What do we mean by online marketing

Business, Marketing

Section/# Online Marketing Online marketing is a broad descriptive term that helps to define any and all types of online advertising or Internet advertising. Over the past several decades, a noted shift has taken place with regards to the way in which products or services are represented to the consumer (Yadov & Pavlou, 2014). Ultimately, even within traditional television advertising, it is not uncommon to hear an advertiser state or display a link to follow the product or service on twitter or Facebook. More often than not, regardless of the product or service that is being promoted within the traditional format of advertising, it is also not uncommon to see the advertiser promote the website and encourage the potential consumer to visit as a means of gaining further information with regards to the product. However, each of these approaches are only part of online marketing or Internet advertising. Ultimately, Internet advertising and online marketing is concentric upon providing web banners, mobile advertising within applications, ad servers, or other promotional marketing messages their delivered through websites that are not otherwise associated with the particular good/product/service that is being offered (Lambrecht & Tucker, 2013).

From the brief list that is been provided above, it can definitively be noted that online advertising is a very broad sector that allows for an organization/firm/entity to direct their message to a specific demographic in a way that traditional advertising did not allow. For instance, if a particular company is attempting to market specifically towards individuals within a younger demographic, they will most likely target their online advertising to appear on websites that are frequented by individuals within this younger

demographic. By means of comparison, if an older demographic is targeted, websites relating to products or services that individuals within this older demographic readily consume will be placed.

One of the unique aspects of online marketing has to do with the fact that the advertiser can generate unique statistics with regards to the overall impact of the particular marketing tactic. For instance, as compared to a print advertisement or a form of marketing that is predicated upon blindly targeting a wide spectrum of the population, these specific level of engagement that can be had with regards to online marketing also allows for the marketer to generate unique usage statistics, click percentages, and the amount of time that individuals is viewing a particular page (Schulze et al., 2014). Although these metrics might not seem as if they are relevant to be further delineation of marketing, fact of the matter is that the firms were responsible for purchasing this ad space can then review the statistics as a means of putting forward a more active and honed campaign in the future. Currently, as the overall amount of time that individual spends reading a newspaper and/or watching television tends to be relatively static, the overall amount of time that is spent online and on web enabled devices has drastically increased over the past several years (Valos e al, 2010). Consequently, the level of focus that advertisers placed upon seeking to integrate with online marketing as a means of engaging the consumer gains a degree of further relevance.

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