

E- Advertising : Theory and Practice

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ABSTRACT

Today we are living in Internet era. Internet make everything very easy for the public. We can get information about anything from internet. Seeing the use of internet companies have begun to do advertising of internet. By internet companies give information about their product and service to the customers . E-advertisement is also economical for the companies. IT is a powerful tool to acquiring new customers. E-advertisement is one of the most effective ways to interact with customers. US internet advertisement spend total \$ 16.9 Billion in 2006.

1. INTRODUCTION

E-advertisement is also called online marketing. E-advertisement is a marketing of product through internet. There are many unique benefits of internet to marketing of product and service. Online advertisement has been used by banks, supermarket and other sectors. Internet marketing consists of creative and technical aspects of the internet, including design, development, advertising and sales. Internet advertisement is associated with many types of business like E-commerce, E-banking, E-publishing etc.

2. ROLE OF E-ADVERTISEMENT IN ATTRACTING THE CONSUMERS

E-advertisement has a vital role in attracting the consumers. The consumers who use the net, they search for the information regarding of new product on search engine. It becomes necessary for the company to be there at the top of the search engine's rankings. According to rank top 6 search engine are the following way :

1. Google
2. Double Click
3. Yahoo
4. MSN

5. AOL
6. Adbrite

Consumer's life style has changed by e-advertisement. 92% of the people online visit a search for the product they need.

3. ADVANTAGES OF E-ADVERTISEMENT

Internet advertisement is relatively low cost. It is beneficial for companies as well as consumers. Consumers can get knowledge about product in being minutes sitting in the house. It is a time saving process a companies can provide information to wide audience for a small fraction. E-advertisement is also beneficial in banking, insurance, sports and other sectors. Banks are providing facility of e-banking to customers. Customers want to save their time and don't want to visit bank. They can transfer their funds through internet. Currently over 150 million US adults now bank online with high growth rate. Internet auctions have popularity. E-advertisement also provides jobs opportunity to the public like web designing, animation work etc. There are some websites by which we can get our life partner.

A) advertisement on television

T.V. is a powerful tool for

advertisement one advertisement during the telecast of India-Pakistan match ensures that a product is seen at least 200 million TV viewers. Expenses for 10 seconds is near about Rs. 3,50,000.00. If you calculate it comes to roughly 2 rupees per 1000 viewers (app.) The numbers of TV channels are growing by hundreds. In next two years near about 500 TV channels are going to get launched and many more in queue. India is likely to see nearly 70% growth, with the subscriber base reaching nearly 77 million households by 2010 from existing 46 million. Cost of advertising on TV varies on the following conditions.

- a) It depends on the particular channel.
- b) It depends on the time of the day (during evening it will be costly where as in the afternoon it will be a bit lesser).
- c) It depends on the duration of the advertisement (normally paid for every 10 sec. of the time taken).
- d) It varies from one country to the other.
- e) It may be from \$2000 to \$ 25000 per 10 sec.

b) Advertisement on mobile

Advertisement on mobile has becomes increasingly popular over the past few years. Mobile advertisement differs from other forms of advertising.

i) Advertising on Mobile Via SMS : Advertisement on mobile via SMS has spread rapidly in India. SMS has become proper advertising channel. Companies provide information about the product through SMS to mobile users.

ii) Advertisement on Mobile Via MMS : MMS (Multimedia Message Service) is another way of mobile marketing. Now a days all new phones has colours screen and good sound. A good example of MMS mobile originated Motorola's on going company at House of Blues Venus where the brand allows the consumer to send their mobile photos to the LED board in real time as well as blog

their images online.

iii) Mobile Web Advertisement: The MMA (Mobile Marketing Association) provide some guidelines and standard for advertising. Google, Yahoo and other major mobile content providers have been selling advertising placement on their properties for years already as of the time of this writing.

iv) Advertising Via Bluetooth: Blue tooth is another way of mobile marketing. This technology has the advantages that it is a permission based. Nearly all new phones have Bluetooth facility.

v) Advertising Via Infrared: Infrared is the oldest and most limited form of mobile marketing. Infrared has very limited range (approx 10 CM to 1 meter) and could never really establish its self as a leading mobile marketing technology.

4. FUTURE OF ADVERTISEMENT ON MOBILE

According to survey conducted by a mobile advertisement provider approximately 89% of major brands are planning to market their product through SMS and MMS by 2008. One third are planning to spend about 10% of marketing budget through mobile marketing. Also in about 5 years over half of brands are expected to spend between 5% and 25% of their total marketing budget on their mobile marketing already 40% of the firms that responded have implemented this feature for their audiences.

5. FINDING

- (a) Only 37% of Indian internet users come from Top 10 cities. (Mumbai, Bangalore, Delhi, Calcutta, Chennai, Pune, Hyderabad, Ahmedabad, Surat and Nagpur).
- (b) Only 41% Indian people prefer to read English when on the net.
- (c) Till first quarter of this year broad band

penetration in India was less than 10%. As of April 2007 only 2.5 million subscribers out of 30 million subscribers had broadband connections and they were mostly not home users.

(d) 51% of users accessed dating and friends pipsites.

6. KOMLI LEADING ONLINE ADVERTISING NETWORK IN INDIA

Komli is a leading online advertising network company in India. Komli offers marketers in the US and India access to millions of consumers around the world to increase your consumers and sales. Komli encourages advertisers to use rich media. Komli received \$ 7 million of venture financing from Nexus India Capital, along with co-investors Draper Fisher Jurvetson and Helion Ventures.

Komli Media Powers Banner Advertising on eBay India

India's leading online market place, today announced an exclusive banner advertising relationship with Komli Media until March 2009. Komli now represents eBay India's banner advertising inventory to interested brands advertisers worldwide. Amar Goel, CEO, Komli said, "We are excited to power banner advertising for eBay India. eBay is one of the world's most renowned internal brands and we are honoured to work with them. e-Bay's premium online e-commerce audience is exactly the type of audience that many

marketers are looking to reach, and we hope to help marketers engage with these consumers in new and unique ways."

e-Bay India, India's largest and most popular e-commerce site, is the best place to search for products and brand advertisers can leverage the eBay platform to communicate their message and influence purchase decisions. The sheer variety of goods available on eBay span the technology, lifestyle, entertainment and collectibles verticals and make a good fit for product brands in the tech, lifestyle and entertainment sector who can interact and influence a large base of premium online consumers. Leading brands like Dell, L'Oreal, Motorola, American Express, Canon, AOL, ESPN, Reliance Communications and Tata Sky have been amongst the array of advertisers on eBay India.

7. CONCLUSION

E-advertisement is a new way to familiarize your company or products to thousands of recipients all over the world via-email. You can also make your web site familiar through this e-advertisement. Internet advertisement is growing faster than other types of media from 2007. Internet marketing does not simply mean building or promoting a website now does it mean simply putting a banner advertisement upon another website.

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