

ONLINE MARKETING AS A FORM OF MODERN APPROACH IN ATTRACTING NEW CLIENTS AND INCREASING INTEREST IN GOODS OR SERVICES

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Abstract: The article investigates a new approach as online marketing. The paper is defined the main objectives of this kind of marketing and considered different types of online marketing. The article reveals the effectiveness of online marketing.

Keywords: online marketing, the Internet, effectiveness, business, marketing.

Today with the advancement in technology more and more people use the Internet to find the necessary information in a few seconds, study online, share their opinions, do the shopping online and communicate with colleagues, friends and relatives through instant messaging applications such as Google Voice and Skype. Each company should have its website, because the Internet is a powerful way of advertising, it attracts a huge target audience. Having your own website enhances the status of the company.

Moreover, technological development offers the following benefits for business:

- Entrepreneurs can find new business opportunities through the Internet.
- The Internet allows attracting more people and gaining customers from around the world. It is a potential for customer growth.
- Businessmen have the availability to network with other businesspeople and organizations: share challenges and rewards, discuss different business stories and situations.
- Businesses, which make deals through the Internet, save money since they don't have to buy paper and other office supplies, which helps to lower costs.
- The Internet allows a company to use a new marketing method - online marketing. Online marketing saves the company money that would otherwise be spent on traditional means of advertising. (Berisha-Namani, 2013)

Online marketing allows you to promote your products and services online at a lower cost than traditional advertising does. It enables your business grow because it provides qualified leads from potential customers who are looking for your products and services. It is also known as Internet marketing, e-marketing or online advertising.

Online marketing has taken the world by storm since its introduction in the 1990s. And now it is a huge part of our life as it impacts us every day, whether we realize it or not. Statistics shows, that the global audience of the World Wide Web is nearly two billion people. At the same time it has increased fivefold since 2000. Thus, every fourth person on Earth has access to the Internet. This proves such a fact, that the Internet is the fastest growing media bearer and online marketing is one of the rapidly developing marketing technologies.

Today, online marketing is evolving into a broader mix of components a company can use as a means of increasing sales - even if your business is done completely online, partly online, or completely offline. The decision to use Internet marketing as part of a company's overall marketing strategy is strictly up to the company of course, but as a rule, Internet marketing is becoming an increasingly important part of nearly every company's marketing mix. (Corley, Jourdan, 2013)

The purpose of online marketing is to connect or communicate with the online public, and to sell them a necessary product or service. As a result, the public are aware how a product or service can be of use to them.

The common types of online marketing are the following:

- *Search Engine Marketing (SEM)*

SEM is a form of online marketing that targets the users of search engines, such as Google, Yahoo and Bing. There are 2 types: free and paid search. Free search engine marketing, or search

engine optimization (SEO), uses on-page and off-page strategies in order to help search engines understand the importance of a website pages. Paid search engine marketing (or pay per click (PPC) advertising) provides businesspeople (advertisers) with advertising platforms for placing their advertisements. (Shi, Chen, Chen, 2012)

- *Social media marketing (SMM)*

SMM is a form of online marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes. Such social networking sites as Facebook, Twitter, YouTube, FourSquare and so on allows for posting industry-related articles, sharing short messages or updates, photos, joining events, creating video content with the aim of having their video “go viral”. Using social media can help businesses to reach more customers.

- *Affiliate marketing*

Affiliate marketing is a form of online marketing in which a business cooperates with its affiliates to promote the product or service and increase sales. Affiliates usually involve online publishers (website owners, bloggers, and social media users) who promote the product of the merchant (the business or primary seller) and are rewarded for every visitor or customer brought to the business through their efforts

- *Content advertising*

Content advertising is a form of online marketing, that are shown users in terms of their preferences, i.e. search engines like Google or Yahoo display advertisements based on the key words users enter for a search.

- *Email marketing*

Email marketing is a form of online marketing, that poses sending commercial information or business messages to a group of people who are either prospective or existing customers using electronic mails or special tools.

- *Article marketing*

Article marketing is a form of online marketing, when special articles with a link to your website or whatever you are promoting are posted on websites or blogs or in special places such as article directories.

- *Display advertising*

Display advertising is a form of online marketing that involves the placement of different advertising banners on own or third-party websites and blogs to attract more customers. These are various images and logos with advertising copy.

- *Guerilla marketing (or viral marketing)*

Guerilla marketing is a form of online marketing that focuses on low-cost unconventional marketing tactics that yield maximum results. Usually it poses unconventional marketing ways with high energy and imagination. Guerilla marketing is about taking the consumer by surprise, making an indelible impression and creating copious amounts of social buzz. Now this form of online marketing is one of the most popular. (Zhuran, 2013)

All these online marketing techniques increase the number of visits to the company’s web site, attract new clients and establish new partnerships from all over the world, raise interest in company’s goods or services and ultimately make them purchase them online or offline through traditional media channels such as by phone or in-store. And this leads to building reputation on appropriately positioned brand and products on the Internet.

Certainly some appropriate technique will be more effective in achieving one or another objective. For example, search engine marketing will be suitable to business that wants to increase their website’s popularity or reach more effective positioning in search engines. (Shi, Chen, Chen, 2012)

Moreover, article marketing can attract more visitors to the website, linking to it. With email marketing businessmen build a base of subscribers and potential customers, they build trusting relationship with them and can offer products or services again and again. Guerilla marketing, requiring minimal cost, spreads the necessary information about new goods or services very quickly and independently. (Sidorov, 2009)

In general companies gradually start to use the potential of online marketing tools, perceiving them as effective. Today in our era of electronic technology and Internet all traditional marketing practices lose their effectiveness for the benefit of online marketing. Internet marketing and public opinion about your company, your brand and your product are critical to growth and success in today's business world.

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