



Internet Marketing -Boon or Bane for Indian Exporters

ROHIT KUMAR SHRIVASTAV

Assistant Professor in Commerce
Bhim Rao Ambedkar College
University of Delhi (India)

TAUSHEEF ALAM

Assistant Professor in Commerce
Shaheed Bhagat Singh (Evening) College
University of Delhi (India)

Abstract:

“Despite all the attention that Internet companies get these days, it’s just a transitory phase, because in coming years, there won’t be any Internet companies-they’ll all be Internet Companies”- Andy Groves, Intel Chairman. “While every ecommerce Website can make its offerings globally accessible, very few sites know how to serve foreign customers well. Forrester Research found that 46 percent of all orders placed by people living outside the United States went unfilled due to process failures”. – Business 2.0. The two quotes as mentioned above provide the logic for this paper. Although the Internet has become accepted as a tool of business, relatively few companies have thought carefully about using Internet as a tool to capture export business. Even in India, there is not much awareness among the exporters about the knowledge of using Internet as a tool to capture export business. The best mode of using Internet to capture business is utilizing the concept of Internet Marketing. Utilizing the various Tools of Internet marketing freely available, the Indian Exporter can effectively compete in the International Markets. The paper focuses on the effective utilization of Internet Marketing for Indian Exporters with the help of the tools of Internet Marketing. And if done so effectively, then Internet Marketing for Indian Exporters surely becomes a boon for them.

Keywords: Exports, Indian Exporters, Internet Marketing, Traditional Marketing

1. Introduction to Internet Marketing

Internet Marketing: Some Definitions

Internet marketing: The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. *Internet marketing:* Achieving marketing objectives through applying digital technologies. Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. Marketing is used as an abbreviated form for Internet Marketing.

Internet marketing is using the Internet to do one or more of the following.

- Communicate a company's message about itself, its products, or its services.
- Conduct research as to the nature (demographics, preferences, and needs) of existing and potential customers.
- Sell goods, services, or advertising space over the Internet.

An Internet marketing strategy is necessary to effectively compete in today’s business environment it can help one to promote the business by:

- Allowing one to easily manage individual or mass communication
- Assisting one in managing one's brand
- Creating and presenting one's business identity
- Generating customer trust and loyalty

2. Types of Internet marketing

Internet marketing is broadly divided in to the following types:

- **Display Advertising:** the use of web banners or banner ads placed on a third-party website to drive traffic to a company's own website and increase product awareness.
- **Search Engine Marketing (SEM):** a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual advertising, and paid inclusion, or through the use of free search engine optimization techniques.
- **Search Engine Optimization (SEO):** the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.
- **Social Media Marketing:** the process of gaining traffic or attention through social media sites.
- **Email Marketing:** involves directly marketing a commercial message to a group of people using electronic mail.
- **Referral Marketing:** a method of promoting products or services to new customers through referrals, usually word of mouth.
- **Affiliate Marketing:** a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.
- **Content Marketing:** involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.

3. History of Internet Marketing

Considering the current volume of internet marketing business, it's hard to believe how young the internet marketplace is. While the timeline of internet marketing has been short, the cumulative events leading up to where we are now have impacted the entire globe faster than any marketing revolution in history. Internet marketing is the practice of using the Internet as a medium for a marketing campaign. An Internet marketing campaign can involve several different types of advertisements, including the banner bars that formed of core of online advertising efforts in the late 1990s, a newsletter distributed via e-mail, an interactive pop-up window, links to one World Wide Web site from another, and a Web site itself. Internet marketing efforts can be designed to push direct sales, build or solidify a brand, encourage repeat business, and garner customer information. Quite often, the Internet is just one of several mediums-including television, radio, and print- that companies use in their marketing campaigns.

In 1994, spending for internet marketing totaled nearly nothing, but increased to over \$300 million in 1995. After a decade later, marketing spending and internet marketing business has exploded to nearly \$500 billion (according to Forrester Research). Today, it's hard to believe in having an organization which doesn't have some kind of online presence.

Table 1: Internet Marketing – Innovative Trends

Innovative Trends	Purpose
Websites and Email	Made People aware about the existence of the Company and its Products through email, websites and newsletters

Innovative Trends	Purpose
Newsletters and Online Articles	To generate interest and persuade the Online Websites Visitors.
Google.com	Dominant Search Engine and Search Engine Optimization was born
Blogs, Niche Marketing, Affiliate Marketing, Pay-per click advertising	Blogs increased in numbers and created a web of links and using Niche Marketing, thousands of products were being put up for sale utilizing the concept of affiliate marketing
Web 2.0 and Social Networking	Interaction, personal relationships and multimedia have become the new marketing challenges. Youtube, Facebook, Flickr, Twitter are some of the most important new channels that marketers use to broadcast on
Internet Marketing using Mobiles	Phones are soon overtaking computers as the primary method of accessing information and interacting on the internet

4. Rationale for Internet Marketing

4.1 How significant is Internet marketing to businesses today?

The answer as always, is 'it depends'. The relative importance of the Internet for marketing for an organization still largely depends on the nature of its products and services and the buying behavior of its target audience. Internet Marketing usually aligns itself with the way consumers make purchasing decisions. It enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

4.1.1 Convenience

Internet marketing enables one to be open for business around the clock allowing customers browse your online store at any time and place orders when it is convenient for them.

4.1.2 Reach

Internet marketing enables to overcome barriers of distance, thus selling the goods in any part of the country, or in fact world without setting up local outlets and widening one's target market. One can also build an export business without opening a network of distributors in different countries

4.1.3 Cost

There are no recurring costs of property rental and maintenance and non-requirement of purchase stock for display in a store. One can order stock in line with demand, and keeping one's inventory costs low.

4.1.4 Personalization

Internet marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences. By tracking the web pages and product information that prospects visit, one can make targeted offers that reflect their interests.

4.1.5 Relationships

The Internet provides an important platform for building relationships with customers and increasing customer retention levels. Post sales follow-up email, time-to-time personalized offers, request to submit product reviews helps in building a sense of community.

4.1.6 Social

Internet marketing enables one to take advantage of the growing importance of social media. By incorporating social networking tools in one's Internet marketing campaigns, the web presence can be increased.

4. Difference between Internet Marketing and Traditional Marketing

Internet marketing differs significantly from conventional marketing communications because of the digital medium used for communications. The Internet and other digital media such as digital television and mobile phones enable new forms of interaction and new models for information exchange.

Table 2: Differences - Traditional Marketing and Internet Marketing

Traditional Marketing	Internet Marketing	Remark
One-to-many communication model	One-to-one or many-to-many communication model	The internet is a many-to-many medium, but for company-to-customer organization(s) communication it is best considered as one-to-one or one-to-many
Mass-marketing push model	Individualized marketing or mass communication. Push Model for web marketing	Personalization possible because of technology to monitor preferences and tailor content
Monologue	Dialogue	Indicates the interactive nature of the World Wide Web, with the facility for feedback
Branding	Communication	Increased involvement of customer in defining brand characteristics. Opportunities for adding value to brand
Supply-side thinking	Demand-side thinking	Customer pull becomes more important
Customer as a target	Customer as a partner	Customer has more input into products and services required
Segmentation	Communities	Aggregation of like-minded consumers rather than arbitrarily defined target segments

6. Introduction to Exports

The Government of Indian has defined Exports, in very simple terms; export may be defined as the selling of goods to a foreign country. However, As per Section 2 (e) of the Indian Foreign Trade Act (1992), the term export may be defined as 'an act of taking out of India any goods by land, sea or air and with proper transaction of money'.

Exporting a product is a profitable method that helps to expand the business and reduces the dependence in the local market. It also provides new ideas, management practices, marketing techniques, and ways of competing, which is not possible in the domestic market. Even as an owner of a local company, an individual businessman should think about exporting. Research shows that, on average, exporting companies are more profitable than their non-exporting counterparts.

6.1 Why export?

Exporting can help one's business grow and prosper. It can also improve the competitiveness by exposing one and his staff to ideas and new demands from overseas customers. There is also the thrill of knowing that one's business can compete against the best in the world – and succeed. Biggest advantage of exporting is that they all involve foreign exchange payment from offshore sources.

6.2 Exporting comes in two major forms

- **Direct exporting** is a business activity occurring between an exporter and an importer without the intervention of a third party. This option is a good one for existing businesses that are looking for ways to expand their operations.
- **Indirect exporting** is simpler than direct exporting. It involves exporting goods through various intermediaries in the producer's country. Indirect exporting doesn't require any expertise or major cash expenditures, and it's the type of exporting used most often by many companies that are new to exporting.

7. Pros & Cons: Internet Marketing for Exporters

The world has become more interconnected since the 16th century, with trading lines now crisscrossing every territory on the Earth. Information and Communications Technology has been the key in the trade that now takes place between all nations. The latest revolution in business communications comes from the use of the Internet. In Exports, the whole world is a Market Place for the Exporter. The Target Audience of the exporter is present everywhere. Any person having the desire and purchasing power to purchase the product, which the exporter is ready to sell is a Prospective Client of the Exporter. As the world becomes more of a "global village," the company that exports and markets its products through the Internet takes advantage of a medium that reaches across culture and across region.

7.1 The Advantages of Information Technology in Export Marketing

Internet marketing is inexpensive when examining the ratio of cost to the reach of the target audience. Exporters can reach a wide audience for a small fraction of traditional advertising budgets. The nature of the medium allows consumers to research and to purchase products and services conveniently. Therefore, exporters have the advantage of appealing to the clients in a medium that can bring results quickly. Exporters using internet marketing also have the advantage of measuring statistics easily and inexpensively; almost all aspects of an Internet marketing campaign can be traced, measured, and tested, in many cases through the use of an ad server. The advertisers can use a variety of methods, such as pay per impression, pay per click, pay per play, and pay per action. Therefore, exporters can determine which messages or offerings are more appealing to the audience. The results of the campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, to visit a website, and to perform a targeted action.

Internet marketing provides the exporters, a chance to showcase its products through Images and videos, which helps the clients to understand what they are going to get even before the payment is made. This helps in the process of Confidence Building which gradually establishes the customer satisfaction. Online Payment mechanisms such as PayPal, Credit Cards, EBS etc. are a good option for the Buyer worldwide to make Payments for the desired products sitting anywhere in the world. This removes the compulsion of going to one's local Banker to make the Payment. However, from the buyer's perspective, the inability of shoppers to touch, to smell, to taste, and "to try on" tangible goods before making an online purchase can be limiting. However, there is an industry standard for ecommerce vendors to reassure customers that, fully faith can be shown in purchasing the imported products, which are exported by the Indian exporters. Information

security is important both to the exporters and clients that participate in online business. Many consumers are hesitant to purchase items over the Internet because they do not believe that their personal information will remain private. Now-a-days, exporters are trying to find concrete solutions to remove the road blocks, in order to have a smooth and profitable business. Due to the advent of newer technologies day by day, the problems of data security and financial transaction concerns are diminishing faster. They have captured the markets worldwide with just a mouse CLICK!!!

8. Tools of Internet Marketing

The notion of marketing one's products or one's services to its customers by interrupting them repeatedly through advertising isn't enough anymore at least not in the current business climate. Creating awareness about one's company or one's brand through mass media like newspaper advertising, magazine callouts, or any sort of broadcasting medium doesn't go far enough. The same holds true for PR campaigns that beg reporters to pay attention to one's products or to tell one's company's story. In the end, those strategies sell your brand short. The advent of the Internet and, more specifically, the rise of Web-based tools and technologies, have given the customers a new voice. Suddenly, thanks to blogs, Facebook, Twitter, and other social and online networking technologies the customers are empowered to demand more of the companies they do business with. They are using their newfound voices to talk to businesses as well as to converse with each other. They will howl when you give something bad or wrong, they will praise you when you do well, and they will create their own version of the story of your business and what it sells. Such a changed scenario of doing businesses today also creates enormous opportunity for businesses. Rather than being afraid of the newly empowered consumer, or blocking your ears to their voices, consider the ways your business can harness this change. Businesses large and small are being confronted with a new communications paradigm known most familiarly as Web 2.0. A sea change has taken place with the advent of various channels and no l

Businesses must develop engagement strategies to:

- Counter negative perceptions about their brands, people, products, and services
- Reward those who speak well of them
- Use the same media as consumers to generate brand awareness, create positive brand impressions, and incite customer evangelism and word of mouth.

Further, the way businesses market themselves has changed. No longer do companies merely target audiences and broadcast messages through unidirectional mass media. In this new paradigm, "markets are conversations" and "participation is marketing." As such, businesses must learn how to operate through these new channels to engage their customers and prospects and penetrate newly developed niche markets. The tools of social media are the means by which this is done. The paper lists only some of the tools of internet marketing as new tools keep on developing while the old tools keep on disappearing as technology evolves from time to time. Every Business can use those tools which easily allow them to reach to their consumers or clients or end user etc. without any much hardship.

8.1 Business Blogging

Blogs are probably the most well-worn tool in the social media marketer's tool chest. They have been around longer than almost all other social media applications. Blogs readily facilitate the inclusion of many other forms of social media, such as videos, podcasts, and social bookmarking. Although no single tool will fulfill every marketing need, blogs are well suited to serve as a headquarter and the base of operations for forays into other forms of social media. Wikipedia defines a blog as "A blog or web log is a personal journal published on the World Wide Web

consisting of discrete entries ("posts") typically displayed in reverse chronological order so the most recent post appears first.”

Although there's more attention focused today on social networks than on company blogs, blogs continue to offer great value for small businesses, especially for exporters. A Company Blog can easily get popularity if it has a good content. A good content is the sole mode of attracting traffic. The content should be more focused on what the company is all about, its products and services, latest offerings, experience in handling customers around the world etc. and should be in a plain and lucid English language as it being a Universal Language recognized World over. Wordpress, Blogger, Posterous are some of the best blogging sites. Apart from promoting one's own Company blog, one can spend quality time by participating in discussions on other people's blogs. This will help to establish your credibility and also people will gain confidence in you, thus allowing them to return to your good self. Utilize effectively the Guest Post technique which will allow presenting yourself to a bigger audience.

The following ten things exporters should consider before they enter the blogosphere.

1. Determine why you want to use a Blog.
2. Consider your Blog's core message and tone.
3. Identify who will write the Blog.
4. Determine whether your company is prepared to engage in the conversation without attempting to
5. Control the communication.
6. Establish a company blogging policy with posting guidelines.
7. Monitor what is being said about your company and about your sector or industry.
8. Decide on a blog platform.
9. Identify the ways to market your blog especially in the international environment.
10. Develop a plan to Track Statistics.
11. Be sure to know your keywords.

8.2 Social Networks

Social networks have existed as long as humans have inhabited the planet. However, the Internet has made the practice of creating connections and building relationships much more virulent. People have become more accustomed to participating with each other online. The collaboration between CNN and the social network Facebook during President Obama's inauguration is an example of this shift. Not only did CNN live-stream the event over the Internet, but CNN accompanied the coverage with interaction from Facebook. Nearly 19 million people watched the inauguration via the online channel, while hundreds of thousands of Facebook users posted status updates on the sidebar. At the height of the event, 8,500 updates were being posted every minute.

According to the Bible, a cord of three strands is not easily broken. If the “cord of three strands” philosophy is true, what are the three top social networks for business? We believe that the following could be ascertained as the three top social networks:

- **LinkedIn:** This is your business suit. LinkedIn is not very conversational in its orientation, but people expect you to have a profile there. The network lends a degree of professional credibility. This site requires the least amount of upkeep.
- **Face book:** This is your business casual look. Facebook allows more of a 360-degree view of you by combining both your professional and your personal sides. Facebook is a more conversational platform than LinkedIn

- **Twitter:** This is your cocktail hour. Think of afterhours social networking events, and you've got Twitter. It's the most informal of the three networks, and allows for the greatest degree of conversation.

8.3 Lights! Camera! Action – Online Videos

Video is everywhere we want it to be and available on demand when we choose to consume it. All of this points to the fact that, more than any other technology, including social networks; online video is the next killer app of the Web. The future of the Internet is video. YouTube was just the beginning. Now it's accompanied by sites like ooVoo, seesmic, Revver, Vidder, Kyte, Vimeo, and Fliqz, and the list just keeps on growing.

8.3.1 Benefits of Using Online Video

- Online video improves search results.
- Online video appeals to the way people learn.
- Online video presents a 360-degree view of your company.

8.3.2 Ways through which Exporters can use Online Videos in order to promote their Business

- **Video Blogging:** Will help in providing the latest updates about their business through the medium of video on a daily basis.
- **Product Demonstrations:** Allows the exporters to showcase its range of products as well as demonstrating each of them individually. Using video in this way can make products more believable because the viewer can see it in action. Product demonstrations can also be accompanied by customer testimonials to reinforce and add credibility to the marketing message.
- **How-to-Videos:** By moving product training to video, exporters can save many valuable (not to mention expensive) man-hours. Customers appreciate the convenience of being able to view the videos at their leisure rather than having to schedule live training. Over time, exporters can build a complete library of training and customer support videos.
- **Viral Videos:** The best example to quote in reference to Viral Videos is the super hit song "Why this Kolevari di" by Dhanush. It would not be wrong if one declares that every 2nd person using internet around India knows about the song. A Viral Video is a good gig if you can get it. The problem is that videos designed to go viral often don't. It's hard to craft a campaign that can guarantee viral and word-of-mouth spread, but if you've got a good idea up your sleeve, it's certainly worth a try.

Chad Hurley, CEO and co-founder of YouTube, had this to say about the future of online video:

In ten years, we believe that online video broadcasting will be the most ubiquitous and accessible form of communication. The tools for video recording will continue to become smaller and more affordable. Personal media devices will be universal and interconnected. Even more people will have the opportunity to record and share even more video with a small group of friends or everyone around the world.

8.4 Podcasting

Podcasts are digital media (music, the spoken word, or video) distributed over the Internet and downloaded onto your computer, MP3 player, or mobile device to watch or listen at your convenience. They are "asynchronous" in that they are not time-frame dependent, and can be consumed at a different time than they were created, a function officially known as time-shifting. MP3 is the most popular file format. The key advantage of podcasts as marketing tools is that they are highly targetable. As with blogs, you can create podcasts about any topic. It is truly a niche-marketing tool in that respect. Convenience is another factor. People can listen or view the content when it suits them and take it with them wherever they go.

8.4.1 Ways to create a Podcast

- Blog Talk Radio such as Live Internet Radio.
- Audacity – Easy to use Desktop Recording / Editing.
- Using one's own blog to publish Podcasts.
- Submitting to iTunes.

8.5 Company Websites and Email

“Old is Gold”, they say and it is very true in the case of a Company Website. No matter whatever Social Media Channel one uses, its own website would be something that one cannot undo with. The company website can act as the beholder of the company's policies and gateway to other social media mediums. The email can be one of the best medium of direct one to one or one to many communication channels. These two are the most oldest and popular internet marketing tool and are still widely used irrespective of the availability of the new internet marketing tools.

8.6 B2B and B2C Portals

Business to Business and Business to Consumer portals such as Indiamart.com, Trade India, Alibaba.com, Just dial, Sulekha.com etc. are such portals where goods and services are sold directly both to the business and consumers. These are the best medium to promote one's products and services without taking many pains for promotional campaigns. The promoters of these portals themselves take care of using the promotional techniques over internet by charging some fees as per the desired membership option.

8.7 Social Media Tagging and Bookmarking

Instead of bookmarking sites via one's browser's bookmark function, one can share the fun and go social, using sites like Delicious and Stumble Upon. These belong to a category known as social bookmarking and are a way to organize, collate, and categorize the Web using a classification structure called “tags”. One is then able to share these bookmarks with others, which is where the social part comes in. Tags are nothing more than labels applied to a given bookmarked resource. Tagging is a bottom-up, user generated form of categorization that allows people to use whatever vocabulary is helpful to them. While this may seem a bit chaotic and messy, it has become the de facto standard for annotating and classifying content on the Web. Practically every form of social media site, from photo-sharing to bookmarking to blogs, uses tagging. While tags are useful as a means of classification, they also provide value for searches. For Google and other search engines, those tags are nothing more than keywords index able by the engines. Not only that, sites such as Technorati (www.technorati.com) use tags as the sole method for categorizing content indexed on the site. Further, most blog platforms have a field just for tags in the posting interface.

8.8 Mobile Social Networks and other Local Strategies

Yelp publishes millions of reviews about local businesses while Foursquare is a combination city-guide, friend finder and competitive game. It allows users to “check in” at a local venue and announce this via other social networks such as Twitter. Sites such a Yelp or Foursquare and other mobile social networks can be powerful marketing channels for small business. Being an exporter one should add one's business to Google Maps.

8.9 Comments and Conversations about one's Company

Whether or not one is a party to the conversations, people will talk about one's company. Using the 5 steps as mentioned below one can easily monitor and join the discussions as and when appropriate.

- **Set up Google Alerts:** These are free mail updates from Google search results about any topic one is interested in tracking.

- **Web Analytics:** Review the results in the web analytics data. One can use the simple Google Analytics, which provides detailed and very useful information about one's website traffic and the effectiveness of one's marketing efforts.
- **Facebook Search:** Using the real time search engine of Facebook one can effectively search about what is being said and preached about one's own business.
- **Twitter Search:** One can easily search twitter for real time search engine and can also monitor conversation taking place with respect to one's own company.
- **Push data Services:** One can utilize services similar to Google Alerts, so as to push data to one's own self. e.g. BackType – a real time search engine that indexes online conversations in thousands of blogs and social networks.

8.10 Maintaining Brand Consistency

As time passes, hundreds of social networks, if not thousands, of others, and new ones spring up every day. This means that our customers will have many different ways to find us. But they won't be able to find us if our Brand is scattered across social networks using different usernames and profiles. Having a consistent username across the various social networks is very important. For many businesses their user accounts on the social networks will be the highest ranked pages in search results. One should also have strong email and web presence. Maintaining Brand Consistency is important, but isn't enough by itself. One has to make sure that its Brand speaks with a common "voice" across the social networks. Speaking with a common "voice" doesn't mean that only one person should execute the company's social media marketing strategy, but it does mean that everyone who speaks on behalf of the company in social media reflects the brand in a consistent way.

8.11 Leveraging Combinations of Social Media Tools

One of the best ways for small businesses to leverage social media marketing is to use various social networks in combination with each other. First, one should connect his Twitter account to Facebook so that all the tweets would appear in the public updates on Facebook. This will let one leverage his time on Twitter to also update your Facebook fans. Secondly, connect the LinkedIn profile to one's Word Press blog; this will help LinkedIn to publish most recent blog posts on the blogs. Thirdly, integrate Twitter tools on the blog itself so as to make it easier for users to tweet about the blog posts

1947; foreign trade of India was typical of colonial and agricultural economy. Trade relations were mainly confined to Britain and other Commonwealth countries. Exports consisted chiefly of raw materials and plantation crops while imports composed of light consumer goods and other manufacturers. The structure of India's foreign trade reflected the systematic exploitation of the country by the foreign rulers. Cotton textiles, which at one time constituted the bulk of India's exports, accounted for the largest share of her imports during the British rule. Obviously, it resulted in the decay and decline of India industries. The partition of the country in 1947, cut across its economic and cultural unity and the growth of centuries of common life to which all the communities had contributed. Whatever might have been the political justification of partition; its economic consequences were disastrous. Partition however, not only resulted in increased reliance on imported raw materials but made more difficult the problem of export promotion. For about 40 years (1950-90), foreign trade of India suffered from strict bureaucratic and discretionary controls. During this period, India always faced deficit in its balance of payment, with some exceptions. This was a characteristic of a developing country struggling for reconstruction and modernization of its economy. But, over the last 62 years, India's foreign trade has undergone a complete change in terms of its composition and direction. The exports cover a wide range of traditional and non-traditional items while imports mainly consists of capital goods, petroleum products, raw materials and chemicals to meet the ever-increasing needs of a developing and diversifying economy.

9. Effective Utilization: Internet Marketing for Indian Exporters

Indian Exporters can use Internet as the primary channel of sales and marketing. Effective use of Internet-based tools like website, marketplaces, B2B portals, and other instruments allow exporters to find right contacts, develop relationship, increase sales, and promote their products and services. Already many exporters are using Internet aggressively to enhance their export capabilities and many more are stepping aside to follow them. To what an extent Indian Exporter should use Internet solutions in his export business depends solely on the exporter himself. In order to utilize the internet effectively the following detailed plan can be formalized and followed to the maximum. The planning points that the Indian Exporter has to emphasize on are:

9.1 Products and Services that should be promoted through the Internet

Those products and services that the exporter is selling in the local markets should only be sold in International Market with certain modifications so as to suit the foreign market.

- **Packing and Labeling Requirements.**

Products should be packed and labeled as per the suitability of the foreign market and keeping in mind the shipping distances. The perishability of goods also needs to be considered during this stage. All these details should be made available to the consumers beforehand itself.

- **Zero down on the domain areas and countries one is planning to market its products.**

If one is planning to expand its sales to other English speaking countries, then the .com domain name of the website should be fine, but in other linguistic areas and countries one might have to register local domain and create website in the language of the county. This helps the products to move faster without taking much of the help of Traditional Marketing strategies.

- **Business Objectives of the Website.**

One needs to consider the system functionalities in order to successfully achieve its business objectives through the use of its websites.

- **Pricing decisions as per the local market scenario.**

The pricing should able consider the manufacturing or trading costs of the products, shipping and insurance charges, competition in the foreign markets, changing tastes patterns and fashion trends in the foreign markets etc. Such more similar pattern of questions can be included in order to create a full proof plan for the effective utilization of the Internet Marketing by the Indian Exporter.

9. Conclusions

Utilizing the various Tools of Internet Marketing the Indian Exporter can effectively compete in the International Markets. By doing some research on the environment of the International market before actually undertaking the export activity the exporter can safe guard its business and also the after sales situation from getting worse. Google can easily be utilized to understand the International Market in a better and an elaborate way. Video hosting sites such as YouTube can help in promoting the products without the need of sending physical samples, which becomes necessary in case of many products. Social Media Networking can help in making a strong and long lasting, Seller-Buyer relationship both at pre and post sales stages. Also, using the various tools as listed already in the paper, the Indian Exporter can easily gain access to the International Market and stay afloat for a longer duration. Hence, if an Indian Exporter is considering internationalizing, he should surely consider Internet Marketing as one of the foremost option before going for any other Marketing Strategy or Tool. Thus, based on the facts and Case Study presented in the paper, it can be clearly emphasized that Internet Marketing can be a boon for the Indian Exporter, even though there are some risks associated with its use, the benefits may outweigh its disadvantages if it is used appropriately.

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