



## A study of Current Internet marketing trends

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### Abstract

Marketing is at the heart of any market. Organizations cannot sell without marketing and without sales there is no income, and people can't run businesses without revenues. The global web is a diverse marketing platform for most companies, which are used to market all types of products. Internet marketing covers social media, word advertising, banner ads, video ads etc. Internet marketing has its advantages and pitfalls, as with other types of markets. The ability to reach customers reliably and calculate the effectiveness of marketing campaigns is the main advantage of “online marketing” The level of consumer exposure on the Internet varies widely from traditional social/media such as billboards, journals and TV. Visibility is the key necessity for online marketing and cannot raise traffic unless people are aware of the organization and its goods or services. Website based marketing services increase the visibility through website optimization and promotion.

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### Keywords

Internet, marketing, social media, trends, newspaper, advertisement, consumer

### Introduction

The term “Marketing” has many definitions. One of the most well known definitions says that “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”<sup>1</sup>

With the penetration of PCs across the world growing exponentially, businesses increasingly use digital resources from blogs to wikis for customer support, product creation and online ads. The Internet has become a vital means of selling the products and services for all businesses. Online marketing is more and more relevant for small businesses of any type. We assume that we now have products and services on the internet, but internet marketing is still a fairly recent trend. The Internet allows us to do things never before imagined. Internet has developed as data from purely scientific use and Publishing and marketing “information exchange tool” for public use. The

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<sup>1</sup> (Kotler, Keller, 2007).



Internet has turned the world into a worldwide community, making distance and time zones obsolete. In remote areas of India, companies are easily able to service customers in bright American cities, while Chinese goods are marketed to buyers in any part of the world. All this has been made possible through the Internet and internet marketing has become real. Internet marketing gives anyone, above a certain age, the ability to get into business themselves at little or no start-up costs, with computer and Internet access. There are two main ways to operate on the Internet. You can either sell your own products and services and do business as a trader. However, many people have no time or resources to build and offer their own products or services. Thankfully, they still can make considerable amounts of money as collaborators for this large group of men. Internet marketers are affiliates, who are intermediaries or females.

### **Concept**

“E-marketing”, often known as Internet marketing, or online marketing, is a marketing technique where we can channel e-marketing and promotion online with the help of the “internet,” which further incorporates e-mail, “social networking” and advertising, where every aspect of distribution and sales is marketed and promoted. With its emphasis on global scope, e-marketing includes knowledge management, public relations and immediate customer support, where customer input can be accomplished in an immediate real time environment, electricity marketing facilitates two-way contact between the companies and consumers, minimizing costs and speeding up the purchasing process by creating direct leads. Various techniques used for E-marketing are as follows:

**Affiliate marketing** - Sometimes known as partner marketing, a corporate marketing scheme. That is what we are talking about. Sets up a relation in which a dealer pays an affiliate for links created from the trader's affiliate platform. A merchant would be a simple example would like to sell his goods through selling affiliates. He will sell a marketing business X affiliate marketing program says program. A connect or a banner will be given An affiliate advertisement that is your part. advertisement When the member is a member, This link can be put on your website. When someone sells on his website, the trader should verify which affiliate was in charge of the sale and pay the correct price contract to them, commission to them. This is the most widely available affiliate marketing program. That is what we are talking about Pay by sale or pay by action is typically called.



**Search engine marketing** - Several categories are included in this search engine technology. The following are mentioned.

- Optimization of search engine efforts to improve the rankings of keywords improvisation of search results on different website attributes whether structure or Happy.
- The use of the supported listings is charged per click publicity. The businesses are selling Search words, and advertisements are classified by the search engine.

“Optimization of the search engine”, It can be viewed as a search engine marketing sub-set. This is for improving Traffic standard that arrives on a search engine website. Users still Find a match and scan for a specific keyword, see a few prominent places on The search engine result's first article. Precisely this is the aim of SEO. You want your own websites of the company should be included in the results for search engines. And you give your customers i.e. businesses have a greater chance for customers to be heard. SEOs will target different targets Check for image, local or vertical search engines, for instance. Search engine optimizers are named in the optimization of the search engine. They might be Either search engine optimization company workers qualified or 3rd party agencies which Take the company's responsibilities.

### **Social media advertising**

Many sites created social networks in which people publish Connect to their information and for “business networking or dating, too. Some of the leading sites are tribe.net, myspace.com and orkut.com.” They all began as sites that connect people at first. Some of them have income By marketing. By marketing. “Linkedin.com” offers advertising based on banners that focuses on Specific objectives. Specific objectives. “YouTube.com” can be considered as publicity based on social media Setter of patterns. For starters, “Youtube.com” enables users to record and upload their videos The platform with others for sharing. The most videos on this site can be seen by unregistered users. It provides video ranking capabilities and also records the number of times the video has Was watched. Was watched. Nonetheless, only registered users can upload an unlimited number of photos and images.

### **Blog marketing**

“A blog” is a web site that offers an opinion about a specific topic. Several blogs serve as personal journals. A typical blog includes text , pictures and links to other topics related to blogs , web pages and other media. Most blogs are made up of P ictures, video , music, podcasts. Each person would like to have a chance Share his uninhibited feeling of possibility. Only a man could



become normal today Famous by blogging his points of view. That's something that Blogs promote. That is what I believe. It will grow. It's expected to grow. Recently prominent individuals or chosen few have media exposure Can offer their views a voice.

### **Email Marketing**

It's a marketing type that takes advantage of electronic mail resources. E-mails are primarily sent to strengthen connections with current and existing customers or with other potential customers. Emails may contain advertising and newsletters intended to persuade new or older customers to buy or educate new products / services.

### **E-Marketing Advances**

Over the years the e-marketing has been the preferred way to conduct and promote enterprises in order to cut costs and increase profits, as opposed to traditional mass-marketing methods. In addition to expenses and its scope, another factor which makes e-marketing more vibrant is the versatility and the quality adherence of Only, the electronic marketing procedure can be designed to meet the specific expectations and preferences of customers or niche customers for the products or services that seem based on the specific promotion of the digital marketing campaign E-marketing ensures improved measurability quality control and monitoring of use. In conventional marketing methods, the advertiser has very little scope to connect in real time with its customers, as opposed to e-marketing, which in turn helps advertisers well know the clients and their requirements.

### **E-Marketing Disadvantages**

One of the key drawbacks of e-marketing is its reach and activity, which is restricted by consumers' ability to access and use the Internet services. Although in the community of the developed and the contemporary world, the importance and use of the Internet has increased many times over the years, a large proportion of consumers cannot use the Internet or have very limited access to it, particularly in rural areas. Safety and privacy are yet another area of concern for e-marketing with equal risk of competition, as the degree of competition in e-marketing loans is immense, resulting in lower production costs and wide scope. In online advertising campaigns the content and message should be very clear or the underlying product could lose the customers' negative reviews that may not only interfere with the marketing promotion, but also affect the brand image as a whole.



## Conclusion

Content and its delivery on the digital market are the main determinants of the fate of any online company. The website can be categorized into the top rankings in easy accessibility and quality content. Business data exploited the influence of online marketing. Strong business sales of a successful commodity are multiplied. Even a defective can be sold only once with great marketing. Through designing and executing a strategic marketing plan, one can generate a steady stream of targeted traffic to its website with both short and long-term strategies. This simple strategy will guarantee the success of online marketing for any business. However, businesses will be watching for and benefiting from rising patterns on the market. The main aim was to incorporate new approaches to internet marketing in a genuine marketing project. An online store was founded that has an interesting beauty and fashion target group of modern girls and women. The “Internet marketing tools” used to promote the electronic shop were mainly “search engine optimization” and marketing of the search engines, which were supported by “social media marketing.”

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