

Role and Strategies of Internet Advertising in the Current Technological Scenario

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ABSTRACT

Internet marketing is also known as website marketing, online marketing and also better known as marketing of products or services on the Internet or website [1]. It is a very beneficial way for organizations to advertise their services or products in a most suitable manner. The Internet has brought media to a global countdown scenario [4]. The most interconnectivity nature of Internet marketing in terms of providing quick response and working on received responses, is a unique quality of the Internet Marketing [3]. This paper highlights on the fact that Internet marketing is considered to have a vast scope because it not only specifies to the Internet, e-mail, and wireless features, but it includes digital customer database management and electronic customer relationship management (ECRM) systems [1]. Internet marketing knots creative and technical aspects of the Internet, which consists of designing, development, advertising, and sales aspects. It is the most effective process for various companies and organizations to highlight their products and their required services online. Ads can hit and target customers according to their areas of interests, or even they can work for their targeted products towards the customers belonging to a specific region or nation. The climbing on a ladder of success continuously by an Internet promoting advertisement is very easy and fast to trace out which is very beneficial to business companies. This paper stresses on various means and strategies which can be used by any Internet Advertising organization to boost customer growth for the particular products they are marketing for. Internet Advertising has the most crucial feature of modifying, tracking and testing their products in a very quick form as they receive feedback from their customers very quickly and even receive responses indirectly as when the customers click on their choice of products it gradually goes into the advertiser's log book by which the interests of the customers can be easily traced, their likings for their products, their features etc and by this means instant reports can be generated and new designs or product features can be developed soonest to suit the needs of the customers. Taken from a source diagrammatically Internet Advertising can be represented as below (see Figure 1):



Figure1.

General Terms

Customers, advertising, internet, website marketing, click, browse, et. al.

Key Words

banner ads, search engine, cost per click, online advertising, pop ups, geo marketing, security etc.

1. INTRODUCTION

Internet marketing basically refers to the placement of particular media along different stages of the customer work sphere through various search engine methods like marketing, need for optimization, advertisements placed on particular websites, e-mail shopping etc.

It is the Internet's capability to implement enormous volumes of database that can be easily extracted from the shell and which is one of the biggest boons to the organization's Internet Advertising and even marketing. One practitioner had written that the frequent users of Internet are seeking information at a large scale and getting profits in their respective fields both in terms of products or services they require. When users are online they are usually preparing themselves for seeking the information that the Internet is offering to them. This is the core factor which differentiates Internet advertising from other means of advertising vehicles.

Listings which are often like yellow pages or directory advertising were identified by practitioners as a major component of marketing communication skills – especially for business making companies and it is also seen as a major ingredient of Internet Advertising. This can assume the format of sponsored links from a website to a shopping mall, such as

amazon.com etc. That result in a commission amount paid to the sponsoring site for all the sales originating from the main link. For many companies the electronic transaction facilities and features of the Internet is the ultimate motto of Advertising through the Internet. The process of managing marketing directly with ultimate consumers in an atmosphere with very little physical burden is one of the prime factors that had contributed to the boom up of the dot.com and internet companies. Other forms include chat rooms, blogs, reviews of consumers, fantasy communities, online brand management games etc. All these types of Advertising through the Internet have the courage to build relationships between consumers and brands. Internet marketing is closely related to various industrial processes, like e-commerce, where products are sold to consumers without any intermediary, or businesses to business, Publishing, this is the selling of advertising, lead-based sites which is an organization that extracts value by acquiring sales leads from its website, affiliate marketing which is a method where a product manufactured by one individual (company or industry) is sold to another agile individual (company or industry) for a fixed amount of commission or profits. The owner of the product provides some target consumer matter like sales letter or brochures, pamphlets, affiliate organization link, consumer tracking facility can be better known as relationship or connectivity marketing, internet marketing on a local basis which highlights on the facts upon a locally set up company which is selling products and utilizing the facility of Internet to discover and build relationships and later to use those relationships offline, blackhat marketing which is a form of internet marketing which employs fake or deceptive, less truthful methods to drive web consumer traffic to their site or through the process of marketing through affiliation aspects in concern [4]. This process includes the danger of spamming, blinking within search engine which was initially not requested. There are many other business strategies based on the specific requirements of each consumer or the business organization that launches or develops an Internet marketing strategy for building consumers for their required products.

2. Description

According to Shane Rivers – “Internet Advertising is the process of marketing services or products on the www (World Wide Web). This can be done through utilization of search engines, banner ads on website, affiliate marketing, email marketing etc”. Internet advertising allows a product or service to instantly reach a universal audience in a few minutes or span of time [10]. A crucial advantage of Internet advertising is that it is very cheaper and inexpensive as compared to radio, print, television, billboards or digital boards. It is a very useful means for the organization to advertise their products and services online. The targeted people either in a particular country or state or region can easily surf their likings, hobbies, interests for particular products. There are many strategies which can be adopted in Internet advertising to attract and gain required customers. One strategy is when the targeted user is typically browsing the Internet alone and hence the marketing messages can reach them personally. This strategy is used in search marketing [8], where the products are advertised on the basis of keywords searched when they are entered by the user or the consumer on the computer or when they enter into web site marketing [6].

Another strategy can be, posing an appeal to specific interests of the consumers. Internet marketing and geo marketing poses a stress on marketing that appeals and hence attracts a particular behavior or interest, rather than spreading to a broad demographic which is usually very speculative. Online marketers can easily partition or demarcate their markets according to age factor of different demographics, the gender factor, geographical location of the consumer, and many other points like number of children at home, income level of the family etc. Marketers have the benefit of targeting by activity and geographic location. For example, a washing machine company can post advertisements on websites showing home electronic goods with the full confidence aspect that the audience has a high related interest. Internet marketing thus have an upper hand from magazine advertisements, where the latter's goal is to appeal to the specific demographic of the periodical, but in the former's case the advertiser has knowledge of the captivating target audience from where people can engage themselves in certain activities like uploading pictures, participate actively in blogs so the company does not have to be based on the expectation that a particular segment of people would be liking and preferring its novel products and services. Geo targeting in internet advertising is also a very important strategy to pull customers for their products and hence increase rate of interest for their respective organizations [4]. This can be done by determining the geographical location i.e. the place where the surfer (web customer) belongs to, or in other ways to say to trace a website consumer or visitor to where he physically belongs to by using a geographical location software, and delivering different features of the targeted product to the consumer belonging to his location, concerning factors of his nation, state, city, pin code, organization he is belonging to, his Internet Protocol (IP) address and also to keep in view the customer's choice of products and provide ways to deliver him his required choice of product features to attract new customers relatively. Hence automation of database can be easily achieved through geographical location of the customer and achieve profitable results for the organization as required.

There are various advantages of Internet Advertising. Internet advertising is quite inexpensive when compared to the cost ratio against the geographic reach of the target customers. Companies can reach a heavily wide audience in a small advertising budget. The type of medium pitched will definitely put enormous stress on the expected consumers to make a research on their product to purchase choice and then buy those products and services according to their own ease and convenience. Therefore, businesses have the profitable side of appealing to consumers in a way that can bring results very quickly. Internet marketers also have the advantage of maintaining statistical records easily and very inexpensively. Nearly all aspects and features of an Internet marketing campaign can be measured, tracked and analyzed effectively. The marketing companies advertising their products can employ various strategies like to make payment on a particular impression, make payment on a particular click, make payment on a particular viewing of any product feature play, or make payment on a particular performed action of the product. Therefore, marketers can analyze which messages or offerings of product features are more appealing to the consumers. The final results of campaigns can be measured, tracked and analyzed very quickly because website or online marketing

strategies generally have the need for such visitors or customers who click on an advertisement publicized, or surf their web portions, and even put themselves forward for a work action which was targeted by the advertising company and ultimately which will provide the effectiveness in terms of growth to companies instantly. Such a benefit cannot be obtained through billboard advertising, where an individual when after being interested in the product, will then evaluate his thinking in procuring additional data in the future which will be a gradually slow response rate and hence slow product improvement and less benefit to companies. High exposure rate, quick consumer response, and overall affectivity and importance along with the benefits of Internet advertising are very easy to analyze than the older and already existing medias of advertising.

Internet Advertising has a great impact on industries. The number of banks providing banking tasks over the internet has also rapidly increased [28]. Online banking generally attracts the consumers, the reason lying behind is that the online banking is generally faster and assumed to be very user friendly and non hectic than going to and visiting the bank branches premises which is very time exhaustive. In a recent survey it was found out that around 170 lakhs of Indian persons aged between 20-55 years now a day's use online banking, with the prime reason that the connectivity speed of Internet is very fast and it has proved to be a boon to the rapid development of the online banking companies. The number of consumers who perform banking activities over the Internet is around 44 percent of the population which is very less due to fear of phishing attempts, but e- see banking in which we can only see our account balance and see e-transactions made, the consumers graph is good around 88% out of the total population as no phishing attempt can be made but it is easy to see our account balance without going to bank. This is a very useful feature. Auctions through online process or Internet have come up as a highly fruitful business. Different types of products which we could have easily got from general markets or custom areas are now easily available and being sold on Auction sites more easily without any stress or much queries. Some such auction sites examples are eBay etc. These auction sites consist of a variety of items to sell successfully which ranges heavily from antique items like old painting, old jewellery of traditional kings or queens, cds, clothing, and much more items in store. The purchasers of these unique products generally view the prices of their required items on the auction web sites before moving to local markets; the price displayed on eBay and other branded auction sites are considered as a ruler for the purchasers before buying and they feel they are not being theft away by high prices. It is becoming tremendously popular for the local market sellers to position a targeted advertisement on the Internet web site for all the products they are advertising and selling through online advertising. It should watch accordingly for reducing gap in traditional business and online business [9].

There are several disadvantages of Internet Advertising. The most burning limitation of Internet Advertising is that it requires consumers to use newer and communication technologies rather than the older and traditional media. The low speed Internet connections are another drawback. If companies build heavy or confused or low communication power websites, consumers connected to the Internet via dial-up connections or through mobiles experience massive delays in delivery of content.

From the buyer's point of view, the inability of shoppers and consumers to touch, smell, taste, sense or trial on various goods before making their purchases through the Internet can be a very limiting and a weak factor. According to a survey it has been found that an industry business standard ruler for electronic commerce or better known as e marketing has been fixed for the suppliers to assure and comfort their customers by giving them flexible return policies as well as making provisions of in-store pick-up services for them.

There are many useful features of Internet advertising which unique it from other medias of advertising. One of the most important among them is Pay per Click (PPC) which is used in websites in which advertisers get payed from consumers only when their ads are clicked by the visitors/ consumers diverted to their websites [18]. With search engines, advertisers typically charge on keyword matters useful and related to their target market. A fixed price is charged and no extra or illegal money is charged. Affiliation advertising is also a very useful feature which provides purchase options for the consumers surfing anywhere on the Internet or the website [5]. These companies do so and provide a revenue amount to their affiliated partners who bring those customers to the actual company finally. The pay per click has a disadvantage that this facility is open to click fraud who drive or mislead the consumers to fraud sites. This can be controlled by implementing automated systems to protect against hacking and abusive clicks done by competitors. Information security is a very important concern to both industries and the ultimate customers who focus their marketing attitude through online process. Most customers are reluctant to purchase products from the Internet because they feel that their personal and confidential information will not be safe and will be leaked out. Encryption is a very effective method for implementing privacy policies. Recently many organizations doing business online have been caught giving away information about their customers to their well wishers on a commission basis. Many customers are not aware of when and how their information is being shared, and they are unable to stop this type of insecure activities. Another burning security problem is that, the consumers are very hesitant whether they will receive the same or the original product they had applied on e- shopping and also whether they will receive the product or not after making the necessary payment. This problem has been solved by many online shopping advertisers by using branded companies for online shopping like Amazon.com, eBay etc for providing authentication to their customers. Feedback system on an online basis can also provided to the customers so that they can comment on the services and shopping facility they are doing for improvements grounds to be developed by the advertising companies.

A website banner is a type of advertising publicized on the www or in better words advertised on the World Web [2]. This form of online advertising engrosses and shows an advertisement inside a web page. It is intended to attract a huge amount of customers to a particular web advertisement by dragging it to the site of the core advertiser. The advertisement is built from a GIF or JPEG image or any multimedia product and various features harnessing technologies such as Java or Flash, and also stressing on animation, sound, graphics, or video to maximize presence of surfers. These pictures and other multimedia effects and graphics are mostly positioned on the web portions which carry

amusing, adventurous and informative contents, humorous articles such as in newspaper article or an opinion note. Affiliated companies earn money usually on a cost per click (CPC) basis, for every particular user who clicks on the advertisement [7]. When the targeted viewer clicks on the banner, the viewer is directed into the core website advertised in the banner. Finally when the main advertiser scan their log book and finds that a web surfer has visited the advertiser's site from the content site of the affiliated company, by making a click on the website ad, the core advertising company sends the affiliated organization some amount of remuneration. Web banners functions successfully in notifying the targeted consumers of the related products or services and provides genuine reasons why the consumer should choose their products or services, and in this way can provide fruitful results for concerned advertisement companies to closely monitor the internet customers or surfers particular interests. Providing some questions like in an advertisement of car, a viewer can click on some columns on the particular ad like price, feature mileage which can show consumers interest in the particular product or feature and hence advertise and get good benefits from it [15].

Many web surfers feel these types of advertisements as highly frustrating because they distract from a web page's actual content. The main aim of the advertisement through a web banner is to distract the viewers or the customers towards them, and many advertising companies even target to gain attention by annoying the customers by providing pop ups specially. This drawback can be minimized by including facilities to disable pop-ups or block useless images from websites. Example of a pop up is as below (see Figure 2):



Figure2.

Digital marketing is also very useful strategy in Internet Advertising. Digital Marketing is the promoting and advertising of brands using the Internet, mobile and other electronic devices [13]. Digital Marketing is the strategy of advertising and publicizing its goods and items using various digitized distributing outlets and retailing channels to reach customers in an accurate time, effective, reliable, genuine, relevant, personal and very cost reducing scenario. While digital marketing include many of the strategic practices for boosting up Internet advertising, it extends its vast usage and benefit by including other methods and devices to reach customer database that do not use the Internet. Digital marketing includes mobile phones, short message services /multi messaging services, outdoor banner ads and digital billboards. Digital Marketing consists of

Pull feature which involves the customer to pull the required material through web search engines. The users are given a specific online URL to view and acquire knowledge about the required product or service. For example, for getting an online package reservation we can click on URL <http://www.irctc.co.in>. A diagrammatic representation is shown (see Figure 3):



Figure3.

Web site blogs are also very good examples of this type of digital marketing. In this type of marketing, the customers surfing the related websites have no barriers in terms of size or matter of the product. No technological factor is required to use the product matter, only it can be seen easily without much pain. There are also no particular rules or agreement process to see them. So the viewers feel safe from this angle. Some drawbacks include lot of marketing pressures required for users to browse and find the message/content. There is limited targeted tracking capabilities – only total downloads, page viewing etc is done, no particular matter of interest can be saved. Only universal message and contents of the products is viewed by all the audiences, nothing special is given to each consumer. Another form of digital marketing is Push feature which involves the advertiser (maker of the message) as well as the customers or the surfers. Emails, SMS are examples of push digital marketing. In this feature the advertiser has to send the product messages to the users. This type of digital advertising has the benefit that the messages for the concerned products can be made specific and the messages can be easily reached to a selected portions or group like a cosmetic purchase offer for females of 25 years old living in a specific area like Surat in India. Detailed tracing and maintaining of customer database can be done by the advertisers who can judge how many surfers saw their messages and also track the demographic and geographic data of the customers through softwares like geo location software etc which is very beneficial for Internet Advertising. Push feature can enable extracting good customer database and get high returns on particular investments and even attract new customers for their products. It has the drawbacks of requiring particular strategies and mechanisms to deliver their product features and contents like the advertiser has to use a method or an application to send the product message, from an

email system to Real System Syndicators (RSS) locators which is very beneficial as the users can subscribe to a particular website of their product choice and will get new update alerts for their products in a timely and more systematic manner. Delivery of the required messages can be blocked if the advertiser fails to follow the rules and norms set by each push message feature, the product feature matter can be rejected before going to the main customer who will see the message.

3. Suggestions

Online advertising strategies have been highly influenced by technological encroachments in the telecommunications organization. Many organizations are embracing a new strategy of shifting their target focus of online advertising from simple text content ads to highly technical multimedia improvements and experiences. By this way the advertisers can very effectively and efficiently manage their online branding advertisements, which will finally take up the shape to study and analyze the consumer's feelings and responses towards their particular specific products. Internet advertisers can design rich multimedia product features consisting of animation, merry sounds, attractive pictures etc which can leave a soft and a warm cool feeling when viewed by the target customers. For example Google implemented the search engine advertising in December 1999 [14]. As connection speeds will increase, the frequency of online branding advertisements will be increased simultaneously or even at a much greater speed. An email could be sent to a group of core customers who are likely to purchase the products or on a speculative basis with special discount offers for those who also disclose their mobile phone numbers which will be even kept confidential in the company database advertising their products. After some days a feed back and even a follow up advertisement or message can be sent through Short Messaging Services. This can be very beneficial to boost customer sales in the Internet. An email advertisement can also be sent to viable customers by providing them with a banner ad or a URL link to download the related product highlights or its features. Banner Ad is basically an internet advertisement which appears on a website page, generally at the top or bottom of the web page. It is made to provide more information about the product the customer is requiring. This can be had when the customer clicks on that banner. Security is a prime topic of concern in Internet Advertising. CAN-SPAM Act of 2003 can be hosted on all website advertisements to provide security to the customers and hence their loyalty and reliability for the products will be stable. The URL (<http://www.spamlaws.com/federal/index.shtml>) can be very helpful for detailed knowledge about the security issue. Ethics must be maintained in internet advertising. Some websites use huge numbers of advertisements, including flashing and blinking banners that distract the user and if they immediately click on the same, they can be diverted to some misleading and fake sites and images. This can in turn allow advertisements to lead to sites with corrupted and malicious software or adult materials and viruses attack to the customer's database and hence spoil the integrity and privacy of the customer. Thus legitimate advertising is suggested in internet advertising which has features of opt-in/ log in, or has a clear cut opt-out / log out option, which differentiates it from spam sites or advertisements and thus it is beneficial for knowledge of customers visiting internet advertisements [28]. This legitimacy

must be adopted by all advertising companies for better and speedy growth of customers for their products (see Figure 4):



Figure 4.

There are many points and issues of concern from the point of security like a surfer's home page can be altered or deleted or misused, fake and misleading pop-ups etc. These applications are designed in such a way that they will be difficult to remove or uninstall. It is suggested that the customers or surfers using the Internet advertising must be aware of security concerns in Internet advertising so that they totally don't lack the technical knowledge to protect themselves from these malware programs. Social media optimization is also suggested for attracting customers or visitors to their particular website product material by promoting and spreading it through social media along with search engine features [30]. Social news, polls on blogs, can be better promotional campaigns in social media along with providing comments on other person's blogs, participating in group discussion groups etc [23]. Blogs also consists of a list of links to other related sites, which can also be renamed as blog roll which can be very useful to internet industries (see Figure 5):



Figure 5.

This implements the fact that the online features and benefits and knowledge can be maintained easily and smoothly between various web site users and websites providing room for improvement and product development for companies through internet advertising.

Social media is a very suggestive tool for spreading Internet product advertising as it provides features of word of mouth development which is not done personally but through the use of internet chatting, photo sharing websites, video clips of related sites etc [12]. Social Internet Media cannot be limited to just advertising and brand image development. It can be successfully utilized by several business companies for increasing and developing knowledge management tactics and strategy for product and service development, recruiting, employee work schedule and output, brand image development, providing customer feedback and product satisfaction along with business development for improved growth of the companies. "Social Media Optimization" is also a very useful feature of Internet Advertising. It was first used and described by Sri Rohit Bhargava. His five rules for working on social media optimization are as follows: Increasing the linkability, tagging and bookmarking made easy, Reward and provide remuneration to inbound links, help the mobility of the content, encourage the mash up and get communities easily connected etc [31]. Link building strategies are very important for increasing internet advertising. It will develop trusted directories, blogs and particular industry forums. Emphasis on MSN news is suggested as it has a great impact on World social sites. It has a huge place on the internet, and as it is supported by Microsoft, a brand name, it provides genuine and up to date news facility. Providing genuine and quality key words can also increase the traffic on the internet advertising. Keyword stuffed on the search engine will not prove beneficial instead it will prove to be very irritating. So quality of key word content will help improve strategy for internet user development [18]. The most crucial and relevant page ranking on the first page of any web site will help increase website traffic. So the content key words or search engine words should be very pushing and attractive to extract customers for their particular product site which will hence improve traffic on internet and affect the purchase decision of the buyer and the purchase decision is likely to get converted into sales or leads. Colour combination and graphics layout, moving animated pictures on the site gives an attractive coverage which can easily attract traffic. Colour and graphical combination is very important and crucial which can easily convert a decision of the customer into sale or product purchase. For example, a search query for "gifts" might push an advertisement for a gifts website.

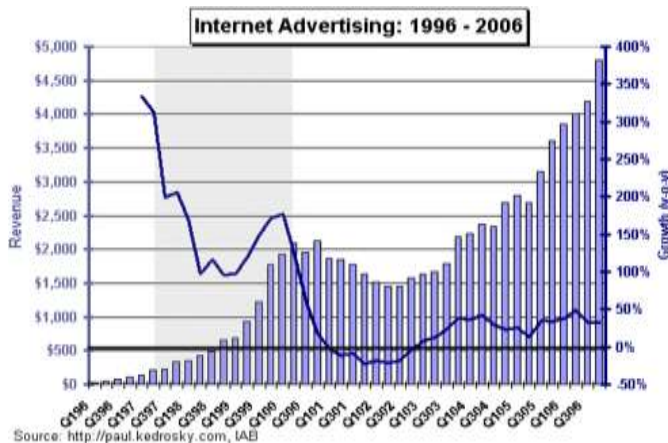


Figure 6.

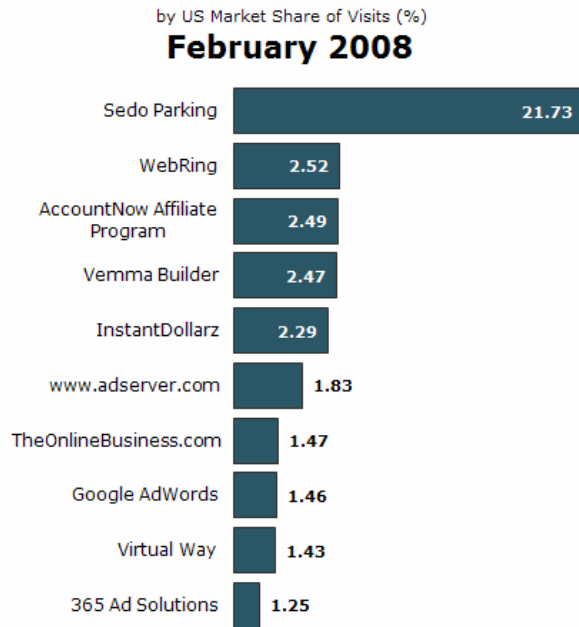
Internet advertising and shopping is growing year by year as depicted in the graph above (see Figure 6), whose integrity has to be maintained from the point of view of security. Building a site is required which not only looks attractive but has all the graphical, multi functional and easy accessibility features that can convert surfers into customers.

Another strategy suggested to improve Internet Advertising is to promote Google Ad sense which is useful in displaying original and relevant ads, and there is less room for fake ads. As people go for contents instead of ads, the contents in the Google ad sense must be very authenticated and genuine which will drive more traffic customers to the related web site.

Emphasis must be made on Ad Words [27] where customer should be charged only when someone clicks on the particular ad, and then reaches the particular website, which is not the factor with Short Messaging Services or electronic mail advertising where some benefits must be given to the consumers like free SMS sending to the concerned companies for their queries instead of charging something which can attract customers. It is suggested that the role of Pop ups should be minimized by the advertising companies because it is expensive and very distracting and annoying because surfers or visitors close pop-up windows whenever it comes in between they are busy in their area of content interest without bothering about the pop up and if they get annoyed by the pop up coming in between it can also prove a negative impact on that pop up company. This is a very burning issue for Internet advertising companies. Fly ads are also similar as pop-ups which are also very annoying to the customers which should be minimized. Regarding paid search engines, when a surfer types in a keyword or phrase related to the advertisers site, the URL [2] is automatically included in the results and directed to the advertiser's site. Nominal and fixed payment for the search engine by the surfers allows more traffic to the website which should be followed by the internet advertisers. These search engines must also be reliable and dependable [7]. Mobile ad is also a very suggestive feature to boost customer traffic as after preparing a database an SMS matter or multi-media message can be sent to the mobile phones of the customers from which quick responses can be had immediately. Video ads are also suggested which are similar to television ads which shows actual moving video clips. This can be very beneficial in attracting consumers for their products as it shows their products in way of a documentary clipping or so which can give an enhanced knowledge about the product advertised in a more beautiful, attractive and detailed manner. Thus suggestions can be made in internet advertising in a short word by saying that for boosting customer growth some important points have to set forth like showing of the ads by the particular companies must be done at the exact moment when the customer visits or enters the particular product site he is interested, in this way reduction in advertising costs by the companies can also be done, changes can be made by the advertising companies in their advertised products whenever they want as per customer requirements to suit their potential customers needs, after making a proper database of the potential customers, the latter must be informed about any product features updated from time to time basis, a detailed report must be prepared on how many clicks per ad the particular company has received and how many of those clicks actually materialized into sales and provided revenues to the

concerned companies [12]. Feedback from those potential customers should be had from time to time or a weekly basis to know about their needs and wants and hence alter their product features accordingly to enhance more additional customers to their web sites (see Figure 7).

Top 10 Internet Advertising Websites



MC MARKETINGCHARTS.COM

Source: Hitwise

Figure 7.

4. Conclusions

This paper lays emphasis on several means and strategies which can be used by any Internet Advertising company or organization to develop the growth and hence urge for the attainment of customers for the products which the companies are interested in marketing. Internet Advertising has the most credential feature of modifying and tracing their products in a very fast form as they receive feedback from their customers in a most prompt manner and even receive feedbacks from the customers in an indirect manner also as when the customers click on their choice of products, it in a default manner goes into the advertiser's log book by which the interests of the customers can be stored and easily traced, their likings for their products on which they have made a click, etc and by this means instant log reports can be developed which can pave new methods for the innovation and designs of product features in existence and also it can be altered quickly according to the needs of the targeted customers to suit their needs and provide them product satisfaction in a more easy manner cutting any delay for the same.

This paper stresses that for boosting customer growth through internet advertising, showing of the advertisements by the particular companies must be done at the exact moment of time when the targeted customer penetrates and surfs into the particular product site he is interested, in this way cost reduction in investment can be made in the advertising done by the companies, alterations can be made by the advertising internet companies in their advertised products whenever they want as required by the customers to satisfy their potential customers needs, by making a proper database record or portal of the potential customers, informing their potential customers about any product features updated from time to time basis so that they can be having product awareness, and also a detailed database report must be developed by the advertising companies on how many clicks per ad the particular company has received from their targeted and general customers and how many of those clicks actually turned into sales and provided revenues and profits to the concerned companies. This would be very useful in maintaining a financial database for the advertising companies to manage their profits and loss balance sheet and even help in cutting down initial investment advertisement costs. Feedback from all the customers visiting the site must be had from time to time or in a weekly basis to know about their needs and wants and hence alter their product features accordingly to attract more additional customers to their web sites and also to sustain their present customers.

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