

ABSTRACT

This research examines the Internet advertising strategies and traditional advertising strategies for comparative evaluation.

The year 1995 was when the year that the Internet became a household name. Several million new users subscribed to services that provide Internet access. 70,000 sites opened on the World Wide Web (www.cyberatlas.com). Virtual magazines, shopping malls and chat rooms became commonplace. The world of advertising discovered a new virtual, but very powerful medium to reach consumers.

On the Internet, advertisers are no longer constrained by print space, air time, or geography. They are limited only by a consumer's attention span. The interactive power of the Internet allows the consumer to determine the extent of the advertising message, ranging from a quick brand impression to an interactive session with a brand, product or service which could last for hours.

During this time, the advertiser has the opportunity to learn about the consumer and his/her interests, educate the consumer about products and services, and potentially even sell products or services on-line.

The benefits of Internet advertising are its ability to cover all promotional objectives from awareness to action by leveraging all elements in the promotion mix. However it requires new strategies and thinking.

Traditional advertising is consumed passively, while on the Internet users have to actively select an advertisement. This changes the way advertisers generate and retain customers. To persuade visitors to revisit and spend time on the website advertisers must fulfill real customer needs on continuous basis.