

How internet advertising helps industries research paper samples

[Business](#), [Marketing](#)



All business activities are largely covered by marketing. Business activities involve advertising, customer relations, sales and business development which are referred as marketing umbrella. Advertising is the general plan in which a business practices to boost sales as well as expanding market shares and hence improving profits. However, advertising is confused with marketing nevertheless they belong to one aspect. In business, advertising has two purposes they involves name recognition and information. It is important for a business to inform its customers swiftly as possible concerning sales, price fluctuations and inventory of new products or services within business. Therefore, marketing through advertising works to achieve this goal of name recognition. The medium of sites and formats that are used in advertising involves banners which involve animation.

Advertising can also be done in interstitial, sponsorship and directories formats (Janoschka & Anja, 34).

The growth of internet advertising has resulted in the outright growth of many industries. With the increasingly advanced technology that is available to online markets has boosted the advertising industry growth. Growth in online advertising industry has grown more than expected leading to number of markets jumping onto the internet marketing. Therefore in 21st century is hard to imagine how business can do without internet. Internet has become mother of transformation in many areas of the business arena for instance communication (Schumann, David, & Esther, 78). The internet has extremely reduced the time that is required to transmit information over short and long distances. Internet has made itself essential for commercial activities.

According to the research marketing and advertising internet has become an

essential tool for every business. Internet in form of websites and online advertising currently represents the entire storefront to the buying public. In image building, stakeholders of both small and large ventures have recognized the importance of establishing a Web via website. Therefore, businesses engage themselves in the social networking phenomenon (Schumann, David, & Esther, 56). Businesses are now establishing profiles on platforms such as LinkedIn and Facebook to execute soft marketing that enhances to improve their images with potential customers as well as the whole public globally.

The research shows that Internet has been used as a medium for information gathering by searchers who take place on the web. Internet searching has become an essential tool for research about business in ever industries. On the other hand businesses also conduct research online. For instance, libraries have been transformed by explosion of internet since much of their services and collections being transformed to electronic records. In addition it is easier and fast to access any business records online (Janoschka & Anja, 34). Business is able to access stock exchange and breaking news information through the Internet. Businesses greatly benefit from internet for instance multiple physical offices since they are able to efficiently synchronize their data and communication. This help thee offices to handle and process large amount of data from different employees.

For a business to operate in remotes regions, industry employs workers, consultants and contractors as outworkers. However, most of business telecommuters can be located locally or from far away business base operations. Business with an international presence uses Internet to enables

and enhances communication between its offices in varied locations. On the other hand Internet has made it easy, fast and less expensive in transactions of payments process and other transactions that are essential to business. The research shows that advertising can entice consumers to switch different kinds of product brands. For competing business they can benefit by advertising to make consumers go for their brands. The competing company will often seize the chance and increase their advertising, with the main aim and goal of getting consumers to switch brands (Zeff, Robbin, & Brad Aronson, 26).

However, there have been controversies that are associated with Internet. The research concludes that not all changes of Internet has formed on business are considered to be positive. The biggest controversy of the Internet's effect on business has been that of illegal file sharing that are brought by hacking and other cyber-crimes. As a result of these crimes individuals can acquire form as well as sharing with others (Janoschka & Anja, 34). Additionally, Internet servers have frequently pronounced to be concerns over product quality, invasion of privacy and deceptive sales practices through questionable data collection practices associated with advertising.

Works Cited

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