

# Current trends in internet marketing assignment

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Internet marketing involves the usage of the Internet to market and sell goods or services. In this thesis we wished to seek answers for the following questions with the help of web, email surveys taking into consideration consumer perspective, company perspective and 3rd party internet marketing agency perspective. Our survey sample was based on a small set of companies, consumers and internet marketing agencies. The survey results helped us in predicting the trends in internet marketing.

We were able to obtain responses to surveys only from consumers and companies and not from 3rd party agencies as none of them responded to the surveys. The questions and answers are listed below. What are the successful techniques of internet marketing used today? Most successful marketing technique from both company and consumer perspective is search engine marketing. To what extent does internet marketing bring revenue for the companies and not just end up attracting junk traffic which does not generate any revenue for the company?

Both consumers and companies agreed that internet marketing improves the brand image of the company or products or both, internet marketing is a revenue earner, reliability of the country is very important for success of internet marketing , many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing. Companies agreed that they have to necessarily focus their internet marketing based on the gender difference so as to make more money. Consumers were undecided on this.

Companies were undecided that variation in import duty in different countries prevents suppliers from indulging in internet marketing.

Consumers agreed to this. Companies agreed that immaterial whether it is industrial products/consumer products, internet marketing can be used successfully but consumers are undecided on this. Companies and consumer are undecided that internet marketing focused on geographical regions only can generate revenue. Companies disagreed that 3rd party agency will only generate better revenue than the direct internet marketing by company, where as consumers are undecided on this

How big is the internet marketing industry today and what is the growth potential for this? As per companies internet marketing potential was found to be between 20-40 billion dollars. As per consumers the industry marketing potential was found to be between 20-40 billion dollars and above.

Companies and consumers agreed that more number of internet marketing players would enter to cater to the growth in the next 5 years.

(Unfortunately, we could not find any recent work on the size of internet marketing due to which we had to rely on market research analyst reports for comparison with our survey).

Which is the most preferred internet marketing approach? Companies and consumers agreed that many of the 3rd party internet marketing provided only junk traffic which has a negative impact on the growth of internet marketing. Companies and consumers disagreed that 3rd party agency would only generate better revenue than the direct internet marketing by company. Consumers and companies agreed that online support is an important factor to make internet marketing a success. Companies and

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consumers agreed that more user friendly, better key word matches would drive the future search engine marketing.

Companies and consumers agreed that click fraud is a deterring factor for your company, not to go into internet marketing. Consumers and companies agreed that web-mavens (internet product review experts) would play a major role in establishing the brand image of the company in the mindsets of people. Companies agreed that 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own. Companies disagreed that internet market has less channel focus and hence does not have long term growth but consumers are undecided on this.

Companies agreed that 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself but consumers are undecided on this. Do companies prefer internet marketing to traditional marketing? Companies and consumers disagreed that internet marketing would fully takeover traditional marketing in their company. Companies agreed that from now on company would spend more on internet marketing than on traditional marketing but consumers did not agree to this view.

Companies agreed that from now on revenue gained through internet marketing would be surely more than revenue gained through traditional marketing but consumers disagreed to this view. Companies were undecided that traditional marketing is more reliable than internet marketing but consumers agreed to this view. Companies agreed that traditional marketing is more flexible than internet marketing but consumers are undecided on

this. Companies agreed that traditional marketing relationships were long term compared to internet marketing but consumers are undecided on this.

Where is the internet marketing trend heading to in the future? Companies and consumers agreed that awareness of internet marketing trends is mandatory for internet marketing trends. Both companies and consumers agreed that internet marketing will surely grow. Both companies and consumers believed that payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow. Both companies and consumers agreed that reliability of the country is very important for success of internet marketing .

Companies and consumers agreed that web-mavens (internet product review experts) would play a major role in establishing the brand image of the company in the mindsets of people. Both companies and consumers were undecided whether Irrespective of product/service internet marketing is useful. Companies agreed that only for selected products and services internet marketing will be successful but consumers were undecided on this. Companies agreed that virtual world internet advertising campaigns such as Second Life are the future trend setters for internet marketing but consumers were undecided on this.