

# Online Marketing in India 2014

<https://marketpublishers.com/r/O21F6E7A28AEN.html>

Date: April 2014

Pages: 117

Price: US\$ 950.00 (Single User License)

ID: O21F6E7A28AEN

## Abstracts

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Netscribes' latest market research report titled Online Marketing in India 2014 describes the dynamics of online marketing in this country. There are various channels of online marketing. Social media has grown as a platform; with currently over 100 mn users across different media such as Facebook, LinkedIn and Twitter. Marketers find it much more cost-effective to invest in search engine optimization and targeted email marketing campaigns, and also being able to track the return on investment (ROI). Mobile Internet now provides access to an abundance of circumstantially appropriate advertisements available on the World Wide Web. So, mobile marketing is on the rise as well.

Online marketing activities have been boosted by the significant Internet user base in India that continues to expand into Tier-II and Tier-III cities. As of 2013, there are 165 million Internet users in India, which is approximately one-fifth of the country's population. And if online advertisers can pay heed to the demand for more usage of different vernacular languages in websites, the market will be set to grow further. Although it is a market where the buyer exerts significant bargaining power, as there are multiple players offering solutions at competitive prices, yet it has low entry barriers for new players due to very limited government control and less initial sunk costs to operate. Thus, online marketing in India is poised for dynamic growth in the years to come.

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## About

### Online Marketing – Global Overview:

As internet has opened up a whole new world of marketing possibilities, internet marketing has constantly been evolving with rising opportunities for visibility and growth

An increasing number of companies are allocating a considerable portion of their marketing budget for online advertising

One of the primary reasons for its fast adoption lies in ease of being able to track online advertising campaigns

Emerging markets such as Brazil, Russia, India and China are poised for economic growth and businesses are eager to penetrate these markets which requires a mastery of online marketing

### Online Marketing – India Overview:

- In India, more and more businesses are opting for online marketing as their preferred mode of marketing for their products and services
- A dominant reason for its adoption is it being cheaper and more effective way of marketing as also being a guaranteed method of advertisement
- Small and midsize businesses are also using internet as a potential medium to generate more qualified leads and sales
- Facebook has emerged as a display advertising solution and thereby serves as a different marketing need
- Presently, companies are ramping up its efforts in order to educate SMEs regarding the power of online advertising
- A primary advantage of using online marketing is it helps in tracking Return on Investment (ROI) till the very last unit of money spent in marketing



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