



INTERNET MARKETING TOOL IN BUSINESS SECTOR

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Abstract

*Today, Internet marketing is the most inexpensive way to reach your target market, regardless of the size of your business. **Internet marketing** is also called online marketing, is the process of promoting a business or brand and its products or services over the internet using tools that help drive traffic, leads, and sales. Internet marketing a pretty broad term that encompasses a range of marketing tactics and strategies – including content, email, search, paid media, and more. This paper focus on internet marketing tools in business sector*

Keywords: *Internet, Website, Marketing, Email, Web Banner and business*

Introduction

The internet offers benefits that can help consumers be more efficient and effective as they search out, evaluate, purchase and use products. Consumer efficiency can be enhanced by the Internet's potential to provide rapid access to product related information, saving consumers time, effort and money. Consumer effectiveness can be increased through the internet's capacity to deliver information in forms that enhance learning (combining voice, image, text, video etc), thereby helping consumers to select products that best meet their needs. The increased popularity of the internet has not gone unnoticed by marketers. Some are beginning to utilize the Internet in their marketing efforts. As the internet user population expands, the internet will become a more salient marketing tool for many different products in business sector.

Literature Review

Smith and Chaffey (2005) give a short and basic definition of Internet marketing as “Achieving marketing objectives through use of electronic communication technology”.

According to Hoge (1993), Internet marketing is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. Internet Marketing began with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force.

Strauss. J, E.-A., A. and Frost. R. (2006) defined Internet marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders. This explanation tells that e-marketing is not only about selling products or providing services through IT but it is lot more than that. It is not just traditional marketing using the information technology tools but it's a strategic model to achieve brand value and provide customer satisfaction.

Objective of study

- To focus on online marketing tool that allows users to market products online.
- And how does internet marketing works
- The benefit of using the internet as a marketing tool in business sector

Method of study

In order to achieve the set objective, data was obtain through different internet site concerning marketing of product and advertising online. And also the approach for carrying out the objective (ideally quantified) set of criteria for determining whether the results of the procedure are of acceptable quality.

What Is Internet Marketing

Internet marketing refers to the strategies used to market products and services online and through other digital means. While internet marketing's apparent purpose is to sell goods and services, or advertising over the internet, it's not the only reason a business will do it. A company may be marketing online to communicate a message about itself (building its brand) or to conduct research.

Online marketing can also be an effective way to identify a target market, discover a marketing segment's wants and needs, build long-term relationships with customers, or establish authority and expertise within an industry. (Susan Ward, March 05, 2021)

How Internet Marketing Works

Internet marketing uses customers' online activity to connect them with a business by reaching them in a variety of places on the internet. The types of internet marketing a business uses will depend on the business model, types of products, target customers, budget, and more.

Internet Marketing Tools for Business Sector

Internet marketing tools include a variety of online platforms, tools, and content delivery systems, such as:

- Website content and design
- Email marketing
- Social media
- Blogging
- Video/podcasting
- Online ads
- Sponsorships and paid promotions

Website Content and Design

A business website allows customers to:

- Find your business online
- Learn your business's location or contact information
- Discover your products or services
- Sign up for your email list
- Request more information
- Make purchases

Websites often use search engine optimization (SEO) to ensure that their content will rank high on search engines and be easy for customers to find.

Email Marketing

You can use email for sending direct mail electronically, rather than through the post office. Collect customer emails either through purchases or website sign-

ups, then use emails to share important information, encourage purchases, and build relationships.

Email allows you to reach customers individually and personally. A 2019 retail study looking at more than one billion shopping sessions found that email marketing had a conversion rate of 2.5%, compared to only 1.1% for social media. (The highest conversation rate was direct referral, at 3.0%) Chaffey, D. (2002).



Fig1: Email marketing source: <https://uswebexperts.com/email-marketing/>

Social Media

Most consumers use some kind of social media, though the type you will focus on will depend on the behavior of your target market.

More than 90% of 18 to 29-year-olds use social media of some kind, and while use decreases with age, it can still be used to reach consumers in all age brackets. More than 60% of those over age 65 use some kind of social media, and those numbers are likely to keep growing.

Older consumers are more likely to use a platform like Facebook, for example; millennials often use Instagram; and younger consumers are more interested in video platforms, such as TikTok or YouTube.

Find out where your ideal customers spend their time and focus your efforts there.



Fig2: social media,marketing. source: <https://www.wordstream.com/social-media-marketing>

Blogging

Blogging allows you to increase your website's SEO by adding articles and posts around certain targeted keywords. This increases the likelihood that customers will find and visit your website as a result of online search.

You can also write for other people's blogs, magazines, or websites. This can increase your audience and put your

business in front of more potential customers.

Video and Podcasting

Some creators who make videos or podcasts use that as their sole business. Other times, businesses use these platforms to establish expertise, connect with others in the industry, and create a funnel for new customers to find and develop an interest in their products or services.

Podcasts especially are growing in popularity. More than 100 million Americans listen to podcasts every month.

Online Ads

Online ads can take a variety of forms.

Pay-per-click advertisements placed in search engines target particular search terms that potential customers might use. Targeted ads on social media designed to reach specific segments of the platform's users who might be interested in your business's products, services, and promotions.

You can also place sidebar ads on other people's websites or in their email marketing. Online ads are most effective when they are "congruent," or relevant to where they appear or what the target audience is searching for.

Personalization can also increase the response rate to online ads, especially at the early stages of consumers' decision-making process. However, personalization is most effective when ads appear in congruent locations.

The Benefit of Using the Internet as a Marketing Tool in Business Sector

1. Global reach

Internet marketing provides businesses with a wide base of customers for their services or products. With the internet, all types of businesses, from multinationals to small and medium enterprises, have access to millions of prospective customers. Your adverts are seen by many customers through the advertising tools that you use. The greater the number of users that visit your page, the higher the sales that you will make.

2. 24/7 marketing

With online marketing campaigns, one will be advertising their business 24 hours every day. Furthermore, you will not have to worry about staff wages or store hours. Additionally, the time variations in the different parts of the world will not affect your campaigns. Your target customers can access your website and purchase goods and services irrespective of the time or fear of closing hours.

3. Low cost

In any marketing campaign, cost is a key factor that must be considered as it affects the company's budget. Businesses can avoid the high cost of marketing that is associated with traditional forms of advertising by embracing internet marketing and blogging. Internet marketing is way cheaper than television and

radio ads and creating and mounting billboards. Marketing through your blog is one of the ways you can sell effectively online.

4. Social media

Social media plays a crucial role in modern advertising. This is because customers look at comments and reviews posted by other consumers online. Businesses can easily incorporate social network tools in their advertising campaigns and make profits from customers that rely heavily on social media.

5. Builds lasting relationships

As long as your business has an online presence, your customers will always find you. With internet marketing, suppliers can easily access the email addresses or contacts of both the prospects and the buyers. Businesses can use this information to send updates to their customers regarding special discounts, new products or services, new coupons and products available. Furthermore, businesses can continue interacting with their clients after the sale.

6. Ease of personalization

Electronic marketing enables businesses to tailor their advertising techniques to suit the needs of their target audience. Businesses can also personalize communication between them and their clients. This ensures that your service or product will reach your prospects in a timely manner. Furthermore, it strengthens the brand image and presence of the company.

7. Blogging provides quality content

Content reigns on the internet and it attracts natural links. If the content of your blogs is good, other people will want to refer to it and this will attract people to your website. Make sure that your website is consistently flowing with fresh, educative and relevant information that your users are looking for.

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