



Online Marketing Trends

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Abstract:

Marketing is the important part of all business activities. In our modern culture all things are based on social activity. Social activity is also a part of digital marketing. Without marketing their will be no gain or profit. Marketing is huge a platform used by most businesses for marketing the goods and services. Online marketing includes various components and types such as search engine optimization, search engine marketing, pay per click advertisement, content marketing, social media marketing, email marketing, Affiliate marketing. Internet marketing has its own advantages and disadvantages. But majorly it is very helpful to grow the organization. Advantages are like low cost, Reliable technology and global audience.

Keywords: Online Marketing, Newspaper, Television, social Marketing.

1. INTRODUCTION

In our modern generation the most useful and important medium is online marketing. Online marketing is basically to advertising your efforts that use in web application.

online marketing is widely used in traditional types of advertising such as radio, television, newspapers and magazines. The specialized area of online marketing is web marketing, email marketing and social marketing. "New marketing" is any marketing that relies on earning people's interest instead of buying it. "Old marketing" is any marketing that pushed products or services on customers.

2. LITERATURE SURVEY

2.1 Benefits of Affiliate Marketing :

- Affiliate marketing is the process of earning profit or commission by promoting other company's product.
- It is purely based on profit sharing. If you have a good product, you can sell and offer promoters a financial incentive through an affiliate program.
- An automated marketing program where a merchant or a creator recruits web masters to place the publisher or merchant's banner on their own website. Webmaster will receive a commission fee when user clicked on the affiliate link. Usually it is fill out a contact form
- The most important types of affiliate programs include pay per click, pay per sale, pay per click.

2.1.1 Benefits to Consumers:

- **Performance Based:**
The most important advantage is It is purely on performance based. It paid the commission only when the correct action take place. In short you get what you pay for it.
- **Other party validation:**
By connecting or partnering with reputed websites. It will help to promote your product

efficiently and also in future solidify customer confidence in product.

• **Cost Effective:**

Affiliate marketing is cost effective because recruiting affiliate in new market is an easy way to branch out into the market which enhances the productivity. By doing this can get more commission fee or profit.

2.1.1 Benefits to Marketers:

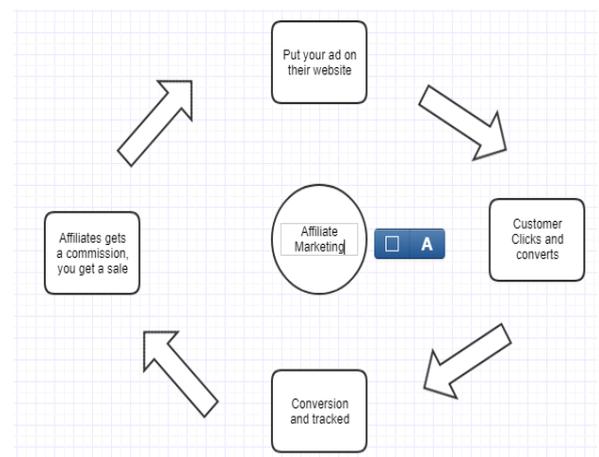
• **Pay-Per-Sale:**

Advertiser pays the affiliate it basically based on the conversion of sales. If the customer follows the affiliate link to the advertiser's or publisher's site, the affiliate is paid according to the affiliate agreement.

• **Pay-Per-lead:**

Advertiser pays the affiliate and it basically based on conversion of leads. Such as to download software, files and completion of register form for a newsletters. In this if customer follows the link or click on the button automatically affiliate is paid according to the affiliate agreement.

• **How Affiliate Marketing Works:**



3. METHODOLOGY

3.1 Questionnaire:

- a) **Have you been given proper services when you shop online?**

Yes, 60% of the peoples agree with this.

- b) **Do you think that marketing tactics will help you in all possible ways?**

No, it helps in some possible ways.

- c) **Do you think that the online marketing is making so much effort to develop your skill in all aspects?**

Yes, 45% people agree with this.

- d) **Do you think that marketing will continue to move mobile?**

As advertisement spending continues to target Millennial and Centennial consumers, the focus will be on mobile and video – where these generations are plugged in constantly. Consumers, especially younger consumers, have developed the ability to effectively ignore marketing that does not directly apply to them. First we have to understand how consumers or customers are using the mobile. How useful it is in real life. It all depends on customer satisfaction towards product. If product is satisfied the its market value will increased.

- e) **Do you feel that online marketing done by the customers is secure?**

Yes, but It is not always secure.

- f) **Do you think that online marketing can be profitable?**

Yes, Online marketing is very much profitable because it gives a huge amount of benefits in all aspects.

- g) **Are you satisfied with the services provided by online marketing?**

Usually service is satisfied or not is based on the service provided by which website.

4. CONCLUSION

In this digital marketplace, the advertisement and the content management is very useful tool to raise your company's market value. Affiliate marketing is core about its relationship between Advertiser, Consumer and Publisher. Nowadays to promoting consumer products like tools, books and toys the biggest affiliate network is "amazon".

5. REFERENCES

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