

Recent Trends in Internet Marketing

R. Buvanewari^{1*}, B. Bharathi²

^{1*} Department of Commerce, Srimad Andavan Arts and Science College(Autonomous), Trichy

² Department of Commerce, Srimad Andavan Arts and Science College(Autonomous), Trichy

Available online at: www.ijcseonline.org

Abstract — Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. However, how to apply Internet marketing especially how to utilize it to attract more visitors to a certain website is still a big question for a number of advertisers. The thesis mainly covers the acquisition process of Internet marketing after touching upon the basic knowledge of Internet marketing, how the Internet adapts to the marketing mix, as well as companies' and consumers' perspectives in pursuing Internet marketing. The two main purposes of this study are to bring a general picture of Internet marketing to its readers and dig into how to drive traffic or attract customers to the Flashgame4fun.com website. The information in the theory part is acquired through many textbooks, articles and websites by using qualitative research method, meanwhile quantitative method is used to collect all important data supporting the case study analysis. The effectiveness of the acquisition process is tested. There is an incredible boost of visits to the website after applying Search engine optimization and link building activities. However, all activities of acquisition process should be combined and implemented continuously to maximize quality visitors.

Introduction

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.

Tools of online Marketing: Online marketing is a major investment for any brand, big or small, but that doesn't mean it has to entail a massive financial investment. Thanks to a variety of free tools, you can piece together a stable marketing strategy without a huge marketing budget.

Why Internet Marketing is so important? Internet marketing is important because it aligns with the way consumers make purchasing decisions. ... Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

Six Benefits of Internet Marketing: Internet marketing is important because it aligns with the way consumers make purchasing decisions. Studies by analysts such as Gartner indicate that increasing numbers of consumers use social media and research on mobile Internet to carry out preliminary product and price research before making final decisions. Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

■ **Convenience:** Internet marketing enables you to be open for business around the clock without worrying about store opening hours or overtime payments for staff. Offering your products on the Internet is also convenient for customers. They can browse your online store at any time and place orders when it is convenient for them.

■ **Reach:** By marketing on the Internet, you can overcome barriers of distance. You can sell goods in any part of the country without setting up local outlets, widening your target market. You can also build an export business without opening a network of distributors in different countries. However, if you want to sell internationally, you should use localization services to ensure that your products are suitable for local markets and comply with local business regulations. Localization services include translation and product modification to reflect local market differences.

■ **Cost:** Marketing products on the Internet costs less than marketing them through a physical retail outlet. You do not have the recurring costs of property rental and maintenance. You do not have to purchase stock for display in a store. You can order stock in line with demand, keeping your inventory costs low.

■ **Personalization:** Internet marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences. By tracking the web pages and product information that prospects visit, you can make targeted offers that reflect their interests. The information available from tracking website visits also provides data for planning cross-selling campaigns so that you can increase the value of sales by customer.

■ **Relationships:** The Internet provides an important platform for building relationships with customers and increasing customer retention levels. When a customer has purchased a product from your online store, you can begin the relationship by sending a follow-up email to confirm the transaction and thank the customer. Emailing customers regularly with special, personalized offers helps to maintain the relationship. You can also invite customers to submit product reviews on your website, helping to build a sense of community.

■ **Social:** Internet marketing enables you to take advantage of the growing importance of social media. An article on the Harvard Business School Executive Education website highlighted the link between social networking and online revenue growth. According to the article, a group of consumers that responded most strongly to the influence of social networks generated increased sales of around 5 percent. You can take advantage of this type of influence by incorporating social networking tools in your Internet marketing campaigns.

Different Types of Online Marketing: The 2 main groups of digital marketing are online and offline. While offline marketing involves things like radio, television and phone advertising, online marketing has 7 major categories:

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Pay-per-click advertising (PPC)
- Content marketing.
- Social Media Marketing (SMM)
- Affiliate marketing.
- Email marketing.

Search Engine Optimization: According to Search Engine Land, SEO stands for “search engine optimization.” It is the “process of getting traffic from the free, organic, editorial or natural search results on search engines.” By understanding how search engines rank websites, one can optimize a website to maximize its chances of ranking well for relevant searches. However, search engine algorithms continue to change, making it essential for online businesses to stay up-to-date with best practices to claim high rankings for relevant keywords.

Search Engine Marketing (SEM) & Pay-Per-Click Advertising (PPC): SEM (Search Engine Marketing) is the process of gaining website traffic by purchasing ads on search engines. Google Ad Words is by many measures the most popular paid search platform used by search marketers, followed by Bing Ads. Beyond that, there are a number of “2nd tier PPC platforms” as well as PPC advertising options on the major social networks.

Typically, SEM and PPC advertising is carried out through search engines, who charge advertisers a predetermined amount every time their ad is clicked. While the search engines profit handsomely from this model, site owners benefit from being able to precisely target their potential customers.

Content Marketing: According to the Content Marketing Institute, content marketing is “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”

Basically, content marketing is the ongoing process that focuses on communicating with your customers without always selling. Instead, businesses should use content marketing strategies to educate the consumer while delivering consistent, valuable information to buyers who, in turn, reward us with their business and loyalty.

Regardless of what type of marketing you do, content marketing should be part of your strategy, not something separate. Quality content is part of all forms of marketing, including social media marketing, SEO, PR, PPC, inbound marketing and content strategy.

Social Media Marketing (SMM): As an end user, many people already know a lot about social media, but their knowledge about social media marketing is typically more limited. Social media marketing is a great way for businesses to fulfill their objectives in terms of building brand equity, improving customer service, reaching new customers and collecting customer feedback. If companies can create social media content that provides value to others, they can connect with customers in a profitable way.

Affiliate Marketing: Affiliate marketing is the process of earning a commission by promoting other people’s (or company’s) products. You find a product you like, promote it to others (usually through your blog), and earn a piece of the profit for each sale that you make.

Email Marketing: Email marketing has long been a pillar for any business attempting to generate sales via the internet. It provides direct contact with clients and allows you to drive prospective customers to your website.

In a few simple steps, you can provide updates, exciting news, reminders, etc. to your customers in a matter of minutes. At the same time, you can use these newsletters as printable, direct mail pieces or even flyers. When using the right tools, sending out customizable emails that look professional and represent your business the way you want it can be so simple.

People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences. Digital marketing is the method in which you can provide it.

Advantages of Online Marketing: Online marketing is a form of marketing that uses different forms of internet marketing such as pay-per-click, search engine optimization campaigns, email marketing campaigns and banner advertising. Many small businesses advertise the traditional way, but are looking to expand and explore online marketing. Online marketing is different from traditional marketing because you have the potential to reach people globally.

Lower Operation Cost: You can advertise more cheaply than you can with more traditional methods of advertising, such as television, full page ads in the newspaper and directories. For example, you can get a free listing in many online business directories. You can contact your customers more than you normally would and contact is more affordable than methods, like sending mail, printing brochures, and paying for postal costs. For example, an email message is more cost effective than sending thousands of direct mail pieces with savings in postage, paper and printing.

Tracking Results: Another advantage of online marketing is that you can track the results of your advertising and that will be illustrated in detailed graphics that will give you traffic growth, leads and sales conversions from your marketing search campaigns. Using free traffic tracking analysis tools like Google Analytics can help you easily track how your advertising translates into traffic.

Demographic Targeting: Online marketing also offers demographic platforms that help you to target and measure the response from different demographic regions. It allows you to target specific people or specific consumers that are likely to buy your product. You can ask prospects that come to your website to fill out a questionnaire that allows you to discover exactly who your customers are, their ages and their interests -- and all of that information will help you mold your services to suit your customers.

A. Global Marketing: In a matter of months with aggressive SEO research you can secure millions of viewers and reach large targeted audiences. This can take your advertising message beyond the scope of your geography and offers the means and ease for people to buy from you around the globe. Your online marketing has the advantage of selling to customers 24 hours a day, 7 days a week, and from all over the country.

Latest Trend in Internet Marketing: Marketing is a dynamic field and effort — constantly evolving and never resting. And 2013 is no exception to this rule. Many exciting new trends are causing digital advertisers to scramble to keep up with marketing Joneses.

Innovation, not stagnation, is the best rule of thumb when approaching an online marketing strategy for the remainder of this year. Let's consider a few of the trends that may make an innovative statement for your business.

Mobile Focus: Smart phones and internet-ready devices are not just for professionals any longer. Everyone from pre-teens to grandma and grandpa is sporting a smart device these days. Remember the days when you only made phone calls with your mobile phone? Mobile phones are on the rise for use as cameras, travel planning, product and service research, garnering peer reviews, online shopping, gaming and more. Savvy marketers are allocating more of their advertising dollars to mobile due to expanded consumer device use. Dollars are being allocated for web-based and native app development, mobile display advertising, mobile search, mobile sites for information and m-commerce alike. Ever considered seeking out a long term drug rehab center via your mobile phone? It is quite possible!

Design Sells: The importance of the design of your mobile site, along with your website, is increasingly critical. It matters because it sells. Consider the beauty and user experience of sites such as Apple or P interest. Straightforward, uncluttered, and responsive design and user interface are integral to the success of sites. If a consumer is looking for something, anything, on your website, it should be easy to locate. Too much information, copy and graphics is just that — too much. Keep it simple and sleek. Because of the great number and variety of devices that access sites, responsive design is important. Responsive design allows your site to adjust easily and seamlessly to the screen resolution of the various devices. The users experience with your site, whether on his mobile device or desktop, will present according to the screen size, yet still provide the necessary information and graphics with responsive design. Imagine your visitors' delight when they can quickly find what they seek from any device!

Social Search Efforts: So, you have taken the steps to optimize your sites ranking and performance in organic search results for the

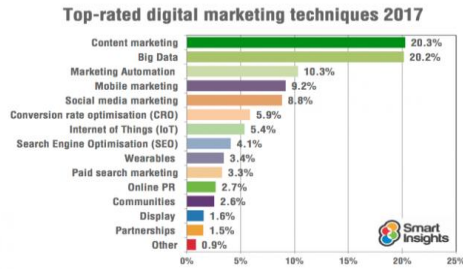
benefit of the consumer and your sales numbers. But, have you taken a search results performance approach to your social media engagement? Social and search integration is not a new trend, but a growing one. Due to constant algorithm updates from the big search engine players, it is clear that quality of social content matters. Combine quality content with targeted social efforts and online transparency, and you have a winning effort. Traditional search engine optimization combined with social search performance focus will facilitate the ability of consumers to locate you quickly!

All in all, the current digital trends are not limited to just these three categories, but these three stand out as do the businesses that embrace them. Whether you capitalize on all three of these, or only one, internet marketing is a critical piece of the marketing mix and should not be overlooked or underestimated. Focusing on any or one of these trends can potentially enable revenue and growth for your business.

To help the decision on which technique to choose, we expanded upon the short labels you see in the graph to help scope the response more carefully. For example, 'Big Data' is a nebulous term, but when we expanded the definition to include insight and predictive analytics, it shows the value of the specific marketing techniques for Big Data and this help explains why this is in position number two. Here is the full listing of digital marketing techniques:

- Big Data (including market and customer insight and predictive analytics)
- Content marketing Communities (Branded niche or vertical communities)
- Conversion rate optimisation (CRO) / improving website experiences
- Display (Banners on publishers, ad networks social media including retargeting and programmatic)
- Internet of Things marketing applications
- Marketing Automation (including CRM, behavioural Email marketing and web personalization)
- Mobile marketing (Mobile advertising, site development and apps)
- Paid search marketing, e.g. Google Ad Words Pay Per Click
- Online PR (including influencer outreach)
- Partnerships including affiliate and co-marketing
- Search Engine Optimisation (SEO or organic search)
- Social media marketing including Social CRM and Social Customer Care
- Wearables (e.g. Apple Watch, activity trackers, augmented reality)

In our Digital Channel Essentials Toolkits within our members' area and our Digital Marketing Skills report we simplify digital marketing down to just 8 key techniques which are essential for businesses to manage today AND for individual marketers to develop skills. This visual shows the core techniques which will drive more leads and sales for you, but within some sectors, techniques like using AI, IoT, Wearables will be more important.



The Top 14 marketing techniques in 2017



1. Content marketing trends: Content marketing has been in the top 3 for the last 3 years we have run this post, so we focus a lot on how to create an integrated content marketing strategy through advice in our content marketing toolkit.

2. Big Data: Big Data marketing applications include market and customer insight and predictive analytics. The 3Vs of Big Data show why this is a key trend selected by many, who have experienced the increase in volume, real-time data and data formats in their business and want to exploit the value to increase sales through personalization on websites and through email marketing through predictive analytics - a topic we have covered many times on our blog. It's also closely tied into machine learning where Big Data is mined to identify propensity to convert given different customer characteristics and behaviour.

3. Content marketing: Content marketing automation has been in the top 3 for the last 5 years we have asked this question. Many businesses still have potential for improving their automation.

1) **4. Mobile marketing (Mobile advertising, site development and apps)**

Mobile was in the top 3 three years ago, but as more companies have adopted mobile responsive web design and email templates they have seen less need to focus on it, or at least there are fewer opportunities for growth.

However, research shows that retail conversion rates are significantly lower on smart phone, so there is work to be done for many businesses to optimize conversion on mobile, although they will likely always stay lower than desktop.

Mobile also has a large impact on search marketing as Google vigorously follows its mobile first mantra. To me, it's a somewhat misleading mantra, since the reality is that many web users are still using desktop, laptop and tablet devices and there is a danger with mobile responsive designs that conversion on higher resolution screens may fall if mobile optimized. Instead, leading companies are looking at adaptive mobile design approaches which have the benefit of serving more relevant, contextual content and CTAs for users and reducing load times.

'Mobile first' is also misleading if we look at the overall customer journey since often different devices may be involved at different points. So a better vision for mobile strategy is treating it as part of a multiplatform or multichannel strategy.

5. Social media marketing including Social CRM and Social Customer Care: Trends in social media marketing are often controlled by the efforts of the social networks to monetize and this has seen Face book and Instagram, in particular make changes such that businesses now need to 'pay to play'.

6. Conversion rate optimisation (CRO) / improving website experiences: the volume of structured tests presented by a major multichannel retailer who wanted to scale the number of tests they were running. It is a great way to show the need of test extensively since only a third has a positive test. It also shows how competitors may be getting ahead if they are testing more extensively.

7. Internet of Things (IoT) marketing applications: IoT is one of the most important marketing technology applications of the last 2-3 years, but it is of most relevance to devices makers and retailers, so it is relatively high-up in this ranking of priorities. There are expected to be 75 billion connected devices by 2020, meaning there will be ten times as many devices able to talk to one another as there will be people on the planet! The implications are huge and far ranging. All this sharing of data will transform the way we live our lives.

2) **8. Search Engine Optimisation (SEO or organic search):** Mobile marketing SEO techniques will be particularly important in 2017 with Google's recent announcements about the mobile index and AMP. We have seen huge increases in AMP smart phone traffic since September 2016 when Google rolled AMPs out beyond Google News. AMPs are targeted at publishers, but should be considered by businesses with an active blog too in my opinion.

3) **9. Wearables:** Wearables are one of the hottest consumer consumable commodities (e.g. Apple Watch, activity trackers, augmented reality)

4) **10. Paid search marketing:** Google AdWords is the most important form of Pay Per Click and here Google has been pursuing their 'Mobile-first' strategy by building out these features.

5) **11. Online PR (including influencer outreach):** Online PR today is inextricably linked with Content marketing, SEO and Social media, or it should be. But this doesn't get a top rating since the others are important.

6) **12. Communities:** These are branded niche or vertical communities.

7) 13. *Display advertising: This includes banners on publishers, ad networks social media including re targeting and programmatic.*

8) 14. *Partnerships including affiliate and co-marketing: A neglected aspect of digital marketing, perhaps unsurprisingly un Ssexy.*

9) *Other trends*

- ❖ Account Based Marketing (ABM) - relevant for B2B marketers targeting large accounts we have a new guide in our B2B toolkit on this early in the new year.
- ❖ Digital OOH (Out-of-home) - A surprising one for the number one technique
- ❖ Employee advocacy and feedback - interesting to see the internal marketing perspective - again surprising to see as the main growth point
- ❖ Machine Learning - as mentioned at the top of the article
- ❖ Omni channel and multichannel attribution - both good for reminding us that it is the way that these channels work together to support each other that is often most important - the reason why many members are looking for advice on an integrated marketing strategy.

CONCLUSION

As generations evolve and technology develops, the advancement in the field of marketing and advertisements has been immense. No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the newest and most effective strategies has been of online marketing, which is the topic that this whole e-book was centered on. Online marketing utilizes the internet and its wealth of resources for promotional, profile-raising purposes.

Modern market has transferred to the online world where companies can now reach customers worldwide, using different forms of online marketing. Not only does this increase the potential market and the number of potential customers, but it also provides companies with the chances of establishing the position on global market and thus reaching for greater success and achievement of long-term goals.