

Analysing the recent trend in online marketing: A research by Students of Oman College of Management and Technology, Halban, Muscat Marketing Research Students

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Published Date: 11-June-2022

Abstract: This research is based on recent trends in online marketing. In this research we discuss the main features on online marketing of course few demerits also in the scientific age online marketing became one of the important tool. From food of electronics all the materials are available on online market .in to plastic currency online market is increasing in all the fields. Globalisation of business also supporting the online business in a great entity.

Keywords: online marketing, scientific age, globalisation and plastic currency.

1. INTRODUCTION

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization (SEO), Google Ad Words and more. The objective of marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socializing online.

Widespread adoption of the internet for business and personal use has generated new channels for advertising and marketing engagement, including those mentioned above. There are also many benefits and challenges inherent to online marketing, which uses primarily digital mediums to attract, engage and convert virtual visitors to customers.

Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television, and radio advertisements.

Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and traditionally difficult to measure. Think of national TV ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. These methods are traditionally not well-suited for controlled experimentation. Today, anyone with an online business (as well as most offline businesses) can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost. Those marketing products and services also can experiment with optimization to fine-tune their campaigns' efficiency and ROI.

A key benefit of using online channels for marketing a business or product is the ability to measure the impact of any given channel, as well as how visitors acquired through different channels interact with a website or landing page

experience. Of the visitors that convert into paying customers, further analysis can be done to determine which channels are most effective at acquiring valuable customers.

Analytics for web or mobile app experiences can help determine the following:

A- Which online marketing channels are the most cost-effective at acquiring customers, based on the conversion rate of visitors to customers, and the cost of those visitors.

B- Which channels are effective at acquiring and driving higher lifetime value for customers such as email marketing, which drives repeat purchases to prior customers?

C- Which cohorts of customers exhibit strong engagement behavior and high potential for upsells such as software or mobile apps, which expect to sell more products to customers with high engagement?

There are several tools that can be used to build and maintain a robust online marketing program:

- 1- Email marketing
- 2- Social media marketing
- 3- Display advertising like LinkedIn ads or Google Display Network
- 4- Search engine marketing (SEM)
- 5- Online events & webinars
- 6- Content marketing
- 7- Video marketing
- 8- Marketing analytics like Google Analytics
- 9- Pay-per-click (PPC) advertising like Google Ads

2. LITERATURE REVIEW

The idea for the book began in 2015 when he wanted to translate 100 sayings of marketing expert Philip Kotler. What distinguishes the book is that its author chose important quotes for marketing and put them in his original language, the English language, and then translated them himself. (As per Dr. Ahmed bin Suhail Ajina book marketing quotes Jan 22 2.21)

This book talks about the challenge that marketers face in the era of digital audience and marketing. The audience is always able to generate the high energy that the company needs to thrive (Jeffrey K. Roar's book marketing in a digital world, August 11, 2020)

This book talks about the tools and techniques of marketing and promotion that marketing needs to succeed in the market, whether it is your own project or working in a company in the field of marketing and promotion. (As per digital marketing website a book marketing from the other, first edition.)

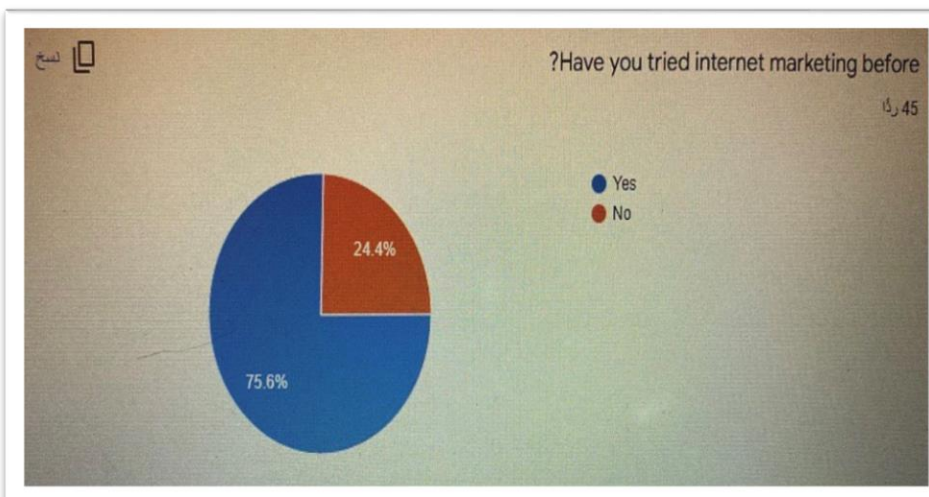
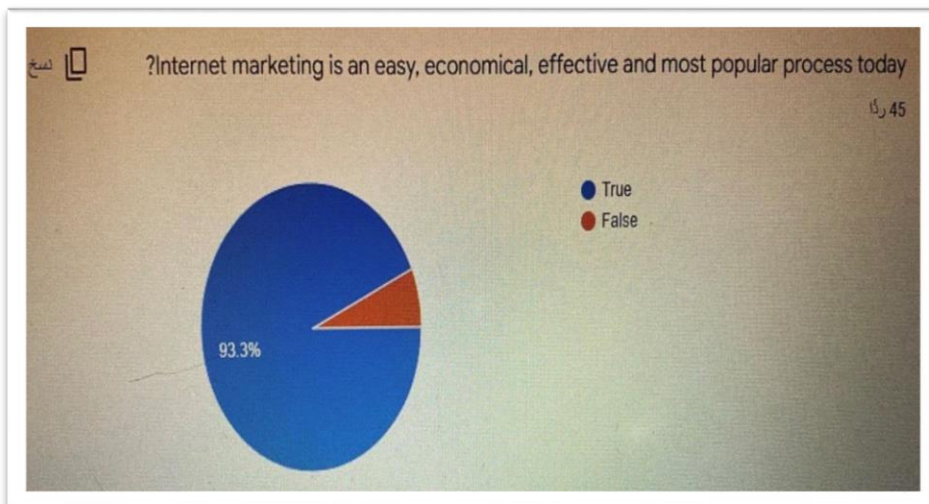
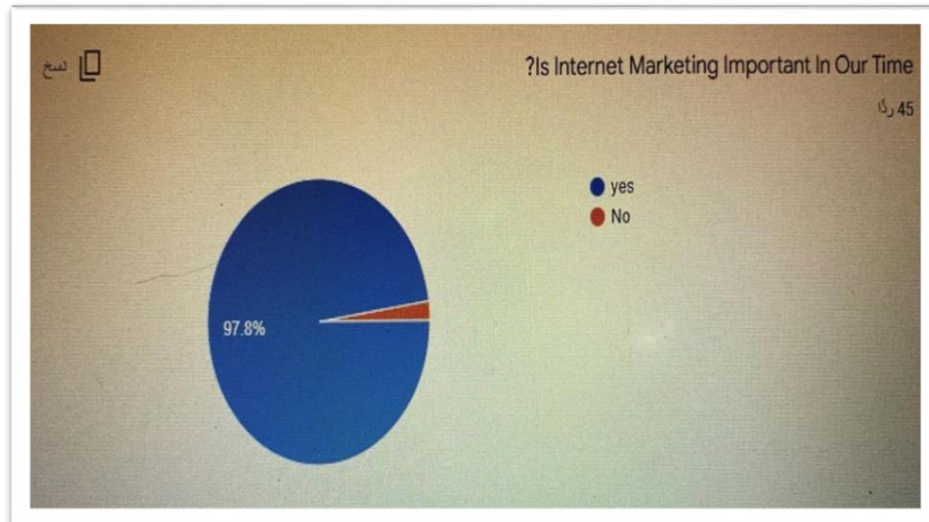
This book talks about the field of advertising and learning about advertising. It helps the person to become more persuasive and considerate of the nature of advertisements and how it affects them in marketing. (As per Margaret Duffy a book The Magic Ingredient of Effective Advertising, first edition.)

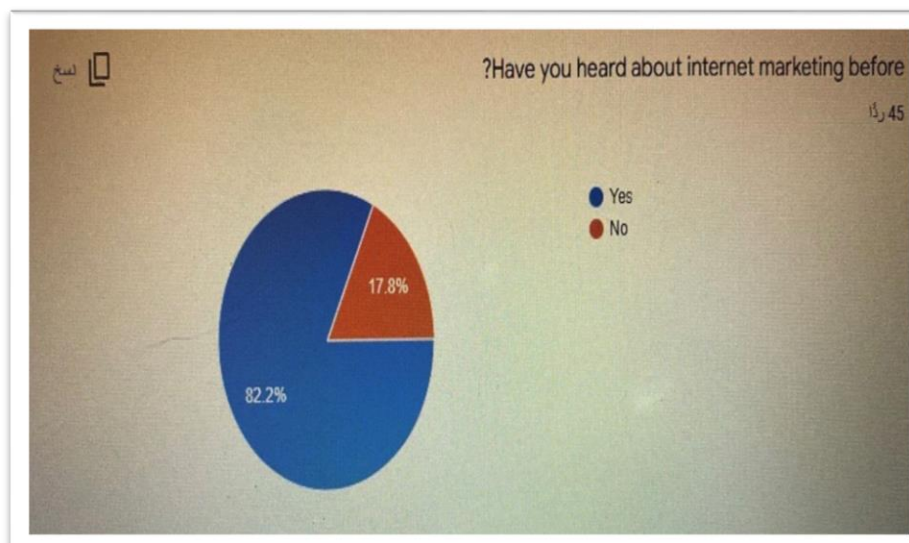
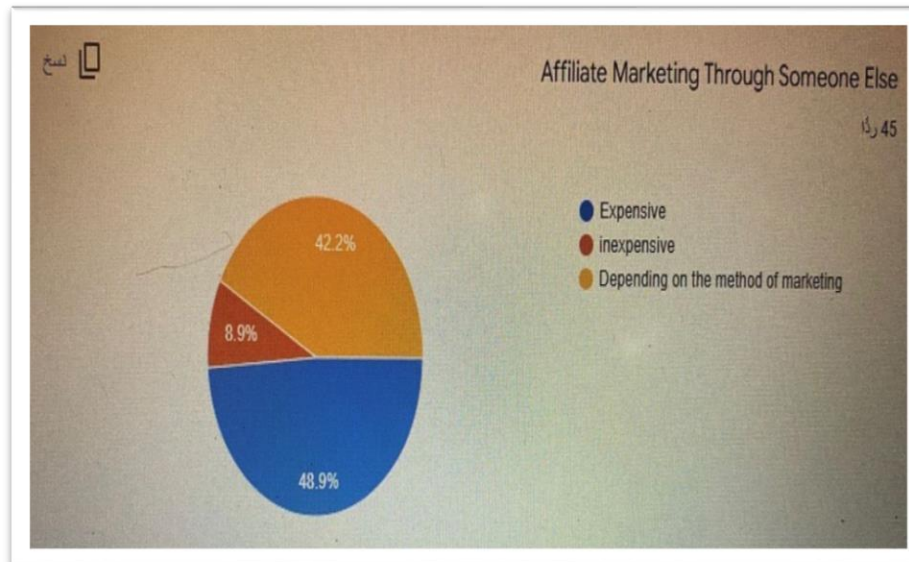
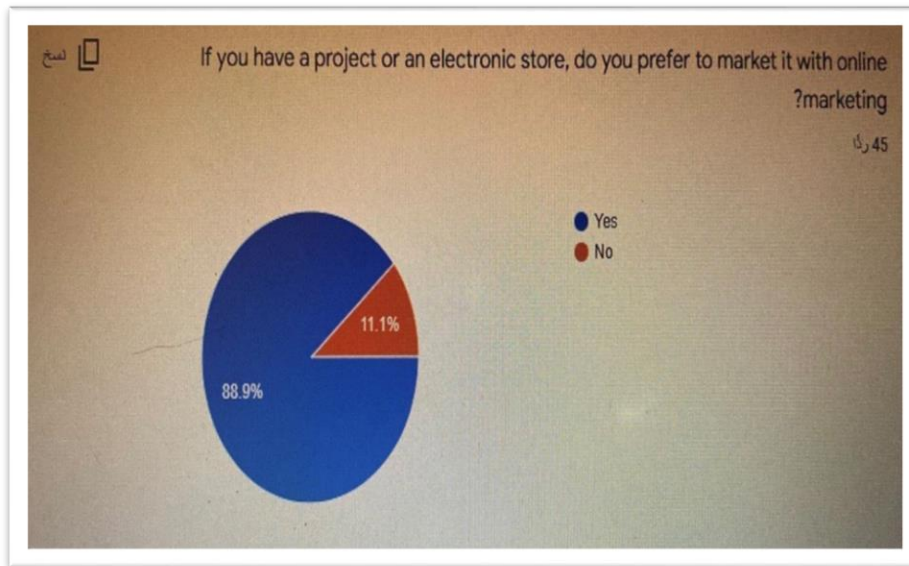
This book distinguishes how electronic and traditional marketing is in building and maintaining public relations with customers, but depends on the Internet more. Marketing is considered part of e-business, and it is formed with e-government with e-management. (As per General Organization for Technical and Vocational Training a book E-Marketing, 20 August 2020)

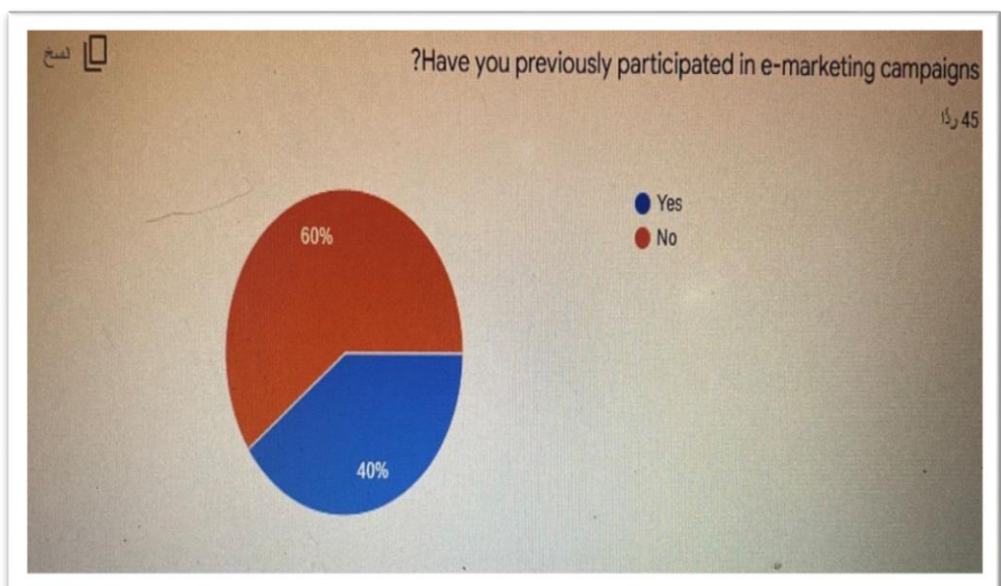
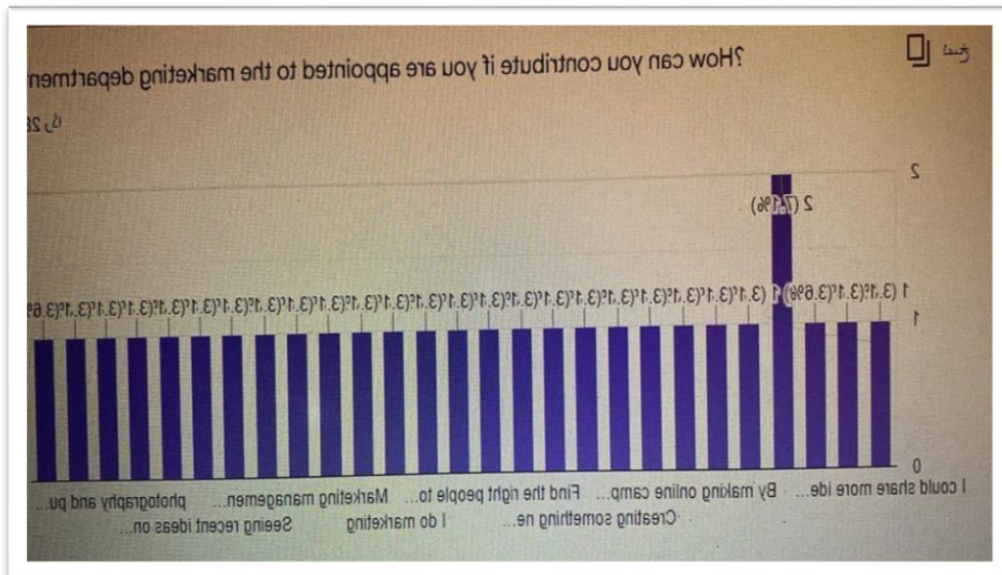
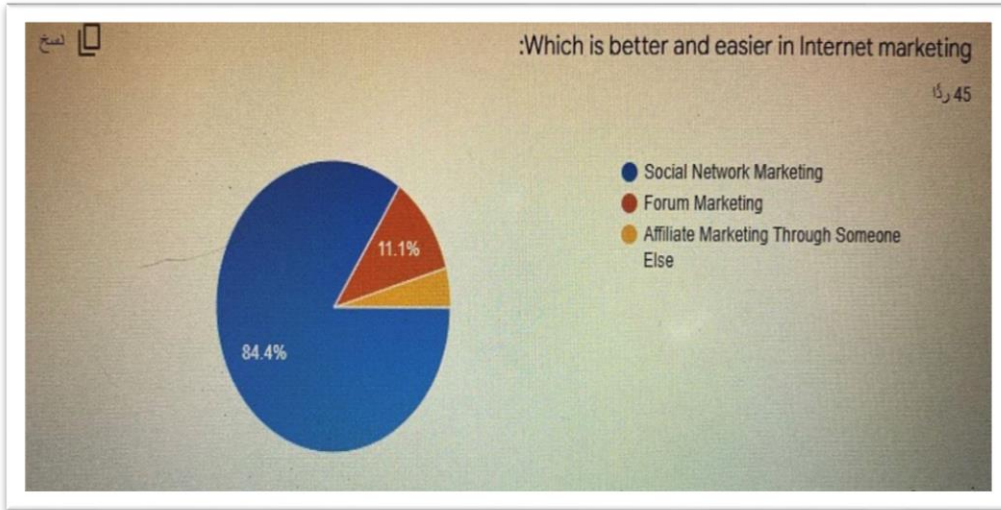
3. RESEARCH METHODS

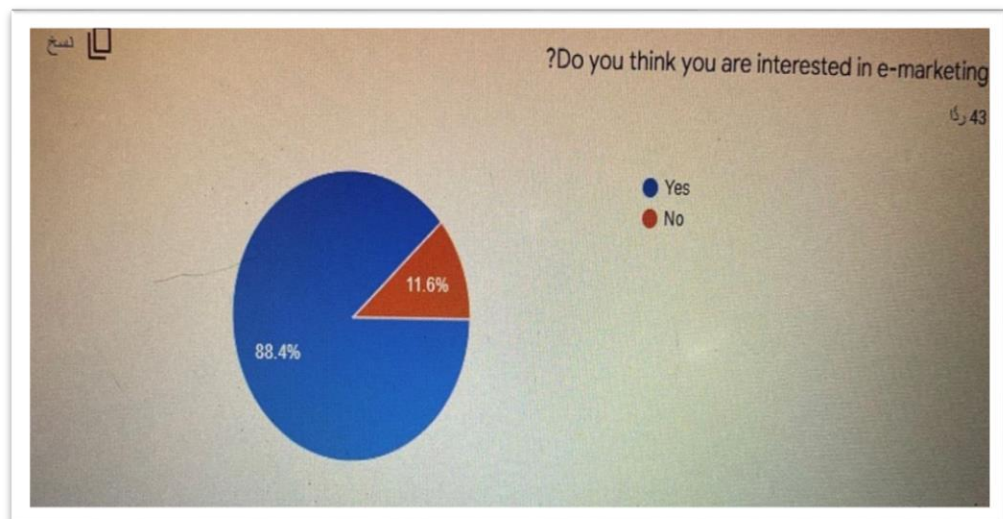
In our research we use survey methods through MS office forms and Descriptive method from various sources.

Questionnaire









4. FINDINGS

1. 82.2% of the responses that yes they have heard Also, one of the questions in the questionnaire was if people have tried Internet marketing, and we got a rate of 75.6% that yes, they have tried Internet marketing, and this is a good percentage, as many have tried this type of marketing.
2. Large percentage of responses, most of which were yes, they prefer Internet marketing over other types of marketing
3. Most of them preferred marketing through social networks
4. 48.9% think it is expensive, 42.2% of people think it depends on the marketing method, and a little 8.9% say it is inexpensive. 97.8 % felt that internet marketing is important.
5. The responses were the most positive towards the online marketing and they consider online marketing an easy, economical, effective and popular process in our time
6. Most of the respondents are interested in e-marketing, and this is a positive thing.
7. 86.7% of people had previously participated in e-marketing campaigns, which is a rather large number, meaning the majority have already participated and experienced
- 8 . All most of all agreed that support is needed to the online marketing campaign by developing the various networks.

REFERENCE

- [1] <https://www.techopedia.com/definition/26363/online-marketing>