**Abstract**

Marketing has always been a part of business. Much like advertising, there must be a plan for getting a company’s’ message out to the people, most importantly to the customers. Today, a lot of this now have access to and use the internet, there is a greater need for business of internet marketing. The study was conducted in Coimbatore City covering 150 consumers chosen with convenient sampling method. The analysis shows that marketing online is not expensive when it comes to the money spend and how many people are reached.