**HOW ONLINE MARKETING IS MORE BENEFICIAL THAN OFFLINE MARKETTING**

The Internet is one of the different worlds. It has an ocean which is full of knowledge. It has brought about the global evolution in the information sector. Everyone is wired with the internet. It has brought advancement in business, government, education, healthcare and communication. The virtual world of the internet and technology has righteously captured an impressive percentage of our total population. More than 80% of the people are dependent on the internet. From your school project to your interview preparation, you all surf the internet. It has modified our personality and changed the way of our thinking and positioning. With each passing day, new technology evolves that embed our dependence on the world wide web. Previously, when you wanted to see any latest news then you had to switch on television or you had to wait for the newspaper next morning but now it has become very reliable with the internet. You just have to take your phone and search it. Our life has become quite easy, right? It was easy to spend the covid lockdown because of the internet. It became a great support. Schools and colleges are closed, and still our syllabus is complete. So many online classes apps have been developed to attain this. Just think it was possible to dwell the whole lockdown without netflix and zoom? People were far away from each other for months but still they managed to communicate with each other. But since it was pragmatically feasible because of the internet. Businesses and private jobs have not let down because of the virtue of the internet. Despite all this, people still superintend their business. Because of the exceptional transformation in technology and the internet, business has developed smoothly in the creative market. Now, it has become quite easy to connect to costumes, observe the graph of business, provide services over business and can hire employees over the internet. It has helped the business to create brands and customize good services and products globally. Abundance of information has allowed business to observe behavior of customers, enabling the orientation with trends and enhanced services to increase knowledge of industry. Businesses can leverage the use of the internet to promote their product and uprise their company. Online marketing is the best starting point to enhance their business effectively. It bestows the platform to spread the message about a company's brand, product and services. A boost is given to a company when its website is growing all over the internet. Online marketing is done with the help of email, social media, contents, blogs, display advertising and through search engine optimization. Before this trend of online marketing, how did you aggrandise your business? You have to give articles and advertisements in newspapers and have to put posters all around. Also you have to spend a lot of money to put hoardings. Online marketing is quite economical than offline marketing. In offline marketing you have to compel business cards, make pamphlets and flyers, publish a book and rebrand the product which takes a lot of cost. Online marketing is low cost, efficient and effective. In offline marketing you have to do the push marketing but in online marketing you just have to log on to the site to avail the product and services. Due to the high use of the internet all over the world, it is possible to take your product at the global level but in offline marketing it is limited to a cramped area. Snail mail is very slow and takes a lot of cost. Any person who is interested and is adept in content writing can help in online marketing. You can write about the new product launched in e-magazine rather than noting down and speaking about it. Social media also allows you to post graphics and designs about your product. Eye Catchy templates help your product to flourish more.

Types of online marketing :

To many people online marketing or digital marketing seems to be simple and plain, but it includes a lot of moving parts. You need to choose wisely where you need to give your time and effort. For instance, Everyone knows that the audience does not respond well to advertisements, here strategies like blocking them and PPC won’t yield very positive results, so one needs to focus on more organic approaches.

Few of the ways to online marketing are:

1. Websites:

This is the most essential part of online marketing. It provides the business a ‘home base’. Also because they are owned privately, there is no risk of anyone else rendering your work or effort. For instance, If you decided to put your work on facebook and all of a sudden Mark Zuckerberg decided to close the platform, you will be finished at that moment.

1. Landing Pages:

In digital marketing landing pages are basically loner web pages that are created especially for advertising and marketing. Many people confuse it with homepage, but there is a very basic difference, i.e. landing pages have one link only whereas homepage has many. One goes to landing pages via homepage.

1. Email Marketing :

This is one of the best assets you could get in online marketing. Email marketing allows you to keep in contact with all your customers/clients of past, present or the future. You can not only update your status but also get feedback continuously. This enables one to get a direct line of communication.

1. Blogging :

Blogging is not only a way to attract customers but also to retain time. This shows that you are busy in your business and willing to join in on the conversations. Regularly updating the blog also plays a very important role in enhancing your base.

1. Social Media:

Almost everyone, from a child to a grown ups are surrounded by the aspects of social media. Many people have built their business on these grounds but majorly they are used for promotion and stuff.

Approximately 80% of the earthlings take ample dosage of internet on a daily basis, which is more of a reason to invest in the field of internet and technology. The main objective of online marketing is to communicate a company's message, conduct research and sell goods and services. Online marketing has made it possible for businesses to make a chain all over the world.