

A STUDY ON IMPACT OF ONLINE MARKETING IN CURRENT GLOBAL WORLD

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Abstract

Reaching out to consumers and establishing a brand is an important part of succeeding in business. Without marketing solutions, a business has a very high chance of failure. Online marketing is a strategy that helps build up a company's reputation and exposure online by using a variety of internet tools and solutions. This article is about various online strategies and other online marketing concepts.

Key words:

Objective of the study:

Online marketing, which is also called internet marketing or online advertising, is any tool, strategy or method of getting the company name out to the public. The advertisements can take many different forms and some strategies focus on subtle messages rather than clear-cut advertisements.

But, the way that it promotes a business is simple: it builds up the company reputation by increasing its ability to be found online. A large number of potential customers browse the internet, look for information or simply enjoy their favorite pastimes with an internet connection. By taking advantage of the online tools and resources, it is possible to get the company name out to the public and encourage potential customers to look further for information.

Website Development

When it comes to online marketing strategies, website development plays a crucial role in your ability to reach your target audience. The reason is simple: potential customers look for information, products or services that you provide on your website.

A website provides an online presence that allows customers to find out more about your company, your services and the type of products that you sell. Putting a website together these days is fairly simple, cost effective and absolutely essential to having a business these days. Free website services exist, but come with a number of limitations.

Template websites offer the luxury of getting a professional website up and running at a reduced cost and turn-around time. Business owners choose a template and then create content and color schemes that match their business.

For those with the budget, custom websites are a great option. Depending on the needs of the company, a complete custom solution, from the design to the functionality of the site, is created. This process requires more time but has almost no limitations to what can be provided. Custom websites can range from approximately \$5k to more than \$100k. USA TODAY NETWORK TENNESSEE offers premium website solutions to fit almost any budget.

Review Of Literature

Boyd & Ellison, (2007)

One particular phenomenon that has taken the world by storm is the rise of social networking. Initially starting out as a means for people to stay connected globally, social networking has now evolved into an indispensable business tool for both social as well as commercial needs. With the increasing impact of social networking on daily lives, its influence spans beyond global boundaries, transcending even social and cultural limitations. The development of SNSs and the extensive use of such sites for social and business purposes has created an emergent global phenomenon, prompting interest in this paper to discuss the significance and impact that social networking will bring to businesses big or small relating to consumer behavior. Social networking has also attracted the attention of academic and industry researchers.

Research Methodology

Findings

Social networking websites are a powerful marketing tool. They provide the opportunity to develop a solid and professional reputation. You can also advertise your company, website and services through your social networking pages.

A major reason that advertisements and content on a social networking websites help develop your company is word-of-mouth. It allows you to employ reputation management strategies, engage with customers and answer questions. By engaging with your customers, you encourage them to share their experiences with those in their network.

Conclusion

Online marketing is an essential part of running a successful business in today's digital world. Take advantage of online display ads by putting up advertisements on search engines such as Yahoo, Bing and Google. Rich media ads, which are advertisements that allow potential customers to interact with the ad, create more engagement with consumers than your run-of-the-mill text ads.

Not only does a display network allow you to place advertisements, but you can learn about your customers through rich media ads, such as the amount of time that they spend interacting with your advertisement. This tool helps measure interest in your products and provides a visual that encourages potential customers to learn more about your products or services.

References