ABSTRACT
The last 5 years have been a great journey for India in reference to online growth. The online users in India doubled from 120 million users in 2011 to 288 million users in 2015. Mobile also showed remarkable advancement with 900 million mobile connections and 230 million smart phone shipments in India in 2015. Internet marketing is a motivating topic for researchers in the field of marketing. It is a new means of marketing a product and services worldwide. This paper introduces a new approach regarding Internet marketing screening i.e. how advertisers require this modernization to be successful. This research paper discusses on the role of technology in marketing and importance of content marketing.

Keywords--- Internet marketing, modernization, E-commerce, Digital India

I. INTRODUCTION

In the year 2015 there was an escalation in the Indian online space and boom in internet users. India online population reached to 281 million users and 47% increase in computer literacy. Increase of 36% was seen in rural population online. People are accessing internet in their local languages with 23% of online users accessing internet in Hindi; followed by Tamil at 15%, Marathi at 14%, and Oriya at 9% and Telugu at 4%. India is a mobile country and it is mounting mobile by the day, with 44% of India users online via their mobiles and a huge 75% of the rural users online using their mobile devices. Companies like Make My Trip and Expedia reporting that their 30% of revenues are generated via their mobile presence. Keeping Email marketing in focus, marketers saw two big changes.

Firstly, Gmail making FBL and Unsubscribe link mandatory. Adding to this Gmail launched Action Buttons.

Secondly, Yahoo! made a stricter DMARC policy routing campaigns to spam, when sender name is a Yahoo! domain. India saw a great push in e-commerce! Today, with players like Snap deal, Flip kart Myntra etc, the Indian e-commerce has seen 77% growth from last year and now stands at USD 3 billion. IRCTC ramped up its sales to 10,000 tickets booked in a minute from 2,000 tickets booked per minute in 2012, with a 500% growth. In a study by Google India November 2014, it is estimated that the Indian e-commerce industry will reach to USD 15 billion by 2017. Similarly, a McKinsey report forecasts that Indian Digital BFSI industry will reach to USD 70 billion in 2020 from USD 8 billion in 2014.

The prospect of Digital India looks promising with Government of India i.e. ‘India Digital Plan’ 2019. The plan promises that 250k villages in India will have internet, all public places to have Wi-Fi and every Indian to have a smart phone device by 2019. In 2010 India started its expedition towards digital marketing. This study brings trending data on how online marketing in India has changed. The study will also reflect upon how Digital marketing Email & SMS is rising fastly to take a centre stage with Indian marketers in terms of delivering -Internet marketing (IM) which is also known as digital marketing, web marketing, online marketing, or e-marketing.

As the name state, it is the marketing of products or services over the Internet. It too implies marketing through the wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing. Internet Marketing is innovative as well as technical through its plan, progress, publicity, and sales over the Internet.

This paper in nature is secondary research concerning how E-commerce gradually forms a part of our daily lives. It concerns different aspect of advertising in terms of electronic business.

In the past ten years, the Internet population differs a lot. An estimation of about 50% increase of the worldwide web (www) per month and the numbers of websites double every 53 days. A 70% of big companies and 35% of midsize companies were estimated to make use of the Internet for marketing purposes by the year 2020. In 2003, the first generation of internet users were fresh graduates, fast to get the concepts of online commerce and shopping. The hotel industry now faces marketing challenges and business travellers demand more for the web in terms of information and booking of hotels. The www is an electronic technology which is an effective means for marketing hotels and it also develops customer relationship in the long-run. The Internet
allows firms to open a web site in an electronic mall, have their products available to millions of prospective customers in a short time period. GE, IBM, Ford, Kraft, and Proctor & Gamble were the first to register “domain names”.

II. INTERNET FOR MARKETING SUCCESS

Marketing online has turned out to be the new era in E-commerce with petty variable cost per customer. The Internet is now considered as a much better resource than means advertising. E-mail is used to transfer text and multimedia messages, Newsgroup i.e. electronic conferencing leading to the development of ideas, as well as, worldwide networking opportunities, File transfer protocol (FTP), high speed file transfer as a virtual fax etc. All industries have subject matter experts (SMEs) who are responsible to combine and apply knowledge from different vendors and sources to solve industry problems. To prepare a website merging subject matter expert’s knowledge with other reference sources is one of the example of Internet model to retain and attract customers. A well designed website can lead to an interesting, low cost means for sales promotion to worldwide customers. Marketers should also refer to the AIDA model-attention, Interest, Desire and Action to attract customers by introducing the advertising on Internet.

III. ADVANTAGES OF THE INTERNET

Most people worldwide use the web since it is affordable and easy to access. Internet is a fast and flexible means for marketing. Shopping on the Internet is convenient as there is no time restriction, it is comfortable since it is a user friendly environment and there is also an instant satisfaction of ordering, paying and delivering. A one-to-one basis, as well as, a two way communication with customers through the Internet is possible. Enhancing brand image, creating awareness and providing customer service are more important than just selling the products or entertaining customers. With better technologies, companies can create a stronger brand image and thus increase sales. It is easier to get customers’ feedbacks and use them to improve. On the other side, it is easier for customers to receive a kind of acknowledgement; feeling that they did not waste their time. Nowadays, people live a busy life and shopping online is time consuming for them. The company also saves time since whenever a customer uses his/her credit card to purchase a product, through the Web Trak software from Aurums Software, the company can access customers’ details. Marketing communication includes expenditure on direct response marketing rather than the old standard mass communication; E-marketing is seen as a promotional as well as informational tool. E-communities or moderated group chat where customers with similar interests can interact-are strategies to build relations through Internet. This new era of commerce is beneficial for marketing logistics, a global presence, to establish and maintain a competitive edge, shorten components of supply chains, for cost savings and research advantage.

Marketers should all know about information technology (IT) to be able to make better market analysis, decision making and to better control and monitor their field. Competition must now be based on speed instead of size of corporations for development because product life cycles are too short to increase fast enough. What is needed are high quality information about the product, service and corporate needs and fast and effective delivery process. Continuous information-based value to customers can lead to comparative advantage. Nowadays, traditional radio companies drive online listenership for a better growth by copying the best practices of new, growing internet companies. Since Internet is innovating in a really fast way, companies need to continuously change and marketers agree that by the time a new product comes into the market, it will already be obsolete. However, the Internet is not really safe since there are no modern online international payments systems resulting into frauds.

IV. SUCCESS FOR WEBSITES

Web sites to be a success, it should be informative, entertaining, challenging, and unique. The homepage should be short, clear and simple to avoid wasting the customer’s time. They should be understandable and easy to search information needed. Moreover, it must continuously be up-to-date for most recent information about the company; customers like to see modification in the website. Products/services available should be represented clearly by key words or images on the Web site. Programs should be set up to find out which kind of customers are interested and what can keep customers coming back. This is the key of marketing strategy to know your customers, as well as, what they want. A company should create a Web site with unique SME knowledge and should not put Web links that are not completed. There are different marketing strategies for the Internet:

1) **Targeting** – This is different from the traditional segmentation because the customers come to you, they initiate contact, control information flow and control message content. Accessibility is primordial for customers. Market the Web sites through packaging or “click-through” from other companies’ Web sites. “Click-though” banner advertising is a sort of digital word-of-mouth which is becoming a stronger means of the Web.

2) **Product Strategy** – Brand recognition is made clear on the Internet but the number of purchase is not there yet. Sometimes the products are not available on the Web site and consumers hesitate before getting this particular product. To increase their confidentiality, recognized vendors should be mentioned on the Net. Authenticity is important for both sellers and products.
3) **Pricing Strategy** – In the long run, it will be good if firms can concentrate on offering products with the unique characteristics. Online shoppers will differentiate by the benefits and quality of the products/services. Otherwise, a low price strategy should rely on cost advantage and high volume to be able to compete.

4) **Distribution Strategy** - There is a necessity of a direct-to-customer device. The industry has to be the first providing unique services to be ahead of competitors.

5) **Promotional Strategy** – It depends on the marketing research and consumer preferences. A “frequently asked questions” should be provided in the Web site and high-level marketing officers should also be involved for a stronger marketing message for the company’s vision.

In fact, the Frequently Asked Questions, through Internet, can save over one million dollars by providing what customers want. It also reduces online catalogue processing costs and cycle time. Other than that, grouping and ranking the content of the Web site is effective so as to group consumer needs and to provide a good structure for navigation of the Web site according to a consumer.

V. DISCUSSION

In the literature reviews, there is no negative growth of the Internet; in fact all the authors talk about the Internet as the new trend of this generation. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantages of new opportunities presented to them. B2B-enhances supply chain process need to pay much attention to real-world business process, adapt automated systems to business behaviour and mingle content and technologies with crucial information systems. A simple company is changing toward this new era of innovation in e-commerce since companies want to reduce waste, order-to-delivery cycle time and unit cost. Because they want to develop flexible response, there is a need for Internet help and hence IM. There is a small amount of E-shoppers but this is because IM is just another channel of retailing and not a substitute of the traditional ones. Most researchers suggested that face-to-face relationships are more efficient in the sense that marketers can see the instant reactions of the customers (first reaction is always the true one). However, E-mail is said to be more advantageous since it is cost effective, do not rely on time (time zone difference) and it can also transfer text and graphics. The first driver to establish Internet is not financial return on investment (ROI) - It is qualitative marketing advantages for relationship of business with customers. This was also shared by Michael Saren (2011) and Webster (1992) where customers focus, market segmentation, targeting and positioning; with the help of IT, will be the flexible bond maintaining all together. However, few companies use this communication tool to build relationship; instead they use it as a marketing tool to share information. For customer relationship to take place and for E-success, company information provision and customer database information are necessary. Marketers uses IM mostly to increase the sales and profit of the company, or to enhance brand image and customer relationship but according to Boutie’s (1997) 194 analyses of 100 Web sites and interviews, their objectives to communicate their product/service were comprehensible. Advertising objectives should be clear so that customers know with which company they are buying from and whether they can trust that company or not. Another issue is that direct mail is said to be more effective than Internet advertising in E-commerce but US direct mail is said to be reducing. Most probably the Americans are more Internet users friendly; meaning that advertising will affect them better by browsing the Net than by reading their e-mails which might be considered as spams. Although the Internet is of great benefits, it also has a lot of drawbacks. For instance, there are cultural and language barriers, as well as, the global reputation of the company. The 4Ps play an important role here. Some products cannot be sold on Internet, promotions should be according to the culture and language of the targeted countries, price should be according to what consumers are willing to pay in bricks and mortar stores and finally the distribution channel should be reachable from Internet users. It is quite difficult to focus on only certain languages. That is why it is better to target a certain Internet consumers or make the advertising bias and multi-lingual.

VI. CONCLUSION

The Internet network is a marketing channel used by advertisers, marketers and society to find out the accurate combination of marketing mix which suits customer’s needs. It is vital for a company to have access to the Internet to be more successful. Internet marketing does not only target consumers, but also to Internet advertisements client marketers from companies. This is because companies prefer to hire specialist in creating a Web site. People always find themselves under stress of working long hours and they do not have enough time for social activities or even shopping. They thus develop this new millennium where IM through E-commerce becomes an everyday thing and routine for them. E-mail is as famous as direct marketing in supporting E-commerce activities. Most clients feel that this new media is a success in relation to traditional marketing advertising. But Internet should be used with other media for a more effective marketing tool. Internet marketing will become even more important in the future. As more companies will have access to the Internet, they will start doing business over the Internet. China’s economy will be in another dimension with E-commerce where customer focus, responsible business practices and innovation are the determinants of success and not customer relationship. With a decrease in communication prices, more customers will shift to the Internet as well. Security will not be an issue because software companies, banks and credit card institutions are working hand in hand to improve Internet security.
Companies need to protect themselves in three areas: data integrity, confidentiality of data and authenticity by installing firewalls or routers. Customers will look for a business on the Web since there are unique opportunities for marketing a company’s service, selling products and gathering information on the Net. The marketing mix plays an important role in IM in E-commerce; deciding what type of advertising best suit customers through the Web. This is the latest era of advancement; where everyone will be interacting on the Web. Live video session will be available and a potential customer may be able to talk with a customer sales representative directly over the internet.

REFERENCES