



Generating Traffic and Leads issues in online Marketing

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Abstract

Every marketer faces different challenges like Generating Traffic and Leads, Providing the ROI of Your Marketing Activities, Identifying the Right Technologies for Your Needs, Targeting Content for an International Audience, Training Your Team. The speed of technology and adoption presents unique challenges for businesses in the online world. Although we typically share similar goals, some teams are stuck on hiring top talent, while others are having trouble finding the right technology for their needs. In this chapter, I am going to discuss the best marketers generate leads and traffic. These are the actual tactics that successful businesses across all industries are using to get more prospects on their website right now. This paper analyzes challenges of the Generating Traffic and Leads of online marketing

Key words: Online marketing, Getting Website Traffic and Leads, Inbound marketing, Outbound marketing

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Introduction:

Online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. Online marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Chaffey et al. (2000) simply define internet marketing as "the application of the internet and related digital technologies to achieve marketing objectives"

Objectives of the paper:

The study sets the following objectives:

1. To explain the concept and meaning of online marketing.
2. To study the Generating Traffic and Leads of online marketing
3. To analyses the issues of the Generating Traffic and Leads of online marketing
4. Finding and Suggestiogs

Research Methodology:

For the purpose of the present research paper is based on the secondary data which is collected from reference books, textbooks, journals, research papers , websites, various reports and newspaper articles published online etc.

Online Marketing

Online Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing is the exchanging values between the seller and buyer and it is done online.