

## CURRENT SCENARIO IN ONLINE MARKETING

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### Abstract

*Marketing are activities of the company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. Now a day's internet plays a Pre-eminent role in Indian Market. India is the world 3<sup>rd</sup> largest internet population. On 1 July 2015, Digital India program was launched by our Prime Minister Narendra Modi, to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. It will create more opportunities to Online Marketing. In this paper, talking about the current scenario and security issue relating to online marketing in India.*

**Key Words:** Digital India, Current Scenario and Security issue related to Online Marketing

### Introduction

Online Marketing is a set of powerful tools and methodologies used for promoting products and service through the Internet. Online marketing includes a huge range of marketing elements than traditional business marketing due to the more than what is usual channels and marketing mechanisms available on the Internet. In other words, it 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. Digital Marketing is an umbrella term for the marketing of products and services using digital technologies, mainly on the internet, but also including mobile phones, display advertising and any other digital medium.

### History

The history of Internet as a marketing channel started back in 1983 when CompuServe launched the first commercial Internet email product. Internet messaging had previously been available only to the military and universities. Now consumers could send electronic messages to other individuals with an Internet email address. While marketers didn't flock to email the 80's, they sure didn't miss a beat as email became mainstream.

When internet was first introduced not a single business house recognized the huge potential it had in store as a marketing tool. As early as 1993 it was just a tool used for emailing & data transfer. The best of the business units had declared it unfit for marketing purposes. Then in 1995 Netscape the ISP went public and brought the online world into prominence by exploring its commercial potential. The wide reach, cost effectiveness, capabilities to measure the spending and easy accessibility made internet as the most feasible marketing tool.

### **Objectives of the Study**

- To know the current scenario in online marketing and its influence on Internet Banking
- To know the Safety issues relating to the online marketing

### **Opportunities**

#### **1. Mobile Advertising**

Mobile phones have arrived in a huge way and present many existing opportunities to reach consumers in innovative ways.

#### **2. Social Network Advertising**

Social Networking sites now offer highly targeted opportunities to connect with potential customers.

#### **3. Competition for Google**

Google has achieved a de facto monopoly on search and search advertising. Almost everyone would agree that Google has revolutionized the search marketing business.

#### **4. Tablets**

Tablets computers have enjoyed an explosive rise in popularity since the launch of the Apple iPod in April of 2010. They have added another option to the way the web is accessed.

#### **5. HTML 5**

The upgrade to HTML, the workhorse of the web, offers some powerful benefits. HTML 4 came out in the late 1990s. Better graphics, Better geolocation, Off-line web application.

### **Advantages of Online Marketing**

- Lower cost as compared to the traditional type of marketing
- It creates worldwide new opportunities for their product and services
- Internet Marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences
- Emailing customers regularly with special, personalized offers helps to maintain the relationship.
- Online marketing enables you to take advantages of the growing importance of social media.

### **Limitation**

- Limited face to face contract
- New entrants tend to be confused on how to choose profitable online marketing

- Higher transparency of pricing and increased price competition
- Security and privacy issues
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### **Current Scenario in Online Marketing**

India is the world's 3<sup>rd</sup> largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy. Looking up to the current scenario in India, people here are not only aware of Internet but are employing it for various purposes in life. Thus, there's a booming internet marketing industry in India.

1. India has seen a 20x growth in search queries in the last 5 years.
2. India is the 5<sup>th</sup> largest nation in term of YouTube users.
3. On an average, Indian's spend around 16 hours a week online, which completely overshadowed Television. People start more time on internet rather than watching TV.
4. The Indian Online advertising market is growing fast at the rate of 50% per year and it was reported to cross 1000 crores in 2010.
5. India has nearly 950 mobile subscribers and at least 50 million subscribers have internet enables mobile phones.
6. The number of websites in India is more than 90 million while that of Face book profiles is more than 500 million.
7. Every day over 8 million inbound and 12 billion outbound messages are sent via whatsapp.

Using mobile internet and many more other factors account for a growing digital marketing industry in India. When all other industries in India are struggling with 10 to 12 %, digital marketing industry is booming high with 30% growth rate.

### **Online Marketing Impacts on Internet Banking**

- Digitally enable existing banking services
- Natively enable digital banking and user experience
- Bank aggregated intermediary services for digital experience at scale
- Disintermediated banking services accessed from customer chosen point of interaction.

## **Conclusion**

As generations evolve and technology develops, the advancement in the field of marketing and advertisements has been colossal. No longer are businesses bound by the limitations of traditional marketing techniques. Online marketing is one of the newest and most effective techniques to employ in the modern world, where great majority of people is online ready. 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.

## **REFERENCE**

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