

# Online Marketing and its Effectiveness in Integrated Marketing Communication

\* Dr. Nandini Sharma

\*\* Dr. Payal Goyal

## Abstract:

*At the heart of any business strategy is a marketing strategy: Business exist to deliver products that satisfy customers.* Integrated marketing communication (IMC) is an approach used by organizations to brand and coordinate their communication efforts. IMC is defined as “a concept that recognizes the added value of a comprehensive plan that evaluate the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact” by The American Association of Advertising Agencies. Internet is main source of Online marketing to deliver promotional messages to consumers related to product and their services. It includes email marketing, search engine marketing, social media marketing, many types of display advertising and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content and an advertiser, who provides the advertisements to be displayed on the publisher's content.

The study is based on consumers who rely on more medium to enhance their knowledge related to brand means along with the traditional method they use the group of various sources for making final decision of purchase. They genuinely rely on online advertising. The study will explain the main reasons of increasing demand of online marketing.

**Key Words:** Integrated marketing communication, email marketing, search engine marketing, social media marketing

**Objectives:** The study focuses on some problems as online marketing advantages over traditional marketing, increasing demand of online marketing and even about the loopholes of online marketing, the objectives are:

- To know the total marketing communication and its importance in changing environment.
- To identify the facts about online marketing and its increasing popularity.
- To analyze the effects and comparison of both the online and traditional marketing.
- To identify the possibilities in both the online and offline sectors.

## Introduction

Online Marketing is a way of selling services and products through digital networking as computer and cell phones which includes email marketing, search engine marketing and social media marketing. Online marketing is increasing its importance to all types of small business earlier there was thinking that it is not suitable for the local business and products.

Online marketing is an important tool used for promoting products and services through internet and have some specific benefits as it reduced expenses, have control on dealings, can improve services to customer according to their feedback etc. Growth of online marketing credited to the users of internet and

as the technology is developing and spreading the number of internet user are increasing and surfing online products and services even India occupies forth place with 81 million internet users till 2010.

Integrated marketing communication have more sale impact and produce strong message to the customer it insist management to put all efforts. Integrated marketing communication(IMC) is an approach which gives strong message to all about the product and service. A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective from profit to consumer benefits. There is a growing recognition that profits are a reward for performance. To compete in today's market, it is necessary to have an employee team committed to continuing innovation and to producing quality products. In other words, marketing must focus on the customers and deliver value by creating consumer benefits. This change is revolutionary idea that is accepted today by a vanguard minority marketing practitioners.

The idea of integrated marketing communication (IMC) is to create consistency and synergy by combining marketing communication elements so that they support and enhance each other, to promote potential communication understandings. The concept of integrating online and offline marketing is to build success. While many companies still view their online and offline efforts as separate entities, savvy marketers are slowly realizing that success comes through integration through all channels to provide consumers with what they demand-accessibility, choice and convenience.

IMC tries to maximize the positive message and minimize the negative once and communicate them using the proper tools. A successful IMC program uses the combination of the right tools, defines their role and coordinates their use. The company should use the contact method that offers the best way of delivering the message to the target audience. IMC supports the AIDA model where in it helps to gain attention of consumers, general interest, create desire, and result in purchase action.

Integrated marketing communication consist some levels of integration such as Horizontal Integration, Vertical integration, Internal Integration, External Integration.

#### **The Tools for Integrated Marketing Communication:**

1. Advertising: Advertising can be used to build up a long term image for a product it can efficiently reach geographically dispersed buyers. Some forms of advertising (TV) can require a large budget, whereas some forms do not require
2. Personal Advertising: this is also an effective tool at later stage of the buying process, it has some qualities as personal interaction, Cultivation and Response which are helpful to increase the sell of the product
3. Sales Promotion: Companies use some sales promotion tools as coupons, premiums, contests etc. to attract buyers and their response. It is a method used for short term effect of push the present sale.
4. Public Relation: Marketers need to make strong public relations to coordinate with the other communication elements.
5. Direct marketing : it consist of direct mail, telemarketing

Integrated marketing communication (IMC) is an approach used by organization to create brand awareness and coordinate their communication efforts. The American Association of advertising agencies defines IMC as “ A concept that recognize the added value of a comprehensive plan that evaluate the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity,

consistency and maximum communication impact". The primary idea behind an IMC strategy is to create a seamless experiences for consumers across different aspects of marketing mix include the combination of various promotion tools such as print ads, outdoor ads, television commercials, direct mailers, public relations personal selling, sales promotion etc.

It is the guiding principle that organizations follow to communicate with their target markets. It is the most innovative function of marketing endorsed by advertising and marketing practitioners

### **Importance of online advertising in changing market scenario:**

Online marketing synergistically combines the internet's creativity and technical tools, including design Development. sales advertising, while focusing on the primary business models such as E-commerce, lead based websites, local search etc.

Online marketing includes a wider range of marketing elements than traditional business marketing due to extra channels and marketing mechanisms available on the internet.

Online marketing can deliver several benefits such as:

Growth in potential  
Reduced expenses  
Elegant communication  
Better control  
Improved customer service  
Competitive advantage

Today, online advertising is one of the most important part of life. On line shopping has boomed both for major retail outlets, small artisans and traders. To number of people using internet has really gone up due to technological advancements and get access to information, social networking, communication, transferring files, entertainment, internet transactions, marketing, online education as well as to make money.

### **Conclusion:**

·Internet users have preference towards online marketing and traditional marketing tools and techniques are least preference for them so the interest towards traditional marketing is decreased. Most popular marketing tools are television & print media. the major benefits of online marketing are its capability of interaction between consumers and advertiser followed by availability of wide range of information & ease of shopping. these benefits make online marketing superior than traditional marketing.

·Consumers will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser.

·Online marketing's importance is for the educated people they have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing.

**Assistant Professor,**

**Dept. B Adm., S.S. Jain Subodh P.G. College, Jaipur**

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