Online Marketing

[Name of the Writer]

[Name of the Institution]

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**Introduction**

**Online Marketing tools, and their pros and cons**

Online marketing is a modern and effective way to reach target audience and enhance sales. Internet or online marketing facilitates marketers and business owners stay interact with consumers with the help of intelligently designed websites, email campaigns, and search ads. Social media has several types such as online forums and blogs, Facebook, twitter, Pinterest, You Tube and others (Keller 615-616). Also, social media enables marketers to improve their products according to the customer’s preference. The feedbacks given by customers are always helpful for marketers as they get to know the strengths and weaknesses of their products or services. Furthermore, marketers can penetrate into different forums and online communities. In this way, they can encourage consumer participation, and thus, establishing a long-term market prospect in the overall process.

Moreover, mobile marketing is getting huge popularity; marketers send texts to consumers. In this regard, different software apps facilitate them to convey their message to customers. Therefore, marketers can easily connect with their customers through smartphones and tablets. One of the biggest advantages of online marketing is that marketers can keep a track of activities by noticing that how many unique visitors accessed the website, users’ views, click on the page. In addition, internet provides marketers with the opportunity of “contextual placement”, which suggests that marketers can purchase ads on websites relevant to their own offering. The advertisement can be placed by keywords; customers type on internet to look for a particular product, and they will be able to access many websites. However, online marketing has some cons; customers can simply ignore most message. On the other hand, marketers may be of the view that that their ad is making impression if bogus clicks are created via software-power Websites. Also, hacking can affect the overall cause of marketers. Overall, online marketing has more advantages as compared to its disadvantages (Keller 615-616).

**Online Marketing of Wood Watches**

Using different marketing tools, I can effectively market my product which is wood watches. These watches are entirely made of wood, and these days, it is becoming customers’ preference. Also, it is available in different styles which to add to the personality of the users. In order to market my product, I will develop a Facebook page, and would ask my contacts to like my page. In this way, more people would visit my page. Furthermore, I would ask my contacts to introduce my page to their friends, and family members especially those who are interested in watches. Also, I would use Google Analytics to effectively market my product. I have already developed a Website, and hopefully through SEO, more traffic will be generated on the website. On official Facebook page, I would upload attractive pictures of watches for viewers to see. All the other relevant information will be displayed to facilitate customers regarding watches. Besides, I am very well aware of the effectiveness of online forums, I will become the member of forums to be more interactive with them. Finally, all these strategies would result in successful online marketing.

References

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