Online marketing , also known as [digital marketing](http://en.wikipedia.org/wiki/Digital_marketing), web marketing, internet marketing or e-marketing. Online marketing is a marketing area where creativity, an innovation and a change enable the business to attract new customers, increase sales and differentiate the brand from direct competitors. Online marketing refers to the application of marketing principles and techniques **using electronic media** and more specifically the Internet. The **online marketing** is the process of **marketing a brand using the Internet**. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

The main aim of Online marketing are attracting new business, retaining current business and developing its brand identity. The importance of online marketing is **return on investment** must exceed than that of traditional marketing strategies.The **methods of marketing** have changed a lot. Online marketing is the product of the meeting between **modern communication technologies** and the humans. Marketers are adding on-line channels to find, reach, communicate, and sell. Online marketing saves time of the customer and it is very

efficient for both sales person and customer. It plays main role on management of digital customer data and electronic customer relationship management systems are also often grouped together under internet marketing . Some of the advantage of Online marketing is both small and large firms can afford it. There is no real limit on advertising space. The site can be visited by anyone from any place in the world. Hence Online shopping can be done privately and swiftly

The abstract concludes that internet has opened up new avenues for reaching the consumer. It is true that there is never a fixed way or strategy that a marketer can use to market its products and services on the internet but it is still very much an arena where creative thinking can take the company reach new heights. The benefits and potentials of the Online marketing on Internet for practical use of business organizations.