

## A STUDY ON INTERNET MARKETING STRATEGY

Rana Nayak\*

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### Introduction

Having an Internet marketing strategy gives a marketer a measurable and definitive way to target the market and position the business so that those looking for what the marketers have to offer can find it easily. This is only the first level of the sales process, but it is vital to the success of the online business, but one must remember that traffic marketing is not sales nor it is Internet marketing strategy. Traffic can be increased by search engine optimization, using pay per clicks, or marketing its site in advertising campaigns.

After completing the marketing step which brings the traffic, the attention must then be turned to selling to the visitors once they get there. There are proven methods and tactics that the marketer can use online to increase the conversion rate and get that prospect to become a customer or client. Therefore planning Internet Marketing Strategy in advance and executing it promptly can save the business from draining and costing customers. It is equally important to calculate the annual worth of the customer and having well structured Internet Marketing Strategy which would help cultivating and converting visitors.

Internet Marketing differs in many degrees from traditional brick and mortar marketing, but there are a few strategies that remain the same and must be present in order for its online marketing to be successful. For example consider the following: The key component that is missing in the virtual sales process is 'Human Interaction'.

This has been the biggest struggle to e-commerce businesses online.

For example when a person enters a physical store they are met with the interaction of a sales person. Face-to-face contact takes place and over 90% of normal communication between the two people is non-verbal, Websites or virtual storefronts do not allow that non-verbal communication to take place in the traditional way and the friendly sales person is replaced with the cold technology of background code.

The key question to be asked is "How can potential clients and customers be provided that human

interaction so as to move that client or customer through a successful sales process?"

### Internet Marketing Strategy: Why Is It Important?

Would the firm start a business without a business plan? Would the firm place its yellow pages ad in an irrelevant category just to see if anyone would call? Would the firm pay thousands of rupees to have hoardings ad created and placed where there is no traffic? Most businesses have neglected or they are unaware about the most effective marketing tool that they have which is the strategic planning of their internet presence and many are under the misconception that a web designer is an expert in the area of Internet marketing and that they are also well versed in search engine optimization. The problems experienced by typical marketers are:

- Minimal sales and conversion.
- Traffic to the site is not as expected or large amount of money is being paid for traffic leads but still there is no conversion from that traffic.
- Subscriptions to reports or newsletters that are being offered are negligible.
- Only minimal requests for services or products by email or telephone are received since the site launch.

How could these problems have been avoided? An Internet Marketing Strategy can help position the marketer to his target and niche market as well as increase conversion by following the five levels of the sales process mentioned below. While the answer seems simple the process is a bit more involved but vital to the success of a business that is about to launch.

### Levels of Internet Marketing

An Internet marketer can provide human interaction to potential clients and Internet visitors can be attracted and converted into a customer or client through a successful sales process. The levels can be explained as:

#### Level 1: Marketing/Prospecting

It is the delivery of targeted qualified traffic to its virtual storefront. This can be achieved by search engine optimization, pay per clicks, or advertisements that draw people to its site.

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\*Research Scholar, Sai Nath University, Ranchi

### **Level 2: Build Credibility and Trust**

No or very little human interaction in Internet marketing process is major problem in building trust and credibility like traditional sales process. So how can a web marketer build that same trust and credibility? The website should work as a personal shopper with a live virtual assistant that knows the needs that its visitor has and makes the solutions for those needs easily accessible.

### **Level 3: Escort and Court the Buyer**

A person who visits the site has been targeted if the marketers followed the first steps in prospecting, so now it is time to qualify the visitor. It is actually very easy. People visit the site because they are looking for a solution to a problem. That solution can be a product or a service. Internet marketing studies show that 7 out of 10 visitors to a site are ready to buy. These visitors can be escorted to what they need by:

- Helping visitors to identify and find the best solution for that problem
- Guiding them to find what they need to solve their problem

### **Level 4: Present the Product/Service**

The presentation process is how the firm is presenting its products or services to its visitors as you guide them through the selection process after the visitors have been escorted and found out what their needs are in the previous stage. It is important to remember that each level of the process overlaps. As the marketers present the products or services to the visitors, they continually keep their attention and interest by motivating them to continue with the sale.

### **Level 5: Close the Sale**

A marketer has to provide enough information about the products, offer the visitors assurance policies and/or guarantee regarding their purchase. Providing different payment options like acceptance of credit cards, electronic cheques and cash on delivery can encourage the purchases. Following each of these levels can move e-Marketing website from failure to success.

### **Improving Customer Relationship**

CRM applications often track customer interests and requirements, as well as their buying habits. This information can be used to target customer selectively. Furthermore, the products a customer has purchased can be tracked throughout the product's life cycle, allowing customers to receive information concerning a product or to target customer with information on alternative products once a product begins to be phased out. Repeat purchase relies on customer satisfactions, which in

turn comes from a deeper understanding of each customer and individual needs. CRM is an alternative to the "one size fits all" approach. In industrial markets, the technology can be used to coordinate the conflicting and changing purchase criteria of the sector.

### **Privacy and Ethical Concerns**

The data gathered as part of CRM raises concerns over customer privacy and enables coercive sales techniques. However, CRM does not necessarily involve gathering new data, but also includes making better use of customer information gathered as a result of routine customer interaction. The privacy debate generally focuses on the customer information stored in the centralized database itself, and fears over a company's handling of this information, especially regarding third parties.

### **CRM for Non-Profit Organizations**

CRM is also important to non-profit organizations, which sometimes use the terms "constituent relationship management", "contact relationship management" or "community relationship management" to describe their information system for managing donors, volunteers and other supporters. (Source: gathered and compiled from many sources).

### **Internet Marketing Strategy**

As has been seen, the Internet marketing is the modern age marketing strategy and there are so many easy to use standard tools, techniques and practices which have made marketing a handy and profitable tool for any marketing manager. But it is seen that there is always another side of the coin and several marketers have burnt their fingers worldwide, either because of poor planning or improper implementation. Therefore Internet marketing is a double edged sword which offers enormous profits but sometimes results into failures too. A careful planning and right selection of Internet marketing tools is undoubtedly an essential component of modern marketing strategy.

### **Customer Positioning in Market Creation**

Hence it can be said that by making a little more effort and a little bit investment management style can be changed. It means if customers are fully satisfied they can get more and more business for the organization. It is worth mentioning here that the producer or manufacturer and trader can satisfy the ultimate customer with his or her knowledge and experience. It is another thing that the demand of a

particular product or services also gets influenced by number of other factors too such as generation gap, brand communities customer's perception and moreover entrepreneurial zeal to understand the requirement of their customers. For creating the market through customer positioning we should have a complete knowledge of the impact of customer attitudes in the development of business. It can be said that customer positioning demands three basic lines to be followed viz. customer development, customer benefit and customer relationship management.

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