



Introduction of Online Marketing in India

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Abstract:

Online marketing is playing a very vital role in India. Many Indian companies are using digital marketing for competitive advantage. It is very cheaper and new concept of recent technology. Digital marketing is important because it connects a business with its customers when they are Digital and is effective in all industries. Every business needs digital marketing. Digital marketing is considerable less expensive than other marketing method specific price vary based on what you're doing but spend ends to be lower than other forms of marketing.

Keyword: Online marketing, E-marketing.

Introduction:

Online marketing is the term used for the targeted, Measurable and interactive marketing of product or services using digital technologies to reach the viewers, turn them into customer and retain them. Online marketing is all about using data to realize marketing objectives. Marketing strategies targeted at particular groups of customer Digital. Digital marketers leverage digital channels such as search engines, social media, emails and Websites to help their clients connect with existing and potential customers.

Digital Marketing:

Online marketing is the component of marketing that uses the internet and Digital based digital technologies such as desktop, computers, mobile phones and other digital media and platforms to promote product and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people

increasingly use digital devices instead of visiting physical shops, digital marketing companies have become prevalent, employing combination of search engine optimization, search engine marketing, content marketing influencer marketing content automation, e-commerce marketing, social media marketing, e-books. Digital marketing extends to non-internet channels that provide digital media such as television, mobile phones, and callback hold mobile ringtones.

Needs of Online Marketing:

1. Online marketing brings a brand story to more people.
2. Online marketing can educate customers.
3. Online marketing provides business with additional sales channels.
4. Online marketing can help brands develop trust with their audience.
5. Online marketing allows business to monitor their brand.
6. Online marketing builds brand.

7. Online marketing reaches mobile users.
8. Online marketing delivers analytic.
9. Online marketing helps business a step ahead of their competitors.
10. Online marketing levels the Digital.

Career opportunities in Online Marketing:

Online marketing is so important in today's time. Following opportunities available in online marketing sector.

1. E-mail marketer
2. Search engine optimizer
3. Social media marketer
4. Content marketer
5. Online marketing manager
6. SEM
7. Content creator for AR-VR
8. SEO specialist for voice assistant.
9. Video production for newer special media platforms
10. Automation Expert
11. Paid media specialist
12. Data Analyst
13. Web developer.

The future scope of online marketing:

The scope of online marketing provides some of the most powerful techniques of marketing where traditional modes of marketing fail. In today's world of Internet, Digital marketing is the only and most guaranteed way of marketing which is popularly being the most preferred space for marketing communication and related interactions.

The future of marketing is way beyond the traditional marketing and now, marketing is majorly based on the

digital sphere. The scope of digital marketing provides some of the most powerful techniques of marketing where traditional modes of marketing fail

Conclusion:

New technologies in online marketing have moved a great deal. The Market approach has also involved with the rise of new technology. The scope for digital marketing has increased in last few years in India. People have different view about it. Online marketing scope in future of marketing will not only thrive in the most result oriented fashion but also let business survive ,following latest updates, including new techniques of Google and combining trends in Online marketing will let your inbound marketing acquire great benefit for you in 2018.

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