



# ONLINE MARKETING – IMPACT AND RECENT INNOVATIONS IN BUSINESS

C. Dhanya<sup>1</sup>, V. Ambika<sup>2</sup>

Assistant Professor, Department of Management Studies  
Dr. NGP Institute of Technology

## Abstract

The internet has changed business marketing. It's not important what we do, but adopting a new technology is the lifeblood of any business. Enormous business people prefer like to do trade through online. Some work solely in the online sphere. Several others are bricks and mortar businesses that are also offering products and services via their websites. In today's trend business peoples prefer their business model as internet to support their business via websites, blogs, email, social media sites like Twitter and networking sites like LinkedIn Face book and Whatsapp. Internet marketing facilitates to gear up marketing activities that varies from market research to improving customer service. This is where we have to think about the factors like Emotional connection, relevancy, and the "wow factor" how do they take all to marketing campaigns and make them pop. Customers only remember the best marketing campaigns and make tremendous change in marketing arena. They are the ones that resonate with the viewers and actually create an affinity between customer, the messaging, and the product or service. Whoever you are whether B2B or B2C space, makes a lasting impression is what you are determined for. There are lots of conducts to reach customers in digital world. Marketers have lots of prospect to create promotions that influence different mediums. Even then few of the modern campaign are capturing attention both online and off, and leveraging sound, sight, taste, and even smell. Ecommerce offers many advantages over traditional business models.

**KEY WORDS:** E-Commerce, innovative campaign, Online Marketing.

## Innovative and Unique Marketing Campaigns:

I. Coca-Cola has really hit it out of the park in their campaigns. They have done an unbelievable job at connecting with their audience through understanding their motivations and therefore the nostalgic feelings behind desire a will of Coke. Another spectacular side of recent campaigns is that the attention that Coke puts into creating every message world.. Coke has smartly positioned them as a brand that connects millions of people across the world.

II. Senador Volstead is a beer company based in Spain named after Senator Volstead, who decreed the start of prohibition in 1920. So however does one promote a brewage that's themed once Twenties prohibition? Why not create it hidden on the own website? This right away makes it unforgettable. After you go onto the Senador Volstead web site you would possibly be confused initially as a result of it seems to be an internet site marketing teddy bears.

III. ORPHEA Billboard Fly Trap This example appeals to emotions in a different way. Instead of that specialize in the nice and cozy feelings of pining or excitement over wanting forward to one thing within the future. They rented sign ad a poster a commercial an advertisement in urban center Associate in fostering created an enormous insect entice exploitation clear glue that was placed on the billboard within

the form of an aerosol spray. Over time, insects naturally got cornered within the glue and created a large, and extremely visible insect entice. Gross? perhaps. Shocking? Most likely. Memorable? Definitely! It definitely attracted several people's attention. The lesson here is rarely be afraid to do one thing completely different.

### **ONLINE MARKETING**

Internet promoting, or on-line promoting, refers to advertising and promoting efforts that use the online and email to drive direct sales via electronic commerce, additionally to sales leads from internet sites or emails. The art of on-line promoting involves finding the correct on-line promoting mixture of methods that appeal to your target market and can really translate into sales. The science of on-line promoting is that the analysis and analysis that goes into each selecting the net promoting methods to use and measurement the success of these methods.

### **SEARCH ENGINE OPTIMIZATION (SEO)**

SEO is the process of tuning the business website so that it ranks higher in the search listings when potential customers enter search terms that match the product offerings. SEO is free. SEM is paid search marketing - for a (typically) pay-per-click fee, search engines such as Google will display the ad when a user enters a search using one of the keywords. SEM statistics will give glorious feedback on the effectiveness of the ad, like the click-through rate (the variety of times your ad has been clicked versus the quantity of times the page containing the ad has been viewed).

### **DIFFERENT CATEGORY OF ONLINE MARKETING**

#### **I. E-MAIL MARKETING:**

In an age of mounting usage of Social Media for advertising, email promotion still rules the roost, in step with a study. 94% of web users use email, while solitarily 61% use social media. 75% of adult online users say that email promotion is their ideal promotion technique. Email offers a lot of reports and analytics capability, such as click-through rates, open rates, bounce rates, and conversions. Ideally, email promotion ought to go hand-in-hand with social media. Adding social media "Like" or "Share" buttons to the promotion emails furnish

an added way for clients to unite with the product. Snippets of positive reviews from social media fans can be included in emails, and conversely social media postings can be used to encourage fans to subscribe to the email newsletters.

#### **II. SOCIAL MEDIA:**

It is used for all the conventional promotion goals - to make customers. It increase referrals or sales leads, build word of mouth reference, provides a means of feedback, develop a status as an specialist or thought-leader, drive traffic to a business website or blog, develop new products or services. Social network promotion is a type of promotion that various small businesses may possibly gain profit from, it is more an wide way to find out more about what their customers are thinking - and their concern-about their brand as their products.

#### **III. MOBILE MARKETING:**

Every tool that use as an online marketer - whether its content marketing, SEO, social or email- should address mobile. Online marketers can take advantage of new tools that only a mobile strategy provides such as text messaging campaigns and Quick Response Codes. That why the second hand selling products used text messaging option based on their customer needs. But the ultimate key to mobile success is giving users an easy, pleasant experience encompassing everything mobile devices offer so that customers can interact with the brand.

#### **IV. BLOGGING -**

Having a business diary is in our own way to converse with the shoppers and keep them a breast of concerning the merchandise or services.

A diary areoften accustomed offer recommendation andacquire helpful feedback. Small blogs are a set of blogs commonly consisting of short text updates sent by email, instant electronic messaging, or Twitter.

### **DIGITAL MARKETING FOR SMALL BUSINESS**

Digital marketing has created a huge response in the minds of all the generation just because of the easy access by all gender and age groups. Small businesses with the purpose of improving their margin SMB should understand the need of digital marketing and the importance in the present scenario. In small business digital marketing helps the business flourish in today's competitive landscape to make a mark. Digital marketing may look difficult or complicated in

the beginning but the tactics involved in digital marketing will enhance the business opportunities for small business

### **THE NEED OF ONLINE PRESENCE**

Online promotion is turning into more and more vital to small businesses of every kind. Before a period, web promotion was something that local bricks-and-mortar businesses might with reason ignore. It was again a thought why to waste time and money through online mode. A paradigm shift towards online marketing created a great impact for all types of businesses. The online marketing has increased just because everyone are occupied with some of the new technology and when the technology is making things simpler, every business requires a strategy to thrive in the competitive world. Most of the small business should build towards to stay in this competitive market.

Customer outlook have changed and more or less everyone has access to and on a regular basis uses the web. Most of us, when we take notice of a business for the initial time instantaneously look for a website or social media profile to gather more and more information. Initially we don't call into the store, or phone the company, instead we look it up and further if we couldn find any indication of the company online, chances will turn to try someplace that has a social presence.

Due to the recent trends in the market and customers new habit of searching in the web has enormously created a change where in spite of large or small business better always to create a online reputation towards in a superior way to promote their business.

### **CONCLUSION:**

Aside from advertising on-line, the web name is extremely vital, although the clients don't conduct business over the net - before a replacement customer decides to patronize the business likelihood they'll check on-line reviews, thus building a name for quality and client service is extremely vital. The gloomy customers will always possible to go away on-line reviews than happy ones, thus having a powerful name and many of positive on-line reviews are very important to business success in today's digital world. As of this Facebook, YouTube, Twitter, LinkedIn, Pinterest, Google Plus+, Tumblr and Instagram are the

foremost standard social networking sites that precisely focusing and delivering what the client truly required. Thus the tactics and different strategy of online marketing will promote and generate business.

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