



Survey Report



Impact of Online Marketing on Traditional Market

Ambati Padma

Corresponding Author:

gadde.padma2@gmail.com

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ABSTRACT

Online marketing can be regarded as innovative method of advertising in electronic market including online marketing, online market analysis, internet promotions and internet pricing versions. To allow it to be effective you will find various strategy like Targeting, Product Strategy, advertising plan, Distribution plan and promotional plan. This paper attempts to identify and examine the advantages and disadvantages of online marketing over conventional marketing. It also targets recognize how businesses can be gained with this. This paper also attempts to ascertain the impact of online marketing on conventional marketplace and society.

Keywords: Online marketing, E-marketing, conventional marketing.

Lecturer, Dept., of Commerce,
Goutham Degree College, Hanamkonda, Affiliated to Kakatiya University,
Warangal Urban-506001, Telangana State, India.

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