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## **Role of Internet Marketing in Modern Business**

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## 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. When it comes to the success of your business, internet marketing plays a key role. To market yourself and to promote your products and services, you need the support of internet marketing. If you are planning to start a business or you are on your way and want to improve your business you can hire an online marketing agency which takes care of all activities from designing the website for your business to implementing various marketing techniques including Internet marketing. Internet marketing will help you in improving your business brand visibility, traffic and sales.

**Keywords:** multi-channel, advertisers, promote, internet marketing, traffic and sales

## I- Introduction to the study

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 websites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers and magazines.



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## II- .Specialized Areas of Internet Marketing

Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and social media marketing:

**Web marketing** includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).

**Email marketing** involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.

**Social media marketing** involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.

**Search engine optimization (SEO)** involves the optimization of landing pages within your website to increase the number of visitors.

## III- Below are the top 5 reasons why internet marketing is important for your business.

### To increase the visibility of your business

These days everything can be done online from buying movie tickets to buying furniture for home. Internet has brought tremendous changes in our life style. Every business should recognize this and establish their presence on the internet. Internet marketing is beneficial for all the types of businesses. This will allow you to expand your visibility to larger population.



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### **To connect with the customers**

Social media marketing allows you to connect with your potential and returning customers. Update your customers with the new or latest features of your business. You can publish the upcoming products or services and give a small description of these good and services to your customers. By doing this you can attract new customers in the future.

### **To cope up with the competition**

These days' people are able to access and purchase a wide range of goods from online with the help of internet. It is very crucial for any business to maintain the competition against the small, local and large online retailers and businesses. This is possible only when the businesses make proper use of the internet marketing platform.

### **It is good for research and development**

You can research good keywords which suits your business. You can make use of these keywords in your business to place your site on the top of the search engine results. Proper keyword usage allows you to drive potential traffic to your site. this is the best way to win new customers.

### **Legitimate yourself**

By establishing and maintaining the presence online, business can show their customers that their business is active, dynamic and working to improve and is trying to grow. The Internet allows local businesses to legitimate themselves as successful companies. By this they will be able to win and retain a large customer base. These days smart phones have become popular so,



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consider a simple application design which helps to download and keep the business at the forefront of the minds of people.

In the rapidly expanding and ever-shifting digital age in which we live, the role of Internet marketing in modern marketing is no longer a minor one. Internet marketing is a vital part of the success of any organization. From IT support to lead generation to sales, Internet marketing is beneficial to nearly every aspect of the business.

Internet marketing, which also goes by the names of online marketing, digital marketing, web marketing, e-marketing, etc., is defined as the process of promoting brands, products, or services, over the Internet. It includes any promotional actions that are done via the Web or wireless media, including email marketing, blogging, SEO, and social media.

The worldwide reach of the Internet has made it possible for businesses to easily reach hundreds of new customers and has redefined relationships between businesses to businesses (B2B) and businesses to consumers (B2C). Through the Internet, marketers from organizations of all sizes are now able to share brands, products, and services on a global scale and can do so all the time. Through websites, blogs, and social media platforms, consumers are able to find and access information about and from an organization twenty-four seven, from wherever they are.

Due to the major role of Internet marketing in modern marketing, organizations cannot afford to ignore marketing online. Because the vast majority of people spend a significant



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amount of time online, whether they are at work or home on a desktop computer, at school on a laptop, or waiting at the airport on a Smartphone or digital device, marketing through the Internet provides organizations a more effective way to promote themselves. It also provides a more efficient way because it does not involve the costs that often come with traditional marketing. Costs that often include printing brochures, shipping out promotional mailers, and paying for billboard advertising. By cutting down on expenditures, Internet marketing allows organizations to experience higher revenue.

Internet marketing also helps organizations in achieving better global branding and in building greater awareness of the products or services that they offer. Through marketing online, organizations can more strategically reach their target audience; and if Internet marketing is done right, campaigns can easily be tracked, measured, and tested to ensure proper results are being received. Having the right Internet marketing strategies is an important part in helping organizations successfully market and advertise their products and services to consumers, connect with customers, and make sales.

#### **IV- Top 3 Reasons Internet Marketing is Important in Modern Marketing**

##### **It increases the visibility of an organization.**

In days past, most businesses were limited to one brick and mortar location that was only visible to those who lived in the vicinity of that location. Every now and then, out of towners might come to the location after hearing about it through word of mouth. Today, however, an



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organization can be visible to millions of people at once through multiple digital locations. Establishing a solid presence on the Internet through a website, a blog, paid advertising, social media platforms, etc., allows organizations to expand their visibility in ways that were previously thought impossible.

#### **It allows for two-way communication with customers.**

The Internet has enabled the rise of the smart consumer. Organizations are no longer the only ones dictating how their brands, products, and services are seen; consumers are too. Through social media channels, rating and review boards, and forums, consumers are able to connect with other consumers, give their approval or disapproval of a product or service, and influence the buying decisions of potential customers. Consumers are also able to connect directly with organizations and vice versa. By keeping in touch with customers through follow-up emails, personalized offers, and thank you letters, organizations can build relationships and establish a sense of community around their brand.

#### **It enables more detailed market research.**

Doing research about the preferences, habits, and demographics of consumers is an important part of marketing. It's hard to target the right audience if the right information is not first gathered and documented. Additionally, it's hard to create and offer the right products or services, if an organization doesn't know who their customers are, what they want, how much they are willing to pay for it, and who their competitors are in the industry. The Internet has a



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wealth of resource portals and tools that allow marketers to more accurately gather data on consumers and track their activity and preferences.

### **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 - 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.





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### 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.



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## 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.

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.

## V- How to be successful in Internet marketing

When entering an Internet marketing zone, a company should recognize some important issues such as different target customers, another way to contact customers, Internet security, new competitors, etc. According to Chaffey *et al.* (2006, 20), to be successful in Internet marketing, a strategic approach is needed to manage the risks and deliver the opportunities available from online channels. Based on their experiences of strategy definition in a wide range of companies,



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they suggest a process for development and implement Internet marketing with different separated steps: Defining the online opportunity, selecting of the strategic approach and delivery result online. The authors also affirmed that the key strategic decisions for e-marketing are the same as strategic decisions for traditional marketing including selecting target customer groups, specifying how to deliver value to these groups. Segmentation, targeting, differentiation and positioning are all keys to effective digital marketing.

## VI- The 4 main reasons Internet marketing works

Though there are many reasons that Internet marketing is one of the best ways to reach your customers, we'll talk about the four most important.

### 1. YOUR CUSTOMERS ARE ONLINE

This is perhaps the most compelling and obvious reason to start marketing your business online. Marketers have always tried to reach potential customers where they live, where they work, where they shop, where they get information, and where they entertain themselves. A growing number of people are using the internet to meet all of these needs.

About 3 billion around the world have Internet access, and although not all of them are potential customers for your business, there's a good chance that some of them are. In a study of American Internet users, 80% of respondents said that they use the internet to research products



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or services they might want to purchase, and 58% said they'd made at least one purchase online in the previous year.

As internet usage has grown, so has internet commerce. In fact, online sales for 2017 in the United States alone are projected to hit \$440.4 billion. It's clear that consumers are spending money online, and Internet marketing is the only way to get your business on their radar.

## 2. IT'S COST-EFFECTIVE

As a business owner, you know that getting your business's name in front of potential customers can be costly. And while digital marketing doesn't come without its price tag, the advanced targeting options make it easier to only advertise to the people who might actually be interested in your business. This means you waste less money on marketing to people who are unlikely to ever respond.

Let's say your business is a hardware store in Harrisburg. Think about what happens when you place an ad in the local paper. You pay a fixed price for the ad and hope for the best. Sure, lots of people who flip through it will see your ad. But how many are actually in need of the products you sell at any given time? Probably only a small fraction of them.



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Now, think about what would happen if you placed ads online that were directed only at users who searched for “hardware store in Harrisburg.” If you used a pay-per-click, or PPC, method, you’d only have to pay when people actually clicked on your ad and visited your site. By only paying to advertise to people who are actively looking for businesses like yours, you eliminate the cost of advertising to people who have no interest.

### 3. COMMUNICATION GOES BOTH WAYS

Most traditional marketing methods, like print ads, direct mail, and billboards, simply involve getting your business’s marketing messages in front of consumers’ eyes. They present a campaign or special, and encourage the consumer to take an action like coming into a physical store location.

This can certainly be effective, especially if a sale is particularly enticing, but is limited by its one way nature. What if a reader is confused? What if they want more details? Thanks to the Internet, your marketing campaign can be a two-way conversation. By providing potential clients with easy ways to get more information or contact you, they can become much more comfortable with the idea of coming into a physical store, and may even make purchases online.

This two-way communication can also strengthen relationships with your customers. Instead of seeing your business as simply trying to sell them things, they will start to see it as a



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valuable source of information. Building these relationships increases the likelihood that they will return, and possibly even become regular customers.

Communication can be done on your main site, but social media also presents a simple solution. Creating a dedicated social team that responds to reviews (both negative and positive), answers questions, and keeps followers up to date can require a bit of effort, but can go a long way in building customer relationships.

#### 4. THE INTERNET IS ALWAYS OPEN

Some businesses operate 24 hours a day, but most marketing teams don't. How much would you have to pay someone to promote your company all day and night, including holidays and weekends? Could you keep a marketing rep on the clock all the time to promote your products and services? When that marketing rep is your website, the answer is absolutely.

Your customers have different work, sleep, and social schedules. It's not possible to reach all of them at the same time using traditional marketing tactics. You need something that's always running and can be there when they need it. Websites, social media pages, and blogs accomplish this feat. They're always available, they can always take your message, and potential customers don't have to wait until business hours to learn more about your business.



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### **Internet Marketing Strategy: Why is it Important?**

Businesses these days know how to market their products/ services online. But most of them don't understand the importance and where to start the marketing. Will you start the business without a plan? Will you place business ads in irrelevant classifieds? Does that bring any sensible traffic? The answer is "No" for all the above questions. Business people ready to spend money in marketing and make online presence by neglecting the strategic planning.

Creating websites, sharing content and business details is not only the tool to reach the customers. Website is the tool to make the first impressions through the designs and layouts. Instead Internet Marketing is the strategy to convert the impressed visitor to make sales.

Internet Marketing is the proven technique for online branding!

### **Educating Prospects**

Internet Marketing is providing authority and reliable information, when people are looking for source. The information should be educational rather than promotional is the strategy. This information provided to prospects at their decision time, will create an impact with the right context.

### **Creating community Relations**

Internet Marketing should focus on the similar business line, for example health care companies dominating on fashion corner will never succeed. If you don't focus on your own niche, there is no way you will achieve in your business.



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## Managing Communication

Once connected with your own community you have to communicate with them effectively and consistently. No customer wants to feel like they're unimportant, and no customer will buy from you, if they do not understand what you can do for them.

## Improving Credibility

Maintaining an online presence via Internet Marketing is a great way to keep up with the times and provide consumers with all of the opportunities they need 24 hours a day. With a bit of time and effort—and very little investment—business owners can realize success beyond their wildest dreams.

## VII- Conclusion

Understand that online success isn't built overnight. Building a successful website that ranks highly in your chosen area, and popular social media channels takes time, patience and a lot of engaging content, so don't feel put off if it's taking longer to have an effect than you would ideally like. For businesses and entrepreneurs who want to stay on top of the freshest and most attractive deals and sales going on in the world, internet marketing is a necessity, not a choice. This method of marketing has lifted the business domain to new heights. The limitations of internet marketing are few in number, while the advantages are sure to boost any business up towards the most fantastic and profitable opportunities. This e-book details all the basics, details, advantages





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and disadvantages of the massive internet marketing sphere. As it was highlighted continuously throughout this e-book, online marketing is one of the newest and most effective techniques to employ in the modern world, where great majority of people is online already. 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.

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