IMPLICATIONS OF INTERNET ADVERTISING IN RELATION TO BRAND AND COMMUNITIES

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Abstract: **This brief paper carries out the study about the transitions brought by INTERNET ADVERTISEMENT in this early 21st century which is largely been driven by the advancement of the media. The basic idea behind internet advertisement was to get website traffic and marketing to right customers. This paper also discusses about the recent and the historic trends of internet advertisement, problems and the top brands and communities associated with it.**

Keywords: **Online advertising, Delivery methods, Compensation method, Advertising Keyboard.**

1. INTRODUCTION

Internet or online advertisement is delivering promotional content through internet or email. There are allot of different kinds like text, image email marketing or apps like face book, twitter. Online advertisement drives a ton of content through the internet. It drives almost 2/3rd of Google's business. It is easier to get access to internet advertisement than to traditional media and start with a small budget. It allows you to reach people and places which you may not be able to, organically. *In 2016, U.S.A.'s internet advertisement revenue surpassed the combine revenue of cable television and broadcasting and in 2017* (IAB internet advertisement revenue report:2016 full year report, April 2017) *the entire revenue reached 83 billion dollars.* Ironically, it had a disastrous startup as parent network to internet ARDANET and NSFNet were banned for commercial use where Email was reported as spam. When the online advertisement began there would be an Advertiser/Agency who buys ads on the website and there would be an owner or publisher who offers Ads base. The currency from this inventory is known as **Impressions** (STORY, 2007). The agency bought impression in thousands known as **CPM (Cost per mile)** and then places the ads in further space. As time went on more and more publishers joined the online media ecosystem and began to create billions of web pages.

**Figure 1: The diagram show features of internet marketing.**

(Source: Google)

2. DELIVERY METHODS

Marketing is vital for businesses. *NO MARKETING, NO ADVERTISEMNT, NO CUSTOMS*. So there are many ways for online marketing**.** *Display advertisement***:** putting your brand, company and product at right place and time is the best way to use display advertisement to your advantage. It can be text, logos, animation, video, photos. Objectives of display advertisement are boost awareness, sales potential and audience reach. *Banner advertisement:* more times your ads get display to greater number of people more familiar your company or business will become to prospective customer. This is called building brand awareness. All the best successful businesses generally have 4-7 impressions on persons mind. It is a great way to target web traffic to your website and building brand awareness for your business and product to the internet public. They can be frame ads, pop-ups, floating ads, expanding ads trick banner and news feed ads. *Organic search:* it is a free and popular way to advertise your business online. Organic search refer to the results refer to the free websites results on Google. More relevant your website the higher it will be listed in search results. *Email marketing:* It is a cost effective way to market your product and services to new and existing customers and drive traffic to your website.

2(a)
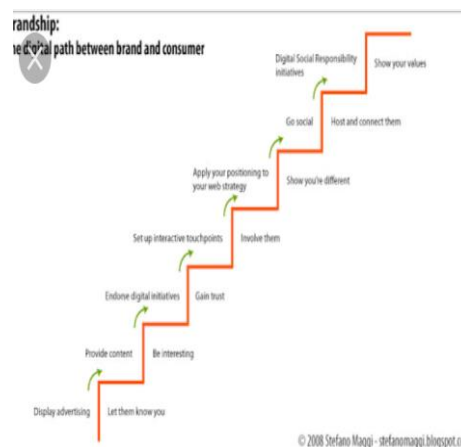
2(b)

Figure 2(a) and 2(b) shows the delivery method and way to reach customers by internet marketing.

(Source: Google)

3. COMPENSATION METHODS

Cost per mille: bench mark metric to calculate the relative cost of the advertising campaign.. *Cost per click:* an internet advertising model used in which advertisers pay publishers to show up on the top spot in order to get first on the search engine. It is the total ad spent by the total measured clicks. *Cost per engagement:* it is an internet model in which the

advertisers pay the users, who are actively engaged with their ads. *Cost per view:* it is a model of charging for video advertisements on the account of the number of views that an advertisement receives .*Cost per install:* it is the fixed bid rate charged from the brand whenever the application is installed. It is calculated by dividing the ad spent by number of new install during that period. Apart from these there are number of other compensation methods such as Cost per action and fixed cost compensation.
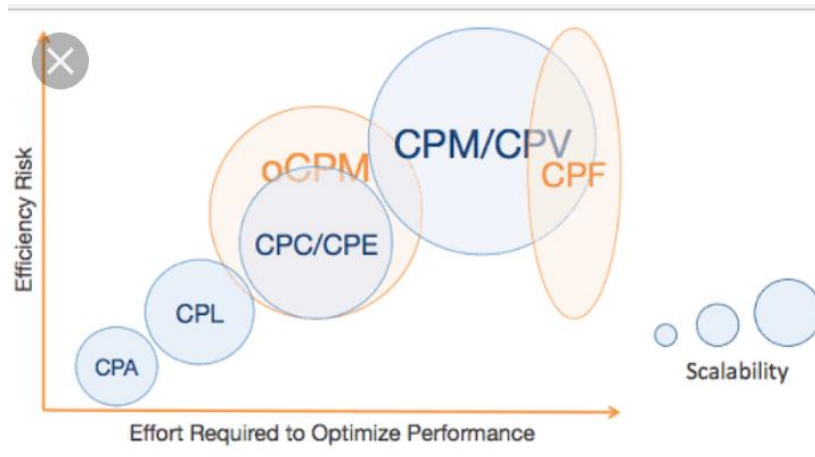

Figure 3: The diagram shows the compensation methods of internet marketing.

(Source: Google)

4. ADVANTAGES OF INTERNET ADVERTISEMENT:

Internet marketing is company's greatest tool in increasing its sales in this digital age we live in. Almost every aspect of persons life is connected to internet. This is very evident with the amount of social media interactions is conducted each day. More and more people are spending their lives online. Therefore it would be more prudent if the companies were to focus their initiatives online as more and more of their customers are accessible there. with internet market your business would be able to reach markets that you are not able to reach before. Internet marketing is not bound bt geographical limitations as everything is done. The cost of marketing your business online is significant cheaper compare to traditional means. This eliminates the need for the retail outlets to pay retail cost just a showcase and sell their products. With online marketing data gathering not only takes a shorter amount of time but also makes it easier to find people who are willing to answer your data gathering questions. You will be working from home and have substantial income.
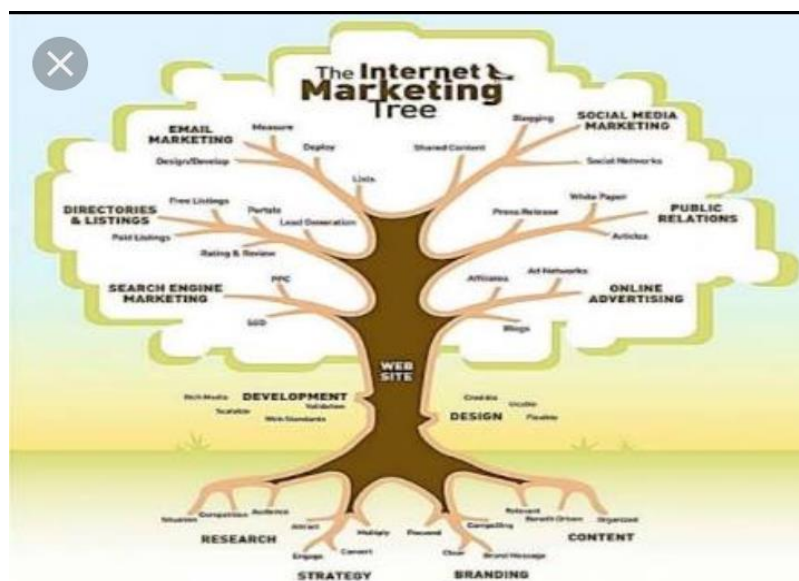

Figure 4: The diagram shows the advantages of internet marketing.(Source: Google)

5. DISADVANTAGES OF INTERNET ADVERTISEMENT:

The disadvantages of marketing online may be summarized as plain old competition and in this industry it has been so competitive that you must stand out from an impressively large crowd and that is not an easy accomplishment. It requires constant research and constant concentration which is extremely hard work. It requires a lot of time and learning before you could remotely expect any return on your investment. Yes one of the biggest disadvantage to success that you may a lot of money in testing methods, concepts and tactics that will turn out to be just another learning curve. This is the fact that is often preferred not to be discussed because it leaves a bit of bad taste or not but it still remains the fact. You must have knowledge about your brand and your product else you will waste a lot of time and money. If the targeting is wrong then you may reach with thousands of people with no interest in your product. There are other concerns such as security concerns, banner blindness, and fraud on advertisers.

6. CONCLUSION

internet marketing adds up to the face of the global world. By analyzing your online marketing methods you can analyze, what is working and what isn't, typically in real time. Internet is everywhere and connects 24*7. There are three main challenges to overcome. Proliferation of digital channels, intensified competition, exploding data volumes and rest is going all along with the world.

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