



MODERN TRENDS IN ONLINE MARKETING

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Abstract

Internet has changed the traditional habits of customers and it paved the way for online marketing. It boosts up to buy goods and services and make transactions in the global world. Nowadays, customers refer product features, compare prices and buy the product using online media. Online marketing enhances e-commerce platforms companies entered in this field by breaking the myths and misconceptions about virtual shopping. With the advancement of technology, companies can reach customers wherever they are. Customers get awareness about companies' brand, product or services, its price, features, components etc. through social media, advertising, email companies and more. Digital mediums attract the customers and encourage them to make transactions. By the advancement of technology traditional marketing switches to online marketing.

Keywords: - *Internet, Online marketing, E-commerce platform, advertising, e-mail campaign.*

Introduction

With the advancement of Online marketing undergoes various changes. It depends upon the needs of users Companies are inventing new techniques for marketing their Products or services. They must understand the effective channel for distributing their products or services. Online marketing influences customers for regular shopping. In the ever-evolving landscape of online marketing, staying ahead of the curve is not just an advantage, it's a necessity. As we traverse the digital age, new trends emerge, reshaping the way businesses connect with their audience. Quality content remains the cornerstone of successful online marketing. However, the trend has shifted towards interactive and personalized content experiences. Brands are investing in immersive storytelling, augmented reality (AR), and virtual reality (VR) to engage users on a deeper level. According to a study by HubSpot, interactive content generates 2x more conversions than passive content. Video content continues to dominate the online space. Short-form videos, live streams, and interactive videos on platforms like TikTok and YouTube are reshaping consumer engagement. Cisco predicts that 82% of all internet traffic will be video content by 2023, emphasizing the need for businesses to incorporate video into their marketing strategies. Social media platforms are not just for networking; they are also powerful sales channels. The integration of e-commerce features directly into social platforms (social commerce) has streamlined the buyer's journey. The new trends in online marketing are the following:

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1. Social Commerce

Social media platforms act as a sales channel nowadays. E-commerce enables social platforms to enter the minds of customers. It influences almost all users and acts as an effective advertisement. Customers trust these products or services. This type of advertising can be seen on Facebook, Instagram etc. It reaches the customers and prospective customers effectively. It displays ads in various forms.

2. Video Marketing

Nowadays, video marketing is a trending factor. So many videos content can be seen on online space. Short videos, interactive videos etc. are present on platforms like You tube. These shapes customers video marketing is an inevitable factor in this technological era. It is another marketing strategy found today. It is a psychological effort to capture the customers.



3. Ethical Marketing

Ethics, consumer trust and loyalty have a great role in modern marketing. The online marketing world is dynamic and vast Business strive only if there are certain ethics in it. It is a moral obligation to build better customer relationships. In the real- world environment, ethical considerations have become a paramount.

4. Content Marketing

Content is the foundation of online marketing. It is what we want to spread among customers. Content should be redefined. It should give No immerse experience to the viewer. The contents, its features Specifications etc. should be clear. Then only the viewer can compare it with the traditional one. Content rich brands attract the audience. These are experiences beyond textual information.

5. Mobile Marketing

The growth of mobile devices has been emerging for the past few years. Anyone can purchase any product or service at any time with the help of our mobile phones. There is a bike for the use of Smart phones and there by e-commerce. Searching for products or services can be done easily. There are various sites available for this purpose.

6. Influencer Marketing

Influencer marketing is an effective way to brand expansion for the purpose of creating a good relationship, the right influencer should be selected. It must be a good collaboration. All industries can co-operate with micro influencers for the promotion of the product or service. Influencer marketing is partnering of any business with social media influencers for capturing the attention of audience. It provides an awareness of the brand.

7. Email Marketing

Emails reach out to each and every customer. Marketers send automated emails to customers. It includes various information's about shopping. It may be of newsletter emails, product promotion emails, survey emails etc. It enables to solve problems by effective communication. This online marketing trend exists for a long time.

Conclusion

The world of online marketing is dynamic. As technology changes, new trends arise. Online marketers stay in line with these trends and enables enormous and existing changes. Just click searches keeps the customers informed about various products or services. In the rapidly changing landscape of online marketing, adaptability and innovation are key. By embracing interactive content, leveraging the power of video marketing, utilizing social commerce and influencers, integrating AI and ML technologies, and prioritizing ethical marketing practices, businesses can navigate the complexities of the digital world successfully.

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