

# **PROJECT REPORT ON ONLINE MARKETING**

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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

advertising<sup>1</sup> 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.



## **Objective:**

### **1. Increase revenue -**

The primary goal of any marketing strategy is ultimately to increase revenue, and Internet marketing is no exception. Thankfully, the Internet provides plenty of opportunities for every business to improve their bottom line.

By combining search engine optimization, or SEO, with pay-per-click ads, or PPC, your company can improve the chances that potential customers find you online. And with strategies like content marketing and social media marketing, you can position yourself as an expert in your field who also cares about your clients.

### **2. Build a brand -**

Internet marketing objectives often include building a brand. This means not only establishing your logo and company name in the minds of consumers, but also what your company stands for.

Well-known brands are typically trusted more by customers, especially when paired with

positive associations. The Internet is a great tool for building that trust, because it has a wide reach and allows you to directly connect with individuals.

Social media is particularly useful when building a brand, because it allows companies to create and post with a more personal feel. Organizations have discovered that this kind of brand-building can be fostered by the use of social media channels such as Face book, Twitter, Instagram and pinterest. In addition to organic posts on these sites, companies can build brand recognition by paying for advertisements and placements. This takes patience on the part of the organizational leaders, because trust and loyalty are developed over many months, and sometimes years. The key is to stay focused on the results.

### 3.Improve local SEO -

Many small businesses, as well as companies focused on increasing sales in a specific geographic region, focus much of their marketing efforts on improving their

local SEO. This means optimizing various elements on their sites in order to attract local customers who are looking for the services they provide.

Although the number of searches that include both your industry and your town or city is undoubtedly lower than those that just specify a product or business type, those searches tend to generate much more qualified traffic. If a user is already looking for businesses where you are, chances are high that they'll be willing to come to your physical location.

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