

Internet Advertising: A Review

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Abstract

The fundamental rule of a business is to earn profit. This is possible only when the business persons attract their target customers towards their products through valuable mode of promotion and communication. The Increasing use of Internet via Web sites, e-mail, ad-supported software, text messaging and Internet-enabled cellphones to deliver promotional marketing messages to consumers give birth to a new wayof advertising called Internet advertising, also called online marketing or web advertising. This research paper emphasizes on valuable internet advertising which will help to enhance the value of internet advertising. In this research we have gone through various internet advertising methods and found advertising will survive and grow if it focuses on being valuable. This research paper concentrates that the business objectives can be achieved if it has strong attractive, informative and valuable internet advertising. The basic to identify the latent need of the customer through advertisement and inform him/her about a product which will help to retain business image, customer satisfaction and then loyalty.

Keywords: Advertising, spam, cost, E-mail, coverage

1. Introduction

Online advertising was mostly prohibited in early days of the Internet. For example, two of the predecessor networks to the Internet, ARPANET and NSFNet, had acceptable use policies that banned network use for commercial activities by for-profit institutions [1]. The NSFNet began phasing out its commercial use ban in 1991[2].

Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Internet advertising gives advertisers the opportunity to precisely target an audience, enabling them to deliver advertisements that are customized to each user's particular interests and tastes. Internet advertising differs from other mediums by enabling consumers to directly interact with the advertisement. A consumer can click with his or her mouse on the ad for more information, or take the next step and purchase the product in the same online session.

On October 27, 1994 online advertising was born when HotWired signed up fourteen advertisers for its online debut. Both United Airlines and Maytag introduced their websites and promoted them through banners. By 1996, advertisers were promoting websites using traditional media. As the new millennium begins, advances in technology, and developments have led to the dramatic growth of communication through interactive media, particularly the internet.

The basic rule of a business is to earn profit. The business people spent thousands of dollars as the driving force for advertising online to attract people and businesses. The philosophy is that companies will be able to target audiences with pinpoint accuracy. It will allow companies to track who is seeing their advertising, what action will be taken after they see it and in some cases, tailor the advertising to the consumer. In order to make money, businesses need to establish themselves with consumers. Moreover, to get consumers, businesses must advertise.

2. Literature Review

Clow & Baack emphasized that the purpose of advertisements is to grab the attention of their prospected consumers to either buy or render the goods and services that they offer[3].

Haque et. al. found in his paper that Malaysians have a positive view on internet advertising. Somehow they find it hard to trust their transactions through the e-commerce. Advertising was originally established in print media. However, focus has started to shift away from the traditional print and broadcast media, and towards the growing online advertising industry. Advertising has found a whole new medium with which to communicate to customers[4].

Kridler argued that as the new millennium begins, people are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of advertising. These changes have been driven by advances in technology, and developments have led to the dramatic growth of communication [5]. The online advertising industry is growing and developing at a rapid rate. Since 1994 when online advertising originated, the industry has faced many obstacles.

Adams discussed that the use of online advertising as an advertising medium is increasing in popularity at a fast pace [6]. It is projected that the online advertising industry will to grow three times faster than advertising in any other medium. Businesses are beginning to evaluate the advantages and disadvantages of advertising online. Businesses are recognizing that by advertising online, their message is communicated in a fast and efficient way, while not only interacting with customers, but establishing a one-to-one dialogue

Belch and Belch describe the move towards integrated marketing communications (IMC) as one of the most significant marketing developments of the 1990s. They explain that a fundamental reason for this is the recognition by businesses of ‘the value of strategically integrating the various communication functions rather than having them operate autonomously [7].

Brigg & Hollis emphasized that Creative and innovative advertisements can be displayed online. As an advertising medium the internet provides great potential in captivating, engaging and interacting with audiences [8]. A variety of different advertising formats can be used to communicate a particular message to consumers. Different forms range from the traditional banner to interactive pop-up advertisement messages. Different advertisement forms acquire

different audience responses. Each online advertisement format has its own attractions and limitations.

Gallagher et. al.stressed upon. The potential to create innovative, eye-catching, self-perpetuating and unique advertisements is limitless. Specific online advertisement design features can be employed to best communicate the advertising message in the most effective and efficient way[9]. Color, style, graphics, content, format and the target audience must all be taken into consideration when designing an online advertisement. By understanding and implementing the best suited design features, a company can produce effective campaigns that reach target audiences, and go beyond standard demographic groupings.

Oser Pointed out that Online advertising spending increased as the hype around the web spread, and grew in intensity. Advertising sponsorship and revenues are forecasted to grow, alongside the realization of the potential in online advertng [10].

Brown found that internet usage is growing especially in Europe. The study found that internet penetration is approaching 50% of the total population in UK, and Germany, nearing 40% in Spain and in Italy[11].

3. Types of online advertising

- 1) **Pay Per Click** - Search engines place your website on their front page and you pay a set amount per click-through. Sites like Overture also run bids for certain keywords - the more you bid, the higher your site appears on the first page of the search results. Properly run, these campaigns can bring a lot of extra traffic to your website.
- 2) **Engine Optimization**- This is an online advertising service provided by many web media companies. They will look at your target audience, your competitors and the keywords for your business and optimize your website content so that it has a much better chance of appearing on the first page of the search results. You will pay a fee to the

consultants for this service. Studies have shown that many searchers prefer to use the "natural" listings provided by the search engines, rather than the paid-for listings.

- 3) **Banner Adverts** - Usually horizontal bars across the top of a web page, they offer colour, graphics and often animation, together with the ability to click through to the advertiser's own website. Banner adverts have been reducing in popularity lately, as research shows that users don't stay interested for long enough to read all the animation, although static ads with a simple message are still effective.
- 4) **Sky-scraper Adverts** - Similar to banner ads, these advert spaces run vertically down the left or right hand side of the page, allowing the advert to stay in view as the user scrolls down the page. They can also be animated and employ click-through to move users to the advertiser's site. As they are larger spaces, sky-scraper adverts are more expensive than banner adverts.
- 5) **Sponsorships** - Website sponsorship can come in two formats; regular sponsorship where the advertiser has a space to place the logo and company message, and content sponsorship where the advertiser has limited control and submits their own content to the site as well as having an advert on the page. These sponsorships will be for fixed periods, and need to be on targeted websites to reach the right audience.
- 6) **Pop-ups and Pop-downs** - These are the small windows that appear when you first get onto a website. Pop-ups appear on your screen in full, pop-downs appear on the bar at the bottom of your screen and you have to open them to get rid of them. Surveys have found that most internet users find pop-up adverts intrusive and annoying. **Interstitial Adverts** - These adverts, sometimes referred to as Bridge Adverts, pop up as you move between pages on a site. You have no choice as to whether you view them or not, although you can close them down. Research has shown that click-throughs to advertisers' sites from interstitial adverts is greater than from banner adverts or traditional pop-up ads.
- 7) **Email**: Email marketing is one of the most powerful marketing tools available for communicating and developing relationships. Essentially allowing you to create and deliver newsletters to thousands. To put this into perspective, imagine posting 10,000

letters, with cost of a stamp at 12 pence, this would cost 1,200 pounds, imagine sending 100,000 at a cost of 12,000 pounds. Well with Email Marketing and subject to choosing the right Email Marketing Company, it will cost no more than 300 pounds. The most talked about area of online advertising is by far, email advertising.

- 8) **Spam:** Generally, one can divide spam into three vague categories, although the lines between the three are very gray. These categories are spam posts, junk email and non-permission. Spam posts are messages posted to an email discussion group, chat rooms or bulletin boards that are “off topic” or distinctly promotional, “junk” email is considered broadcast email messages sent to multiple recipients who did not request it and not in the right target audience and non-permission marketing which is considered an email message which is or appears to be sent to multiple recipients who did not request it, even though they may be in the right target market.

4. Benefits of online advertising

The benefits of online advertising can be felt by businesses of all sizes, allowing business owners to deliver relevant, personalised and timely messages to their customers at a fraction of the cost.

Any savvy marketer in today's high-stakes business world harnesses the power of the internet to effectively and efficiently reach their target audience every day. Various benefits of online advertising are discussed below:

- 1) **Cost:** The low costs of electronic communication reduce the cost of displaying online advertisements compared to offline ads. Online advertising, and in particular social media, provides a low-cost means for advertisers to engage with large established communities. Advertising online offers better returns than in other media.
- 2) **Measurability:** Online advertisers collect data based on their ads' effectiveness, like the size of the potential audience or actual audience response, how a visitor reached their advertisement, if the advertisement resulted in a sale, and whether an ad actually loaded within a visitor's view. This helps online advertisers progress their ad campaigns over time [12].

- 3) **Formatting:** Advertisers have various ways to present their promotional messages, including the ability to convey images, video, audio, and links. Unlike many offline ads, online ads also can be interactive [13]. For example, some ads let users input questions or permit users follow the advertiser on social media.
- 4) **Coverage:** Online advertising can extend to every global and local market, and it also influences offline sales [14].
- 5) **Speed:** Once ad design is complete, online ads can be deployed immediately. The delivery of online ads does not need to be dependent on the publisher's publication plan. Moreover, online advertisers can modify or replace ad more quickly than their offline counterparts [15].
- 6) **Reach your target consumers:** More consumers are spending more time online. The Internet has had faster growth during the past five years than any other medium – and continues to increase. The time members are spending online takes away from time spent on other media.
- 7) **Involve consumers with your brand:** Consumers engage with brands online because they can actively participate. Consumers can click on things, seek information, give feedback and buy. They are in control of the amount of time they spend with a brand.
- 8) **Enhance the performance of your other media:** One can use the same budget to get better results. By redistributing your media spend to increase your online profile, you can boost the effectiveness of your overall campaign.
- 9) **Online:** It is easier than ever to plan, buy and measure response results for your online advertising can be easily tracked in both page views and click through– your online advertising is highly accountable.

5. Online Advertising - Design Features

- a. The first most important task in designing an advertisement is to decide what to put in it.
- b. Where ever an advert is positioned, it has to compete with opposing advertisements to be seen. Often, the more straight forward the message and clearer the design, the more chance there is for the advertisement to stand out amongst the clutter.
- c. Advertisements need to attract attention, say what the product or service is, say who's offering it, sell a benefit, and then suggest a course of action for the viewer.
- d. Approximately three quarters of advertisements have some form of curves or other organic shapes featured. Big name companies such as Weight Watchers use organic shapes, arcs, circles and rounded edges to appeal to target audiences.
- e. Color is an essential element in advertisement design. Bright colors attract the attention of viewers, while subtler, blended tones can lend class and restraint to the design. Often a color scheme will be laid down by an existing brand identity; many products are recognized instantly by the color combination they use. CocaCola's red and white color scheme is a good example of an effective color scheme. If strong imagery is a starting point for your advertising design, it's common to use colors sampled directly from the image.
- f. Pictures are ideal to incorporate in online advertisements because they grab viewers attention. The power of images derives from the fact that people don't need to read pictures. Onlookers are able to view and absorb an advertising message by simply glancing at it, without having to read large amounts of text. One problem with incorporating text into online advertisements is that they take up a lot of kilobytes. The larger and more complex the picture is, the longer it will take to download.
- g. The most common and most-used advertisement size is the banner advertisement, measured at 468x60 pixels. Skyscraper banners are also popular, which measure at 120x600 pixels. Many banner and skyscraper advertisements follow the "thirds" formula. Two-thirds of the advertisement contains a picture and the main advertising points; the remaining third is devoted to minimal copy and clickable buttons.

6. Key Drivers for Online Advertising:

- a) Rapid surge of the online population.
- b) Advertisers must go where consumers are in order to reach them. And more people are going online everyday.
- c) Fundamental shift in media consumption.
- d) Consumers are now spending more time online than they do with traditional media like magazines, newspaper, TV and radio.
- e) Increased intelligence: Online advertising allows you to take advantage of campaign features that are lacking with other advertising mediums, such as precise measurement, user targeting, and real-time campaign tracking.
- f) The best way to reach the work at audience Advertisers gain access to an appealing and hard to reach demographic.
- g) Increased brand recall.
- h) Online advertising, when included in a mix with traditional media strengthens the brand message and stays top-of-mind when purchase decisions are being made.

6.1 Steps in developing InternetAdvertising (IA)

- Identify Latent Need
- Focus Target Audience
- Hit Potential Market
- Define Advertising Strategy
- Advertising Goals/Objectives

7. Advertisement SWOT Analysis

The complete evaluation of an advertisement's strength, weakness, opportunities and threats is called SWOT analysis.

a. Create/Compose Message:

Before creating a message some points must be considered.

- What is the position of the product in the market?
- Who is our target audience?
- What is their cultural background?
- Either message will be based on serious thinking, humor, romance, and/or emotion?
- Which mode of communication is to be chosen?

b. Budget allocation:

A businessman knows better that he/she has a certain amount of money for advertisement and allocated budget will tend to dictate what advertisement is to be developed.

c. Evaluate advertisement:

d. Feedback

8. Conclusion:

This research paper concludes that internet advertising becomes valuable when identifies customer's latent need, and deal with customer issue of privacy seems to be the main proponent in driving new advertising concept. Apart from all above discussion main point of valuable advertising is to boost the product or service by identifying customer need and to satisfy them.

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