

An Analysis of the Marketing Potential for the Return on Investment in Online Business

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Abstract: *It is impossible for humans to forecast the future of marketing. Our prediction focuses on the game changer or future market participant who has the ability to dominate the industry. The objective of my study is to analyse the impact of future marketing investments on consumer perception in the internet business sector. How does it contribute to the success of the brand and products? Currently, we have a plethora of advertising tactics available due to the vast and diverse range of customers worldwide. We cannot assume that everyone's tastes and preferences would be same. In reality, they are bound to vary. Our business marketing plan is a highly significant component of our whole proposal. As social beings, we are constantly seeking a faster and more efficient path to achieve our goals, rather than remaining on the same course. As humans, we initially relied on our legs for transportation, followed by animals, then robots, and now we are contemplating time travel. Similarly, the market has evolved from a barter system to the current era of online marketing.*

Keywords: ROI, Online business, business strategy, company deliveries