

A Study on IMC & Online Marketing

Pankaj Gadia^{1*} Dr. Vani Majumdar²

¹ Research Scholar, University of Technology, Jaipur, Rajasthan

² University of Technology, Jaipur, Rajasthan

Abstract – Online marketing is rising in India with fast pace. Many Indian companies are using online marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by online marketing only. This study shows precautions to be taken for effective implementation of online marketing to reap tremendous potential to increase in sales. And then we talk about integrated Marketing Communication emerges as a powerful tool that guides practitioners in developing and implementing marketing communications more consistently and effectively. Despite its continuing appeal little is known about its physical or visible form in marketing communication process, but the emergence of this concept has become one of the most significant examples of development in the marketing discipline. It is the most innovative function of marketing endorsed by advertising and marketing practitioners.

Keywords: Online Marketing, Integrated Marketing Communication (IMC)

-----X-----

INTRODUCTION

Online marketing

Online marketing is the design and study of the sale of goods or services through computerized networks, such as the Internet and telephone networks.

The knowledge in online marketing includes the value of an online marketing mix of techniques that draw the target market and actually translate into sales.

The online marketing research is the analysis and examination in which online marketing approaches are selected for use and the effectiveness of these online marketing techniques is evaluated.

Online marketing uses the Internet to publish promotional warnings online for advertising. It includes email marketing, marketing of search engines, marketing on social media, various forms of display ads (counting web banner ads), and mobile ads. Like other stores, much of the time online advertising involves both a manufacturer, who introduces advertisements into their online content, and a seller, who offers ads to be advertised on the material of the distributor. Other potential members include sales offices that help create and identify the advertisement duplication, a marketing system that automatically transmits the campaign and records feedback, and advertising offshoots that do the sponsor's free promotional work.

Online marketing advantages

One of the most critical focal points is the information's accelerated usability. Without a question, customers / clients can obtain information about the products they want to purchase by searching the internet, what's more, they can check the information whenever they want.

1. It encourages companies to set aside funds, a view that organizations often need, because online marketing strategies do not require much spending.
2. The previous point of view gives less priority to the comparisons between big and small organizations in some manner or another, thereby increasing the difficulty and giving the customers points of interest.
3. Internet presence will help the company grow simultaneously from a neighborhood market to domestic and global markets, providing virtually infinite extension of imaginable outcomes.
4. Everything can be measured on the internet, so it is better for companies to know immediately whether their campaign works or not, what organization or individual is involved in their products, what local populations or nations they are, and so on.

Online marketing disadvantages:

1. Quick connections on the Internet can be difficult. If the companies are unable to assemble too perplexing or too large pages, users will have irrational trouble searching or uploading them and will finally get tired.
2. The online business does not require the buyer to "touch" the product before it is bought. Many salespeople are starting to ensure that the item can be replaced along these lines. In Germany, where since 2000 there is a law that governs online business and assures consumers the maximum discount of the currency, electronic trading is common.
3. The installment is another factor: multiple consumers still do not trust the electronic payment methods and cancel the pretense of buying online along these lines.
4. Despite the lack of consumer confidence, one of the major weaknesses could be constant automated ads that give the impression of being false. This is an approach that separates the image and reputation of good and equal organizations.
5. The money down system is another disservice, as it does not ensure the item's 100 percent acquisition. This is also the case of thousands of customers who ruin large organizations every day by demanding on the internet to use fictional characters.

Tools for online marketing

Display advertising-Display advertising conveys the ads message by words, images, events, videos, photos, or different designs to the outside. Show marketers approach consumers with specific attributes to create the effect of the promotions.

Internet banner ads-Web banners or promotions with banners are typically interactive advertisements shown on a website page. Banner ads can use rich media to connect video, sound, operation, capture, layout, or other multimedia modules of Java applets, HTML5, Adobe Flash, and various projects.

Frame marketing (usual banner)-The main type of web banner was frame ads. For the normal placement of items, the occasional use of "banner ads" often occurs. Website providers add a common area to the website ads.

Pop-ups / pop-under-A pop-up ad is shown in a new browser window. over the underlying browser window of a web visitor. A pop-up message opens another browser window under the browser window of a website user.

Floating advertising-A floating advertisement, or overlay ads, is a kind of rich media notice that tends to be superimposed on web content. Floating promotions can vanish after a specified period of time or become less common.

Increasing Advertising-An increasing number of ads is a rich media frame show that changes measurements on a predefined basis, such as a fixed calculation of the time a consumer spends on a web page, the customer's promotional shot, or the customer's mouse creation across advertising. Expanding campaigns allow marketers to bring more details into a confined space for ads.

Intermediate advertisement-An intermediate offer appears some of the time before a consumer can get to the information while the customer is assured that the product can stack. Abstract advertisement is a marketing form intervention.

Message ads-A promotional message shows messaging-based hyperlinks. Announcements dependent on text may be view the primary content of a web page separately, or they may be inserted to sponsor pages by hyper linking single words or phrases. Email promotions can also be distributed via Marketing by email or text message.

Search Engine Marketing (SEM) — Search Engine Marketing (SEM) is intended to support search engine marketing broaden the perceptibility of a link on the results pages of the search engine (SERPs). Search engines offer supported outcomes and normal (unsponsored) outcomes based on the query of a site searcher. Search engines often use clear signals to differentiate between aided performance and normal outcomes. Search engine marketing includes all the conduct of a vendor in order to make website posting increasingly accessible for specific catchphrases.

Search Engine Optimization (SEO) — Search Engine Optimization or SEO is meant to improve engine optimization the automatic search rankings of a site in SERPs by increasing the relevance of search keywords of the web content. Search engines change their formulas regularly to target destinations of low quality Trying to play their lists, making optimization a running sponsorship job. Several retailers offer SEO services.

Sponsored search-Sponsored search (also known as sponsored links or ads for searching) allows marketers to be identified for targeted after-effects of looking for selected watchwords. Match ads are often offered by regular advertising, where advertisers sell watchwords.

Social media ads — Social media marketing on social media sites. By providing regular updates and offering unique ideas through their social

media profiles, various organizations advance their products.

IMC

"A marketing strategy is at the heart of any corporate technique; businesses exist to move products that attract consumers".

Integrated Marketing Communication (IMC) is a methodology used by companies to define their communication practices and organize them. The American Association of Advertising Agencies describes IMC as "a term that perceives the additional calculation of a far-reaching strategy that assesses the core positions of a range of communication disciplines and consolidates these disciplines to provide transparency, continuity and the greatest impact in advertising". The identity and knowledge core of the company is improved as each direct marketing contact operates in unity rather than discrimination.

As William Stanton points out, "IMC is a part in the marketing mix of the company that is used to educate, inform and remind the consumer of the association and/or its goods."

IMC History

Initially defined in 1989 IMC was specifically developed by the American Association of Advertising Agencies to meet the requirement that marketers give customers something beyond traditional advertising. The 4As initially began the phrase "modern ads," however this concept did not adequately reach several different points of view recalled for the word "IMC"-most notably, many former traditional promotional methods beyond advertisement.

In the late twentieth century, a flood of new business center trends prodded organizations to move from the traditional way of advertising to the IMC solution:

- Decreasing influence and prestige of the message: the advancement of commercial information has this made it harder and harder for a single message an important impact.
- Server cost decrease: The cost of extracting names, places and details from repositories has decreased significantly. This downturn made it even more difficult for advertisers to meet customers.
- Increasing consumer aptitude: communications and public relations companies consumers have been trained increasingly in terms of advertising structures, methods and approaches.

Consumers started to realize that TV advertisement was not the only way to reach clients.

- Increasing mergers and acquisitions of firms: many top public relations services and advertising agencies have become accomplices or banded with other communications companies. Both fusions took into account greater innovation and the advancement of contact from just ads to various disciplines, such as the arranging and promotion of opportunities.
- Increasing worldwide marketing: Rural nations have undergone a massive deluge of commercial rivalry. Organizations immediately understood that, regardless of whether they were not leading they are actually engaged in global marketing outside their own country.
- Increasing discontinuity of media and audience: from 1980 to 1990, with the exception of the decline of newspapers, media outlets, for example, magazines and TV slots. In reality, businesses could use new innovations and PCs to target specific populations, such as ethnic constructs or living spaces.
- Increasing amount of general goods: Manufacturers have filled shops with lots of new products, much of which could not be differentiated from prior ones. In order to attract customer curiosity and increase sales, an innovative marketing and branding strategy was crucial.

IMC approach

IMC approach is like curves that Make up a 360-degree hover, the customer's focus.

"IMC's 4c and 4p's are involved, i.e.

1. Not PROUCT but CONSUMER
2. Not PRICE but COST
3. Not PLACE but CONVENIENCE
4. Not PROMOTION but COMMUNICATION

IMC's essence is the FIVE POWER CONCEPTS, which makes contact efficient and viable, i.e.,"

1. The core interest of customers
2. Strengthening customers

3. Marketing immersion
4. Reverberation from the brand
5. Emotional support

To sum up, "Integrated Marketing Strategy" is like a team. The distinctive means of correspondence. Advertising, public relations, website, publicity, advertising manager, support, digital, in any case, marketing and the rest are much the same as the distinctive tools: guitar, bested, Trombone, guitar, trumpet, clarinet and others. The connection is not as easy or insignificant as it sounds.

The company needs to be focused on online marketing partnership management and a greater number of audiences than just clients. Also along these lines, a partnership can have a brand image tied together and blot out the discontinuity that can annihilate the corporate brand credibility.

The new economy uber trends translate into situations for organizations that actually hold IMC. It has never been increasingly necessary to position the client and other main stakeholders at the forefront of your company methodology. The highly focused business center has made the establishment of partnerships central to the success mission. The time has come for organizations that do not see IMC as necessity.

IMC tool

Advertising is about "the strategies of providing the most effective possible marketing value at the least conceivable risk to the right possibilities." Kotler and Armstrong (2003) provide a description of preference: "Advertising is any paying type of non-personal distribution and advertising of views, products and companies by mass media, e.g. articles, newspapers, television or radio through distinguished sponsorship".

Sales Promotion is the Demand-animating activity aimed at promoting an object or service. It could include an advertising campaign, an extended Marketing program, A free-sample program with unrestricted demos or stamp trading, Masterpieces or exhibits, rivalries with seductive bonuses, fleeting declines in pricing, entrance-to-entry texting, telemarketing, and personal letters on various strategies. Sales advertising is more than just some other part of the promotional mix.

Public Relations programs are a coordinated communication effort by an individual to lead to generally positive views and feelings towards an entity and its objects. It is a collaborative work aimed at developing better relationships with customers, investors and policy-makers. Advertisement gains are minimal effort and credibility (especially when advertisement is revealed in the middle of news

stories like night-time TV news). New developments, such as weblogs, video cameras, network members and union (phone-camera exchange of photographs and site recordings) change the cost structure.

Private Selling is oral communication for the purpose of making a deal with potential buyers of an item. Direct sales may initially focus on building a relationship with the potential buyer, but will eventually end with an effort to 'close the deal.' As defined by the American Marketing Association, direct sales are the personal or impersonal way of convincing or persuading an imminent customer to buy an item or service and behave favorably on a thought.

Other than the above, another tool is increasing in the current market environment, which is called internet marketing.

IMC benefits:

- Although Integrated Marketing Communication takes a great deal of work, it has many benefits. It can make the most of profits and benefits, even if the money, time and energy are set aside.
- IMC wraps consumer contact which allows customers to fly through the different phases of the purchasing process. At the same time, the partnership improves its profile, builds up an interaction and maintains its customer relationship. This 'Relationship Advertising' fulfills a consumer loyalty duty That can buffer them from a future surge of rivalry. The ability to keep a client is a huge upper hand.
- IMC is also widening opportunities by increasing suitability. A correspondence brought together has greater power at its most important level than a series of different communications. In a busy world, regular, synchronized and clear message has a higher likelihood of breaking over 500 corporate messages by 'concussion' that affects customers every day.
- IMC can help sales by distributing messages across several networking platforms so that customers can be conscious, motivated and eventually buy more routes.
- Additionally, strategically linked messages support customers by offering easy alerts, updated information and unique deals that, when presented in an organized grouping, allow them to move easily through the phases of their purchasing process, thus

reducing their ' decision suffering ' in a mind-boggling and busy environment.

- In fact, IMC makes communications more accurate and increasingly trustworthy along these lines. It reduces the chance in the purchaser's head, thereby shortening the hunting practice and directing the outcome of brand tests.
- Un integrated contact transmits conflicting signals that disrupt the message's power. This can also annoy, disconcert, and arouse consumer discontent. Once, seamless communication gives a soothing feeling of need.
- Consistent pictures and relevant, meaningful reminders help maintain a loving relationship with consumers over the long term. There, consumer repositories can accurately identify which consumers require whenever and during Their entire life purchase.
- In addition, IMC sets aside cash by eliminating the replication of fields such as designs and photographs as they can be exchanged and used in business, advertising, shows and sales publishing. Organizational expenses are reduced through the use of one office for all communications and no matter if there are a few divisions, time is spent when meetings merge. Office-for briefings, Creative meetings, pragmatic sessions or main plans. It decreases the stress and discomfort-one of IMC's main advantages.

IMC limitations

- There are numerous different deterrents that limit IMC in expanding to Typical transition defense and uncommon chat with a wide range of target audiences. These include: functional silos; stifled creativity; disputes on a time scale and a lack of management know-how.
- Many bureaucratic systems isolate from each other correspondence, results, and even managers. The PR group, for example, does not consistently respond to advertisements. The selling force matches the people who support ads or purchases, etc.
- Write down anything you want. To paraphrase it, press the Quill It button on the right. bosses dislike someone else's office making a portion of their decisions (so budgets) selected or even influenced. It shouldn't make any difference, but frequently it does, what creative thinking it is. An

advertising agency may not be so keen to create a creative thinking created by, legislation, PR or immediate marketing consultant.

- IMC's ingenuity can be reduced. Sales campaigns are no longer crazy and wacky except if they fall into the general framework of brand relations. The joy of wild imagination may be smothered, but the artistic check may be more notable and ultimately rewarding in a more compact, organized, innovative brief.
- A 1995 study found that most administrators lack IMC expertise. All administrators and departments. Single order offices are growing. There do not seem to be many people, by all means, who have genuine experience of all fields of marketing communication. This lack of ability is then compounded by a neglect of responsibility.

CONCLUSION

With the intention of using online marketing with the plan to gain access to the brand's restricted content and earn a refund and express their company feedback to the advertiser.

With the advent of internet creativity, the tendency of customers towards traditional marketing tools has diminished. TV and print media are the most common modern marketing tools. The main advantages of online marketing are consumers ' and advertisers ' ability to connect, achieved by usability to broad knowledge reach and shopping convenience. Such benefits make online marketing more prominent than normal marketing. And yet customers are powerless on the Internet's customer well-being side. We are worried that online marketing is dangerous because it can lead to an increase in the issue of fakes and yet protection.

REFERENCES

1. Chen, C.-W., Shen, C.-C. and Chiu, W.Y. (2007). Marketing communication strategies in support of product launch: an empirical study of Taiwanese high-tech firm. *Industrial Marketing Management*, pg.no. 1046-56.
2. Chittenden, L & Rettie, R. (2003). An evaluation of e-mail marketing and factors affecting response. *Journal of Targeting, Measurement and Analysis for Marketing*, Volume 11.

3. Andrew Paul Williams, Kaye D. Trammell (2005). Candidate Campaign E-Mail Messages in the Presidential Election, 2004, The American Behavioral Scientist. Thousand Oaks: Vol. 49, ISS. 4; Pg. No. 560, 15.
4. Duncan, Tom R., and Everett, Stephen E. (1993). Client Perceptions of Integrated Marketing Communications. Journal of Advertising Research, Pg. No. 30-39.
5. Durkin, M. and Lawlor, M.A. (2001). The implications of the internet on the advertising agency-client relationship. The Services Industries Journal, Pg. No. 90-175.
6. Fill, C. (1999). Marketing Communications: contexts, Contents and strategies. 2nd ed. Prentice Hall Europe.
7. Philip Kotler & Kevin Lane Keller (2006). Marketing Management, New Delhi, Pearson Education, pg. no. 537
8. Warren J. Keeyan (2002). Global Marketing Management, USA, Prentice-Hall of India Pvt. Ltd., pg. no. 3
9. Philip Kotler & Kevin Lane Keller (2006). Marketing Management, New Delhi, Pearson Education, Pg. No. 52
10. Belch, G. E. and Belch, M. A. (2004). Advertising and Promotion – An Integrated Marketing Communications Perspective. 6th ed. New York: Tata McGraw-Hill.

Corresponding Author

Pankaj Gadia*

Research Scholar, University of Technology, Jaipur,
Rajasthan