Online Marketing- Concept and Types: A Literature Review Study

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ABSTRACT

Today internet is not considered just a promotion channel or simple type of selling and buying of goods and services but it has acquired a prominent and central position in commerce and business by bringing out a new business model with the help of redefining nature of marketing. Development of internet has switched the rules and compelled the marketing experts to stick with it. Truly speaking, online technological inventions have transformed and restructured the concept of marketing. ***Methodology:*** *In this paper the researcher has reviewed the literature, related with online marketing and discussed on the online marketing and different types of online marketing.* ***Findings:*** *The customers are playing multiple roles, in addition to consuming the products they are also creating contents on social media and online platforms which can be utilized for marketing purposes also. Out of this development, there emerges new and different types of online marketing.* ***Implication:*** *Online marketing can change not only consumer's decisions regarding purchase but opinions in relation to product also.* ***Originality:*** *This article is the original work of author and all the references are duly cited.*

Keywords: Online marketing, internet marketing, social media marketing, affiliate marketing

INTRODUCTION:

Online marketing is also called as internet marketing, uses interactively, virtual spaces for promotion and sale of goods and services. Actually online communication techniques had contributed in reformations of important sectors of economy including marketing. This being low-priced, flexible enough, time-saving and availing a universal reach. It has also given incredible gains to many businesses. Although this method is new and effective, this drags many disadvantages also, that may be, no personal level contact, concern for privacy and security etc. and these must be considered for.(Bostanshirin, n.d.)

LITERATURE REVIEW:

Online marketing provides the chances of knowing about the quality of the product, design and durability of the product, features and functions of different products in different industries. Online marketing methods are used by marketing managers because of many benefits and reasons like, it eliminates geographical limits, compilation of huge and detailed information on just a website, easy to access, ability to reach to potential customers globally and high ability for customization etc. Online marketing has ability to impact the purchase decisions of consumer and can change perceptions regarding brands of different products related with different industries.(Riz, 2013)

In recent times, Internet has become a crucial part of our lives, it's imperative to understand and segregate the means of e-business and the other related terms specially when many people cannot distinguish between terms of like e-trade, internet and e-business. Internet can be said as it is a tool, while E-commerce is just selling, shopping or transacting through internet. E-commercial enterprise utilizes Internet techniques for increasing strategies of firm along with policies attaining stake holders of company.(Mayakkannan, n.d.)

A lot of possibilities and proposals are offered to companies by online marketing. World is continuously evolving, hence it necessitates upgradation of strategies continuously. Finding substitutes of competitors for customers is much easier in online marketing, by just switching to another website. Internet has filled its pages with different kinds of offers and advertisements.(Schwarzl & Grabowska, 2015)

On social media platforms such as twitter and Facebook notifications and posts related with entertainment, news and information put a considerable impact on behaviours of consumers as the research found as 82.4% respondents are agreed that they like to receive social media notifications in their PC/ mobile and 88% are agreed

that through social media, they like to have information about their friends/ family's activities and events etc. The shining content for social media marketing also makes importance, as a majority i.e. 74.8% agrees that colourful, bright and vibrant social media posts attract them and 80.8% of them agree that they share highly coloured posts on their Facebook/ Twitter page.(Arshad, 2019)

The trend of social media is amazing and spreading at very fast speed. Social media is basically formed by goodwill and trustworthiness and these bases are to be followed with integrity while using as medium of promotion. Social media is that system of promotion, which stimulates accountability and interaction between buyers and sellers. Basically, social media is related with systems of publication or communication which are created and retained by the mutual connectivity of people through the specific medium. (Si, 2015)

For successful marketing, analysis of consumer behaviour is very important. It becomes more important when consumers are approaching through different online modes and tools. The type and number of consumers, who are using online tools are increasing globally. This is creating an essence of segregating culturally. In today's era any owner of a business or a marketing expert realizes the importance of internet marketing. A lot of buzzing regarding a brand is required on social media, in order to market a product or business on internet. Theses social media forums provide greater opportunities for creating relationships and making stronger bonding with consumers in an internet domain. Marketing managers are required to be knowledgeable about important sites of social media, which are impacting online selling and buying by recognizing different consumer types and their interests. For being successful in marketing field on social media forums, firms are required to keep buyers image in mind and continuously frame and adjust their strategy for fulfilling interests of customers in best suitable manner.(Vinerean et al., 2013)

The promotion of social media into the business environment, has modified the complexion of business communication, engagement and relationship with customers. Many enterprises are recognizing the value of social media, but few are knowing actually how its power is to be exploited. The usage of social media strategies compelling the businesses to adopt this social term being used in business processes and practices. This has evolved the concept of "Social CRM"(Customer Relationship Management) Social CRM is a rationally extended version of conventional CRM procedures and approaches, for social media implementation for enhancing customer involvement, bonding customer association and finally pushing sales. (Management Association, 2018)

It has been imperative for retail firms to understand consumer brand involvement behaviour in social media with the increasing admiration of social media. Even not much is known on social media about consumer involvement with retail brands. Whereas retailers are observing the strength of social media as a forum for involving consumers and expanding such association to purchases. But minimal research has been done on this topic. (Bianchi & Andrews, 2018). Currently business environment consumers can play a different role with the help of social media by not just functionally consumers but becoming content creators also. This can be facilitated with the help of Social media applications i.e. blogs, Twitter, social networking sites like Facebook, podcasts, and video and photo sharing sites like YouTube etc. with this fact it may prove to be very beneficial, special to marketing experts if they combine social media into marketing and its strategies. (Nadaraja & Yazdanifard, n.d.)

TYPES OF ONLINE MARKETING:

Online marketing or we can also say that internet marketing or e-marketing has many methods that can be discussed in short as follows.

1. **Online Advertising:** Online advertising is one very common method of online marketing. In this technique internet page is used for displaying messages relating to marketing of products and companies. The main theme of online advertising is creating brand awareness among customers and increasing the sales of product. Displaying messages for promotion on computer screens by using internet is called online advertising. (Bostanshirin, n.d.; Lauzon-Duguay, n.d.)

2. **Marketing via E-mail:** Sending e-mails of promotional messages can be called as e-mail marketing. Although e-mail marketing is lower costing and higher responsive but in this type of marketing, the internet users can avoid such messages by sending such mails directly to spam folder without reading such messages. But this drawback can be overcome by implementing "permission marketing". Here a permission is demanded from the user for sending such promotional messages, unless user permits, such messages are not sent to him. This concept of permission marketing was given by Godin (1999). (Krishnamurthy, n.d.)

3. **Social Media Marketing:** Creating a different type of content for attracting attentions and encouraging viewers to share that content to family, friends and relatives and other connected people on the social media for the purpose of increasing website traffic or brand consciousness is called as social media marketing. Social media types include social networks, micro-blogs, blogs, media-sharing sites, social bookmarking sites, forums, virtual worlds, review sites etc. (Zarrella, 2010)

4. **Affiliate Marketing:** It is another type of online marketing and internet based marketing practice in which affiliates promote firms customers, visitors or product sales and in return of affiliate's such efforts, company rewards the affiliate monetarily. In most cases, the reward is monetary in the form of a monthly check. Generally well planned affiliate systems are free, easy to apply, not much set up is required and provide early income. (Brown, 2009)

5. **Search Engine Optimization:** These days majority of businesses are using websites for promoting businesses, but it does not mean that they are successful in attracting a well number of visitors to their websites. But this objective can be easily achieved by Search Engine Optimization. This method of online marketing is actually a bunch of techniques to boost the number of visitants for any website by gaining higher rankings on search engine result page (SERP) during search engine searching results. Basic objective of Search Engine Optimization is first increasing viewers on website then convert them into customers. (Parikh & Deshmukh, 2013)

CONCLUSION:

At present customers are playing multiple roles especially with regard to social media and marketing. They are not just consuming the products but also creating the contents on social media and these contents are utilized for marketing purposes also. Internet has become an integral part of our lives and affecting every sphere of life. May it be business, education, marketing, selling, buying or purchasing or relationships between customers, producers and suppliers also. Online marketing has many types namely e-mail marketing, affiliate marketing, social media marketing, search engine optimization and online advertising etc.

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