

ONLINE MARKETING: CHALLENGES AND OPPORTUNITIES

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Abstract

Online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication technologies had contributed to the restructuring of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains. However, this effective, new method also involves its special disadvantages, e.g. lack of personal contact, security and privacy, etc which should be taken account for. The present study, then, concentrates upon the impacts of internet-fostered interactive spaces on marketing practice. The paper starts with defining online marketing and reviewing historical background to utilization of online marketing; different kinds of internet marketing, then, will be shed light upon. The marketing opportunities stem from introduction of this new, virtual space is the next focal point of concentration. The study continues with challenges, such as problems of security, privacy, etc, emerged in the field of marketing from implementation of virtual space produces. Contemplating the solutions to tackle the challenges ahead, we provide the conclusions.

Keywords: *Online marketing, offline marketing, Internet, Opportunities, Challenges.*