my own branch and giving me guidelines to present a seminar report. It helped me a lot to realize of what we study for.

Secondly, I would like to thank my parents who patiently helped me as i went through my work and helped to modify and eliminate some of the irrelevant or un-necessary stuffs.

Thirdly, I would like to thank my friends who helped me to make my work more organized and well-stacked till the end.

Next, I would thank Microsoft for developing such a wonderful tool like MS Word. It helped my work a lot to remain error-free.

Last but clearly not the least, I would thank The Almighty for giving me strength to complete my report on time.

Preface

I have made this report file on the topic **Online Marketing**; I have tried my best to elucidate all the relevant detail to the topic to be included in the report. While in the beginning I have tried to give a general view about this topic.

My efforts and wholehearted co-corporation of each and everyone has ended on a successful note. I express my sincere gratitude towho assisting me throughout the preparation of this topic. I thank him for providing me the reinforcement, confidence and most importantly the track for the topic whenever I needed it.

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Introduction

There is no doubt about it—the Internet has changed the world we live in. Never before has it been so easy to access information; communicate with people all over the globe; and share articles, videos, photos, and all manner of media.

The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. Marketing in this connected environment and using that connectivity to market is e Marketing.

Online Marketing embraces a wide range of strategies, but what underpins successful e Marketing is a user-centric and cohesive approach to these strategies.

While the Internet and the World Wide Web have enabled what we call new media, the theories that led to the development of the Internet have been developing since the 1950s.

What is Online Marketing

Online marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of your business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web-marketing.

As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers. What has changed is its wider scope and options compared to conventional marketing methods.

Online marketing is deemed to be broad in scope, because it not only refers to marketing and promotions over the Internet, but also includes marketing done via e-mail and wireless media. E-marketing also embraces the management of digital customer data and electronic customer relationship management (ECRM) and several other business management functions.

Online marketing joins creative and technical aspects of the Internet, including: design, development, advertising and sales. It includes the use of a website in combination with online promotional techniques such as search engine marketing (SEM), social medial marketing, interactive online ads, online directories, e-mail marketing, affiliate marketing, viral marketing and so on. The digital technologies used as delivery and communication mediums within the scope of e-marketing include:

- Internet media such as websites and e-mail
- Digital media such as wireless, mobile, cable and satellite.

Online marketing objectives

Online marketing objectives define what you want to achieve through your e-marketing campaign. They set the reasons why your business wants to go online and allow you to estimate and monitor the progress of your online marketing activities. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives.

Different businesses may develop different e-marketing objectives depending on their individual circumstances. A useful framework for developing effective e-marketing objectives is the five S's framework, which includes:

1. Sell – using the internet to sell products and services
2. Serve – using the internet to serve customers
3. Speak – using the internet to communicate with customers (both existing and potential)
4. Save – using the internet to save/ reduce cost
5. Sizzle – using the internet to build brand identity

When setting your e-marketing objectives, you need to make sure that they are:

- Specific – specify what is to be achieved
- Measureable – expressed in measurable terms such as key performance indicators, outcomes, numbers, percentage, dollars, etc.
- Action-oriented – state which actions need to be taken and who will take them
- Realistic – achievable with the resources available
- Time Specific – establish specified time frames.

Examples of some typical e-marketing objectives could be:

- To achieve 20% online sales within the first year of launching online marketing campaigns.
- To increase online sales for all products by 15% in 2011.
- To grow email coverage to 50% of the current customer base by the end of next year.
- To reduce the annual cost of direct marketing by 20% through e-mail marketing.
- To improve brand awareness, brand favourability and purchase intent by surveying 300 online customers each month.

Types of Online Marketing

Email

Think of email marketing as the bridge between the top of your sales funnel (Awareness – Seo, Social Media, Online Networking) and the sale.

Sure, email is not as sexy as it's younger, hipper counterpart – Social Media, but it's 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.

This allows you to create hyper targeted messaging that reflects you understand where your customer is in the buying cycle. Are they “just looking” or are they an evangelist? Creating email marketing programs for each stage of the customer lifecycle allows you to deepen loyalty and directly increase revenue.

One major disadvantage for email marketers is the constant evolution of spam filters in email programs. Companies must also make ensure their program does not violate spam laws such as the United States' Controlling the Assault of Non-Solicited Pornography and Marketing Act (CAN-SPAM)

Blogging

It may seem strange to see blogging on this list, because many of the things we've talked about may seem encapsulated in blogging.

But really, 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 it's 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 it's 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.

Pay per click

If done well, 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's one of my favorite lead generation techniques because once your campaign is optimized, you're able to calculate a fairly accurate and predictable ROI.

Whatever you do, don't go into Ppc under the misconception that you're just going to target a couple of keywords, write some copy, then watch the dollars pour in.

Far from it actually.

With Ppc, the entire goal is to turn passive viewers into interested prospects, and interested prospects into buyers.

To do this you must first entice users to click on an advertisement and send them to the perfect landing page with copy that matches the ad .

The idea is that you want to keep similar phrasing throughout the experience so your new visitor stays grounded throughout the experience.

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.

Social Media

While one true unified definition of Social Media marketing exists, many have embraced the use of social platforms to promote their brand.

If I were to define the starting process of social media marketing:

I would look at various social media channels in a very similar way as a traditional media buyer.

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.

In these networks, I would be seeking a core customer type and pay close attention to the language they're using, the questions they're asking, and the content they're sharing.

During this process, I would seek to identify the taste makers within the community, and determine the best ways to appeal to them.

Using this approach, I would then create content or report to a content developer, the types of content that would stand out to each smaller network, then distribute to only the communities that will find it the most relevant.

This is the exact inverse of what many "social media marketers" do.

The more commonly practiced technique is "create THEN distribute" where this approach is more "intense listening, create, distribute selectively"

Perhaps the most misused approach for social media marketers is the share everything with everyone approach.

By using a more strategic and calculated plan, you can develop marketing communications that show many layers and build a much wider audience over time.

Digital marketing

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cellphones, tablets TV and game consoles to engage with stakeholders. A component of Digital marketing is Digital Brand Engagement. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Digital Marketing can be through Non-internet channels like TV, Radio, SMS, etc or through Internet channels like Social Media, E-mails ads, Banner ads, etc. Social Media Marketing is a component of digital marketing. Many organizations use a combination of traditional and digital marketing channels; however, digital marketing is becoming more popular with marketers as it allows them to target and track many aspects including their Return on Investment (ROI) more accurately compared to other traditional marketing channels.

According to the Digital Marketing Institute, Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

Viral Marketing

This is another form of online marketing an internet marketing company may use. By using video and other interactive methods to attract customers, an advertisement can go viral in the

Internet. This is the online version of “Word Of Mouth” marketing. Knowing how to trigger and capture emotions are key factors in getting viral.

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.

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.

Future of Internet Marketing

With the advancement of internet technologies the concept of online marketing has now been spiraling almost at a break-neck speed. E commerce is no more a new idea as a matter of fact in the mid 90's when internet popularized amongst common people, online marketing since then started molding from its 'boyhood' with the growth of circulation of newsletters through e-mails, and through adding links of one site to other various websites. However, in the 20th century with the addition of latest technology the whole concept of online marketing has gained a definite dimension with the added techniques like Pay Per Click, Search Engine Optimization, Press Releases, Web Banners, Link Campaign, Viral Marketing, Blogs etc. These started working as a curtain opener in the field of marketing whilst using the Internet.

And in the 21st century, the rapid advancement in web technology has ultimately resulted in social media becoming the most fluid market with many types of ebb and flows. The demand for a hot tool on the market which people will gravitate towards was always there and the new age social media marketing with **web 2.0** platform steadily filled the gap.

As of now, twitter remains as the current darling of the social media world and the **Social Media** aficionados teamed with the mainstream media believe it to be one of the next big steps in social media marketing. Well, although Face book, Twitter and YouTube these 3 programs together have captured the online marketing arena but there are other popular sites like, **MySpace, StumbleUpon, Digg, Reddit, Del.icio.us, Propeller, Clipmarks, Technorati, Mixx, FriendFeed, Diigo, SlideShare, Orkut, LinkedIn, BlogCatalog, MyBlogLog, DZone, Yahoo Buzz, Faves, Mister-Wong, Spurl, IndianPad, Searchles, Sphinn, PlugIM, BlinkList, Sociologs, Simpy, Swik, Jumptags, Squidoo, ShoutWire, Tagza, Slashdot** and the list just goes on..... As a matter of fact, the marketing professionals are now seeking million other ways to reach and interact with their audience. It is indeed the online world and therefore the perfect time for the banner ads and texts to step aside to make room for the interactive marketing which elongates across multiple media thus connecting a target market.

Nowadays the online media marketing is somewhat based on the simple concept. As they say, **"They'll tell two people, and they'll tell two people."** Simple concept isn't it? And this type of viral marketing just cannot be bought with any of the traditional advertising means. Like the companies, the audience is also looking forward to take advantage of the demographic advantages and also of the 'VIRALITY' of the social media.

As it appears the future of online marketing is indeed affirmative and there is hardly any doubt about the fact. Blessed with the new baby, known as social media marketing, the online marketing now stays as one of the cost effective and feasible techniques to target a large audience without any substantial hike in the budget. Last but not the least, the most beneficial part of online marketing is perhaps the easy accessibility and interoperability. Face this, now just a single click link will fetch the results within a few seconds. Needless to say, with all these avenues and much more, the future of online advertising truly beckons more opportunities and even more advancements.

Conclusion

Exa's E-Marketing Solution meets all your business needs, including database management, template development and content creation. Tailoring a solution to your individual business' requirements, our strategy will align our technology with your goals to produce the most impressive outcome you could hope for.

Reference

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