Article Side

Mapping the Internet Marketing Success Equation by Staci Burruel

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Among all the marketing channels, digital marketing has been blazing new trails in recent years. With their innovative approaches and overwhelming success, digital marketing techniques compel more business to shift from traditional methods to new media like the Internet. Digital marketing may not completely replace offline efforts like events marketing, in-store promotional activities, or telemarketing. However, both small and multinational companies are starting to discover the various benefits of internet marketing for their businesses.

Nevertheless, some doubt efficiency of internet marketing in terms of security, exposure, and capability to increase sales. Some may find it too risky to venture into new promotional techniques or to invest time and effort in learning about internet marketing. That being said, the success of Internet marketing speaks for itself. But what makes Internet marketing so effective that it outshines traditional marketing efforts in some aspects?

Internet marketing solves issues related to cost and scope of promotions. Above-the-Line (i.e. print and broadcast) ads cost high, making it difficult for businesses to achieve their target return of investment. As such, more companies opt for Below-The-Line (i.e. events, promos, school promotions) marketing efforts which offer more quality hits at a lower price.

Local internet marketing offers the widest scope possible with minimal cost. With more than two billion people wired to the Internet, advertisers can more easily tap into an existing market with minimal effort. Companies with insufficient funds for extravagant ad campaigns can opt for internet marketing efforts that will yield the website hits they want at a lower price.

The success of internet marketing also lies in its ability to integrate the best of both worlds. ATL focuses on maximum exposure, BTL concentrates on establishing and maintaining brand presence, while local search marketing tackles both. With Internet marketing, businesses can therefore promote their products within a certain region while reaching other audiences in various parts of the world. Despite the number of non-quality hits generated, chances are rather high that these may translate to actual salesâ€”depending, of course, on website quality.

Mapping the success of local online marketing is the icing on a cake. Knowing how it works for oneâ€™s company and how it can totally change the contours of the business is more interesting. Internet marketing is at its peak right now and it is now showing any signs of setback in the next few years.

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