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## EFFECTIVE E-ADVERTISING

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### ABSTRACT

Electronic Advertising is one of the most effective ways for business of all sizes to expand their reach, find new customers & diversify their revenue stream, with so many options available. E-Advertising is advertising that uses the internet and other forms of digital media to help a business promote and sell goods and services. The purpose of using E-Advertising is to reach a wide range of potential customers by connecting with them over the web. It is also a lot more cost effective as you can fund your advertising within the boundaries of your own budget.

E-Advertising is increasing by more, accessible for every business and enables you to quickly, easily, efficiently and affordably reach your target public, It's a great way to build customer loyalty and boost sales.

E-Advertising is a part of E-Marketing. It is effectiveness of marketing campaigns because large markets cannot be adequately defined. E-Advertising carries the benefit of allowing marketers to identify return on investment and measure the improved efficiency. Electronic Advertising is done poorly it can severely damage the image of company. Once something is published on the internet it is near impossible to remove it. Therefore extra care must be taken to ensure that the advertisements are consistently monitored and controlled. E-Advertising plays an ever more central role in the most business's marketing plans. It is one of the largest growing areas on the internet & E-Marketing. This Paper describes the benefits or importance of E-Advertising and also discusses the disadvantage of E-Advertising.

**Key words** – E Advertising, Digital Media, Customer.

## INDRODUCTION

Advertising is the most important tool of international promotion by which information of products and services is given to mass publicity of business message through impersonal media. Advertising is an impersonal promotion tool of marketing any paid form of non personal presentation and promotion of goods, services or ideas by identified sponsor. E-Advertising is a latest media of Advertising in which latest information technology is used. A standalone Competitor in today's context is not very useful, but coupled with communication technology, it opens up an enormous repository of information to its users.

Electronic advertising is advertising that uses the Internet and other forms of digital media to help a business promote and sell goods and services. The purpose of using Electronic advertising is to reach a wider range of potential customers by connecting with them over the web. It is also a lot more cost effective as you can find your advertising within the boundaries of your own budget. Another luxury of Electronic advertising is "Target Marketing" This means that you can target your desired group of customers based on a wide range of criteria such as age, location, gender and religion.

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## OBJECTIVES OF THE STUDY

1. PRESENT POSITION OF E-ADVERTISING
2. TO STUDY THE IMPACT OF E-ADVERTISING

## RESEARCH METHODOLOGY

Secondary data have been used to do the study. Data have been collected through newspapers, internet, newspaper articles and government documents.

### Era of early 1900

After 1920 advertising technology moved towards modernization, product identity was being enhanced showcasing the different properties of the product elaborately using idioms and phrases to create a strong identity for the product. Advertisements published after 1954 were on large scale targeted at larger consumer group with good visuals and pictures. Photograph and typography were given more importance. To attract the consumer's attention and to linger the image of the product different style and visuals were used. Pitcher and dialogue oriented advertisements created special enthusiasm among the consumers.

### Era of pre 2000

After 1985 advertisements had poetic style that gave the strategy and the golden glow of creativity. Idioms and phrases enhance the beauty of the language and therefore they are used as a tool for attracting consumers. The language used by the advertisers is enriched with rhetorical devices, which differ from the

ordinary course of idea in order to produce a greater effect. Description of a disagreeable thing by an agreeable name is noticed, or a striking opposition or contrast of words or sentiment is made in the same sentence which is exhibited by the stylistic element of the language used in the advertisements. Rhyme and rhythm creates soothing effect.

In India there are some brands who have acquired distinct space in consumers mindset. These brands played very important role in initial marketing era, and managed to become an unforgettable brand for Indian households. From the initial years advertisers have used many different strategies to promote the products. There are classic television commercials caught consumers attentions and brands have endured the test of time. Colgate Toothpaste, Mysore Sandal soap, Vimal Pears soap, Dabur India, Woodward's Gripe water, Amrutanjan balm, Vico Ponds, Hindustan Unilever's Surf, Amul from Amul India and prestige pressure cooker are symbols of heritage brands of India. Some of these brands represent the Indian culture. Sometimes the brand relies on product and price features rather than advertising creativity.

The recalled values of these heritage brands in India are higher in compare to today's brands. The famous Vico Creams jingle concentrating on herbal benefits: "Vico turmeric nahi cosmetic", Colgate Toothpaste's "Surkasha Chakra" (Protective Cycle) or the classic advertisement of Hindustan Unilever's Surf, where well known character "Lalita Ji" represents middle class women of Indian, gives advice that "Surf Ki Khariddari mai hi samjhdari hai", she became iconic figure overnight in Indian middleclass households.

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Bajaj Auto with its all time hit tagline 'Hamara Bajaj', or it be Lux with tagline "filmi siraron ka saundarya sabun", Dalda-vanaspati was a impressive success and ruled the perch during its time, the unforgettable Liril campaign, the ad was all about waterfalls, sparkler water and the girl splashing water in total abandon singing "la la la laaa". The ad was major success & very much appreciated at the same time it became the highest selling premium toilet soap in a period of two years.

Most of these Heritage brands appeal to many age groups, probably the product /brands is what used by one generation to another generation and continued to current generation, but understanding the success mantra behind these heritage brands can be tough but there are strong evidence stating towards their advertising appeal. The uniqueness of the campaign leads towards the high recalling and attention of the consumers. The frequency of t.v. commercial was less and during that era. there was not much competition and managed with only Indian National TV channel, "Doordarshan" these brands made their presence heavily on consumers, whereas Today's as a competitive market emerged in various categories i.e. shampoos, shop, TV's fridge, Air conditioner and computers so did the media options to reach more people.

## Present scenario

The current scenario focuses that advertising has altered in many ways, now advertising become more creative, and getting teal, Creativity increases the brand value Creative ideas have no boundaries, Ideas can strike anytime.

Creative advertising needs to be intelligent, sharp. Imaginative to the point and extremely catchy. It must motivate people to purchase advertisement product. The message and appeal made should be able to make positive impact on the consumers.

Innovation is also required in the creative usage of the language, the apparent quality of advertising communication.

E-Advertising is a latest media of advertising of advertising, in which latest information technology is used, A standalone competitor in today's context is not very useful, but coupled with communication technology. Internet is a network of network of networks, It is a connected set of network using transmission control protocol or internet protocol.

## STRUCTURE OF E-ADVERTISING

- Published on the Internet.
- Electronic advertising provide a hyperlink that redirects to the company's site.
- Can include animated movements in the advertisements.

## Types of Electronic-Advertising

- Web banner advertising:
  - A) Wallpaper advertising: This is one of the most popular types of advertising as it changes the background of the website to the chosen promotion.
  - B) Pop up advertising: When clicking on a website it causes a new screen to open by itself that advertises the product.
  - C) Floating advertising: A floating ad moves across the screen, giving the user the option to click on it
- Ad Sense advertising:
 

This refers to companies that have paid major search engines, (such as Google) to promote their businesses within the first three links that appear when a search is entered.

## Advantages

- Extensive coverage: Network connection with computers worldwide, it is a global network of large and small throughout the world in accordance with a variety of unified communications protocol consisting of information transmission network. Thus over the internet release wide range of advertising information network. regardless of time and geographical constraints.

- Large- capacity information: Capacity to provide information on the most internet companies is unrestricted. Businesses or advertising agencies can provide the equivalent of thousands of pages of advertising information ads instruction without having to worry every minute of the second increase on the expensive traditional media advertising costs. The network behind small banner ads. Companies can put their company and its products and services, including product performance, price, model, morphology, etc. We can say that under certain circumstances the cost (for storing ads on other sites and pay for), companies can, increase without limit advertising information, which in the traditional media cannot be imagined.
- Strong interaction with sensory: Online advertising carrier is basically a multimedia, hypertext format, as long as the audience interested in a certain kind of product, you can tap the mouse further to know much more detailed and vivid information so that consumers can personally “experience” products, services and brand experience.
- Real-time and long-lasting unity: Internet media has the right to change the function of information, companies can make changes at any time according to need advertising information, 24-hour warehouse industry can adjust product prices, product information, you can instantly get the latest product prices, product information, dissemination to consumers and online media can also be long-term preservation advertising information.
- Accurate delivery goals: The accuracy of online advertising includes two aspects: one is corporate advertising target market for the accuracy of the network is actually one of a group composed of members of these organizations tend to have common hobbies and interests, potentially forming a thin market of the target customer base, companies can be specific to a corresponding product advertising consumer site up, clear target market, thereby leading to targeted audiences and the information will be targeted advertising messages with their professional and more attention to such information: hand reflected in the accuracy of your audience, the internet is the need to pay, when consumers browse the site, select the advertising information will only really interested in, so to reach the high accuracy of the information online advertising audience side.
- Non- compulsory transfer information: As we all know, newspaper ads magazine ads TV ads radio ads outdoor advertising and is a compulsive medium, all you have to do everything possible to attract visual and auditory, forced indoctrination into your brain. The online advertising belongs on-demand advertising, newspaper classified ads with nature not need to completely view, which can be freely inquiries will focus on looking for information presented to you, thus saving time and avoiding ineffective passive attention.
- It can reach masses of geographically dispersed buyers at a low cost per exposure.
- It enables the seller to repeat a message any time.
- It is also very expressive allowing the company to dramatise its products through the artful use of print, sound and colour.

- It can be used to build up a long term image for a product, and can trigger quick sales.
- Beyond its reach large scale advertising by a seller says something positive about seller's 'Size and popularity.

### Disadvantages

- E- Advertising reaches Small, demographically skewed audiences
- E- Advertising has Relatively low impact on customers.it is still not popular
- Audience control exposure
- limitations on the total number of service operation and reliable information to its customers.
- As E- Advertising is new and latest technology there is lack of skills and marketing skills
- Due to E- Advertising, so many unwanted advertisement disturb the customers every time important advertisement are missed and not seen by customers.
- E- Advertising is popular among educated masses.
- E- Advertising has still not reached to rural areas computers are not popular in rural areas.

### Suggestion:

- use as much as social Media
- create and know your customer
- make the front line Successful
- educate your staff to go beyond the standard phrases
- Satisfy and exceed customer expectations.
- Don't make promises to Customers that you Can't keep
- Aggressively solicit Complaints
- Be truthful and credible
- Continuously updates and Communicate
- Monitor your reputation
- Set quality priorities based on revenue not cost
- Give the best experience possible
- Special Interactions keep customers coming back
- Follow up Beyond Belief-(FUBB)
- Deliver benefits with expansions.
- Get noticed and talk about
- Feed work from the customer Concessions
- And Discount to permanent customers
- Fast and Speedy delivery of products
- The quality of product should be Maintained
- There should be no. misrepresentation of product

**Conclusion:**

Effective Advertising does not cost a fortune provided you spend your money wisely. e-Ad is a new form of advertising. Today it is one of the most effective. E-Ad is moderately effective in providing information, creating awareness, and changing attitudes, whereas it is effective in building company image and enforcing brand loyalty. The sometimes analysis of data also disclosed that e-Ad is not performed in an integrated way to provide consistent and reliable information to its customers. Marketing tools like point of purchase e-Ad make customers aware about the product and services they offer. One precaution that should be taken regarding electronic advertising is that if it is done poorly it can severely damage the image of the company. Once something is published on the Internet it is nearly impossible to remove it. Therefore, the advertisements are consistently monitored and controlled. Satisfied customers are your best advertisements, and if you are able to "delight" your customers, they will help your business thrive and see tomorrow.

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