

## INTERNET ADVERTISEMENT APPEALS - ISSUES AND CHALLENGES

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**Abstract**— An internet broadcast model is what many major advertisers have been waiting for. They want to make Internet advertising more like television advertising. Actually, they want to make it better than TV advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction will drive brand attitudes. The important trend is that web advertising is moving away from the banner and marketers are experimenting with new forms such as games and interactive product demonstrations in such new forms as pop-up windows, daughter windows and side frames. Feedback is one the strengths of Internet sites, and an effective site captures information from visitors in a systematic way that can be used in strategic planning. It is a type of real-time research. Copy testing methods are beginning to be developed to evaluate a site's ability to motivate click-through behavior.

**Keywords**— Advertisement, Copy Testing, Customers, Internet, Strategic Planning

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### INTRODUCTION

Advertising becomes a impertive tool for marketers to achieve competitive advantage in this digital era. Traditinal methods are fading and ad agencies , marketers are viewing internet as a effective meduim to roll out their ad campaigns . online advertising yet impeccable way to grabbing the eye balls of internet users and target audience. The ‘Meduim ‘ web is unique, interactive which evolves with bagful of creative, though provoking, informative ideas to lure internet users. The art of band building and creating awareness can be easily viable by means of World Wide Web. This paper attempts to explore the importance , issues and challenges exists in internet advertsing appeals and success for advertisers and web users.

#### *An out look of internet advertising appeals*

Internet advertising and email advertising has developed as a popular form of advertising appeal over the years due to its ability to reach out to several people all round the world. The growth in the Internet users has made this advertising appeal popular among the corporations. Many free advertising services are available on the Internet which you can make use of. In pay per click advertising, the advertisers will pay the hosts only if there ads are clicked by the viewers. Corporates across globe are utilizing internet advertising by assimilating its spectrum of benefits. Inetrnet giants like Google, AOL, Rediff, Yahoo, MSN are providing variety of advetising techniques such as Search Engine Optimization (SEO), search engine results pages (SERPs) , affiliate advertisng for successful ad campaigns.

The following are the justifiable benefits of internet advertising Online advertising supports many Internet services, such assearch, email, and social networks. At the same time, there are widespread concerns about the privacy loss associatedwith user targeting. Yet, very little is publicly known abouthow ad networks operate, especially with regard to how theyuse user information to target users.

#### **Internet advertising is huge**

With the growth of information on the internet has growth the amount of time people spend on it, which has in turn generated a new market for internet advertising. Some of the wealthiest companies in the world have made sure that they get a piece of the internet marketing pie, and for a good reason

### **Internet advertising is targeted**

As a company looking for advertising opportunities to a specific market, internet advertising offers some targeting methods that insure that those who see your ads are the ones most likely to buy. Programs like Google's AdWords and AdSense match up advertisers with content that their target market peruses regularly. Forget the costly machine-gun strategy of newspaper advertisements, internet advertising is targeted.

### **Internet advertising enables good conversion tracking**

It's impossible to get a good idea of how many people see advertising through traditional means. Tracking the reach of newspaper and television advertisements is difficult. However, internet advertising allows the advertiser to track the number of impressions an ad gets (how many people see it), and how many visits their business web site gets from particular ads, making it easy to see what kind of conversion rates internet advertisements are getting.

### **Internet advertising has a lower entry-level fees**

If you have a limited budget, internet advertising can be much more in reach than traditional methods. A small yellow-page ad can cost several hundred dollars. However, you can bid for advertisements on Google and Overture on a performance basis. That means that you only get charged when visitors click on the advertisement, and bidding starts at a nickle or dime a pop.

### **Internet advertising has greater range**

One more benefit is that, since the internet spans the globe, pockets of your target market scattered around the world can all be targetted at once, rather than trying to find different publications, radio stations and television stations that cater to a particular geographical area.

On the whole, internet advertising can be a great way to get the word out there about your service or product in a cost-effective. Internet marketing is more than online advertising, because the Internet is more than a simple advertisingmedium or a communication channel .Internet marketing campaigns not only create productawareness, they often are part of the process of making an Internet purchase .Thus, Internetmarketing reflects the next generation of advertising with benefits such as self-selectiveness, interactivity, fullintegration and unique one-to-one marketing capabilities .The fact that Internet marketing can be targeted to specific cultural groups is significant because differentcultural groups react differently to the same stimulus .Furthermore, manifestations ofculture, such as values, heroes, rituals and symbols offer insight in the way Internet marketers can organizeeffective Internet advertising campaigns by making these congruent with consumers' culture and ensuring thatappropriate symbols are used Symbols are a broad category of objects that are meaningfuland unique to a particular group of people or culture Especially in cases of differentcultures, different symbols can activate different schemas, depending on linguistic backgrounds and cultures.

### **Importance of SEO**

With millions of people are using the Internet these days, it should not come as a surprise when businesses are bringing their products and services on the cyberspace. Their numbers are increasing every day because of the following perceive benefits of online advertising.

*Speed* – This marketing method works faster than the traditional ones. This is because it can send off adverts and announcements regarding a product with just a click of the mouse. Therefore, companies need not wait for weeks in order to start implementing the plan of action.

*Wider coverage* – By posting your advertisements online, your market becomes global because basically anyone can access that page over the Web. Having a bigger population who gets to view your promotions will definitely boost your sales.

*Efficient reach for target audience* – This trend has been proven to be very helpful in efficiently reaching out to people. Through the Web, relevant information regarding your products is easily disseminated. Sending weekly newsletters can help promote a particular product to those who might be interested in purchasing it.

*Easy audience engagement* – By posting interactive adverts that allow customers to express their opinions and views regarding specific items, manufacturers can easily improve the quality of their products.

*Affordable* – Compared to the traditional print and media marketing strategies, online promotions are indeed way more cost-effective.

*Informative* – By using the Internet, companies are able to give out more details and information to the customers. This allows them to make better sales pitches that are persuasive and effective.

*Flexible payment* – Under this scheme, you do not have to pay the advertising agency in full. The payment is highly flexible, and you only pay for campaigns that generate traffic to your website, such as the case of pay per click (PPC) adverts.

*Better branding* – Coming up with a unique promotional scheme leads you to develop better branding results. With this, your firm can actually entice more people to patronize your products or services. This will in turn boost your sales in the long run.

These are the advantages of exploring the business opportunities offered by the World Wide Web.

### **Power of Social Networking websites**

Social networking sites like Facebook, Twitter, MySpace, Google+, Orkut are becoming successful because of their unique way of spreading friendship among users. Almost all the companies are spreading their ad messages with creative contents to reach mass audience. It is becoming a frenzy among internet users to spread word of mouth (WOM) advertising to the people who are in their network.

### **Challenges involved**

The Great deal

When marketers are spending billions of dollars for their effective advertising techniques they will expect better payoffs. But a number of advertising efforts were failed to take off because of the challenges which are hard to handle. Only choosing the right medium alone yields better results also the factors like budget, messages, user traffic, level of instructiveness are inevitable ingredients for success. The success may be deferred by the following reasons.

- Lack of a clear strategy
- Lack of clear goals
- Lack of budget
- Lack of leadership buy-in
- Lack of consistency in vision

If the marketers are overwhelmed from the above challenges it can provide fruitful results and the reach also be high.

### **CONCLUSION**

Internet advertising appeals are yet an eye candy, competitive, path breaking strategy for advertisers, corporates and users which brings collective benefits. Plethora of companies are savoured success by ultimate utilization of creative Internet advertising appeals. There is no question about the value of reaching consumers with ads right at the moment that they raise their hands to identify themselves as potential customers. Internet ads are, informative, flexible, affordable and high in user engagement which witnessing efficient reach to mass audience. The online advertising is the need of the hour to reach masses, better brand building and new customer acquisition.

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