

Internet Marketing- SMS Film Publicity Technique- An approach

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ABSTRACT: Technology impactfully created newer ways to enjoy leisure time both at home and work. Technology changed the entertainment supply from live theater to movies to home entertainment to radio, television and finally internet. Internet marketing is an e-commerce perspective to transform business processes using internet. The SMS reduced film publicity costs are an indirect benefit to the society, artists and producers besides movie lovers

KEYWORDS: film, sms, internet

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I. INTRODUCTION:

Internet marketing is an e-commerce perspective to transform business processes using internet, for market penetration, market development and diversification [1]. An internet portal is an online intermediary to information and services available on the internet [1]. An internet marketing strategy includes strategy formulation as target markets, positioning and specification of the marketing mix and thus provides a future direction to internet marketing activities [1]. Strategic analysis is the review of internal capabilities, resources and processes of the company, its marketplace review and internet effectiveness [1].

II. LITERATURE SURVEY:

Internet marketing operational business intelligence is a tool to measure impact on business performance [2]. Demand increases with increase in income or as price decreases [3]. The recreation and entertainment expenditures of Americans rose to nine percent by the end of the previous century [3]. Technology impactfully created newer ways to enjoy leisure time both at home and work [3]. Technology changed the entertainment supply from live theater to movies to home entertainment to radio, television and finally internet [3]. The SMS- short message service, concept has begun in 1984 and the technical standards evolved till 2005 [4]. The maximum transmission delay of an SMS is ten seconds [4]. The probability of correct message reception is 99.5 percent [4]. The global average paper consumption is 55 kg per person per year, resulting in an annual loss of 3.3 million hectares of forest land [5]. The paper manufacturing sector consumes of four percent of all the world's energy use [5]. The worldwide carbon equivalent of paper industry is 591,966,483 kg CO₂ eq [6].

III. METHODOLOGY and DISCUSSION:

Instead of film advertisements on paper pamphlets being pasted on household walls in towns and villages, let the film industry utilize telecommunications for film publicity.

1) An one-minute film trailer to be released in youtube channel and the video link to be sent in SMS to audience. The mobile phone numbers are usually available with business process outsourcing companies, cinema multiplexes and also sold in bulk. The commercial rate of bulk sms could be bargained. At present, the commercial rate of bulk sms is thousand sms at the rate of one rupee. Thus, the publicity cost will be 108 crores* 40 percent youth/1000 is 4,32,000 indian national rupee. Similarly, overseas publicity costs could be calculated. The publicity technique saves paper and involved carbon emissions.

2) Another way to utilize existing telecommunications infrastructure is to release the film trailer on a mobile network. For example, jio network. Jio sim is the second sim for every Indian. Thus, releasing the film trailer on jio network still reduces the publicity costs. Here, the trailer remains in the phone memory of the user until manually deleted. Thus, one time to many-a-time publicity technique.

3) Another technique is to hire a network for faster buffer memory. However, Indian mobile companies are yet to separate their networks to rent them.

4) Film success meets could be given live to audience that the success meet earns goodwill money. The audience could watch the success meet while commuting in urban areas or being anywhere else. The success meet thrown online live in youtube channels earns from advertisements and gives an exact estimate of viewer base to an actor. This viewer base could be used to calculate the rates for endorsements.

IV. CONCLUSION:

cost reduction plays a major role in controlling prices. The reduced film publicity costs are an indirect benefit to the society, artists and producers besides movie lovers. The electronic counter in the youtube channel is an indication, how many hits have watched the movie. The film industry is a soft power contributing to the general psyche of the people. Thus, technology obsolescence is a way to educate people about ways to better utilize technology in day-to-day lives. Thus, cinema plays a pivotal role in controlling inflation and better living standards.

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