

Internet/Digital Ads

Advantages

- Interactive Medium – directly interact with advertisers ,two way communication , link with social networking sites
- Wider coverage – Ads on global level , reach more audience ,getting better result, wider range
- Affordable – online ads is affordable ,less price than traditional media ,
- Easy control – easy control to the Advertisers , quick analysis of response ,
- Immediate Response- visitors on website, quick products is avail , demand from customer

Limitations

Lack of Mass media Efficiency- not for mass , like Radio ,T V , not worth time & efforts ,complex

Slow Downloads- downloading is very slow ,

Problem of Spam- too much of spam in e- mail ,

Problem of Online Purchase- Physically inspect the goods , may not place orders ,

Untested Ads- limited research , Indian business do not give more importance ,