

# **Advertising through the ‘Cyber Market’**

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The rapidly advancing technology and fast-paced development in the use of cyberspace, Internet, the largest network of individuals and companies, has brought about an interactive electronic market sans frontiers reaching over 50 million people around 150 countries.

Cyberspace is considered to be the latest media for marketing throughout the world. It is indeed different from the visual and print media that people are used to. Advertising on cyberspace changes the role played by both the advertiser and the recipient. The recipient can now contact the advertiser immediately which is vital to certain businesses. There are also other benefits like low cost, twenty four hour exposure all the year around, global presence and many more.

The role of Lanka Cybermarket Ltd. is to provide the services of an expert in identifying marketing and public relations opportunities with cyberspace while designing and developing cyber marketing objectives and strategies. They are also actively involved in designing and developing WEB pages, providing necessary technology and support services and implementation of promotion strategies for the WEB pages amongst various operations.