

INTERNET MARKETING –A STEP FOR MAKING DIGITAL INDIA

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Abstract— The attitude of Indian market is by and large changing due to the vast technological advancement. Everything you need is available just on a single click on your keyboard. Due to this technological advancement, the level of competition has raised not only on domestic level but at global market level as well. Sellers now days are more inclined toward online trading so for the business it's important to cope up with the latest internet technology trends for its survival.

I have chosen this hot burning topic because not only the business houses but the Government of India also emphasis strongly for making India digital by adopting Internet marketing. This paper aims to make you aware about the format of Internet Communication. It's an effort to find out various Internet Marketing techniques and strategies through which business can raise their revenue in parallel to fulfilling their social responsibilities. The paper also aims to highlight the precaution required for doing online marketing and making smarter decision for assuring sustainable development of business. The paper concludes by suggesting the viable opportunity available for Internet marketing users along with the limitation of Internet Marketing as every coin has two sides.

I. INTRODUCTION

The Internet is a system of interconnected computer networks linked with a broad array of electronic, wireless and optical network technologies for serving the purpose of billion of users' worldwide. Now the traditional communication mode viz. telephone, television are redefined by Internet. Flexibility in working hours and location with high speed connections attained through Internet.

In this era of Digitalization, we can access Internet anywhere not only through computer but with Mobile phones, data cards and other pocket sized devices also. For developing Indian economy, the Government of India is promoting Digitalization on a very high pitch. Almost all the Government and private offices are equipped with Internet facility now. Educational sector is also not untouched as not only the educational material is available on websites but self guided learning notes on any field can also be accessed through Internet. Recently State Government of Haryana took a remarkable initiative to provide wifi facility in all the educational institutions whether situated in rural or urban area. This gives a rise to computer literacy and encouraging new way of lifestyle.

This change has introduced the term "Internet Marketing" also known as On-line Marketing, E-Marketing, Digital Marketing or Brand Promotion marketing. Under this marketing, product and services are advertised via Internet. Due to this Internet marketing concept, the trend of writing blog, articles, e-mail has been increased. Now the business houses prefer to grab their customer by forwarding their advertisement on their email addresses. It's a creative and technical aspect of marketing for engaging customers. For advertising the product and services on internet, there are number of techniques that are in trend. For example:

II. SEARCH ENGINE OPTIMIZATION (SEO)

It is an arrangement of content and coding so that company position displayed on top position in the search engines like Google, Ask.com, Yahoo, and Bing. Etc.

For an example if a customer search for an exclusive party wearing red dress in Delhi through Internet, by considering the key word i.e. exclusive , red , Delhi advertisement will be pop-up on search engine of the concern advertiser who did the contract for social engine optimization .

III. SOCIAL MEDIA OPTIMIZATION (SMO)

Advertisement by arranging content and code on Social Media like Face book, You Tube, Instagram, Twitter, LinkedIn etc to get top rank pop-up.

A. *Pay Per Click (Ppc)*

Company hires number of sites for their advertising. Hired sites are paid every time the links are visited by customer to see that advertisement.

B. *Banner advertising*

It is associated with placing advertisement on third party websites for Brand Promotion.

C. *Article marketing*

Writing articles to publicize the product e.g. Yellow Pages directory

D. *Email marketing*

Forwarding regular offers on the email of potential customer, the business can proceed for high sales and higher profit. Such kind of advertisement is comparatively affordable as well.

All these practices followed to get the customer visit a website and to convert them in to real customer. It is not only used by big business house those who are having huge inventory but by the people also, those who want to sell goods from their home. "OLX par bech de", you must have heard this line. All such kind of business heavily depends upon Internet marketing.

For utilizing Internet Marketing concept, there must be a website on which product can be advertised, then a digital or physical product and also a customer who is willing to purchase by visiting site. Everything is carried out online and on the part of customer, no need to leave their home, as everything is available just on a single click.

As this concept introduced in the market, it adds new dimensions in the advertising world. Internet has provided a wide scope for posting advertising, product catalog, banners, and brochures etc. Due to this, now online marketing has become a booming Industry where good returns are assured despite the tough competitions.

IV. HIGHLIGHTS OF INTERNET MARKETING

- A. Internet Marketing is comparatively economical than the cost of reaching the customer one to one.
- B. Appealing a billion of customer in one shot bring results quickly.
- C. The advertiser can use variety of method for making payment i.e. pay per like, pay per click etc. Today, people are more inclined and focused on Internet marketing despite of age, background, status etc.
- D. Internet marketing help marketer to explore market globally and offer their product and services to millions of online customer at one point of time.
- E. If the business infrastructure is efficient, huge number of transactions for buying and selling take place within seconds.
- F. All- hour marketing concept is given by Internet marketing where 24*7 and 7 days a week services for advertising are given. Product will be displayed on advertisement board as per the convenience of customer on the web site all the time.
- G. Rather than investing much on land and labor, spending money on online marketing mode, business houses can make good profit at very low cost.
- H. Online Marketing is prompt so the time efficiency automatically gets increased. Once you select the best market tool for your

advertisement, all is done. Then you can devote your time for something else.

- I. It is highly convenient as it reduces the cost of transportation. You can take order from customer at your home.
- J. Tracking system is there for quick service delivery.
- K. All payment processing is done through digital payment services.
- L. On line correction system can also optimize your marketing effort. Whenever you need to change your advertisement, it can be updated without taking much time.

V. BLIMITATION AND SUGGESTION FOR INTERNET MARKETING IN INDIA

In developed country like U.S.A, U.k, this concept of marketing is very much in practice. Now the Indian companies also started believing and work on this concept. The Government of India is also providing technical Infrastructure support for changing the mind set of Indian buyers. Still the adoption of this concept is in pipeline full fleshly from the buyer perspective due to following reason:

- A. Indian buyers hesitate for doing online purchase due to the inability to touch, taste and smell the product. They believe in the concept of "first Try then Purchase". But now many companies offering liberal return services under E-Commerce for making them convinced.
- B. Many buyers are hesitant to do online purchase due to the security concern. Nobody wants to share their personal accounts credential with anyone. Even though some companies are offering for the removal of information from the data base. But for that companies need to work hard to convince their customers. For the safety issues relatedto the card payment now the OTP number has been issued by the bank immediately after the transaction for getting the consent of buyer.
- C. Buyers do have the concern about whether they will receive the same product which has been selected on screen .Due to the hard core competition; companies are now trying to provide best services for raising their brand value. They are also offering several online payments mode to simplify their purchase.
- D. Due to the technical advancement, the advertisers now keep on changing their taste according to the requirements of customer. They don't want to proceed further with text advertisement only rather for attracting more customers they started using technologies like Java Script and Adobe Flash etc. Possibility of product price variation increased due to the adoption of latest technology.

VI. CONCLUSION

Internet marketing has now become a multi dollar business. Internet Marketing has major effect on Technology Industry as well as Advertising Industry. In just a few years, online business has grown to be the worth of billion dollars. Many Industries have heavily invested in and benefited from Online Marketing business. In Digital era, the sphere of Internet marketing will reach on another level as this is the best way to brand or promote your product and services.

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