

The advantage of keyword advertising to company marketing essay



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E-Commerce or Electronic Commerce (EC) is the action rather than the theory of purchase and selling a number of different types of good and services on the World Wide Web. Electronic commerce in its high-level forming an essential foundation sense means the same as traditional commerce where buyers and sellers form together for doing business by purchases and selling goods and services. The difference is that e-commerce happens over flexible strand a letter or message in a length of cord at a link throughout the global where the WWW perform duties of services as the central

medium for all trading carry out business. E-Commerce also happens through the use of more limited shape or structure of communication.

E-Commerce provided with the ability or means to sell and purchase of an article and give services right away from your home. So, that you don't need to leave your house for seeking what you need. You just have to simply strike with one hand the service provider's website, find for what you need or setting up what you want to make available for use and immediately get the business done. If you want to make purchases online for virtual products, most of the period you would get the products and services at the particular example of your payment admitted the truth.

Currency transactions take place above certain to remain safe gateways and encrypted channels, so we can term e-commerce to be able to relied on trading environment. Payments can be made with the use of Credit Cards, e-Checks and Payment Gateways.

KEYWORD ADVERTISING

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Keyword advertising refers to any publicize a product or service that is connection to clearly defined words or phrases. Ordinary forms of keyword advertising are known by a lot of other conditions laid down or agreed including pay per click (PPC) and cost per action (CPA). There are several parts slight difference each starting with “ pay per” or “ cost per” such as pay per action (PPA) and pay per cost (PPC). Google Ad Words is the greatest well-known shape or structure of keyword advertising. Google show search advertisement specifically the aim to the word(s) typed into a search box. Those keyword targeted ads also become visible on satisfied place based on Google’s system’s interpretation of the dealt with material on every page of the site. This is known as contextual advertising.

The Advantage of Keyword Advertising to Company

The step to starting a company successfully is to advertise. Company must provide potential customers with the information itself of information about the goods and services. The advantage would allow everyone to know what exactly the business about. If anyone had interest to present a small business effectively then should thought keyword online advertising methods.

Key word advertising is often used and plays an important role as a technique in effective online marketing, especially where search engines are concerned. When a potential customer types the keyword into the search box, the search engine or website will display a whole range of results that matches the keyword. Your advertisement or website will also be among the many other results which are relevant to the keyword. In most cases, the

reader naturally opts to click the items that are at the top. Therefore if you want your announcement to come on top in search engine results, this can be done by using the right keywords; you also need to creatively use the keyword many times.

Keyword promotion may be ideal for small businesses because it helps them emerge on top of many other competitors regardless of the money spent or the size of the classified ad. This way, small businesses have a better chance of bringing themselves forward to the clientele easily and with little effort. A great advantage of keyword advertising

is that only the viewers who are truly interested in the product or service with the intention of buying them will come across the advertisement. As a result, there is a greater possibility of achieving higher conversion ratios.

Clearly, the keyword chosen is the most important item in this scenario. It is important to make sure that the keywords chosen are related to the business. Companies pay for each word. So this should not be misleading. Choosing the wrong keyword will not achieve the purpose of increasing sales - in fact it will be a waste of time and money as well.

A way to make sure that the company does not spend too much in marketing, is to choose the right payment option. Keyword advertising revolves around payment concepts is

ensure that you are charged only for the number of times the announcement is truly viewed. This is another reason why keyword promotion may be ideal for small businesses because you pay only for what you get.

Benefits of Google Ad Words to User

The biggest advantages of SEO are the fact that it can join anyone on your website visitors. Keyword advertising of SEO possibility take months to create results of meaning, but a PPC advertising can done for you immediately. When coordination are being use with an SEO strategy, Ad words would carry your visitors at the same time you are waiting for your page to become visible in organic search results.

The next of SEO advantage is entirely customizable. Users can choose as the most suitable their keywords, besides they can even pick which keywords they don't want to trigger advertising. This is very useful to marketers who can succeed in doing the account, and unchanging pull sharply keywords and estimate to find the mysterious combination of efficiently in the campaign.

With Ad Words, the users can controls how much to be pay. An organized scheme of proceeding involves a bidding system which the final information in cost per click pricing and give permit to the user to only pay for the pressing that are accept. Thus, the clicks are count according to the user's settings from ten cents to one hundred dollars. Marketers can optimize for cost per idea and opinion pricing in satisfied or happy network. This will permit you to pay for how many times people see advertising. Without concern for which pay model you select, you set the produced every day advertisement estimate, which may gives you finished control over a serious of military operations.

Though Ad Words is extremist user friendly, it can be very hard for whom new to PPC advertisements to charge an organized course of action efficiently. Almost anyone can running an advertisement organized course of an action though Ad Words, but least people have the time and skill it takes to continuously monitor and change ads, establish new budgets, and pull sharply keywords for most favourable carry out. If whom not sure about how to in charge a PPC campaign, a lot of SEO who have experience worked with Ad words can help you.

The Disadvantage of Keyword Advertising to Company and User

Pay per Click search engine is fount into account by many to be one of the most affordable forms of marketing on the Internet. PPC advertising is used to create result by give instruction on target traffic to a marketer website, so the marketer can change this target traffic into fastest sales on the later time. To date, this marketing is a billion pound industry.

There are some difficulties to using Pay per Click advertising companies. If it does not have disadvantages to this advertising, then everyone would choose to use this method; but now, many Internet marketers do not use it.

Briefly, marketers will offer a price on keywords to be use in small advertisings they cause to happen, that the PPC Company will show for search engine users when they are using the marketers' chosen keywords that they choose to use in the ads. Inside these ads is a connection to the marketers' very special website.

When search engine user, uses an individual marketer's keyword in the search engine, that advertisement guide up alongside the other information for the user to select from. If the user press on the marketer's ad, they are taken to the marketer's website. The marketer then needs to pays the PPC Company for that unusual click. If the user sees the advertising, but it does not click, then the marketers do not need to pay.

The Method of Improving Keyword Advertising

There are many kind of search engine advertising methods. If anyone are hoping your website to get higher SEO rankings, than you need to put into effect the proven make the best use of tactics. More specifically, nature and organic search engine optimization is the most suitable way to go. Organic search constitute the greater number of web traffic. In fact, tens millions of visitors are being sent by the search engines to not the same as another websites through organic search. To get a big solid piece of this traffic, here are those top search marketing methods that you can put into effort today.

Beginning with the publish high quality articles to build connection and to make a greater in size your site's SEO rankings. The article submitted for consideration is one of the most able to be relied on search engine advertising methods that can consideration long term and lasting for a long time results. Anyone need to do is to bring into existence articles that are highly connected for the subject being discussed on your website. So, it is important to write the particular object that focuses on keywords used to make the best use it your website happy or satisfied. Back links should have as part of a whole in the articles a greater liking on the resource box. Once

you publish these articles on high PR article a book listing names, it will only take a few days for the search engines to measure them. In this way, you would get worth a great subject being discussed back links from having a good reputation. This would have final information to a big jump in your SEO rankings.

Lastly, you should make as great as possible the advantage of press set free the act of submitting. This is another search engine advertising method that has been getting good incoherently among SEO competent. Press set free are a like but not identical to online articles in phrase of giving satisfied for the search engines. But the best piece combining is that press set free distribution sites to a high degree by the search engines. These place where something is offer everyday and updated satisfied for web users. So, if you can get back links from distribution services though your press set free, then it is possible to succeed in maximum online exposure. The most important are the back links from press set free are worth and connected. So there is at all times a best chance that your website's search engine position can become better meaning if your links are carried by more than two but not many new information about aggregators.

Banner Advertising

When internet is becoming a interactive medium. There is a lot of e-commerce multimedia to advertise their product. Now a day, banner advertising is a comment advertising method in this world. It can transfers of big bytes is possible easily due to the increasing in speed in internet due to DSL, cable and wireless high-speed technologies. Banner advertising may

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attract people attention in order to increase the selling product in the company. It is possible to target those who can be prospective buyers. In addition, managers need to optimize the number of creative and advertising sites by making the tradeoff between quicker visits and lower expenditure per visit or the slower visits and higher expenditure per visit.

Advantages

Low cost

It is much cheaper than the most such as advertise their product by using newspaper. In internet advertising are offered as low as \$10 for a period of one month.

The presentation to the market

Internet advertisements are the best if your product is aimed at the younger generation. Due to the survey report, now a day, most of the younger generation is keep playing facebook. So that, the advertisements that advertise in facebook is the most easiest way to attract younger generation attention in order to buy thing through the internet.

Update advertisement

Internet advertising can update whenever you like. Unlike TV commercials which must be periodically updated. Advertising is usually a very simple matter that can be done easily and quickly.

Disadvantages

Scope

It is a limited market can be conquered if only use the Internet for advertising display. There are quite a few of average of consumers are still on the older forms of advertising.

Additional costs

It will cost more than if you decide to rent the help of a professional or a company for the production of advertising for your product or service.

Blog advertising method

Blog advertising is a method of e-commerce. This method can be an extension of a whole or it can be its own website. Majority of a blogs are maintained by one person in a journal-type style with the posts appearing in reverse chronological order and they're updated regularly. They are a lot of cause to get involved in the blog advertising world. The blog advertisement in particular, methods of getting exposure for your company, products, or services has speedy become the most famous from advertising. Many of the company have jumped on the bandwagon and have begun advertise their company on blogs because it is not only cheaper than almost any other advertising method from around, it is also more effective than other media.

Blog are global. When you advertise on blogs you are not get individual written reviews of your products. The written are visible for the life of the blog and it easily someone to search when someone type keywords into a search engine anywhere in the world. You can achieve the same worldwide marketing that can afford to span the globe with high-price media marketing. <https://assignbuster.com/the-advantage-of-keyword-advertising-to-company-marketing-essay/>

The marketing cost savings are tremendous and the exposure is just as great. Nowadays, many of the consumers spend 85% of their shopping dollars online. Even though they are planning on buying offline they also will search the products first on the internet. Consumers believe that bloggers write up much more than the gimmicky splash advertising, flashy banners, and slick white pages. Each of the advertisements written in a blog post comes straight from that particular blogger's style writing and is unique and compelling.

While the experts forecasted that blogging as a whole would slow down in 2007. It is evident that blog advertising for web companies to develop as a steadily more powerful tool for dialoguing with prospective clients and increasing listeners reach on the Net. Many business holders may have uncertainties or misunderstandings as to the value of business platform into their existing promotional efforts, with little return on investment. That organization owners who use blogs as advertising media usually will realize an easy-to-maintain sphere. The results of blog advertising, however, are far-reaching and surprisingly effective.

Advantages of blog advertising

The major advantages of blog advertising include low cost marketing channel. Blog advertising is cheaper than the other advertising media. With the less money you can achieve better ranking, the payment is not per month, you can have your own unique content, and also quality permanent back links.

Besides that, you can also achieve an excellent Avenue to build a network. Every business needs a network, an interior network between division and an exterior network with other companies and customers. A typical blog on the other hand is rapidly written. Blogs can reach thousands of aimed readers at any place.

Blog advertising is also a way to increased product exposure. Blog advertisement is extremely useful for gaining established visibility for your products.

Improved customer interaction. Healthy customer dialogue is the key ingredient for successful web endeavors. Comment characteristics on blog are ideal ways to get to know that person, and feel they have built a blog is a place to hear kudos and complaints. As well as conduct informal focus groups, determining how else customers needs might be fulfilled.

Nearly anyone who has studied marketing knows that a conversion rate for commercial venues is much higher than others. Consumers have a choice in the latter scenario, and the same is true for blog advertising. Consumers feel that they made the choice to come to a blog ad they made the conscious decision to read about a product.

Example of blog advertising method

Conclusion

After doing this assignment, we feel that that the most effective and efficient online advertising method is Blog advertising method. If we need to choose

the advertising method to advertise our company between banner
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advertising, keyword advertising and also blog advertising. We will select the blog advertising method.

It is because the blog advertising is cheaper and more effective between others. And also consumer trust blogger write up much more than the banner advertising, keyword advertising and also the traditional advertising. When we need to select a print media to showcase our products we must get exposure in that market alone. Most newspaper, magazine display advertising is extremely expensive. There are less costly print media methods such as press release but they are not as expensive as picture advertising. Some willing and reporter will print it but even then the exposure is usually limited to the circulation of that paper or magazine and it only appears once.

Now days, who isn't online? Consumers can online and search your company products through the internet easily at anyway and also any moment. Your company blog will always be there. Comment characteristic on blog may also let the consumer more realize about company product and services if customers have any question about the company products or service. This may also built a lasting relationship and trustworthy between customers and company.