

Online Marketing Communication

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Abstract

Marketing is the sum total of all those activities which move goods and services from producers to the consumers. Most aspects of a business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, the business may offer the best products or services in the industry, but none of the potential customers would know about it. So, for firms marketing is important aspect to run it successfully. But, in today's era due to the expansion of technology and internet. Both are fast emerging tool as a sales channel. Internet is expanding and influences consumer which shifts the consumer behavior. It also creates new means of purchasing products .This has bought new opportunities, challenges and threats in the form of competition to both existing and new business. Online Marketing Communication are the methods which are used by online firms to communicate with the consumers ,makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing , direct marketing in order to generate maximum impact on the target audience at the minimum cost and as well as create strong expectations. This paper will provide information related to online marketing communication, its methods which are used by online firms as well as types of online advertising.

Keywords: Marketing communication, Online Marketing Communication and its methods

Introduction

Marketing communications are a management process through which an organization engages with its various audiences. By understanding an audience's communications environment, organizations seek to develop and present messages for their identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, they encourage audiences to offer attitudinal and behavioral response. Marketing communications must be coordinate efforts towards the last P of the marketing mix – Promotion. And need to develop strong sales and advertising messages that will connect with the customers instantly and effectively to highlight product's quality and brand`s differentiation from others. Successful marketing communication relies on a combination of tools called the “promotional mix”. These tools include: Advertising, Public relations, Sales promotion, Direct marketing, Personal selling, and are used to describe the set of tools that a business can use to communicate effectively the benefits of your products or services to its customers. In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications.

With the emergence of new communication channels via the internet, we have seen an

emergence of new way that marketing promotions can be launched by the firms for their potential customers. Internet has affected the traditional marketing mix and it became an important aspect for the success of the firm. So, now firms are using Internet marketing communication tools to promote their products in the competitive online marketing world. Internet Marketing is the process of promoting an organization using online media, typically with the goals of increasing sales and boosting profits. Internet marketing does not simply mean building or promoting a website nor does it mean simply putting a banner ad up on another Web site. Effective Internet Marketing requires a comprehensive strategy that synergizes a given company's business model and sales goes with their Web site function and appearance, focusing on their target market through proper choice of advertising type, media, and design. A transformation of marketing is underway as we spend more time on our mobiles, tablets and laptops. The challenge for brands is to connect with customers through all these devices in real time and create campaigns that work across social media, display advertising and e-commerce. The real-time conversations brands have with people as they interact with websites and mobile apps has changed the nature of marketing. The modern-day marketing department needs to combine the creative side of the discipline – using powerful narratives to tap into people's wishes and aspirations – with the technical side of data, digital engineering and analytics. In these days the internet is just one of many media used to carry marketing communications message. Online marketing uses the internet and information technology to extend and improve traditional marketing function. In this paper we will focus mainly on the communication tools of online marketing and how it helps the companies to enhance their brand loyalty among online customers. Online Marketing Communication (OMC) *refers to as a communication an interaction between a company or brand and its customers using digital channels and information technology.*

Online Marketing Communication Methods

Online Marketing Communication methods are used by online firms to communicate the consumer and create strong brand expectations. It has dual purpose – OMC is used to strengthen the firm's brand by informing the consumer about the features of the products. Secondly it provides sales by directly encouraging the product to buy the product sooner or later. There are different methods or tools of online marketing communication as traditional marketing concept. These are as follows:

Online Advertising: The most known technique of online marketing is online advertising. In this method virtual space is used to put marketing messages on websites to attract internet users. Just similar to methods offline marketing and other types of online marketing, the major objective of online advertising is to increase sales and build brand awareness. Online advertising involves using of internet for displaying promotional messages on the computer screens. Online advertising similar to TV ads uses the element of interruption. But it uses it in a much more creative. Contrary to TV advertisement, online advertisement do not force the recipient to pay attention to the promotional peace, but it tries to persuade or attract the consumer to do so, because instead of coming in intervals it is placed along or among other non-marketing contents. The now empowered internet recipient still has the power to ignore the advertisement and it is totally up to her/him to click or not. Online advertising, sometimes called display advertising, uses different methods to display a marketing message online. Needless to say that with the

progress of technology, new ways of practicing the art of online advertisement is developed. In addition to images, pictures, logos etc., other different methods now used in this field including interstitial banners, pop-ups and pop-under, map adverts, floating advert, banner advert.

A) **Interstitial Ads**: Interstitial ads are full-page ads that appears before the destined webpage. Interstitials are full-screen ads that block out the app's other content. They often freeze on the screen for a select number of seconds until a "x" out button presents itself. These are generally inserted within the single website and is displayed when the user moves from one page to next.

B) **Banner Ads**: Banners, or display ads, are small advertisements usually at the top or bottom of the screen. They are the go-to choice in mobile advertising for developers at the moment. Banner advertising is a rectangular graphic display that stretches across the top or bottom of a website or down the right or left sidebar. The former type of banner advertisement is called a leaderboard, while the latter is called a skyscraper. Banner ads are image-based rather than text-based and are a popular form of website advertising. The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

C) **Floating Ads**: These are ads that appear when we first go to a Web page, and they "float" or "fly" over the page for anywhere from five to 30 seconds. While they are on the screen, they obscure the view of the page which we are trying to read, and they often block mouse input as well.

D) **Pop up Ads**: Pop-up ads are advertisements that show up in a new browser window. There's no one standard size for popup ads. Popup ads also vary widely in the amount of browser commands that show in the window. Pop-up windows come in many different shapes and sizes, typically in a scaled-down browser window with only the Close, Minimize and Maximize commands. Pop-ups are simply one of many formats, alongside fixed spaces within a page, interstitials (between pages), search, rich media, microsites, email, sponsorships, listings and others. Pop-ups are simply part of the digital media mix.

E) **Pop-under Ads**: A type of window that appears behind the browser window of a Web site that a user has visited. In contrast to a pop-up ad, which appears over (on top of) the browser window, a pop-under is less obtrusive as it hides behind other windows. Pop-under are used extensively in advertising on the Web, though advertising is not the only application for pop-under windows.

E-mail Marketing: It means using e-mail for sending promotional messages to internet users, has been considered one of the more effective methods of online marketing. Among its benefits point to "high response rates" and "low costs" of email marketing and believe that this advantages "are rapidly turning email marketing into an invaluable tool". Despite these benefits email marketing suffers from deficiencies. One these problems are that online customers can easily ignore the received advertisements and even some email clients would decide to put them in the spam folder. So some measures should be taken to overcome the possibility of ignoring promotional emails on the part of customers. One of the solutions is to not solely rely on email marketing. Marketers should employ different channels and methods of marketing to increase the chance of success. Another measure to transcend problems of email-marketing is permission email marketing. "Permission marketing" has been coined by Godin. In this method recipients are asked for their permission to receive marketing messages from the commercial marketers. So unless the recipients have not expressed their consent, they will not send commercial emails.

Search Engine Marketing (SEM) SEM is a type of Internet marketing associated with the researching, submitting and positioning of a website within search engines to achieve maximum visibility and increase your share of paid and/or organic traffic referrals from search engines. SEM involves things such as search engine optimization(SEO), keyword research, competitive analysis, paid listings and other search engine services that will increase search traffic to the site. Nowadays it is hardly possible to imagine a business which has not its own website. But having a well-designed website does not necessary result in an ideal amount of visits. In order for this goal to be accomplished another type of online marketing, called SEM should be adopted. In fact, one of major methods of conducting online marketing is search engine optimization, which is also called search engine marketing. Davis (2006) defines it in this way: "SEO - short for Search Engine Optimization - is the art, craft, and science of driving web traffic to web sites... web traffic is food, drink, and oxygen – in short, life itself – to any web-based business". Parikh and Deshmukh (2013) also offer this definition: “Search engine optimization can be described as a cluster of strategies and techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP)”. The importance of search engine optimization lies in the fact that customers most of the time use engines as a major gate to get around in the internet. So some marketing techniques have been developed to enhance the rank of intended business websites in the search engine results. The purpose of SEO strategies is to place a given website among highly listed entries returned by search engines which in its turn produces more traffic. So, Web site owners, webmasters and online marketers want search engines to send traffic to their site. Therefore, they need to make sure that their sites are relevant and important in both the eyes of the search engines and the users.

Affiliate Marketing: Affiliate marketing is a major component of online marketing methods and refers to the process of gaining a commission by promoting products or services of another company. Also in this method two or more website owners can build relationship to increase mutual financial benefits. With respect to its definition, "affiliate marketing is simply defined as : A web-based marketing practice , often using automated systems or specialized software in which a business rewards their affiliate for each visitor, customer, or sale which is brought about as a result of affiliate's marketing efforts. In most cases, the reward is monetary in the form of a monthly check. It is also known as *tenancy relationships*. It permits a firm to put its logo or banner ad on another firm's website from which users of that site can click through to the affiliate site.

Social Media Marketing: Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. Social media marketing, can be easily defined as" a term used to describe the process of boosting website traffic, or brand awareness, through the use of social media networking site. Most social media marketing programs usually revolve around creating unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks. Example: Facebook, Twitter, Myspace etc. these social networking sites allows the advertisers to focus on over 1 billion people, based on their location, age and other attributes.

Digital Public Relations:Digital Public Relations (DPR) is the use of digital and social

technologies to manage the awareness and understanding, reputation and brand of a company or organization, through the purposeful influence of exposure via digital media. Companies may also use the Internet to provide corporate information about the organization and its products. Potential customers will be able to find information such as names and background of the senior management team, investor information, history, and product information. Through the use of blogs, websites and by organizing the online events companies can respond to complaints or other customer concerns quickly and effectively, thus managing their online reputation and establishing rapport with consumers.

A) **Blogs**: Blogs are typically focus on a specific subject (Economy, entertainment news, etc.) and provide users with forums (or a comment area) to talk about each posting. It was started in 1997 as diaries. But become mainstream and effective marketing tool for companies, fans and users since 2004. Blogs are uses to share the information and experiences.

B) **Websites**: A website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server.. A website may be accessible via internet. Companies try to improve their website to increase customer experiences and even modify the websites for special events, festivals and special days.

Sales Promotion offers: These are short term incentives that facilitate the movement of producers to the end users. Examples are: 1) **Coupons**: deals of the day provided by snapdeal.com 2) **Rebates**: cash back 3) **Samples**: one month free subscriber or membership for iTunes .com and Ganna.com 4) **Sweepstakes**: Lucky draw games 5) **Games**: Free downloadable games etc. are provided by online firms top their customers.

Personal Selling: It involves real time conversation between a salesperson and customers, face to face by video calling through mobile phone and computers. Even some companies provide real time sales assistance online to their customers. .Example: Alibaba.com

Conclusion

Internet has revolutionized every aspect of life including economy and marketing. Introducing major techniques and methods of online marketing, this study has shed light upon the various methods which are used by online firms to tap their customers' loyalty. As the Internet continue to evolve, new technologies in Internet marketing will emerge and will define how products and services will be marketed in the near future. As per survey conducted by Forrester Research's "**Forrester Wave: Interactive Marketing Agencies**" report supports" the "new media" marketing trend: Increasingly marketers are realizing that (offline and online) has to be integrated." They add this is important because consumer behavior is shifting online and the data gained from the channels directs how to market to consumers. The report further stresses that today's marketers must develop four core capabilities: measurement and analytics, audience research, cross channel integration and social media. The web masters should consider the changing media and consumer behavior as well as the cost and effectiveness of the media while using online marketing communication tools.

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