PROJECT REPORT
ON
ONLINE MARKETING

Submitted on partial fulfillment for the three years degree course
Bachelor of Vocational (Information Technology)
of
GAUHATI UNIVERSITY

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Introduction:

Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually the goal was to get a company- and/or product name, a statement etc. communicated to as many people as possible for the smallest price possible. When the Internet arose, a number of search options became available. Companies had the option to advertise themselves on a larger scale. Due to advertising perception at the time, many businesses were assumed to have great value, and thus traded on the stock exchange at extraordinary high rates. This collapsed in 2001 at what is commonly known as the dot-com bubble. After the dotcom collapse, the Internet was almost disregarded because of many failing website-based businesses that had expectations to the market and assumptions about consumers. However, both consumers and companies continued exploring online options. Soon more substantial business models emerged; search

advertising1 and e-commerce were the new possibilities. Enhancements in targeting advertising, and understanding how websites maintain visitors, became relevant. Researching consumer's behavior and buying patterns online began to interest scholars.