

Online Advertising and Its Effective Methods

V. Sithartha Sankar

Abstract

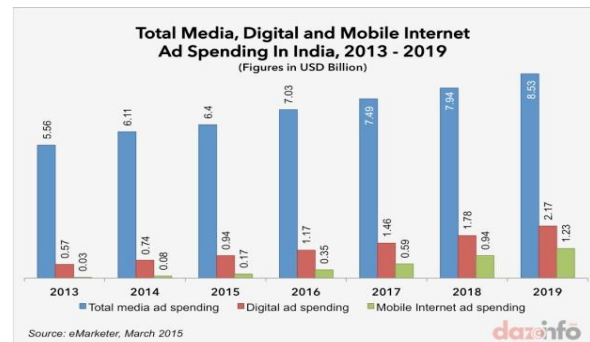
The Paper is focused on how the online advertising is the most efficient tools for the advertisers and to impress the end users. It has more benefits compare to other media like Text media and Print Media. In Internet era have so many online advertising methods to advertise the products through search engines, Social network, mail marketing and video advertising etc.

Keywords– Online advertising, Social marketing, Email Marketing, Benefits.

I. INTRODUCTION

Advertisement has to reach the mass customers in the perfect and best way and also in the most economical way that would survive long run in the market and it should be productive. The advertisement should create an impact, curiosity between the customers and also urge the customer to view the website and get connect with the product without any hassles.

Digital Marketing industry progress in India 1979: First online shopping was demonstrated by Michael Aldrich
1981: The First Business to business started by UK based company Thomson Holidays.
1996: In India, India MART started B2B Business
2007 :Sanjay Bansal Founded Flipkart in the year 2007 and start selling products through online.
Since 2013 Investments through online marketing.



What is online advertising?

The products and services were displayed in a website to create the awareness between the general public and targeted the online users through Mobile phone, website and social media.

World Internet Usage and Population Statistics

Asia is the Largest internet user in the world, India constitute 25% of internet users from Asia's population and the Social media (Face book Consists **251,000,000**) users. Its clearly reveals that online advertising will be the most effective advertising in future and the Social media going to dominate the online advertisement.

WORLD INTERNET USAGE AND POPULATION STATISTICS MAY, 2019 – Updated

| World Regions | Population (2019 Est.) | Population % of World | Internet Users 31 Mar 2019 | Penetration Rate (% Pop.) | Growth 2000-2019 | Internet Users % |
|---------------------------|------------------------|-----------------------|----------------------------|---------------------------|------------------|------------------|
| Africa | 1,320,038,716 | 17.1 % | 492,762,185 | 37.3 % | 10,815 % | 11.2 % |
| Asia | 4,241,972,790 | 55.0 % | 2,197,444,783 | 51.8 % | 1,822 % | 50.1 % |
| Europe | 829,173,007 | 10.7 % | 719,365,521 | 86.8 % | 584 % | 16.4 % |
| Latin America / Caribbean | 658,345,826 | 8.5 % | 444,493,379 | 67.5 % | 2,360 % | 10.1 % |
| Middle East | 258,356,867 | 3.3 % | 173,542,069 | 67.2 % | 5,183 % | 4.0 % |
| North America | 366,496,802 | 4.7 % | 327,568,127 | 89.4 % | 203 % | 7.5 % |
| Oceania / Australia | 41,839,201 | 0.5 % | 28,634,278 | 68.4 % | 276 % | 0.7 % |
| World Total | 7,716,223,209 | 100.0 % | 4,383,810,342 | 56.8 % | 1,114 % | 100.0 % |

Revised Manuscript Received on August 03, 2019.

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| Asia Internet Use, Population Data and Facebook Statistics March 31, 2019 | | | | | | |
|--|------------------------|-----------------------------|------------------------------|----------------------------|--------------|-----------------------|
| Country | Population (2019 Est.) | Internet Users, (Year 2000) | Internet Users 31-March-2019 | Penetration (% Population) | Users % Asia | Face book 31-DEC-2017 |
| India | 1,368,737,513 | 5,000,000 | 560,000,000 | 40.9 % | 25.5 % | 251,000,000 |

Benefits of Internet Advertising

We can get clear visibility, good coverage, save time and operate in different formats to get rapid results at Low cost. Segmenting the customer with utmost care and carefully measures their needs and fulfill their needs and wants in an effective way and loyalty too. Moreover its two way communication we understand the expectations of the Customer.

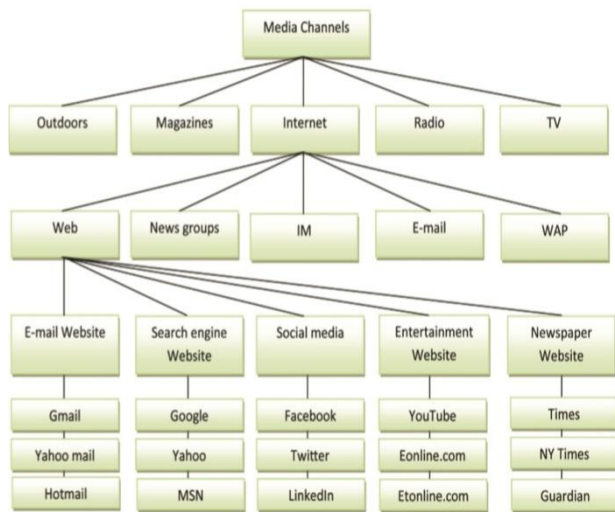
1. Visibility and Coverage
2. Save time and Rapid results
3. Low cost but effectiveness
4. Measuring and Segmenting
5. Two way communication with Loyalty to customer.

Phases in E-Commerce

It was started as tool to sell the products but now its most wanted one, essential in our routine life and unavoidable but one thing is sure the future is **Digital Marketing**.

- 1) The Website Phase (1994-1997):
- 2) The Transaction/E-commerce Phase (1997-2000)
- 3) The E-Business Phase (Since 2000)

Methods of Internet Advertising to get more Customers



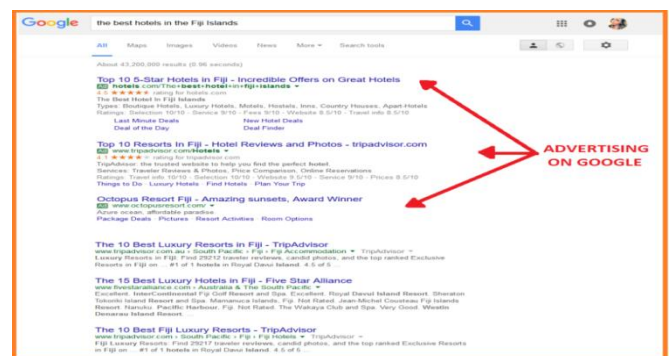
Advertising on search engines

The most familiar and most frequent used online advertising method is searching information method in these Google leads first compare to others. In this method your advertisement positioned and improves your products view more and more by paid way. Market your products and service through goggle website, if someone browse for the particular product Google show your website top on the screen

CPC:click. Sometimes you receive fewer amounts as charge that you receive more bid you create the final price to pay.

CPA: Cost per action or *cost per acquisition* is calculated the value in our business through as per action converted as business few people press on an ad, just out of interest and those persons do not go after up on the scheme.

CPM: The charges willRs.700 for thousand people who view the advertisement. This the method the online marketer count impersonation by page view, one thousand pages viewed counted as one thousand reactions to every advertisement on the webpage.



1. Advertising on social networks

The influence of Social network will help you to get more coverage to your business and identifying the target customers and pitch to them directly through Social Websites. This is not a single window to connect with customers with promotional scheme you can attract more possible results.

Banners

Banners are, possibly, the best known way of online advertising and this would be the first one which displayed in all the websites and webpage's. Its work strategically and placing the banner in various sizes. If a user click on the particular advertisement its link you to website.



2. Pop-ups

The windows that directs you to a another website that is totally unique which were used previously, in recent days its playing a vital role in the advertisement on the Internet. Inserting a pop-up on our own website through this



popup we can invites the users to register, subscribe or receive their contact and email to receive the information which is totally free



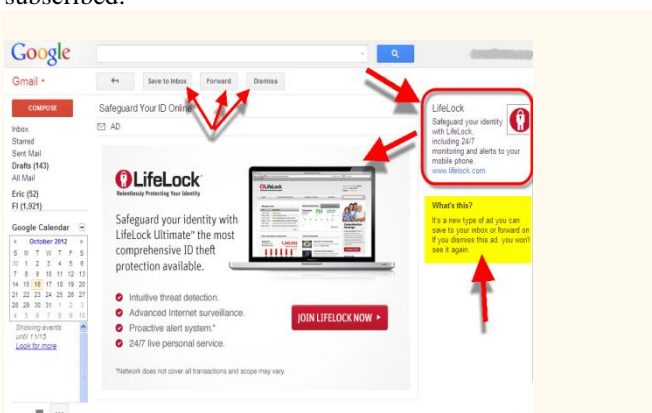
3. Advertising on Smart phones

Nowadays Smartphone getting more powerful tool to advertise our products. Most of the companies adopt the mobile advertising to the fastest growing medium. You can advertise text, video or images anything can possible through mobile advertising.



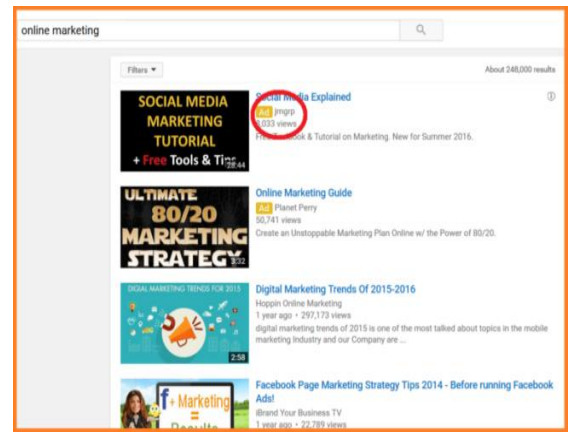
4. E-mail marketing

It has dominated so many years in electronic advertisement. We too in daily basis receive so many advertising mails. Few mails we read properly and most we send it to spam which is not relevant to us. It works based on subscription and few are direct mail which we ever subscribed.



5. Video advertising

Today abundance of video content has been sent by the advertisers and viewed by end users too, and get rejoiced and know the products and their performance through videos and feels the real time experience.



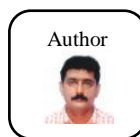
II. CONCLUSION

The mindset of the Indian customer is to get quality products with most affordable price and do shopping with their friends and neighbors, so bring them to shop online is the major problem to the online Companies so they chosen the tool online marketing through this channel proper advertisement reach the customer without any hassles. Even though only very few sections has been touched by the online companies, due to lack of awareness in online transactions. Online advertising is the only tool to create awareness between people and the methods has to change and the advertisement would reach to all the internet users with most effectively. This helps E-commerce business to grow fast in India.

III. REFERENCES

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Dr. V. Sitharthasankar is currently working as a Assistant Professor at Annamalai University Since year 2004, Chidambaram. Completed his graduate in Business administration at Annamalai university, Chidambaram and Ph.D., in Business administration at Annamalai university, Chidambaram. Research area of interest Human Resource management, Stress Management, Published ten articles in National and International Journals and also presented 8 paper in National and International Conferences. Two years of research experience.