

A Review on Internet Marketing

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Good content isn't about good storytelling. It's about telling a true story well.

— Ann Handley

The internet affords a level of relationship with consumers hitherto unfathomable.

— Lucas Donat

I. INTRODUCTION

Internet marketing is also known as online marketing web marketing e-marketing digital marketing etc. Internet marketing is a comprehensive term used to represent marketing activities conducted online.

It's had wide range of marketing like strategies and tactics such as social media marketing content marketing pay-per click marketing and social media marketing search engine optimization etc. known as internet marketing.

II. ELABORATIVE APPROACH



SOURCE: digitalvidya. Com
dia. 1.1

III. FINDINGS

- Social media
- Facebook marketing
- Instagram marketing
- Email marketing
- Blogging
- Public relation
- Website development / Coding

CONCLUSION

As per current market scenario internet marketing, it is one of the easiest most important thing for seeking attention of the customer. Internet Marketing is quickly becoming one of the main sources for people to receive media attract customers. It's a easy or low cost of advertising of marketing with the use of social media platforms like Facebook, Instagram , WhatsApp , Twitter or Myspace etc.

REFERENCES

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- [3] Marketing management by Philip Kotler, Northwestern University, Published by Dorling Kindersley (India) pvt. Ltd.
- [4] Licensees of Pearson Education in South Asia.

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