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Basics of Virtual Marketing

Ch Siddharth Nanda

Amity University Kolkata

ABSTRACT:

In today's competitive environment, it's critical to develop and maintain a high-quality service that meets consumers' expectations. Understanding the consumer's tolerance zone and implementing new tactics may significantly improve company possibilities and market share. In order to obtain a competitive edge, businesses must recognise the importance of service quality and client satisfaction/delight. As a result, firms must understand how to enhance customer perceptions of moments of truth by measuring and analysing consumer trends and preferences. The importance of service quality is critical since it leads to increased customer satisfaction. The goal of this research is to look at the definition, evolution, kinds, and benefits of virtual marketing.

Keywords: satisfaction, delight, service, retention, cross-selling, up-selling

Introduction:

'On line marketing, or 'net marketing' are all terms used to describe virtual marketing. Digital marketing has gained in popularity over time, particularly in favourable foreign areas. Inside the United States of America In Italy, online marketing is still known as internet marketing, although in the United Kingdom and throughout the world, digital marketing has become the most used phrase, especially after 2013. Digital marketing is a broad phrase that refers to the promotion of products or services via the use of virtual technology, mostly the internet. This sales-oriented strategy encourages businesses to push items and services into the market rather than building a pull that customers can't resist. Marketing is able to do this. Promotional campaigns for products and services have gradually begun to play a key role in the usual assignment of a firm, achieving income objectives while also producing much required awareness, thanks to creatively devised tactics and concepts. As a result, the function of physical marketing and marketing has become more defined and apparent. Nowadays, a successful business cannot even consider producing goods and services without a solid marketing plan in place.

There are many different types of digital marketing that have changed and progressed through time, keeping in mind how clients utilise this medium. For instance, when the internet became a basic technology employed by only a few people having access to it, on-line marketing became one-dimensional, which meant that one long advertisement about a product might be placed up on a single website or search engine for visitors to look at. As the number of people using the internet grew, so did the complexity of online marketing.

EVOLUTION:

Customers could get the information they needed on the net 1.0 platform, but they couldn't share it with others. Marketers from all around the world had been sceptical of the virtual platform up until that point. Since the internet had no longer but apparent enormous deployment, they were unsure if their approaches would succeed. The initial clickable banner appeared in 1993, and hotwired bought several banner advertisements for his or her marketing. One of the most significant advantages of internet marketing and marketing is the ability to tap into new markets. As a result, it is critical to ensure that an internet promoting strategy is comprehensive and appealing. It is essential to disseminate the same information via numerous methods and channels on the internet. There are several types of online marketing that have changed and progressed through time, keeping in mind how clients utilise this medium. For instance, when the internet became a simple instrument utilised by only a few people having entrance to it, on-line marketing became one-dimensional, implying that one long advertisement became all that existed.

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