

A MINI PROJECT REPORT ON
**“INTERNET MARKETING STRATEGIES - APPROACHES
AND CHALLENGES: AN OVERVIEW”**

Mini Project Submitted in Fulfillment of The Requirements for
The Award of The Degree of

MASTER OF BUSINESS ADMINISTRATION

FROM

BENGALURU CITY UNIVERSITY



Submitted by

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Under the Guidance of
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AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
Affiliated to Bengaluru City University
(2021-2022)



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This is to certify that this Project entitled “**Internet Marketing Strategies - Approaches and Challenges: An Overview**” Submitted by **Salfiya Tasneem** bearing Reg. No. **MB206243** is an original work of the student and is being submitted in partial fulfillment of the requirement for the award of the degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Prof. Rizwana Khanum**. This report has not submitted earlier either to this university/ institution for the fulfillment of the requirement of a course of study.

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STUDENT DECLARATION

I hereby declare that the Project Report entitled “**Internet Marketing Strategies - Approaches and Challenges: An Overview**” has been prepared by me under the supervision and guidance of **Prof. Rizwana Khanum**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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SALFIYA TASNEEM

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CHAPTER – 1

INTRODUCTION

Introduction on Internet Marketing

It's impossible to deny that the Internet has changed the way we live. Getting data, interacting with people all over the world, and sharing articles, movies, photographs, and other forms of media has never been easier. The Internet has made the globe a more connected place, and as Internet usage has grown, traditional media distribution, such as television, radio, newspapers, and magazines, has declined. E marketing is marketing in a connected world and taking advantage of that connectivity to market. Internet marketing comprises a wide range of techniques, but its success is based on a user-centric and unified approach to these initiatives. While the Internet and the World Wide Web have aided in the formation of what we refer to as new media, the theories that lead to it are still being debated.

- Internet marketing refers to the promotion of products or services over the Internet, and it includes both creative and technical aspects of the Internet, such as design, development, advertising, and sales..
- Companies that offer goods and services directly to customers, as well as those that operate on a business-to-business basis, use online marketing.
- The internet (along with cellphones!) has completely transformed our way of life. From viewing movies to reading the news, from booking tickets to buying groceries, from sending emails to having video conversations, everything can be done by flicking a few fingers on your phone screen. Some could argue that what started as a convenience has now turned into an addiction.
- The internet is now used by 54 percent of the world's 7.6 billion people. And this figure will only rise, as will the percentage of daily hours spent online by the average user.
- Understandably, this shift has had a big impact on how marketers and businesses communicate with and connect with their target audiences. No matter how big or small your company is, effective online marketing has become critical for driving growth and attaining success.

INTERNET MARKETING STRATEGIES - APPROACHES AND CHALLENGES: AN OVERVIEW

- This introduction to online marketing guide should help you grasp what internet marketing is and what it entails, whether you're a business owner, a potential professional marketer, or simply a fan.

"Any endeavour to spread the word about your organisation that uses the Internet to contact people is referred to as online marketing."

This basically means that using an Internet medium/digital channel to engage with people and educate them about your company is considered online marketing. Search engines, social media, email marketing, and mobile apps are examples of these channels.

Keep in mind that internet marketing is a subset of digital marketing rather than the same thing. Offline marketing, such as radio, television, and phone marketing, falls under the digital marketing umbrella. Offline marketing does not always use Internet-based channels, but it does use other digital media.

Internet marketing refers to any type of Web-based marketing that is primarily used to increase online sales of products and services by raising awareness among Internet users. This technique of marketing is also applied, albeit through an online platform, This marketing strategy is also utilised to increase offline sales.

Internet Marketing and Porter's Five Forces Model

Porter's Five Forces is a methodology established by Harvard University Professor Michael E. Porter for conducting a competitive analysis on any market. It is a resource-focused methodology since it addresses industry expenses and how companies deal with them. Porter's method is frequently used to identify the level of competition in a certain industry. When there is a high level of competitive intensity, a red ocean emerges (i.e., when a marketplace is swamped with a diverse range of items and services). The sea seems crimson since there are so many sharks hunting for a limited number of clients. The much more crimson the water, the less likely it is that your business will succeed.

Competitive Intensity is Porter's No. 1 Force.

Competitive intensity is the first of Porter's Five Forces. Competitive intensity is the sum of all the elements that come together to form a red ocean business. These variables can affect profitability as competitors strive for position. To establish how competitive your industry is, start by measuring the competitive intensity of your industry using the eight factors given below.

Porter's competitive intensity variables-

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According to Porter, there are eight criteria that go into determining a marketplace's relative competitiveness.

1. Is there a large number of competitors? If a lot of individuals are starting the same type of business, the competition in your area may be too fierce for your company to survive.
2. Is there real progress in the industry? Even if the market is slowing down, if you're in a fast-growing industry like many online enterprises these days, this could be beneficial.
3. Do you have a lot of fixed costs? Fixed costs, such as storage costs, give an incentive for industry competitors to fight to stay in the game.
4. Does there appear to be a lack of differentiation? When every digital agency invests in marketing and branding, it might be difficult to distinguish between different online enterprises. A marketing agency that promises businesses more leads is a good example. Consider what sets your company apart from the hundreds of others in your state that offer the same service.
5. Is capacity increased in considerable steps? Consider a situation in which a stadium is attempting to predict its ideal capacity. It will need to build a multi-million dollar addition to its existing infrastructure to add more seats. It's not like you can go to a chair factory and order 100 new seats. Consider the case of a hotel that has to increase capacity for the holidays. The hotel business must add a significant amount of capacity at once. These high marginal costs may dissuade other companies from entering the market.
6. Do corporations employ a variety of competing strategies in a specific market? When you're up against organisations that employ a variety of competitive strategies, coming up with a unique strategy that helps you stand out might be difficult.
7. Do you work in a high-risk field? Consider a sector like solar energy or cancer research. Businesses in these areas have a lot riding on their success for the sake of humanity as a whole. It's critical that you strive to be the greatest so that you can be rewarded as soon as possible. As a result, high-stakes industries are fiercely competitive.
8. Is there a high barrier to exit? Is it difficult for enterprises to leave industry once they have established themselves? Firms that are difficult to liquidate are more likely to stay around longer, regardless of how well they're doing.

Ease of Entry is Porter's second force.

The ease with which a company can enter your industry is the second of Porter's Five Forces. You must consider whether it is affordable for the typical person. There may also be hurdles to participation in the industry, such as licencing requirements and costly licences, which keep the less committed out. A large capital barrier to entry into a specialty could exist. Some businesses necessitate the purchase of specific capital equipment before you can compete in that field.

INTERNET MARKETING STRATEGIES - APPROACHES AND CHALLENGES: AN OVERVIEW

The web hosting industry is an example of an internet business with low barriers to entry. Anyone may become a host and begin receiving money with relative ease. This results in a "red sea" situation, with a vast number of competitors.

Buyers' Bargaining Power is Porter's third force

The negotiating power of buyers, or in this case, consumers, is the third of the Five Forces. You might be in a buyer's market or a seller's market, just like in real estate. A buyer can bargain the price down till they obtain a great deal if there is a lot of supply and little demand. On the other side, there may be so much demand that the seller has more negotiating leverage to acquire a price that is more profitable. Obviously, you should avoid industries where buyers have complete pricing power. Because of the market imbalance in these industries, businesses must work harder to serve their clients.

The online ad serving industry is an example of buyer negotiating power in online commerce. Advertisers are paying lower rates for display advertising, indicating that purchasers are becoming more discerning. In this market, there is a lot of leverage.

Threat of Substitutes is Porter's fourth force.

The threat of substitutes is the fourth of the Five Forces. This concept determines how easy it is for a consumer to obtain what they require from a different industry. Assume you own a concrete company. People who need their driveways repaved will have to come to you. They could now use an inferior substance such as asphalt or a more expensive commodity such as real stone as a substitute, but those are not precise substitutes. Let's take a look at meals on the other end of the range. You can eat anywhere to satisfy your hunger if you're hungry. Food is susceptible to substitution, and everyone entering the restaurant business understands that they will have to work hard to keep customers coming back.

The issue of substitutes is something that digital enterprises must be particularly concerned about. You have the option to You can have a wonderful idea for a digital service or software, but what will keep people using it? You'll need to create a list of features that your competitors' services are missing. If you're one of the first to market in your digital niche, you'll always have inertia and brand loyalty on your side, but you'll need more to make your digital service "sticky" to consumers, who will have plenty of options.

Supplier Bargaining Power is Porter's #5 Force.

Vendor negotiating power is the fifth and final force in the Five Forces model. When your suppliers have a lot of negotiating power, you have to compete harder for resources. Your prices will be higher if the supply of products that your company need can be raised without you having to look elsewhere. Labor will be the most expensive supply for most enterprises. supply. If you need to hire talented computer experts who are in limited supply, you'll have to raise wages to

attract the right people. Computer programmers and developers are in particularly high demand in the internet commercial world. As a result, their incomes rise in line with their scarcity.

Another measure of a supplier's bargaining power is the percentage of their business that you have for them. You'll have a lot of negotiating power if you're one of their most valuable customers. If you are a tiny customer for that supplier, though, you will lose any bargaining leverage you have. For example, when Apple wanted faster PowerPC CPUs for its PowerMac line of computers, they turned to Sony. Sony was able to shake off Apple's efforts to increase the clock speeds of its G5 PowerPC CPUs, as the Playstation dwarfed Apple's. In their supply chain, there is a demand. For both their desktop and laptop computer lines, Apple had no choice but to transition to Intel CPUs.

When it comes to your supplier's impact on competitive intensity, there's one more element to consider. What if the company that provides you with your raw materials or services can also provide a comparable service? That is to say, by hiring a product team, they may be able to enter the business and compete against you. The supplier who was previously driving up the competitive intensity of your supply chain expenses has now dived into your ocean. Because they can keep their inputs for themselves rather than selling them to you wholesale, their bargaining power with you has increased.

Model McKinsey 7's framework

The McKinsey 7S Framework was created by business consultants Robert H. Waterman and Tom Peters (who founded McKinsey & Company). In the 1980s, he also created the MBWA (Management By Walking Around) motif and wrote *In Search of Excellence*. This was a strategic vision for enterprises, business units, and teams as a whole. Structure, strategy, systems, skills, style, staff, and shared values are the seven S's.

The model is most commonly used as a tool for organisational analysis to examine and track changes in an organization's internal condition.

The model is based on the premise that these seven factors must be aligned and mutually reinforcing for an organisation to operate well. As a result, the model can be used to determine what needs to be realigned in order to improve performance, as well as to keep alignment (and performance) during other sorts of change.

The Interdependence of the Seven Elements

- The model's main idea is that an organization's internal parts must be aligned in order for it to succeed achieve success

Hard Elements

- Growth Strategy

INTERNET MARKETING STRATEGIES - APPROACHES AND CHALLENGES: AN OVERVIEW

- Structure – Social networking platforms on the internet. This involves activity division, as well as systems for integration and coordination.
- Systems - These are formal and informal systems for measuring, rewarding, and allocating resources.

Soft Elements

- Shared Values - These values describe the company's underlying beliefs and ambitions, which serve as the foundation for its corporate culture.
- Competencies – A wide range of internet marketing competencies and unique capabilities, such as a wide range of items with varying abilities and quality. It is suggested that previous abilities can frequently operate as a barrier to the development of new technical skills.
- Employees - Those with a higher level of technical and web understanding.
- CEOs, managers, and other professionals with a sense of style.

Types of Internet Marketing

Email

Consider email marketing to be a link between the top of your sales funnel (awareness – SEO, Social Media, and Online Networking) and the sale.

Email may not be as glamorous as its younger, hipper sibling, Social Media, but it is one of the most direct and private modes of communication. As a result, it remains one of the most effective methods of web marketing for generating sales.

The greatest email marketers understand that email exchanges are private, and they treat their email subscribers differently from non-email subscribers.

This could be accomplished by providing unique material, special email subscriber discounts, personalised deals, or other "insider" goods that are not available to the general public.

When your email campaigns are set up properly, you can attach actual monetary amounts to individual clients, making it a popular type of marketing. This enables you to produce hyper-targeted messaging that reflects your knowledge of your target market.

The customer is in the process of making a purchase. Is this person "simply looking" or an evangelist? Making an email

You can deepen loyalty and increase sales by creating marketing strategies for each step of the customer lifecycle.

Increasing revenue directly.

The continual growth of spam filters in email is a huge disadvantage for email marketers programmes. Companies must also ensure that their programme does not break any spam rules, such as the CAN-SPAM Act.

Blogging

Many of the topics we've discussed seem to be wrapped in blogging, so it may seem surprising to find blogging on this list.

A blog, on the other hand, is merely a channel. It can house videos, podcasts, text pieces, news subjects, sell affiliate advertising, provide education, or provide insight – but at the end of the day, you're talking about material that fills the channel, not "blogging."

This list includes blogging because managing that channel is a talent in and of itself.

Scheduling material, adequately classifying and categorising information, managing internal link architecture, and optimising navigation elements are just a few of the tasks that a true "blogger" handles.

Pay-per-click advertising

Pay per click is one of, if not the fastest, ways to attract targeted traffic to your web assets when done correctly. When done carelessly, though, it can cost a business thousands of dollars with little to no return.

It's one of my favourite lead generation tactics because you can calculate a very precise and predictable ROI once your campaign is optimised. Whatever you do, don't go into PPC thinking you'll just target a few keywords, produce some text, and then sit back and watch the money roll in. In fact, it's quite the opposite.

The entire purpose of pay-per-click advertising is to convert passive viewers into interested prospects, and interested prospects into purchasers.

To accomplish this, you must first convince consumers to click on an advertisement and then direct them to the ideal landing page with copy that corresponds to the ad.

The concept is simple that you want to stick to the same phrase throughout the encounter so that your new visitor feels at ease.

Pay per click advertising are no longer limited to the search engine sidebar; they can now be seen on specialist websites or as "sponsored stories" on social media platforms. They can be used as product listings or as a video commercial. They are targeted based on a search word, a profile interest, or the website where the pay per click ad appears.

The Internet and Social Media

While there is no one-size-fits-all definition of social media marketing, many businesses have embraced the usage of social media platforms to promote their businesses.

This would entail not only the typical suspects – Facebook, Twitter, Google+, Youtube, Pinterest, and (perhaps) LinkedIn – but also specialty networks, forums, active blog communities, and any other location where active two-way dialogue is taking place.

I'd look for a core consumer type on these networks and pay great attention to the language they use, the questions they ask, and the information they share.

During this process, I would try to identify the community's tastemakers and figure out how to best appeal to them.

Using this method, I would then generate or report to a content developer the types of content that would stand out to each smaller network, and then only disseminate to the communities that would find it most relevant.

Many "social media marketers" do the exact opposite of this.

The most widely used technique is "create THEN disseminate," in which this approach is used. is more "intense listening, creating, and selectively disseminating"

The technique of sharing everything with everyone is maybe the most misunderstood by social media marketers.

You can establish marketing communications with many layers and a much larger audience over time by employing a more strategic and determined method.

Marketing on the internet

To engage with stakeholders, digital marketing uses electronic devices (computers) such as personal computers, smartphones, cellphones, tablets, TV, and gaming consoles.

Digital Brand Engagement is a part of digital marketing. Websites, e-mail, apps (traditional and mobile), and social networks are all examples of digital marketing tools or platforms. Digital marketing can take place via non-internet means such as television, radio, SMS, and so on, or via internet channels such as social media, e-mail ads, banner ads, and so on. Digital marketing includes social media marketing as a component. Many businesses use a mix of traditional and digital marketing channels; however, digital marketing is gaining popularity among marketers because it allows them to more precisely target and track many aspects of their business, including their Return on Investment (ROI), than other traditional marketing channels.

Digital marketing, according to the Digital Marketing Institute, is the use of digital platforms to promote or market products. Consumers and businesses can benefit from our products and services.

What is the significance of Internet marketing?

There is a whole marketing platform dedicated to consumers I'm eager to learn more about your company. You can reach the most relevant and qualified customers by using data analysis and optimization solutions. Finding new consumers is just a click away at a lesser cost, thanks to computer programmes and tools that handle the majority of the job for you. As a consequence, you'll spend less money as a company and get a better return on your marketing effort (ROMI).

Internet marketing isn't a one-size-fits-all technique to increasing product interest and visibility. The field encompasses various disciplines due to the enormous number of venues created by the Internet. To reach an ever-evolving, ever-growing audience, it entails everything from email to Search Engine Optimization (SEO), to website design, and much more.

A thorough Internet marketing effort isn't required. Not every campaign need an email newsletter, a viral video, or a social media component, but striking the correct balance between these elements is crucial Marketing experts who have more options are more likely to succeed.

A robust Internet marketing campaign for the debut of a new album, for example, might include a website dedicated to the record, daily updates from the artist on social networking pages, and a music video posted on major video sites such as YouTube.

The Internet is all-pervasive and all-pervasive. It has spread to almost every facet of society, supplementing or completely replacing traditional modes of communication. This means that any organisation, from a small non-profit to a huge corporation, and even an individual, has an incentive to establish a strong online presence.

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The use of the Internet and digital media capabilities to help promote your products or services is referred to as online marketing. Regardless of the size or nature of your company, digital technologies are a significant addition to traditional marketing strategies. Internet marketing (i-marketing), online marketing, and web-marketing are all terms used to describe e-marketing.

E-marketing, like traditional marketing, is about developing a plan that helps firms deliver the right messages and products/services to the right people at the right time. It encompasses all

activities and processes aimed at acquiring, maintaining, and recruiting customers. In comparison to traditional marketing tactics, it now has a broader scope and more alternatives.

Because it not only refers to marketing and promotions done over the Internet, but also encompasses marketing done via e-mail and wireless media, online marketing is considered to have a broad scope. The administration of digital client data is also included in e marketing and various other business management responsibilities, such as electronic customer relationship management (ECRM).

Design, development, advertising, and sales are just a few of the creative and technical parts of online marketing. It entails combining a website with online marketing tactics such as search engine marketing (SEM), social media marketing, interactive online adverts, online directories, e-mail marketing, affiliate marketing, viral marketing, and so on.

Advantages

1. One of most significant advantages is the instant availability of information. Clients/users can easily get information about the products they want to buy by searching the internet, and they can do it at any time of day.
2. It saves money for organisations, which is an essential aspect because online marketing efforts do not require a large investment.
3. The mentioned previously element, in some manner, mitigates the impact of discrepancies between large and small businesses, thereby boosting competition and giving benefits to customers.
4. A company's internet presence can help it expand from such a local market to national and international markets of the world, giving it practically endless growth prospects.
6. Your clients are on the internet.
Because your clients are online, internet marketing is critical. Given that over 4.2 billion people use the Internet, it's a fantastic way for you to connect with leads who are looking for your services. There are billions of individuals online looking for your business.
People use the Internet to search for a wide range of information. They are continuously looking for useful information about businesses, products, and services. You are assisting your firm in reaching those prospective leads by investing in Internet marketing.

7. It establishes a two-way communication channel.
The communication in traditional advertising is one-way. You make a TV commercial or a newspaper advertisement, and that's it. You wait, hoping that your target audience would notice

your ad and come to your establishment. So, what happens if someone in your audience has a query or an issue? What if they express an interest in learning more about your company, product, or service? When you don't have a two-way dialogue, it's difficult to complete the assignment.

Your audience does not perceive you as trying to sell them something when you use two-way communication. Instead, they will regard you as a useful source of knowledge that will aid them in their decision-making. You boost your audience's chances of becoming consumers by developing a relationship with them and allowing them to communicate with you. It also improves the likelihood of their becoming repeat clients. Internet marketing is crucial since it allows you to communicate more effectively with your target audience.

8. It gives your audience a more personalised experience.

As previously stated, your audience wants to feel important to your company. They don't want to be simply another statistic. Each member of the audience has a unique experience thanks to effective Internet marketing.

You may personalise your audience's experience with personalised marketing. You can create a custom experience for them based on their preferences. People will flock to your business for a variety of reasons when they discover it.

9. It enables you to generate high-quality traffic.

Obtaining interested leads is one of the most difficult challenges with traditional advertising. You never know how many valuable leads you'll reach when you use traditional advertising. Your adverts display in front of both interested and uninterested leads, making it tough to generate a large volume of high-quality traffic. Internet marketing is crucial since it allows you to get more quality visitors. You reach out to more people who are interested in your company. The ability to target certain leads assists you in attracting visitors who are interested in your business.

10. It improves your company's visibility.

If you want more people to check out your business, you need to make it more visible. Because you don't have much control over who sees your marketing materials, doing so through offline approaches can be difficult. You can reach out to hundreds of people using web marketing.

Internet is always promoting your company. People can access your website or social media accounts at any time. This means that your company is always visible to your target audience.

11. It enables you to work on multiple projects at the same time.

The flexibility to execute many campaigns at the same time is another important feature of web marketing. The Internet makes it simple to attract a large number of clients and give them with a satisfying experience.

When millions of people visit your website at the same time, you can handle them. Your website can handle several transactions, allowing you to increase the number of conversions for your company. It's a fantastic opportunity to expand your company.

12. It's something your competitors are doing.

You must spend in Internet marketing if you want to stay competitive with your competitors. Your competitors are already putting money into various Internet marketing strategies in order to generate new leads. You're lagging behind your competitors if you don't invest in Internet marketing. To stay ahead of the competition, you'll need to launch a successful web marketing effort. It will assist you in acquiring leads and preventing them from being lost to your competition.

Disadvantages

1. Issues can emerge as a result of slow internet connections. Users would become bored if companies create overly intricate or large websites since checking or downloading them will take too long.

2. The user has been unable to "touch" the goods prior to making an e-commerce purchase. As a consequence, some salespeople are starting to guarantee the product's returnability. Electronic commerce is especially mainstream, where a legislation regulating e-commerce and guaranteeing customers a total return has been in effect since 2000.

3. Another consideration is payment: many users are still hesitant to use electronic payment options and, as a result, refrain from making online transactions.

4. One of the most serious drawbacks could be clients' lack of confidence as a result of constant virtual marketing that appears to be a hoax. This is a contributing factor to the deterioration of the situation. Companies have a positive image as well as a good track record.

5. Another disadvantage is that the cash-on-delivery method does not ensure that the merchandise will be paid in full. This is also true for the hundreds of people who make a habit of insulting large firms by placing an order on the web under fictitious names.

6. Online Promotion

Online marketing, contrary to popular belief, is not free. There are numerous factors that contribute to the expense of online marketing, and they are not inexpensive. Hardware, software, website design, online content, and product distribution costs, as well as site and server maintenance, web hosting, and the most expensive thing of all, time, must all be factored into Internet Marketing budgets and strategies.

7. Traditional Advertising

Whereas traditional marketing aids in increasing awareness and selling, the internet is viewed as a platform for most clients to obtain information. There are still numerous businesses and locations where internet marketing fails to generate confidence and product or service sales. There are still many fields where people can work When it comes to purchasing, people want live interaction.

8. Internet access

Even still, half of the world's population lacks internet access, and there are numerous locations where people are not even literate enough to use it. In the current situation, this is a significant constraint of internet marketing.

9. Internet Crimes

Cybercrimes, as well as scams, are on the rise. The laws of cybersecurity are still insecure, which instils anxiety in people's minds and makes internet marketing vulnerable.

10. Internet Promotion

The issue of "infollution" – the issue of distracting and stale data on the internet – is a major current and future challenge for internet marketing. There are numerous websites that are decades old and have not been updated in a long time. There is trust if a client depends on it and takes a decision. There's a good probability it'll get you into trouble. This isn't an issue with traditional marketing because individuals in the actual world update items on a regular basis. In the virtual world, however, such a filter does not exist.

11. Make sure your website is safe.

"Is your website safe?" is a key concern and a crucial question. It is relatively easy for competitors to attack your website and insert a hack into it in internet marketing; there are numerous examples of competitors attempting and succeeding in hurting the brand image via online hacks or negative attacks.

12. Internet marketing

Good old-fashioned customer service is one of the main reasons why Internet Marketing hasn't had much of an impact on traditional marketing. The bulk of online marketers fall short of providing optimal response programmes and customer service. There are thousands of live websites that have no content. Customer service is still operational.

However, in this virtual world, word spreads quickly, and if a website fails to provide required customer service to even a single customer, there is a good chance that customers will spread negative word about the company, and news, whether true or false, travels faster in the virtual world.

13. Marketing Strategy

One of the key advantages of conventional marketing is that it is difficult to duplicate a conventional marketing strategy. It takes time to accomplish so, but in the meantime, the person who takes the initiative reaps the benefits of risk.

However, when it comes to internet marketing, there are many situations where a good method is copied by your competitors in less than 24 hours. As a result, you are unable to obtain the desired benefit.

Statement of the problem

The research looks at how people use the internet and what they get out of it.

Radtel india private ltd uses the following tools to develop product service promotion.

Needs for the study

Marketing is rapidly changing, with the system of marketing shifting to digital.

The company must comprehend the new era of marketing and implement equivalent adjustments in its operations. The research will assist readers in comprehending the relevance of having an online web presence as well as the significance of internet marketing. The study also aids the reader in comprehending Indian customers' internet purchasing habits.

Radtel India Pvt Ltd provided the study on internet marketing, as well as the tools and approaches that were studied.

CHAPTER – 2

METHODOLOGY

TITLE OF THE STUDY

“INTERNET MARKETING STRATEGIES: APPROACHES AND CHALLENGES- AN OVERVIEW”

OBJECTIVES OF THE STUDY

- To learn about online marketing tools and approaches.
- To investigate Indian clients' internet purchasing habits.
- To figure out what digital marketing methods are being employed.
- To gain a better understanding of the key terms used in digital marketing.
- To investigate the many sorts of ads.

What you aim to accomplish with your e-marketing strategy is defined by your online marketing objectives. They establish the grounds for your company's desire to get online, as well as allowing you to estimate and track the progress of your online marketing efforts. They also encourage people to concentrate on important issues and develop tactics to assist them attain their goals.

METHODOLOGY

Research design

A number of systems and strategies are used in research configuration, flouting down and estimating the aspects stated in the exploration issue. It is cutting-edge research that has been done to find solutions to studies. It lays out a detailed plan for how an inspection will take place, including how information will be gathered, what instruments will be employed, and how the tools will be used to analyse the gathered data.

Descriptive Research Design

Because the study is descriptive in nature, it uses a descriptive research design. The investigation is instructive in character, therefore it has a clear research strategy. A clarifying examination design is used to consider the characteristics of a population under consideration. This strategy covers receding tides as well as stream difficulties or issues, and it permits the specialist to present the situation entirely.

Trial Size:

This research has a sample size of 25 computerised internet marketing specialists

Sources of data

a) Primary Data: This is raw data that has been collected legally. Near-home meetings, surveys, reviews, and other open methods for gathering essential data are unique. Because my project is a clear study, no crucial data was acquired in this manner. Interviews and observations are the study's primary data sources.

Interview: An interview was conducted with office workers, during which numerous random questions about digital marketing were asked, and the results were recoded.

Observation: They were observed using digital marketing tools, techniques, and strategies to promote their firm.

b) Secondary Data: Auxiliary data is acquired in a variety of proposal brochures and annals from efficiently current springs. Secondary material for the investigation was gathered from journals, websites, and various historical investigations. The investigation used subjective research to achieve its objectives. Aside from friends' information, auxiliary sources included publications, websites, records, and office officials. I obtained information from auxiliary sources during the examination.

LIMITATIONS OF THE STUDY

- Time constraints is one of the limitations of the study
- The respondents are chosen only from Bangalore
- The data is assumed to be true and unbiased.

CHAPTER – 3

SWOC ANALYSIS

STRENGTHS

WEAKNESS

OPPORTUNITIES

CHALLENGES

A SWOC study is intended to allow for a realistic, fact-based, data-driven assessment of an organization's, initiative's, or industry's strengths and weaknesses. The organisation must maintain the accuracy of the study by avoiding preconceived notions or grey zones and instead focused on real-world scenarios. It should be used as a recommendation rather than a prescription by businesses.

1. Identify strengths

The internet allows you to reach a large number of potential customers. Around the world, it is estimated that a couple of billion people use the Internet, and more people are becoming aware of the Internet with each passing day. As a result, the only way to sell a business to such a wide number of individuals is to use the Internet.

The Internet is the only medium that can traverse national and geographic boundaries.

Promoting a business on the Internet is less expensive than traditional forms of marketing. Small and mid-sized enterprises can easily advertise their items as a result of this.

The ability to stay in touch with clients in real time is enabled by the Internet. If a discount is being offered, it is simpler to send an email to clients informing them of the offer and allowing them to purchase the product immediately. The internet also allows you to send many messages at once, which eliminates the time-consuming operation of sending a newsletter to a large number of people. each and every client

Web marketing allows you to save a significant amount of time and work. Instead of having a customer service agent answer client questions, all of the information about the product or service can be published on the Internet and accessed by customers. The most common method is to create a section dedicated to commonly asked questions (FAQs) about the product so that buyers may learn everything they need to know about the product or service.

The rapid availability of information is one of the most significant advantages. Clients/users can readily obtain information about the things they intend to purchase by exploring the internet, and they can check the information at any time of day.

- What makes your company stand out from the competition?
- What advantages can your company take use of?
- What high-quality or cost-effective resources do you have access to that others don't?
- What circumstances lead to certain sales?
- What do your competitors think of your company's advantages?
- What makes you stand out from the crowd?

2. Identify Weaknesses

Despite the fact that web marketing allows for a greater reach, the costs of setting up a website might be costly. This includes the cost of the necessary software and hardware, as well as ongoing maintenance.

Many buyers still use the internet to gather additional information about a product before purchasing it in person. Internet marketing, for example, allows a buyer to see how a phone appears and its technical characteristics, but people prefer to look at the phone in person to receive a hands-on experience.

There are many clients who are unable to utilise the Internet, and focusing entirely on Internet marketing may result in the loss of these customers.

- What internal processes do you think should be improved?
- What do your customers think should be improved?
- What factors play a role in sales decline?
- What do your competitors think of your company's flaws?
- What activities should you avoid?

3. Seek out opportunities

Customers can provide immediate feedback through web marketing. Customers can talk about their experiences with the product once they've used it. The rapid availability of information is one of the most significant advantages. Clients/users can readily obtain information about the things they intend to purchase by exploring the internet, and they can check the information at any time of day. It allows businesses to save money, which is an important consideration for them because online marketing efforts do not require a significant investment.

Everything can be assessed on the internet, making it easier for businesses to know almost instantaneously whether their campaign is successful or not, which firms or users are interested in their products, from which cities or countries they are, and so on.

Are there any noteworthy patterns from which you can profit?

Are there any promising prospects in the horizon?

Opportunities might emerge in a variety of forms, such as a government policy that benefits your business. Lifestyle, demographic, and economic and social patterns are all changing.

4. Challenges

1. Avoiding becoming lost in the avalanche of information

The digital world is booming, and practically every company has moved its products/services online in order to reach a wider audience. According to an Experian survey, most marketers are now faced with the difficulty of making their brand stand out among the sea of information

available online. As a result, executing a brand awareness campaign or attracting new customers becomes tough.

What options do you have?

While it is true that some of your products/services are comparable to those offered by other businesses, there is one little characteristic that is unique to you. Find strategies to communicate your product's or service's unique selling proposition. Conduct surveys of your current customers and target audience to learn more about what they're looking for and which needs your company can meet.

2. Attracting the right traffic to the internet site

Continuing on from the previous point, today's marketers face a constant difficulty in extending brand awareness to the correct target market. This makes it more difficult for them to get the right kind of traffic to their business websites. As a result, determining which channel to use and attracting the appropriate audience to your website in order to convert them into consumers has become a constant issue for marketers.

What options do you have?

Make a list of everything you've done online. Determine the methods you'll use to reach out to your target audience. Consider the material you're creating, the platforms you're using to distribute it, your social media presence, and the sponsored and unpaid campaigns you're conducting. Use robust analytics to figure out which ones work best for you and to maximise your efforts at the same time. However, it's critical to track your statistics at regular intervals to ensure that each of your initiatives has enough time to mature to put into practise

3. Effectively targeting the proper audience

The first and most important step for a successful marketer is to define their target demographic in the market. Targeting the correct audience has become one of the most difficult issues for marketers, as the number of internet users grows by the day and their needs change virtually every second. Create your value proposition by thinking about what your company has to offer and what kinds of problems it could solve if it were used. This will assist you in determining who or what demographics would be most receptive to it if it were targeted.

What options do you have?

Examine the broad demographics of the market you intend to target. Identify their requirements and construct customer profiles based on their online behaviour and potential future requirements. Companies like Wigzo can help you with machine learning and predictive analytics in this situation tools to aid in the building of better personas

4. Using social media to generate leads

Most organisations and marketers don't know how to stay consistent across numerous social media platforms. The majority of them believe it's all about the paid advertisements they're

expected to conduct to increase brand awareness and generate leads. With the ever-increasing market competition, both of these are a constant struggle.

Despite the fact that businesses set aside significant marketing resources, most marketers are unable to convert their involvement into income. However, you must not only increase your social following; you must also increase conversions that contribute to your ultimate business aim.

What options do you have?

Integrating your marketing and sales operations is the most successful approach to use social media. Sharing behavioral data and levels of involvement with prospects on social media can assist the sales team in creating a unique, tailored customer journey for them — on which they're more likely to convert.

5. Improving marketing budgets and return on investment

Marketers are increasingly required to optimise marketing budgets and ROI to best suit the business's goals, thanks to the rise of digital channels and advanced analytics technologies. To accomplish the final goal – the number of leads created or the income raised – he is expected to measure each effort and its value.

What options do you have?

Use machine learning and sophisticated analytics on a regular basis. Every lead created from a marketing campaign can be valued by a competent marketer. Understand the impact of each digital campaign on lead generation, and test alternative variants and techniques to reaching out to your target demographic to improve the performance of your efforts. While evaluating the digital inbound results, keep in mind your company's outbound activities and what you can learn from them what kind of outcomes it's producing

6. Staying on top of the latest trends

Over the last few years, the internet market and marketing strategies have evolved dramatically. It continues to evolve now to meet the needs of today's addressable markets. As a result, marketers must keep up with all of these changes. Marketers must stay on top of things to guarantee their firm does not miss out on possible conversions, whether it's the advent of a new social media platform or a technology that would make a marketing campaign more robust.

What options do you have?

Engage with your target audience on the platforms where they spend the most time. Using social listening tools such as Hoot suite is the most effective way to do so. They assist you in determining what people are saying about you and your product/service, as well as what they expect, letting you to participate in the conversation their exchange of ideas

7. Keeping an Eye on Increasing Security Risks

We've seen instances where online security has been jeopardised. It is kept fresh by the news and the media. Hackers have more incentive to research ways around security when more

information is exposed online. Shopping, bill payment, application submission, order copies, certifications, and other important documents, among other things, are all maintained online for quick access, making these areas a gold mine for hackers and criminals. Because most of the work is done online, going into digital marketing comes with the risk of security being hacked. It's a difficulty to maintain security.

What options do you have?

You might already have a decent firewall, HTTPS encryption, and an antivirus package installed. That, however, is insufficient. You'll require more. Sit down and collaborate with a reputable security team to identify your website's and apps' weak points and devise countermeasures lowering the risk

8. Keywords aren't as important as they formerly were.

In the not-too-distant past, keywords were the bread and butter of SEO. Your site could shoot to the top of the search results if you merely found the proper keywords and used them correctly, giving you greater visibility and traffic. Now, Google's algorithms have evolved, making keywords less important. They will still be used, but they will not be the main focus. Instead of seeking and locating one, it has evolved into a thematic strategy, in which Google first assesses the full scope of your website.

What options do you have?

To begin, instead of creating content for each keyword you wish to target, you should employ search phrases instead of keywords and construct content around topics. Make your website a resource for the phase or subject you're attempting to address, and see the results. In addition, you can Conduct a technical audit of your website to see how well it performs in search engines.

CHAPTER – 4

ANALYSIS

Analysis of the study

1. Global Presence: Digital marketing not only promotes a company's local presence, but also its global presence.

Customers can use the company's website to identify new markets and trade. The clearest example is Amazon Market Place, which allows us to sell our things online and is accessible to everybody in the globe.

2. Cost-effective: When compared to traditional marketing, DM is cost-effective because it reaches a larger number of people at a lower cost. For example, a social media advertisement with a targeted client reach is less expensive than a print campaign. DM is more effective than traditional marketing. Without paying a single penny, small businesses or shops can engage in digital marketing.

3. Measurable and trackable outcome: In digital marketing, we can track and measure the outcome of our advertisement or website, such as the number of people that visited it. Some digital marketing tools, such as Google Analytics, can tell us what people have viewed, what actions they undertake on the website, how they behave on the website, how long they stayed online, and what demographical features a particular audience has.

4. It is possible to keep track of data and outcomes: We can utilise Google Analytics to verify the reach of advertisements we've run and save the data for future decisions. It will aid in the tracking of clients, their activity, and future expectations. Remarketing is a term used to describe the process of segmenting and targeting a certain group of people.

5. Personalization: The most significant aspect of personalization is tying the customer data base to the website so that whenever customers visit the site, we may greet them with personalized propositions and remarket the product. This makes customers feel special about a specific brand.

Outcome of the study

Internet marketing Strategies help us bring the world closer understanding various things and criterias about the study.

There are various outcomes of the study from which few of them are listed below:

- India currently has 214 million online users, 60 percent of whom are males and the rest are females.
- There are 112 million mobile handlers in the world, with 70% of them being men and 30% being women.
- The whole internet population of 176 million people uses communal media.
- Because the client will investigate the creation after seeing an ad or becoming thrilled, brands desire to shape a cool attendance over digital podiums.
- More touch views are being received by companies in order to reach target groups in cost-effective manner.

CHAPTER – 5

LEARNING EXPERIENCE AND CONCLUSION

Learning Experience

From the above study I got to enhance my understanding about the various Internet Marketing Strategies in Bangalore. I got a chance to learn about a formulation and implementation of various strategies in internet marketing, Through the study I got to know the advantages and disadvantages of internet marketing. The following are the aspects, through which the study helped me in gaining knowledge:

- Got an opportunity to learn new concepts.
- Added value to my learning.
- Opportunity to learn insights about the topic
- Learned more about internet marketing strategies

Conclusion

The project's actual end demonstrates that the ultimate destiny of marketing is in the hands of progressives. Internet Marketing is more than just placing advertisements in entrances; it also entails incorporated managements and coordinated efforts stations. Promoters must make effective use of these sectors in order to achieve their goals. Meetings with a specific goal in mind, as well as the production of a product This period promoter is computerized isn't a product's concierge; rather, those who are related in the advanced stages are supervisory personnel. Products are required to manufacture their superiority over time stage, given that buyers have a strong preference for electronic media supplementary media Customers are also information rescuers to a large extent & electronic media is the most important stage for two-way communication between items & services customers. Advanced broadcasting is the most effective way to transform a finished content into a video product. In the meantime, it is smarter and gives better results.

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20-11-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
29-11-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
10-12-2021	Discussions on a study of internet marketing analysis and SWOC analysis.	
22-12-2021	Discussion on outcomes of the study, learning experience and conclusion.	