



# TO STUDY OF INTERNET MARKETING

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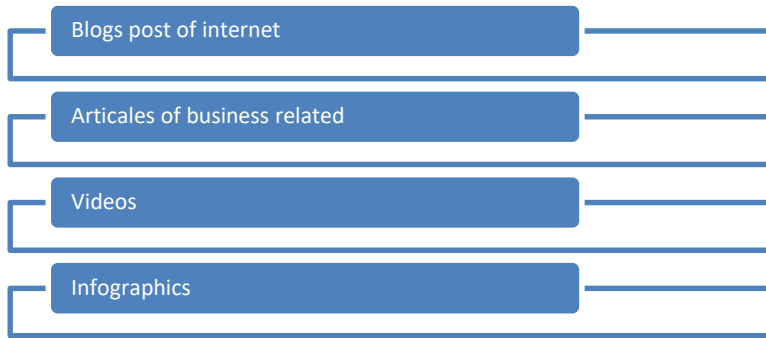
**Abstract:** Internet marketing means electronic marketing, The main features of Internet marketing include promoting items/goods, services, and brands using digital ways and platforms online to reach and engage with potential customers, driving traffic, leads, and sales. Internet marketing/e-marketing has reformed how businesses reach and engage with their target people, the public. It allows for highly targeted advertising, measurable results, global reach, cost-effectiveness, and enhanced customer interaction, ultimately this leads to heightened brand recognition and awareness, sales, and company expansion. positive impact of Internet marketing is its capability to take rapidly and affordably reach a worldwide audience, allowing businesses to expand their reach, target specific demographics, and increase brand visibility and sales. negative impact of internet marketing is the potential for invasion of privacy through targeted advertising and data tracking, leading to concerns about consumer manipulation and loss of personal information. In this research paper, potential outcomes of internet marketing include increased brand awareness, enhanced customer engagement, higher conversion rates, and improved customer insights through data analytics. However, there are also warnings about the risks of consumer manipulation, privacy breaches, and the need for regulatory oversight to ensure ethical marketing practices. has been undertaken to investigate the determinants of stock returns in Karachi Stock Exchange (KSE) using two assets pricing models the classical Capital Asset Pricing Model and Arbitrage Pricing Theory model. To test the CAPM market return is used and macroeconomic variables are used to test the APT. The macroeconomic variables include inflation, oil prices, interest rate and exchange rate. For the very purpose monthly time series data has been arranged from Jan 2010 to Dec 2014. The analytical framework contains.

**Keywords-** Internet Marketing, Business Growth, Positive Impact, Negative Impact, Marketing

## I. INTRODUCTION

E-marketing or online Internet marketing is known as or digital network via internet work is called Internet Marketing, In Internet marketing includes features of online services, digital products, promoting ads, blogs, social media networks, customer services, backend, and front-end services. In this module, customer interaction is a wide range, more strategies, and tactics, drive traffic to websites, and ultimately generate sales or leads. Internet marketing is the promotion of products, services, or brands using digital channels and platforms online to reach and engage with potential customers, driving traffic, leads, and sales. Internet marketing has revolutionized how businesses reach and engage with their target audiences. It allows for highly targeted advertising, measurable results, global reach, cost-effectiveness, and enhanced customer interaction, ultimately this leads to heightened brand recognition and awareness, sales, and company expansion. Central to internet marketing is having a professional and user-friendly website. This involves designing and optimizing the website for search engines (SEO), ensuring fast loading times, and providing valuable content to visitors. Search Engine Result Page (SERP) is very helpful in getting fast results and load pages, in that pages users or customers should be added them ads and blogs. These ads or blogs are pay-per-click or PCC and organic strategies like SEO. Google Ads is a common platform for SEM. content marketing is focuses on creating, and distributing valuable, consistent content, and relevant content to attract as well as target the retain audience. content marketing includes some important features like vlog posts, articles, infographics, videos, and many more.

Below are the mentioned Internet Marketing notifications and information that are shared via e-marketing.



Another way Internet marketing and sharing information internet is called Social Media Marketing, see the below platforms.



E-mail is the best feature of Internet Marketing, E-Mail marketing involves sending targeted messages to the subscriber users and customers and they pay per email charge to the service provider, In the email they include promotions, ads, blogs new product launches, services, and offers. Effective email marketing involves segmentation, personalization, and automation.

Overall, internet marketing offers businesses a powerful and cost-effective way to reach in the digital era, effectively reaching their target audience, establishing brand recognition, boosting website traffic, and ultimately enhancing sales and revenue.

## II. LITERATURE REVIEW:

A literature review of Internet marketing with references to some key books:

"Digital Marketing: Strategy, Implementation and Practice" by Authors Fiona Ellis Chadwick and Dave Chaffey, in this book covers various aspects of digital marketing including internet marketing strategies, implementation tactics, and case studies.

"Influence the Psychology of Persuasion" by Robert Cialdini\*: While not solely focused on internet marketing, this book delves into the psychology behind persuasion, which is crucial for understanding consumer behavior online.

"Contagious How to Build Word of Mouth in the Digital Age" by Jonah Berger\*: Berger explores why some ideas go viral while others don't, offering insights into creating contagious content in the realm of internet marketing.

"Jab, Jab, Jab, Right Hook How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk Vaynerchuk emphasizes the importance of providing value to customers before asking for anything in return, which is essential in internet marketing.

"SEO 2022 Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke This book focuses on search engine optimization (SEO), a critical component of Internet marketing, providing up-to-date strategies and tactics for improving online visibility.

### III. EFFECT OF INTERNET MARKETING

- **Positive Effect of Internet Marketing:**

One of the most significant benefits of Internet marketing is its capacity to efficiently and swiftly connect with a worldwide audience at a reasonable cost, allowing businesses to expand their reach, target specific demographics, and increase brand visibility and sales. Internet marketing has facilitated global reach for businesses, increased accessibility to products and services, reduced marketing costs, enabled targeted advertising, and enhanced customer engagement through personalized interactions and feedback mechanisms.

- **Negative Impact of Internet Marketing:**

negative impact of internet marketing is the potential for invasion of privacy through targeted advertising and data tracking, leading to concerns about consumer manipulation and loss of personal information. Internet marketing can contribute to information overload, invasion of privacy through data tracking, promotion of unethical practices, the spread of misinformation, and fostering addictive behaviour through constant online engagement and targeted advertisements.

### IV. THE OBJECTIVE OF THE STUDY:

The objective of internet marketing, also known as online marketing, is multifaceted and can vary based on the specific goals of a business. However, in general, the key objectives include:

- **Increasing Brand Awareness:** Internet marketing aims to make a brand more visible and recognizable to its target audience through various online channels such as social media, search engines, and content marketing.
- **Driving Website Traffic:** One of the primary objectives is to attract potential customers to the company's website, where they can learn more about the products or services offered and hopefully make a purchase or take another desired action.
- **Generating Leads:** Internet marketing strategies often focus on capturing the contact information of potential customers through methods like email marketing, lead magnets, and landing pages, which can then be nurtured into sales opportunities.
- **Boosting Sales and Revenue:** The main goal and vision of the Internet marketing is increase the product sales, company or business revenue , Increases profits and lot of benefits to getting business by converting website visitors into paying customers through tactics such as persuasive copywriting, targeted advertising, and optimized conversion funnels.
- **Building Customer Relationships:** Internet marketing efforts often emphasize building and maintaining relationships with customers through personalized communication, engaging content, and excellent customer service, which can lead to repeat business and customer loyalty.
- **Gaining Competitive Advantage:** By effectively utilizing Internet marketing strategies, businesses can differentiate themselves from competitors, establish themselves as industry leaders, and gain a competitive edge in the marketplace.
- **Measuring and Analysing Results:** Another important objective of Internet marketing is to track the data and goals, targets, and revenue campaigns of performance. website traffic, conversion rates, return on investment (ROI), and customer acquisition cost (CAC) to continually optimize and improve results.

Overall, the objective of internet marketing is to leverage the power of the internet and digital technologies to achieve various business goals, from enhancing brand visibility and directing traffic to websites, to generating leads, amplifying sales, and fostering enduring customer connection.

**CONCLUSION:**

Internet marketing, or digital marketing, It is an important role for clients, businesses, or stakeholders to connect with their goals and achieve audience attention via online. take the benefits of using strategies like search engine optimization, email marketing, SMM, blogs, template of marketing, and scheduled job, businesses can enhance their visibility and reach, drive traffic, and generate leads, ultimately leading to increased sales and brand awareness.

Internet marketing yields tangible results such as improved internet website network or traffic, a huge rate of conversion price, improved brand labeling and visibility, relation with customers, and businesses, profit of client/company, and increased customer interaction.

Internet marketing facilitates the discovery of businesses and their products/services online, enabling targeted outreach to potential customers, enhanced brand recognition, and ultimately, improved sales and growth opportunities.

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