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## What is Online Marketing?

Posted by gloriajoan - 2010/10/20 12:12

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In its simplest form, the term online marketing refers to using the power of Internet advertising to generate a response from your audience. Also known as Internet marketing or web marketing, online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business-to-business model.

Types

- \* Affiliate Marketing
  - \* Display Advertising
  - \* Email Marketing
  - \* Interactive Advertising
  - \* Search Engine Marketing
  - \* Viral Marketing
- =====

## Re:What is Online Marketing?

Posted by mjay - 2010/11/01 06:58

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One of the most striking advantages of Internet advertising is the fact that you can create a flexible template. Using Pay Per Click, Pay For Calls, directory listings, and search engine optimization, you can home in on target consumers and measure the impacts of your Internet advertising on your ROI. Superpages free business profile ad

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## Re:What is Online Marketing?

Posted by Cena12 - 2010/12/06 08:04

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Internet marketers also have the advantage of measuring statistics easily and inexpensively. Nearly all aspects of an Internet marketing campaign can be traced, measured, and tested. The advertisers can use a variety of methods: pay per impression, pay per click, pay per play, or pay per action. Therefore, marketers can determine which messages or offerings are more appealing to the audience. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, visit a website, and perform a targeted action

mass email software services should help bring your advertising into the current century and make you a force to be reckoned with on the Internet.

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## Re:What is Online Marketing?

Posted by SterlingResearchGroup - 2011/01/21 07:23

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Since the Internet has become an important tool for providing information to businesses of all sizes with the awareness of online marketing for their company's products and services increase.

Online market research is the process by which companies use the Internet to collect data to assess how a product or service for sale to consumers. Information in a thorough analysis of the online market can also identify popular trends that companies have a strategy that can help deliver better results. If used correctly, online marketing research is an effective tool a company can use to lead to higher sales experience.

In addition to identifying potential areas of growth, market research online can help a company learn more about their target consumers to learn. For example, if consumers buy a particular type of product, then props a certain type of consumer behavior that can be measured now. Information is an online market research gathered useful for this kind of behavior to continue.

The information collected in social media networks online can be very useful to the marketing companies.

The Internet is a collection of niches.

Be a good source of honest information.

Do not force yourself to anyone.

Online marketing requires a more targeted approach to reach new and existing customers.

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## Re:What is Online Marketing?

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Posted by confianzys - 2011/07/18 08:25

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Internet marketing, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, is the marketing (generally promotion) of products or services over the Internet.

From

Rupesh Shukla

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## Re:What is Online Marketing?

Posted by raddia - 2011/07/18 10:07

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Online marketing or internet marketing is a relatively new, but rapidly expanding and fundamentally important aspect of strategic implementation. Indeed in many organizations, it may be regarded as a functional aspect of marketing strategy and certainly of the business model. Final Touch Inc considers online marketing very different from ordinary business marketing and brings six categories of organic benefit: costs are reduced, capability is increased, communications are refined, control is enhanced, customer service is improved and competitive advantage may be achieved depending on the competitor's reaction.

help desk software is necessary for any online business.

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## Re:What is Online Marketing?

Posted by iman - 2011/07/20 16:38

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Online Marketing in today's Internet can include many things- from Website creation, SEO (Search Engine Optimisation) Social Media Profiles (Facebook, Twitter, Linked In, Youtube 'branded' account creation) to Google Places Page listings, Mobile (SMS) text campaigns, Video marketing and Webinars, PPS (Pay Per Click) Campaigns, Facebook Ads etc etc.

In other words, using any and all 'channels' online to market your business effectively to get your company 'traffic' - ie Customers!

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## Re:What is Online Marketing?

Posted by SterlingResearchGroup - 2011/11/09 08:45

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well, online marketing is used by a companies for selling goods and services directly to consumers as well as those who operate on a business-to-business model.

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## Re:What is Online Marketing?

Posted by Knny Peterson - 2012/04/09 13:24

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Online marketing is one kind of strategy for marketing. If you want to marketing your company product through the internet to all over the world then you can do this through the online marketing.

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## Re:What is Online Marketing?

Posted by lgco2012 - 2012/06/18 03:14

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Hi! online Marketing has been in tend nowadays due to its cost effective and efficient ways of generating your business sales. A lot of companies are offering online marketing support.

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If you are looking for companies that would be an extension of your business.

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## Re:What is Online Marketing?

Posted by richelmark - 2012/08/31 07:17

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The term on-line promoting refers to victimisation the facility of net advertising to come up with a response from your audience. conjointly referred to as net promoting or internet promoting, on-line promoting is employed by firms commercialism merchandise and services on to shoppers additionally as people who treat a business-to-business model.

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