

MODULE 3

Internet Client-Server Applications: Telnet, File Transfer Protocol (FTP), Chat on the Web, Identifying Data Types with Multipurpose Internet Mail Extensions (MIME), Transmission Control Protocol (TCP), Search Engines;

E – Marketing: Meaning, Scope and Procedure. E-marketing Value Chain, Site Adhesion: Content, Format, and Access. Maintaining a Website, Metrics Defining Internet Units of Measurement; Online Marketing: How Should Buyers Pay Online, Advantages of Online Marketing; E-advertising: Various Means of Advertising;

E-branding: Elements of Branding, Spiral Branding; Marketing Strategies: Permission-marketing Strategies, Brand-leveraging Strategies, Affiliate-marketing Strategies, Viral-marketing Strategies, Website Naming Issues, Advertising-supported Model, Marketing Strategy on the Web.

Internet Client-Server Applications:

TELNET

- **TELNET** stands for Teletype Network.
- It is a client/server application protocol that provides access to virtual terminals of remote systems on local area networks or the Internet.

The local computer uses a telnet client program and the remote computers use a telnet server program. In this article, we will discuss every point about TELNET.

What is Telnet?

- **TELNET** is a type of protocol that enables one computer to connect to the local computer.

- It is used as a standard [TCP/IP protocol](#) for virtual terminal service which is provided by [ISO](#).
- The computer which starts the connection is known as the **local computer**.
- The computer which is being connected to i.e. which accepts the connection known as the **remote computer**.
- During telnet operation, whatever is being performed on the remote computer will be displayed by the local computer. Telnet operates on a client/server principle.

Logging in TELNET

The logging process can be further categorized into two parts:

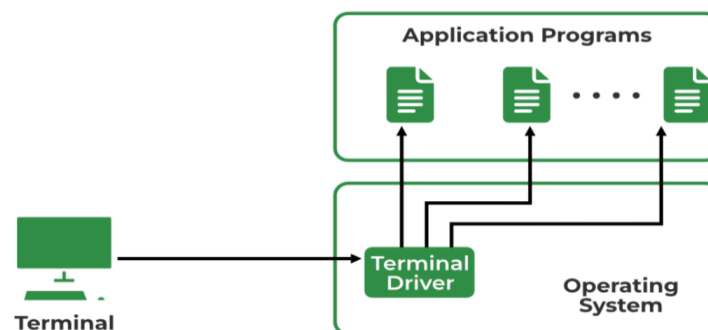
1. **Local Login**
2. **Remote Login**

1. Local Login

Whenever a user logs into its local system, it is known as local login.

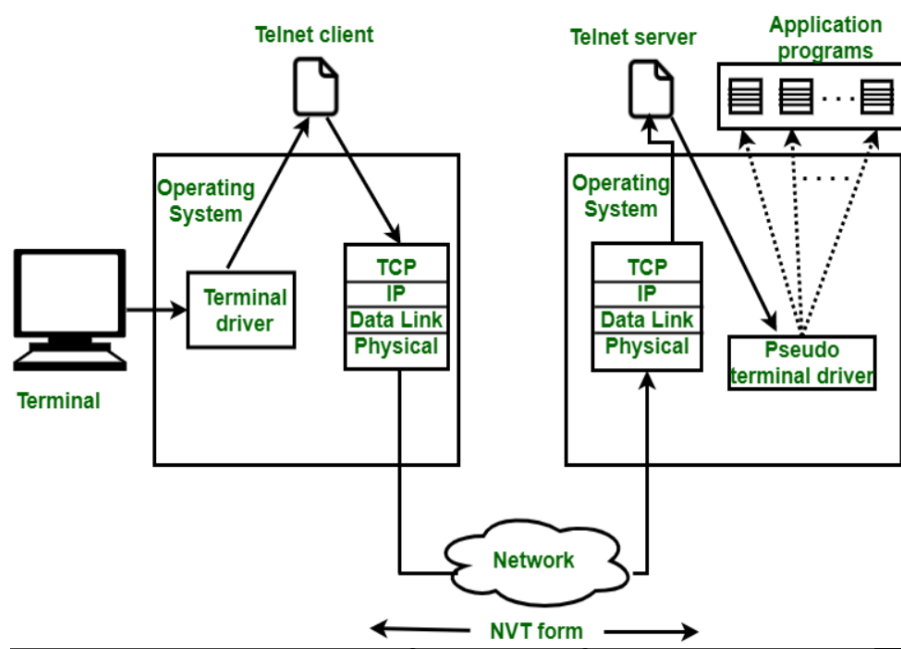
The Procedure of Local Login

- Keystrokes are accepted by the terminal driver when the user types at the terminal.
- Terminal Driver passes these characters to OS.
- Now, OS validates the combination of characters and opens the required application.



2.Remote Login

- [Remote Login](#) is a process in which users can log in to a remote site i.e. computer and use services that are available on the remote computer.
- With the help of remote login, a user is able to understand the result of transferring the result of processing from the remote computer to the local computer.
- **The Procedure of Remote Login**
 - When the user types something on the local computer, the local operating system accepts the character.
 - The local computer does not interpret the characters; it will send them to the TELNET client.
 - TELNET client transforms these characters to a universal character set called Network Virtual Terminal (NVT) characters and it will pass them to the local TCP/IP protocol Stack.
 - Commands or text which are in the form of NVT, travel through the Internet and it will arrive at the [TCP/IP](#) stack at the remote computer.



How TELNET Works?

Client-Server Interaction

The **Telnet client** initiates the connection by sending requests to the Telnet server.

Once the connection is established, the client can send **commands** to the server.

The server processes these commands and responds accordingly.

Character Flow

- When the user types on the **local computer**, the local operating system accepts the characters.
 - The Telnet client transforms these characters into a universal character set called **Network Virtual Terminal (NVT)** characters.
 - These NVT characters travel through the Internet to the remote computer via the local TCP/IP protocol stack.
 - The remote Telnet server converts these characters into a format understandable by the remote computer.
 - The remote operating system receives the characters from a pseudo-terminal driver and passes them to the appropriate application program:
- **Network Virtual Terminal (NVT)**
 - NVT is a virtual terminal in Telnet that provides a common structure shared by different types of real terminals.
 - It ensures communication compatibility between various terminals with different operating systems.

Character	Decimal	Binary	Meaning
WILL	251	11111011	1. Offering to enable. 2. Accepting a request to enable.
WON'T	252	11111100	1. Rejecting a request to enable. 2. Offering to disable. 3. Accepting a request to disable.
DO	253	11111101`	1. Approving a request to enable. 2. Requesting to enable.
DON'T	254	11111110	1. Disapproving a request to enable. 2. Approving an offer to disable. 3. Requesting to disable.

Uses of TELNET

- Remote Administration and Management
- Network Diagnostics
- Understanding [Command-Line Interfaces](#)
- Accessing Bulletin Board Systems (BBS)
- Automation and Scripting

Advantages of TELNET

- It provides remote access to someone's computer system.
- Telnet allows the user for more access with fewer problems in [data transmission](#).
- Telnet saves a lot of time.
- The oldest system can be connected to a newer system with telnet having different operating systems.

Disadvantages of TELNET

- As it is somehow complex, it becomes difficult to beginners in understanding.

- Data is sent here in form of plain text, that's why it is not so secured.
- Some capabilities are disabled because of not proper interlinking of the remote and local devices.

Conclusion

Telnet is a client/server [application protocol](#) that allows remote access to virtual terminals via local area networks or the internet. Telnet's use has decreased due to security concerns, with protocols such as SSH chosen for safe remote management. Telnet is still useful for remote administration, network diagnostics, instructional purposes, and interacting with legacy systems.

File transfer protocol (FTP)

- File transfer protocol (FTP) is an Internet tool provided by TCP/IP. It helps to transfer files from one computer to another by providing access to directories or folders on remote computers and allows software, data and text files to be transferred between different kinds of computers.
- It encourages the direct use of remote computers.
- It shields users from system variations (operating system, directory structures, file structures, etc.)
- It promotes the sharing of files and other types of data.

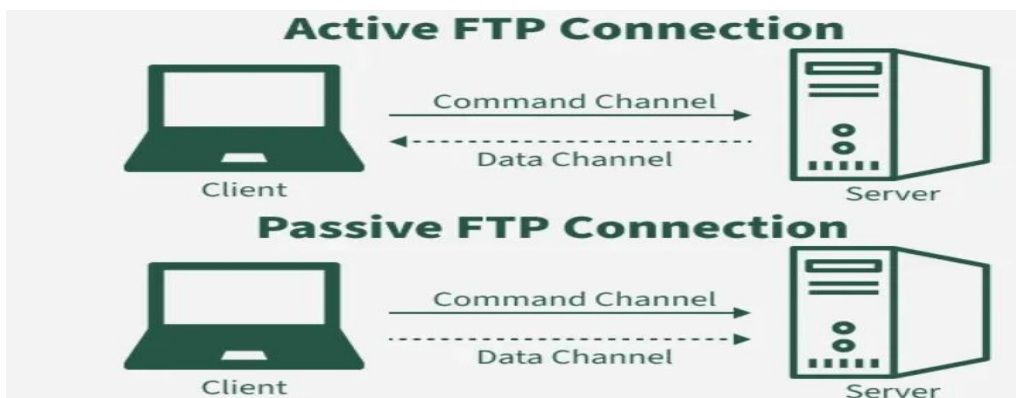
Applications of FTP

- **Business File Sharing:** Used by large enterprises to share files between employees across locations.
- **Backup & Recovery:** IT companies use FTP to maintain disaster recovery backup sites.
- **Financial Sector:** For secure transmission of sensitive documents between institutions and regulatory authorities.
- **Collaboration:** Employees use FTP to share files and project data with co-workers.
- **FTP Client and Server Model**

- FTP follows a client-server architecture.
- **FTP Client:** A program that runs on the user's computer, enabling communication with an FTP server. It provides commands to connect, browse and transfer files.
- **FTP Server:** A system that hosts the files and directories, waiting for requests from clients.

Types of FTP Connections

- FTP connections are of two types:



1. Active FTP connection

- In an Active FTP connection, the client establishes the command channel and the server establishes the data channel.
- When the client requests the data over the connection the server initiates the transfer of the data to the client.
- It is not the default connection because it may cause problems if there is a firewall in between the client and the server.

2. Passive FTP connection

- In a Passive FTP connection, the client establishes both the data channel as well as the command channel.
- When the client requests the data over the connection, the server sends a random port number to the client, as soon as the client receives this port number it establishes the data channel.

- It is the default connection, as it works better even if the client is protected by the firewall.

3. Anonymous FTP

Some servers provide anonymous FTP, where files are available for public access without authentication.

- The username is set to anonymous.
- The password is typically the user's email address.
- Access is limited: users can download files but not browse directories or make modifications.

How FTP works?

- When an FTP connection is established, two parallel channels are created:
- **Command Channel:** Used for transmitting commands (like login, navigation and file requests). Operates over Port 21.
- **Data Channel:** Used for transferring the actual data/files. Operates over Port 20.



Detail Steps of FTP

- Client contacts the server on Port 21.
- Authentication is performed (username/password or anonymous login).
- The client browses directories using commands.
- When a file transfer is requested, the server opens a new data connection to the client.

- After transferring a file, the data connection closes (but the control connection remains open).
- The process repeats for additional file transfers.

Note: FTP uses the NVT ASCII character set for communication over the control channel, similar to TELNET and SMTP.

Transmission Mode

FTP supports three transmission modes:

1. **Stream Mode:** (Default) Data is sent as a continuous stream of bytes. TCP handles fragmentation. Connection closes automatically at the end of transmission.
2. **Block Mode:** Data is sent in blocks, each with a 3-byte header describing the block. Useful for structured data.
3. **Compressed Mode:** Large files are compressed before transfer to save bandwidth and speed up transmission.

FTP Commands	
Command	Meaning
cd	Change working directory on the remote host.
close	Close the FTP connection.
quit	Exit the FTP session.
pwd	Show current working directory on remote host.
dir/ls	List files in the current directory.
help	Display list of client FTP commands.
remotehelp	Display list of server FTP commands.
type	Specify file type (ASCII/Binary).
struct	Specify file structure.

What is e-commerce live chat?

- E-commerce live chat is a real-time messaging tool embedded directly on an online store, allowing shoppers to get instant support while browsing.
- It typically appears as a website chat widget on product, cart, or checkout pages, enabling customers to ask questions without leaving the site. This immediate assistance helps reduce cart removes friction during the buying process.
- For businesses, e-commerce live chat software improves [e-commerce customer service](#) efficiency, increases conversions, and helps support teams engage shoppers at critical decision-making moments.



Saves time for customers and support teams

- Long wait times frustrate customers. A survey found that 57% of people find long hold times extremely frustrating ([RingCentral](#)).
- Live chat enables [real-time support](#), reducing response times and resolving issues quickly. Customers receive immediate assistance without navigating away from the site.
- For support teams, features like canned responses, automated replies, and AI-powered chat routing reduce repetitive work and improve operational efficiency.

Enables personalized customer support

- Modern ecommerce platforms capture customer interaction data, browsing behavior, and purchase history.

- Support teams can use these insights to deliver personalized recommendations, tailored responses, and contextual assistance. Personalized support improves [customer satisfaction](#), loyalty, and repeat purchases.

Provides actionable customer insights

- [Live chat software](#) for e-commerce includes built-in analytics, CSAT surveys, and performance reporting.
- After resolving a query, businesses can gather real-time feedback and measure satisfaction levels. These insights help optimize support workflows, refine product messaging, and improve overall customer experience.

What features should you look for in an e-commerce live chat?

- **Integration with e-commerce and support tools:** A reliable live chat solution should integrate seamlessly with CRMs, [help desk software](#), e-commerce platforms, payment gateways, and marketing automation tools. Strong integrations enable unified customer data, smooth ticket escalation, and consistent communication across the customer journey.
- **AI-powered automation:** Modern live chat software should include AI-driven features such as proactive chat triggers, intelligent routing, automated responses, real-time translation, and conversation analytics. These capabilities reduce response times, improve accuracy, and deliver scalable, [personalized customer support](#).
- **Customizable chat widgets:** Your e-commerce website's live chat widget should be fully customizable, including branding elements like colors, logos, typography, and placement. A branded chat experience builds trust, enhances engagement, and maintains visual consistency across your e-commerce site.
- **Advanced analytics and reporting:** Comprehensive reporting tools should track key performance metrics such as [customer satisfaction score](#), first response time, resolution time, agent performance, and chat-to-conversion rates. These insights support data-driven decision-making and continuous optimization of customer service workflows.

Identifying Data Types with Multipurpose Internet Mail Extensions (MIME)

MIME (Multipurpose Internet Mail Extensions)

- MIME (Multipurpose Internet Mail Extensions) is a standard designed to extend the format of email messages, allowing them to include more than just plain text.
- It enables the transmission of multimedia content such as images, audio, video and attachments, as well as other types of content, across email systems that traditionally only supported plain ASCII text.
- MIME allows email messages to carry diverse types of data by encoding them into a format that can safely travel over protocols like SMTP (Simple Mail Transfer Protocol) without data loss or corruption.
- It also provides metadata to help the receiving client identify and process the content correctly

Characteristics of MIME

Text Encoding: Supports character sets beyond ASCII, such as UTF-8, enabling multilingual emails.

Attachments: Allows emails to include multimedia files like images, audio, video and documents.

Multipart Messages: Supports messages divided into multiple parts, such as plain text, HTML content and media attachments.

Header Fields: Introduces special headers like Content-Type, Content-Disposition and Content-Transfer-Encoding to manage content interpretation.

- [Structure of a MIME type](#)
- A MIME type most commonly consists of just two parts: a *type* and a *subtype*, separated by a slash (/) — with no whitespace between:
- **type/subtype**
- The *type* represents the general category into which the data type falls, such as video or text.

- The **subtype** identifies the exact kind of data of the specified type the MIME type represents. For example, for the MIME type text, the subtype might be plain (plain text), html ([HTML](#) source code), or calendar (for iCalendar/.ics) files.
- Each type has its own set of possible subtypes. A MIME type always has both a type and a subtype, never just one or the other.
- An optional **parameter** can be added to provide additional details:
- **type/subtype;parameter=value**

For example, for any MIME type whose main type is text, you can add the optional charset parameter to specify the character set used for the characters in the data. If no charset is specified, the default is [ASCII](#) (US-ASCII) unless overridden by the [user agent's](#) settings. To specify a UTF-8 text file, the MIME type text/plain;charset=UTF-8 is used.

MIME types are case-insensitive but are traditionally written in lowercase. The parameter values can be case-sensitive.

Types

- There are two classes of type: **discrete** and **multipart**. Discrete types are types which represent a single file or medium, such as a single text or music file, or a single video.
- A multipart type represents a document that's comprised of multiple component parts, each of which may have its own individual MIME type; or, a multipart type may encapsulate multiple files being sent together in one transaction. For example, multipart MIME types are used when attaching multiple files to an email.

1. Discrete types

2. Multipart types

- 1. Discrete types:** Discrete types are types which represent a single file or medium, such as a single text or music file, or a single video. A multipart type represents a document that's comprised of multiple component parts, each of which may have its own individual MIME type; or, a multipart type may encapsulate multiple files being sent together in one transaction. For example, multipart MIME types are used when attaching multiple files to an email.

Application : Any kind of binary data that doesn't fall explicitly into one of the other types; either data that will be executed or interpreted in some way or binary data that

requires a specific application or category of application to use. Generic binary data (or binary data whose true type is unknown) is application/octet-stream.

audio

Audio or music data. Examples include audio/mpeg.

Font

Font/typeface data. Common examples include font/woff.

text

Text-only data including any human-readable content, source code, or textual data such as comma-separated value (CSV) formatted data.

2. Multipart types

- **Multipart** types indicate a category of document broken into pieces, often with different MIME types; they can also be used — especially in email scenarios — to represent multiple, separate files which are all part of the same transaction. They represent a **composite document**.
- **Message**
- A message that encapsulates other messages. This can be used, for instance, to represent an email that includes a forwarded message as part of its data, or to allow sending very large messages in chunks as if it were multiple messages. Examples include message/rfc822 (for forwarded or replied-to message quoting) and message/partial to allow breaking a large message into smaller ones automatically to be reassembled by the recipient. ([See message type registry at IANA](#))
- **Multipart**
- Data that consists of multiple components which may individually have different MIME types. Examples include multipart/form-data.

TCP (Transmission Control Protocol)

TCP (Transmission Control Protocol) is a protocol that allows devices to communicate reliably over a network. It ensures that data reaches the destination correctly and in the right order, even if parts of the network are slow or unreliable.

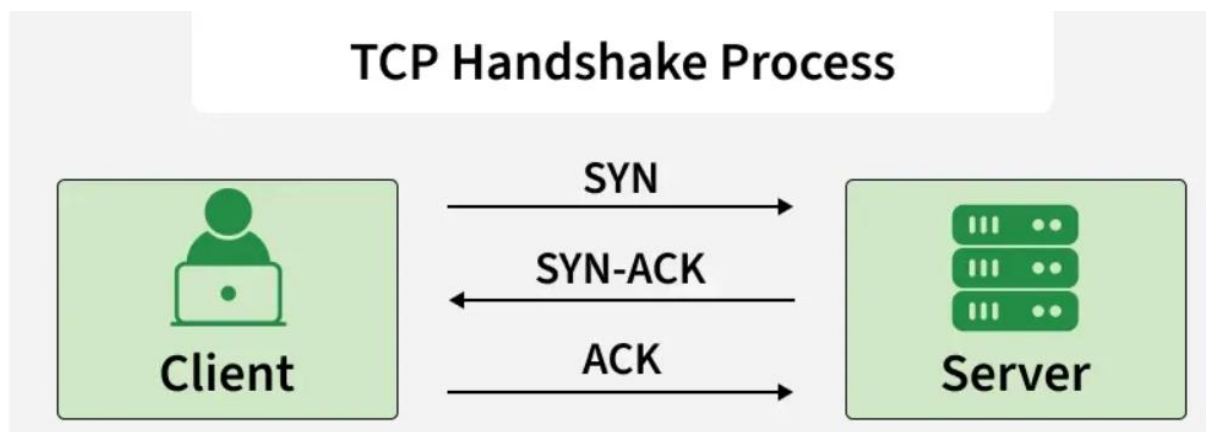
- It works at the Transport Layer (Layer 4) of the OSI model and is an essential part of the TCP/IP protocol suite used for Internet communication.
- TCP establishes a logical connection between the sender and receiver before data transmission begins.
- It ensures that data is delivered accurately and in the same order in which it was sent using acknowledgements and sequence numbers.
- TCP detects errors using checksums and retransmits lost or corrupted packets to maintain data integrity.
- It controls the data transmission rate to avoid overwhelming the receiver and adapts to network congestion for efficient communication.

Connection Establishment and Termination

Connection establishment and termination describe how two devices start and end a reliable communication session (mainly in TCP).

1. Connection Establishment (Three-Way Handshake)

TCP is connection-orientated, meaning a connection must be established before any data is sent. This is done using a three-way handshake:



1. **SYN (Synchronize):** The sender sends a SYN segment to the receiver to request a connection.
2. **SYN-ACK (Synchronize-Acknowledge):** The receiver responds with a SYN-ACK segment, acknowledging the request and agreeing to the connection.
3. **ACK (Acknowledge):** The sender replies with an ACK, confirming the connection is established.

Working

1. Segmenting

- When an application sends data (like an email or file), TCP breaks the data into smaller chunks called segments.
- Each segment has a header containing information like sequence numbers, ports, and flags.
- This makes it easier to send large amounts of data over the network reliably.

2. Routing via IP

- Once TCP creates segments, they are handed to IP (Internet Protocol).
- IP is responsible for delivering the segments from the sender to the receiver, possibly through multiple routers.
- TCP doesn't care about the path—IP handles routing and addressing.

3. Reassembly at Receiver

- Segments may arrive out of order because they can take different paths through the network.
- TCP at the receiver uses sequence numbers to reassemble the segments into the correct order to reconstruct the original message.

4. Acknowledgments (ACKs)

- The receiver sends an ACK for every segment (or group of segments) it receives correctly.
- This tells the sender that the data has arrived safely.

- If an ACK is not received, TCP assumes the segment was lost and triggers retransmission.

5. Retransmission

- If the sender does not receive an acknowledgment within a certain time, it resends the missing segment.
- This ensures no data is lost, making TCP reliable.

6. Flow & Error Control

- **Flow Control:** TCP prevents the sender from sending too much data too quickly for the receiver to handle, using a sliding window mechanism.
- **Error Control:** TCP checks for corrupted segments using checksums and requests retransmission if needed.
- Together, these mechanisms ensure data is delivered reliably and efficiently, without overloading the network or the receiver.

Applications

1. Web Browsing (HTTP/HTTPS)

- Websites send and receive data in small chunks called packets.
- TCP ensures these packets arrive in order and completely, so pages load correctly without missing images or broken content.
- HTTPS adds encryption, but TCP still handles reliability under the hood.

2. Email (SMTP, IMAP, POP3)

- Sending and receiving emails requires all message data to arrive intact.
- TCP ensures no part of the email is lost or corrupted, so attachments and text are received correctly.

3. File Transfer (FTP, SFTP)

- Transferring files over a network involves large amounts of data.
- TCP divides files into segments, reorders them at the destination, and retransmits lost segments, ensuring the file is received exactly as sent.

4. Remote Terminal Access (SSH, Telnet)

- When you connect to a remote computer, you send commands and receive responses in real time.
- TCP ensures that every keystroke or command is reliably transmitted and arrives in order, maintaining a stable connection for remote management.

Advantages

- **Error-Free Data Transfer:** TCP detects errors during transmission and retransmits lost or corrupted data, ensuring accurate delivery.
- **Ordered Delivery:** Data packets are received in the same sequence in which they were sent, maintaining data consistency.
- **Flow Control:** Prevents the sender from overwhelming the receiver by controlling the rate of data transmission.
- **Congestion Control:** Adjusts the sending speed based on network traffic conditions to reduce packet loss and congestion.
- **Reliable Communication:** Ensures complete and dependable data transfer, making it suitable for critical applications.
- **Widely Supported and Standardized:** TCP is a globally accepted protocol, supported by all major operating systems and network devices.

Search Engine

A **search engine** in e-commerce is a tool on an online shopping website that allows customers to search for products or services by entering keywords. The search engine helps users quickly find the products they want from a large number of items available on the website. When a customer types a product name, brand, or category in the search bar, the system displays the relevant products.

Example:

On online shopping websites like **Amazon or Flipkart**, when a customer types “**mobile phone**” in the search box, the search engine shows different mobile phone options with price, brand, and features.

Features of E-Commerce Search Engine:

- **Keyword search** – Users can search using product names.
- **Filters and sorting** – Products can be filtered by price, brand, rating, etc.
- **Auto-suggestion** – Shows suggestions while typing.
- **Product ranking** – Displays the most relevant or popular products first.

Advantages:

- Helps customers find products quickly.
- Saves time while shopping.
- Improves user experience.
- Increases sales for the business.

What is meant by E-Marketing?

- E-Marketing (Electronic Marketing), also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing, is marketing done through the internet on online channels.
- E-marketing is the process of marketing a product or service offering using the Internet to reach the target audience on smartphones, devices, social media etc..
- E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.
- E-Marketing helps businesses reach customers globally, reduce marketing costs, and communicate directly with consumers. It also enables companies to analyze customer behavior and improve marketing strategies using digital tools.

Importance of E-marketing

- In modern times where most of the work and transactions are happening through online channels, it becomes very important for marketers to reach out to customers through right channels.

- Smartphones, tablets, smart TVs, laptops are being used globally to run businesses and buy and sell goods.
- E-marketing helps in reaching out to your audience on these channels along with traditional offline channels as well. Sometimes for some offerings, e-marketing is the only viable option.

Types of e-marketing

There are several ways in which companies can use internet for marketing. Some ways of e-marketing are:

1. Article marketing
2. Affiliate marketing
3. Video marketing
4. Email marketing/Newsletters
5. Blogging

Scope of E-Marketing

The scope of E-Marketing is very wide because digital technology allows businesses to reach customers across the world. The major areas included in the scope are:

1. OnlineAdvertising

Businesses promote their products through digital advertisements, banners, and sponsored content on websites and social media.

2. SocialMediaMarketing

Companies use platforms like Facebook, Instagram, LinkedIn, and Twitter to promote products and interact with customers.

3. SearchEngineMarketing(SEM)

It improves the visibility of websites on search engines like Google through paid ads and search engine optimization.

4.EmailMarketing

Companies send promotional messages, newsletters, and offers directly to customers through email.

5.MobileMarketing

Marketing activities are carried out through mobile apps, SMS, and mobile-friendly websites.

6.ContentMarketing

Businesses create blogs, articles, and videos to provide information and attract potential customers.

7.E-CommerceMarketing

Products and services are promoted and sold through online shopping platforms and company websites.

Procedure of E-Marketing

The procedure of E-Marketing involves several steps to successfully promote products online.

1. Market Research

Market research is the first and most important step in the E-Marketing process. It involves collecting and analyzing information about customers, competitors, market trends, and customer preferences. Through market research, businesses try to understand what customers need, what products they prefer, their buying behavior, and the latest trends in the market. It also helps companies identify their target audience and study competitor strategies.

2. Setting Marketing Objectives

Setting marketing objectives is an important step in the E-Marketing process where a business defines clear goals and targets to achieve through online marketing activities. These objectives guide the company in planning and implementing effective marketing strategies. The objectives may include increasing online sales, improving brand awareness, attracting more website visitors, generating leads, gaining new customers, or increasing customer engagement on social media platforms. Marketing objectives should be specific, measurable, achievable, realistic, and time-bound so that the success of marketing campaigns can be evaluated easily.

3. Selecting Digital Platforms

Selecting digital platforms is an important step in the E-Marketing process where businesses choose suitable online channels to promote their products and services. The

selection of platforms depends on the target audience, type of product, marketing objectives, and budget of the company. Different digital platforms such as websites, social media platforms like Facebook, Instagram, LinkedIn, and Twitter, search engines like Google, email marketing, YouTube, and mobile applications are used for marketing purposes. Businesses select the platforms where their target customers are most active so that they can reach them effectively. Choosing the right digital platform helps improve customer engagement, increase brand visibility, and achieve better marketing results.

4. Creating Digital Content

Creating digital content is a major step in the E-Marketing process in which businesses develop attractive and informative online material to promote their products and services. Digital content may include advertisements, blog posts, social media posts, videos, images, infographics, emails, product descriptions, and promotional banners. The main purpose of creating digital content is to attract customers, provide useful information, increase customer engagement, and encourage people to purchase products or services. Effective digital content should be creative, clear, informative, and relevant to the interests of the target audience. High-quality content helps businesses improve brand awareness, build customer trust, and strengthen their online presence.

5. Implementation of Marketing Campaign

Implementation of a marketing campaign is the stage in the E-Marketing process where the planned marketing strategies are put into action through digital platforms. In this step, businesses launch online advertisements, social media promotions, email marketing campaigns, search engine marketing, and other promotional activities to reach their target audience. The implementation process involves scheduling posts, publishing content, running paid ads, and interacting with customers online. The main objective of implementing a marketing campaign is to create awareness about products or services, attract potential customers, increase website traffic, and improve sales. Effective implementation ensures that the marketing message reaches the right audience at the right time and helps businesses achieve their marketing objectives successfully.

6. Monitoring and Evaluation

Monitoring and evaluation is an essential step in the E-Marketing process where businesses regularly track and measure the performance of their marketing campaigns. In this stage, companies analyze important factors such as website traffic, number of clicks, customer engagement, sales, conversion rates, and customer feedback using tools like Google Analytics and social media insights. Monitoring helps businesses understand whether their marketing objectives are being achieved successfully or not. Evaluation allows companies to identify the strengths and weaknesses of their marketing strategies and make necessary improvements. This process helps in improving the effectiveness of future marketing campaigns, increasing customer satisfaction, and achieving better business results.

7. Improvement and Optimization

Improvement and optimization is the final step in the E-Marketing process where businesses make necessary changes and enhancements to their marketing strategies based on the results of monitoring and evaluation. In this stage, companies analyze customer feedback, campaign performance, sales data, and engagement levels to identify areas that need improvement. Businesses may modify advertisements, improve website design, create better content, target a different audience, or use more effective digital platforms to achieve better results. The main purpose of improvement and optimization is to increase the efficiency and effectiveness of marketing campaigns, improve customer satisfaction, and achieve business goals more successfully. Continuous optimization helps businesses stay competitive and adapt to changing market trends and customer needs.

What Is a Value Chain?

A value chain is a series of consecutive steps that go into the creation of a finished product, from its initial design to its arrival at a customer's door. The chain identifies each step in the process at which value is added, including the sourcing, manufacturing, and marketing stages of its production.

Primary Activities

Primary activities consist of five components, all essential for adding value and creating competitive advantage:

1. **Inbound logistics** include functions like receiving, warehousing, and managing inventory.
2. **Operations** include procedures for converting raw materials into a finished product.
3. **Outbound logistics** include activities to distribute a final product to a consumer.
4. **Marketing and sales** include strategies to enhance visibility and target appropriate customers—such as advertising, promotion, and pricing.
5. **Service** includes programs to maintain products and enhance the consumer experience, like customer service, maintenance, repairs, refunds, and exchange.

Support Activities

The role of support activities is to help make the primary activities more efficient. When you increase the efficiency of any of the four support activities, it benefits at least one of the five primary activities. These support activities are generally denoted as overhead costs on a company's income statement:

1. **Procurement** concerns how a company obtains raw materials.
2. **Technological development** is used at a firm's research and development (R&D) stage, like designing manufacturing techniques and automating processes.
3. **Human resources (HR) management** involves hiring and retaining employees who will fulfill the firm's business strategy and help design, market, and sell the product.
4. **Infrastructure** includes company systems and the composition of its management team, such as planning, accounting, finance, and quality control.

Example: Food delivery apps like Swiggy or Zomato

1. Customer searches food online
2. App suggests restaurants
3. Customer orders and pays online
4. Restaurant prepares food
5. Delivery partner delivers food
6. App collects feedback and gives offers

Site Adhesion

- Site adhesion refers to the ability of an e-commerce website to attract visitors and keep them on the site for a longer time.
- A good website should provide useful information, an attractive design, and easy access so that customers continue visiting the website and make purchases.
- Site adhesion mainly depends on three elements: Content, Format, and Access.

1. Content

- Content refers to the information, text, images, videos, and product details available on the website.
- Important aspects of content
- The content should be useful, clear, and relevant to the customer.
- Product descriptions must include features, price, specifications, and benefits.
- Websites should provide reviews, ratings, and FAQs to help customers make decisions.
- Content should be regularly updated to maintain customer interest.
- Good content helps build trust and attract more visitors to the website.

2.Format

- Format refers to the design and presentation of the website.
- The website should have an attractive layout and user-friendly interface.
- Use of images, colors, videos, and graphics should make the site visually appealing.
- The website should be well organized with clear menus and navigation.
- Information should be presented in a simple and easy-to-read format.
- A good format improves user experience and encourages visitors to stay longer on the website.

3. Access

- Access refers to how easily users can reach and use the website.
- The website should load quickly and work smoothly.
- It should be accessible through multiple devices such as computers, tablets, and smartphones.

- Customers should be able to search products easily and navigate different pages.
- Secure login and safe payment systems should be available.
- Easy access helps increase customer satisfaction and encourages repeat visits.

Website maintenance in E-Commerce

- Website maintenance in E-Commerce refers to the continuous process of updating, monitoring, and improving an online store to ensure it works properly, remains secure, and provides a good shopping experience for customers. Regular maintenance helps increase website performance, security, and customer satisfaction.

1. Content Updates

- E-commerce websites must frequently update their content to keep the information accurate and relevant.
- **Activities include:**
 - Adding new products and removing out-of-stock products
 - Updating product descriptions, images, and prices
 - Updating offers, discounts, and promotional banners
 - Posting blogs, announcements, or news
- **Importance:**
Updated content attracts customers and improves search engine ranking.

2. Website Security

- Security is one of the most important aspects of maintaining an e-commerce website because it handles sensitive customer information.
- **Security tasks include:**
 - Installing SSL certificates for secure transactions
 - Regularly updating software and plugins
 - Protecting customer data and payment information
 - Running security scans to detect malware or vulnerabilities
 - Creating strong authentication systems

- **Importance:**
Prevents hacking, fraud, and data theft.

3. Performance Monitoring

- Website speed and performance directly affect customer experience and sales.
- **Maintenance activities:**
 - Monitoring website loading speed
 - Optimizing images and files
 - Removing unnecessary scripts or plugins
 - Ensuring server uptime and reliability
- **Importance:**
A fast website reduces bounce rates and increases conversions.

4. Database Management

- E-commerce websites store large amounts of data such as customer information, orders, inventory, and payment details.
- **Maintenance tasks:**
 - Regular database backups
 - Cleaning unused or outdated data
 - Managing product inventory records
 - Updating order and transaction data
- **Importance:**
Prevents data loss and keeps the system organized.

5. Search Engine Optimization (SEO)

- SEO maintenance helps improve website visibility on search engines.
- **SEO tasks include:**
 - Updating keywords and meta tags
 - Optimizing product descriptions
 - Improving website structure and navigation
 - Monitoring search engine rankings
- **Importance:**
Increases website traffic and online sales.

Metrics Defining Internet Units of Measurement

Metrics in E-Marketing are the units of measurement used to evaluate the performance of online marketing activities.

These metrics help businesses measure website traffic, user behavior, advertising effectiveness, and overall marketing success on the internet.

1. Hit

A hit is the request made to a web server for a file (such as HTML page, image, or script).

Example:

If a webpage contains 10 images and 1 HTML file, opening the page may generate 11 hits.

Note:

Hits are not a reliable indicator of website traffic because many files are loaded for a single page.

2. Page View

A page view occurs when a user loads or reloads a webpage in a browser.

Example:

If a user visits the homepage, product page, and checkout page, it counts as 3 page views.

Importance:

Shows how much content users are viewing on a website.

3. Visit (Session)

A visit or session refers to a single browsing activity by a user on a website within a specific time period.

Example:

If a user enters a website, browses multiple pages, and leaves after 10 minutes, it counts as one visit.

Importance:

Measures the number of times users interact with a website.

Online Marketing: How Should Buyers Pay Online?

- Online payment in online marketing (or e-commerce) refers to the methods used by customers to pay for products or services through the internet.
- For successful e-commerce transactions, businesses must provide secure, fast, and convenient payment options to buyers.
- Online payments are processed through payment gateways that securely transfer money from the customer's account to the seller's account.

1. Credit Card Payment

A **credit card** is one of the most widely used online payment methods.

How it works:

Customer selects a product and goes to checkout.

Enters credit card details (card number, expiry date, CVV).

Payment gateway verifies the details.

The bank approves the transaction and payment is completed.

Advantages

Fast and convenient

Allows payment even without immediate cash

Widely accepted in international transactions

Examples: Visa, MasterCard, American Express

2. Debit Card Payment

A **debit card** allows customers to pay directly from their bank account.

How it works:

Customer enters debit card details.

The bank deducts money directly from the customer's bank account.

Advantages

Easy to use

No borrowing of money

Secure authentication with OTP

3. Net Banking (Internet Banking)

Net banking allows customers to pay through their bank's online banking portal.

Process:

Customer selects the bank from the payment options.

Logs into their bank account.

Confirms the payment using OTP or password.

Advantages

Direct bank-to-bank transfer

Secure and reliable

Advantages of Online Marketing

- **1. It's Cheaper**
- Marketing can be expensive, but online marketing can help you save money. Traditional ads like TV commercials and billboards cost a lot, while online marketing offers a cheaper way to reach people.
- Let's compare:
- A full-page ad in a big newspaper might cost thousands of dollars for one day.
- An online ad can reach just as many people for much less money. Plus, you can track how well it's doing in real time.
- Social media, email marketing, and search engine optimization (SEO) are powerful tools that keep the bank intact.
- Remember, "cheaper" doesn't mean "free." You might still need to pay for ads, good content, or special tools. However, even with these costs, online marketing is often less expensive than traditional methods.
- **Here's how online marketing compares to traditional methods:**
- Print Ad (Full-page, big newspaper): \$5,000 – \$20,000 per day
- TV Commercial (30 seconds, prime time): \$100,000+ per spot
- Billboard (Busy location): \$1,000 – \$15,000 per month
- Social Media Ad (Targeted): \$5 – \$50 per day
- Email Marketing: \$20 – \$500 per month

Search Engine Optimization (SEO): Varies (Do-it-yourself vs. hiring an agency).

2. Reach People Worldwide

- One of the best things about online marketing is how far it can reach. Unlike old-school marketing, which is limited by location, the internet lets you talk to people all over the world. With a few clicks, your message can cross borders and reach potential customers in far-off places.
- Think about a small bakery in a tiny village. Through online marketing, they can show their treats to food lovers worldwide. A good website, smart use of social media, and targeted ads can attract customers from nearby towns or even other countries.
- But remember, reaching people worldwide isn't just about translating your website. You need to understand different cultures, change your message to fit local tastes, and consider things like time zones and what people in different places prefer.

3. Reach the Right People

- In the past, marketing often felt like throwing a big net and hoping to catch the right fish. TV ads, radio spots, and print ads reached lots of people, but not always the ones who might become customers. Online marketing changes this. It lets you aim your message at exactly the right people.
- Platforms like Google Ads, Facebook Ads, and other social media ads let you pick your ideal customer with amazing accuracy. You can choose based on:
 - Age, gender, and location
 - Interests (like hobbies, online behavior, favorite brands)
 - Actions they've taken online.

What is E Advertising?

- Electronic advertising, also known as e-advertising or [online advertising](#), refers to the promotion of products or services using digital technologies such as the Internet, mobile devices, and social media platforms.

- E-advertising encompasses a variety of online marketing techniques, including display ads, pay-per-click (PPC) campaigns, social media ads, retargeting, and email marketing, all designed to reach and engage specific audiences. E advertising in e commerce allows businesses to target their marketing efforts more precisely, track performance in real-time, and optimize their strategies for better results.

1) Social Media Advertising

- This type of advertising allows businesses to reach their target audience on social media platforms like [Facebook](#), [Instagram](#), and [Twitter](#). Social media advertising can take many forms, such as sponsored posts, display ads, and video ads.

2) Content Marketing

- Content marketing involves creating and sharing valuable content, such as blog posts, articles, and videos, to attract and retain customers. Content marketing is often used to establish thought leadership, build brand awareness, and drive traffic to a website.

3) Search Engine Marketing

- [Search engine marketing](#) involves placing ads on search engines like Google and Bing to target customers who are actively searching for products or services related to the business. This type of advertising can be highly effective in reaching customers who are ready to make a purchase.

4) Display Advertising

- [Display advertising](#) involves placing ads on websites and mobile apps to reach a broad audience. Display ads can be in the form of banner ads, pop-up ads, and video ads and are often used to build brand awareness and drive traffic to a website.

5) Email Marketing

- Email marketing involves sending promotional messages and newsletters to a list of subscribers who have opted-in to receive communication from the business. [Email marketing](#) is often used to nurture leads, promote sales, and build relationships with customers.

What is E-Branding ?

- **E-Branding (Electronic Branding)** refers to the process of creating, developing, and promoting a brand using digital platforms such as websites, social media, and online advertising.
- It focuses on building a strong online identity so that customers can easily recognize, trust, and remember a business on the internet.
- **Elements Of Branding**
 - **1. Brand name**
 - **2. Logo**
 - **3. Color palette**
 - **4. Shape**
 - **5. Tagline**

1. Brand name

A strong **business name** does several jobs at once: it signals what space you operate in and is your unique trademark. When choosing a brand name, define what it should evoke—innovation, friendliness, creativity—then generate various options to choose from.

Good branding examples are PayPal, which instantly communicates friendly, secure payments. Similarly, YouTube clearly combines “you” (the user) and a common American slang term for “television” or “TV.” Both names are simple, descriptive and easy to remember.

2. Logo

- Your logo goes on almost every brand asset: business cards, website, merchandise, signage, social media pages, branded templates, and marketing materials.
- Your logo should represent what your brand is all about and encapsulate the essence of your brand identity.
- When choosing a logo font, think beyond style and consider legibility and personality.
- Sans-serif fonts often feel modern and approachable.

- Hand-lettered or script fonts can add character but must remain readable at small sizes.
- Consistency is key: use one main typeface across materials to make your logo recognizable everywhere.
- Great logos work across formats.
- Starbucks relies on its mermaid-siren icon for instant recognition.
- FedEx hides an arrow in its wordmark—a subtle nod to precision and speed.
- Both show how design can communicate meaning instantly.

3. Color palette

- [Brand colors](#) are another key branding element. Potential customers will begin to associate certain colors and shades with your brand, helping to increase brand awareness and recognition.
- Color is so important to branding that some companies have gone so far as to trademark their signature brand colors. A few examples of trademarked colors include UPS Brown, Tiffany Blue and Fiskars Orange.

4. Shape

- Shape is another element of branding. Not just [logo shapes](#), which convey brand values and identity but the shapes in your web design, packaging, signage, marketing materials, business cards and stationery.
- And they can strengthen recognition as much as color or typography. Target's bold circle embodies clarity and focus, while Lego's blocky design language mirrors its playful, hands-on spirit. Even a neighborhood café can use soft, rounded motifs to feel inviting or geometric lines to project a modern, precise look.

5. Tagline

- “Eat fresh.” and “Just do it.” are two of the most well-known taglines in the world. **Taglines**, also known as **slogans**, are the flagship of brand messaging.
- Brand messaging is how you communicate your brand's unique offer. Sometimes that offer is obvious, like Subway's “Eat Fresh.” slogan, used to differentiate itself from

other fast food brands by positioning itself as healthy. Using the color green and running commercials with customer testimonials reinforced this message.

Spiral Branding in Digital Entrepreneurship

- Spiral Branding is a continuous process of building and strengthening a brand through repeated interactions with customers using digital platforms. It is called “spiral” because branding activities keep repeating and improving over time.
- **Explanation**
- Branding is not a one-time activity in digital business.
- It involves continuous communication with customers through social media, websites, and emails.
- Each interaction helps to increase awareness, trust, and loyalty.
- The process grows step-by-step like a spiral, expanding the brand reach.
- **Stages of Spiral Branding (Detailed Explanation)**
- **1.Awareness**

This is the first stage where customers become aware of the brand through digital channels such as social media, websites, advertisements, or search engines. At this stage, the main goal of the business is to create visibility and attract attention among potential customers.
- **2.Interest**

After becoming aware, customers start showing interest in the brand. They may visit the website, follow social media pages, or explore products and services. In this stage, businesses try to provide relevant and attractive information to keep customers engaged.
- **3.Engagement**

In this stage, customers begin to interact with the brand. This interaction may happen through likes, comments, shares, reviews, or direct communication. Engagement helps in building a connection between the brand and the customer.
- **4.Trust**

Trust is developed when customers consistently experience quality products, reliable

service, and positive interactions. Reviews, testimonials, and transparent communication help in building customer confidence in the brand.

- **5.Purchase(Conversion)**

Once trust is established, customers decide to purchase the product or service. This stage represents the conversion of potential customers into actual buyers.

- **6.LoyaltyandAdvocacy**

In this final stage, satisfied customers become loyal to the brand. They make repeat purchases and also recommend the brand to others through word-of-mouth or social media. This leads to a new cycle of awareness, continuing the spiral.

Marketing Strategies:

Marketing strategies refer to the plans and actions designed by a business to promote its products or services and achieve its marketing goals.

They help a company to reach target customers, create demand, and increase sales.

Types:

1.Permission-marketing Strategies

2. Brand-leveraging Strategies

3.Affiliate-marketing Strategies

4.Viral-marketing Strategies

1.Permission-marketing Strategies

Key Takeaways:

Permission marketing is a [digital marketing](#) strategy that allows customers to opt-in to promotional messages.

It is compliant with regulatory requirements, such as GDPR.

Subscription email updates and loyalty cards are common examples of permission marketing.

Permission marketing enables personalized and targeted campaigns, building valuable relationships with customers.

By obtaining explicit consent from individuals, [marketers can deliver relevant content](#) that resonates with their audience.

Understanding Permission Marketing

Permission marketing stands out from traditional direct marketing. It focuses on a personalized experience. This is done with the audience's permission to send them messages. It's especially popular in digital marketing, where people often sign up for email updates.

Permission marketing works by sending content that users are excited to receive. It respects the audience's preferences. This results in higher engagement and more sales.

It's different from other marketing types that send the same message to everyone. Permission marketing talks directly to the audience. This makes customers happier and helps build lasting relationships.

2. Brand-leveraging Strategies

Brand Leveraging uses an established brand's equity to promote new products or services. It builds on existing customer trust and recognition. This strategy accelerates market entry and adoption.

Brand leveraging, also known as [brand extension, is a marketing strategy](#) where a company uses its well-established brand name to launch a new or modified product in a different category. The primary purpose of brand leveraging is to capitalize on the brand's existing goodwill and brand loyalty to drive sales of the new product.

It is a cost-effective strategy that allows companies to bypass the time and resources required to build a new brand from scratch. However, it is crucial to note that brand leveraging can also pose risks if the new product fails to meet the expectations associated with the brand.

Brand Leveraging vs. Line Extension

While brand leveraging and line extension might seem similar, they are distinct strategies. Line extension refers to the introduction of new products under the same brand name but in the same product category. For instance, a company that produces a successful line of skincare products might introduce a new moisturizer under the same brand.

Role of Brand Leveraging in Product Management

Brand leveraging plays a crucial role in product management. It allows product managers to capitalize on the brand's established reputation and customer base to introduce new products. This strategy can significantly reduce the risks associated with launching a new product, as the brand's existing customers are more likely to try the new product.

3. Affiliate marketing strategy

Affiliate marketing strategy is a planned approach that decides which partners (affiliates) will promote a brand, what offers and commissions they receive, and how tracking will work, so that external publishers, creators, and websites drive measurable traffic, leads, and sales in return for performance-based rewards.

Characteristics of an Effective Affiliate Marketing Strategy

Performance-based: Affiliates are rewarded for measurable actions, not just impressions.

Partner-centric: Focuses on building long-term, win-win relationships with affiliates.

Clear commission rules: Transparent payout models, cookie windows, and attribution logic.

Good tracking and reporting: Reliable systems to track clicks, conversions, and payouts.

Brand-safe: Uses rules to prevent misleading or spammy promotion.

Diverse affiliate mix: Uses content sites, comparison sites, influencers, and email lists.

Integrated with other channels: Aligns with SEO, paid ads, and overall pricing policies.

Importance of Affiliate Marketing Strategy

Why organisations need it.

Provides performance-based growth with lower upfront risk.


Extends reach into new audiences through partner sites and creators.

Allows budget control because spend is linked to conversions.

Supports launches and seasonal offers with extra promotional power.

Generates SEO and referral traffic from quality content partners.

Can become a scalable revenue channel when managed systematically

 **5A. Types of Affiliate Marketing Strategy**
Common strategic approaches.

Type of Affiliate Strategy	Main Basis	Simple Example
Content Affiliate Strategy	Blogs, guides, and review content.	Product review websites linking to e-commerce stores with affiliate links.
Coupon and Deal Strategy	Discount codes and offers.	Coupon portals listing special promo codes and sale alerts.
Comparison and Aggregator Strategy	Price or feature comparison.	Comparison sites showing multiple brands with affiliate links to each.
Email and Loyalty Strategy	Newsletters and reward programmes.	Loyalty sites giving points or cashback for purchases via affiliate links.
Influencer / Social Strategy	Social media content and recommendations.	Creators using swipe-up links or bios with affiliate tracking.
App and Tool Integration Strategy	Embedding offers in tools or apps.	Finance apps recommending partner credit cards through affiliate links.

4. Viral marketing is a business strategy that uses existing social networks to promote a product or service on [social media](#) platforms. Its name refers to how consumers spread information about a product with other people, much in the same way that a [virus](#) spreads from one person to another.

Viral advertising is personal and, while coming from an identified sponsor, it does not mean businesses pay for its distribution.

Most of the well-known viral ads circulating online are ads paid by a sponsor company, launched either on their own platform. Consumers receive the page link from a social media network or copy the entire ad from a website and pass it along through e-mail or posting it on a blog, web page or social media profile. Viral marketing may take the form of [video clips](#), [advergames](#), [ebooks](#), [brandable software](#), [images](#), [text messages](#), [email](#) messages, or [web pages](#).

Marketer [Jonah Berger](#) defines six key factors that drive virality,^{[20][21]} organized in an acronym called STEPPS:

Social currency – the better something makes people look, the more likely they will be to share it

Triggers – things that are "top of mind" are more likely to be "[tip of the tongue](#)"

Emotion – when people care, they share

Public – the easier something is to see, the more likely people are to imitate it

Practical value – people share useful information to help others

Stories – like a [Trojan Horse](#), stories carry messages and ideas along for the ride

Website Naming Issues

Website naming is an important part of creating a successful online presence. A website name, also called a **domain name**, represents the identity of a business, organization, or individual on the internet. Choosing an appropriate website name is not easy because several issues must be considered before finalizing it. These issues affect branding, user recognition, search engine visibility, and legal protection.

1. Simplicity and Easy Pronunciation

A website name should be simple, short, and easy to pronounce. Complicated names confuse users and make it difficult for them to remember the website. If users cannot easily type or recall the name, they may visit the wrong website or avoid revisiting it.

Example:

A simple name like “freshfoods.com” is easier to remember than “fresh-foods-online-store123.com”.

2. Memorability

The website name should be memorable so that visitors can easily recall it later. Unique and catchy names help businesses build strong brand recognition. Difficult or very long names reduce memorability.

3. Relevance to Business or Content

The domain name should reflect the nature of the business, product, or services offered. A relevant name helps users immediately understand the purpose of the website.

Example:

An educational website may use names related to learning, education, or courses.

4. Length of the Domain Name

Long website names are difficult to type and more likely to contain spelling mistakes. Shorter names are generally preferred because they are user-friendly and attractive.

5. Use of Keywords

Including important keywords in the website name can improve search engine optimization (SEO). Search engines may better understand the website's content through relevant keywords. However, excessive keyword usage can make the name look unnatural.

6. Avoiding Numbers and Hyphens

Numbers and hyphens create confusion among users. People may not know whether the number should be typed as a digit or a word. Hyphens are also often forgotten while typing.

Example:

“best-books4u.com” may confuse users compared to “bestbooks.com”.

Advertising-Supported Model

The **Advertising-Supported Model** is a business model in which a company provides products, services, or content to users either free of cost or at a low price and earns revenue through advertisements displayed to users. This model is widely used in e-commerce, digital marketing, websites, mobile applications, social media platforms, television, newspapers, and streaming services.

In this model, advertisers pay the platform owner to display advertisements to a large audience. The more users or visitors a platform attracts, the more advertising revenue it can generate.

Working of Advertising-Supported Model

The working of this model involves the following steps:

- 1. Providing Free Content or Services**
The company offers useful content, applications, videos, news, search engines, or social networking services free to users.
- 2. Attracting Large Audience**
More users increase website traffic and audience engagement.

3. Displaying Advertisements

Advertisements are shown in the form of banners, videos, pop-ups, sponsored posts, or search ads.

4. Revenue Generation

Advertisers pay based on:

- Number of views (Impressions)
- Number of clicks (Pay-Per-Click)
- User actions or purchases

5. Data Collection and Targeting

User behavior and preferences are analyzed to display personalized advertisements.

Types of Advertising-Supported Models

1. Banner Advertising:

Banner advertising is one of the most common forms of online advertising in which advertisements are displayed as images, graphics, or animated banners on websites and mobile applications. These ads are usually placed at the top, bottom, or sides of web pages to attract user attention. Advertisers pay the website owner based on the number of views or clicks received by the advertisement.

2. Video Advertising

Video advertising involves displaying short promotional videos before, during, or after online video content. This type of advertising is widely used on video-sharing and streaming platforms. Video advertisements are highly effective because they combine visuals, sound, and motion to capture the attention of viewers and promote products or services in an engaging manner.

3. Sponsored Content

Sponsored content is a type of advertising in which companies promote their products or services through articles, blogs, videos, or social media posts that match the style of the platform. The content is designed to appear informative and useful while subtly promoting a

brand. This method helps businesses attract customers without using direct advertising techniques.

4. Search Engine Advertising

Search engine advertising refers to displaying advertisements on search engine result pages based on user search queries. When users search for specific keywords, related advertisements appear along with the search results. Advertisers usually pay based on the number of clicks received on the advertisement. This method helps businesses reach potential customers who are actively searching for related products or services.

5. Social Media Advertising

Social media advertising involves displaying advertisements on social networking platforms based on users' interests, behavior, age, location, and preferences. These advertisements may appear as sponsored posts, stories, videos, or banners. Social media advertising allows businesses to target specific audiences effectively and improve customer engagement and brand awareness.

Examples of Advertising-Supported Model

- Google – earns through search advertisements.
- YouTube – shows video advertisements.
- Facebook – uses targeted social media ads.
- Instagram – displays sponsored posts and ads.
- Spotify – offers free ad-supported music streaming.

Marketing Strategy on the Web

Web marketing strategy refers to the planned use of the internet and digital technologies to promote products, services, and brands to customers. It helps organizations reach a global audience, increase sales, improve customer relationships, and gain competitive advantage. A successful web marketing strategy combines different online marketing techniques such as websites, search engines, social media, email marketing, and online advertising.

Objectives of Web Marketing Strategy

The major objectives of web marketing strategy are:

- To increase brand awareness
- To attract potential customers
- To improve online sales and revenue
- To enhance customer engagement
- To build long-term customer relationships
- To expand business globally
- To provide better customer service

Components of Marketing Strategy on the Web

1. Website Development

A company website is the foundation of online marketing. It provides information about products, services, pricing, and contact details. A good website should be:

- User-friendly
- Attractive in design
- Mobile responsive
- Fast and secure
- Easy to navigate

The website acts as a digital storefront for the business.

2. Search Engine Optimization (SEO)

SEO is the process of improving a website's visibility on search engines such as Google. It helps websites appear higher in search results when users search for related products or services.

Benefits of SEO

- Increases website traffic
- Improves online visibility
- Builds credibility
- Generates organic customers

3. Social Media Marketing

Social media platforms are used to promote products and communicate with customers.

Businesses use platforms such as:

- Facebook
- Instagram
- LinkedIn
- YouTube

Advantages

- Direct communication with customers
- Increased brand awareness
- Customer engagement
- Low-cost promotion

4. Content Marketing

Content marketing involves creating and sharing valuable information such as:

- Blogs
- Articles
- Videos
- Infographics
- E-books

Useful content helps attract and retain customers by providing knowledge and solutions to their problems.

5. Email Marketing

Email marketing is used to send promotional messages, newsletters, product updates, and offers directly to customers through email.

Benefits

- Personalized communication
- Low marketing cost
- High customer retention
- Increased sales opportunities

Advantages of Web Marketing Strategy

1. Global market reach
2. Cost-effective marketing
3. Faster communication
4. Better customer targeting
5. Real-time performance tracking
6. Increased sales opportunities
7. 24/7 online presence
8. Improved customer interaction

Challenges of Web Marketing Strategy

1. High competition
2. Security and privacy concerns
3. Rapid technology changes

4. Dependence on internet connectivity
5. Negative online reviews
6. Difficulty in retaining customer attention