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**INTRODUCTION TO INTERNET AS AN  
ADVERTISING MEDIUM,**

**IT'S ADVANTAGES AND DISADVANTAGES.**

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## **INTRODUCTION TO INTERNET AS AN ADVERTISING MEDIUM, IT'S ADVANTAGES AND DISADVANTAGES.**

### **What is internet?**

It is an electronic interactive communication network technology that interconnects computers networks across the world for sharing of information, data and research and also as a form of marketing communication medium.

### **Introduction:**

In 1960's, internet was developed as an outcome of a military research project. It is a communication technology that was developed by the U.S military for setting up a form of secure and reliable, a global communication system for military use that can be used even during nuclear warfare.

Later this technology was introduced to academic, scientific research and technical communities by connecting several Universities and scientific communities to share data and information. In 1989, a British scientist named Tim Berner Lee developed the three fundamental technology for worldwide web ( Http, Html and URL) This made the internet more popular as an advertising medium. World Wide Web became the commercial part of the internet, which can provide information through home pages which are the links to information that are filled in web pages.

Internet advertising is also known by various names such as online advertising, digital advertising, web advertising etc. it is actually advertising or marketing activities which utilize the internet as a medium to deliver marketing or promotional messages to targeted consumers.

In 1994 a graphical interface web browser was developed to surf the internet known as Netscape navigator. In the same year, Internet advertising began in October in the form of banner advertising.

Internet technologies have evolved rapidly since 1990's and offering tremendous opportunities and are constantly evolving to communicate with consumers, giving personalized user experience. Internet advertising grew substantially, as the manufacturers and media people became aware of the vast potential of internet and internet advertising. Search engines were developed to find individual websites from the internet by searching a word. This technology revolutionized the internet. Now a user can search the entire web to get information very easily. Internet technologies have evolved rapidly since 1990's and offering tremendous opportunities and are

constantly evolving to communicate with consumers, giving personalized user experience.

With the evolution of new digital communication technologies, internet advertising is evolving with unbounded growth potentials and offering the latest features and many advantages than the traditional mediums of advertising offer and will deliver unparalleled performance in the future too.

## Types of internet advertising:

**1. Display Ads.** : These are the most common internet advertisements or digital advertising found on the website or web page. These include mostly images and texts in it and are either static or flash animated. These are some of the oldest and most popular forms of internet advertising for promoting brands. They certainly contain very high-quality images and graphics to attract attention.

They are :

**a. Banners ads.** – It is a very simple form of internet advertising which is spread across the web page. When the user clicks on it, it links the user to the webpage or website which it was advertising. It is an extremely cheap form of internet advertising. These ads are static in nature.

**b. Buttons** – These are similar to the banner ads and work similarly, but they are like icons, which when clicked, display the webpage of the advertiser.

**c. Popup ads:-** These ads pop up in a window which displays animated ad made with Java scripts or adobe flash programs. It can be of different size and shape and are a more versatile form of advertising. It is more effective than banner ads as it is highly visible. Often this form of ads is found very annoying. It can be blocked by the browser settings.

**d. Interstitials:-** These are animated internet ads that pop up and covers the whole screen. It is more suitable for the mobile platform. These are shown in-between or beginning of the apps being loaded or games.

**2. Social Media Ads:-** These internet ads include use social media platform such as Facebook, snap chat, tweeter, Instagram and host of other popular social media platforms and target its consumers and potential consumers very effectively and selectively as per their likes and behaviour. Brands can effectively utilize these platforms to deliver advertising messages

and ad campaigns to their preferred consumers and have a lasting impression, presence, brand awareness and impact.

**3. Search Engine Marketing(SEM):-** Search engine optimization refers to various techniques that optimize your website with a key “word search” and keyword placement in any search engine like Google and Bing, that is linked to the specific word that is linked to your ad or website which is high in traffic. It is also called Meta Ads. It is one of the most reliable forms of internet advertising. Which means the probability of your ad will be shown more as per the keyword searched in any given search engine than your competitor's.

These are of two types:

**a. Search engine optimization (SEO):** optimising the keyword searched in a search engine. It requires a specific time-consuming strategy to develop a keyword that have greater chances of showing up in the first page of the result searched.

**b. Pay Per Click(PPC):** It allows ads to be shown on the first page of the search result. Normally the first two-three results are ads.

**4. Video Ads:-** Online video advertising is one of the most popular advertising forms these days which can target a specific audience, as people like to watch and enjoy an engaging video ad. These video ads are well crafted, engaging and promote brands and their presence. These can be found in any online video content or social channels like YouTube and other social media platforms. These have a lasting impression on consumers.

**5. Native Advertising:-** These are specifically audience-targeted ads using a strategy to intentionally sent ads to the audience by checking their online habits and search history. It shows them ads as per their likes that are camouflaged into their likes and sponsored feeds. These native ads are sponsored by the media platforms where one is searching. It does not look like an ad, that's why people find it more inviting and friendly. These are quite similar to display ads in its appearance. They are of different types: In-feed ads, Search Ads, content recommended ads, prompted listings, mobile native ads.

**6. Email Marketing:-** Generally email marketing is targeted to those who are already customers or who have visited a site and agreed to opt for receiving emails. Email marketing is used to built up customer relationship, sending coupons, gift vouchers, advertisements, introducing a new product

etc. are done through email marketing. Viral marketing is also a part of it which is an internet version of word of mouth advertising through email.

## **Use of the Internet in advertising and integrated marketing communication:**

1. Internet ads gave the marketers, ability to have one to one communication with their consumers and potential consumer in real-time. This helped them to build a strong bond with their consumers.
2. Direct Communication: It enabled manufacturers to bypass the usual marketing channels to sell products directly to consumers as per their demands.
3. It has now become essential for manufacturers to spend more money to update their web pages regularly and invest more on internet advertising[4].

## **Advantages of internet advertising:**

1. Cheap advertising medium: In comparison to traditional advertising medium, it has the ability to be the cheapest advertising medium as compared to the host of additional features and audience reach.
2. It can reach to a wide range of audience and coverage than any other medium. It is truly a global medium.
3. It is dynamic in nature. Attracts more attention than any static ad.
4. Ability to utilise animation, text, visual, sound and video
5. Ads. can be measured and tracked for its effectiveness.
6. Being a mass communication medium it has the advantage to target consumers personally.
7. Democratic media: Internet is the most democratic of all advertising media available till date. It enables anyone to express or share his views, search any information on the web and order any time or do a thing any time 24X7 for 365 days.
8. Being a mass communication medium of advertising, the internet has the advantage of targeting consumers personally.
9. It is one of the most growing media with advance features, that is constantly updated from time to time.

## **Disadvantages of the internet as an advertising medium:**

1. Creating internet advertising is complex and needs software experts, the process itself is too complex and cumbersome. Often the site is too crowded and too complex and cumbersome.
2. The internet platform is not controlled; therefore the security of using credit-card purchases on the internet is still a problem.
3. Hacking of account information and internet virus are a major problem which is a threat to the online transaction and online security of information.
4. Unnecessary email ads. being sent on a daily basis is very annoying. Social media accounts are being traced and unnecessary ads and sponsored contents are being sent on a daily basis, which is very annoying.

## **Conclusion:**

With constant development in communication and information technologies, internet advertising and marketing is constantly evolving and making itself more relevant to the consumers day by day and will continue to deliver high performance, targeting ad campaigns and marketing activities in the future.