

A STUDY ON E- MARKETING

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ABSTRACT

E-Marketing, Internet marketing or Online marketing refer to advertising and marketing attempts which use emails and web as their strategy for business. E-Marketing is the process of marketing a brand using the internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E-Marketing means using digital technologies to help sell your goods or services. These technologies are valuable complement to traditional marketing methods whatever the size of your company or your business model. The basic of marketing remains same – creating a strategy to deliver the right messages to the right people. What was changed is the number of options you have. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail, and PR, E-Marketing adds a whole new element to the marketing mix. Many businesses are producing great result with E-Marketing and it's flexible and cost-effective nature makes its particularly suitable for small businesses.

Keywords: E-Marketing, Challenges, Opportunities, Process.

INTRODUCTION

An online marketer now needs to where people are congregating online and needs to engage them in a meaningful way. Be it in matching with what they are looking for, watching how they interact and understand what they like or listening to their natural opinions on your company or market and reacting to that.

STATEMENT OF THE PROBLEM

Other customers use their Smart phones to make detailed research before buying services and product they need, such as price comparison and the feedback of previous customers. Therefore, e-marketing through the internet is an important way to build strong relationships with a customers or potential customers.

OBJECTIVES

- To understand the concept of E-Marketing
- To analyze the pros and cons of E-Marketing
- To highlight the challenges and opportunities of E-Marketing
- To study the E-Marketing process

RESEARCH METHODOLOGY

For this study secondary data has been used. The data has been collected through websites relevant to e-marketing.

Definition

Electronic Marketing is the marketing of products using electronic technology to determine the consumer market. E marketing also known as online or internet advertising which uses the internet technology to promote online message to customer. E-marketing examples are email or social media advertising, web banners and mobile advertising.

E-Marketing Concept

E- Marketing stands for electronic marketing. In contrast to traditional marketing, E-marketing takes marketing techniques and concept, and applies them through the electronic medium of the internet. Essentially, E-marketing threads the technical and graphical aspect of online tools together, allowing for design, advertising, brand development, promotion and sales. Internet marketing offer the possibility to tracking almost every action a visitor or potential customer takes in response to marketing messages and how they buying cycle. One of the most desirable aspects of internet marketing is low barrier to entry.

Features of E-Marketing

- Internet marketing allows global marketing facility
- It is less expensive
- It makes marketing easier
- Sell your product and services and encash your bills from anywhere.
- It increases the choice of product, services and sellers.
- Vast availability of information.

Main objectives of E-Marketing

- 1) Increase revenue:
The primary goal of any marketing strategy is ultimately to increase revenue, and E-Marketing is no exception. Thankfully, the internet provides plenty of opportunities for every business to improve their bottom line.
- 2) Build a brand:
E-Marketing objectives often include building a brand. This means not only establishing your logo and company name in the minds of consumers, but also what your company stands for.
- 3) Improve local SEO:
Many small businesses, as well as companies focused on increasing sales in specific geographic region, focus much of their marketing efforts on improving their local SEO. This means optimizing various elements on their sites in order to attract local customers who are looking for the services they provide.

E-Marketing plan

The e-marketing plan is built exactly on the same principle as the classical plan. There is no different approach, but there might be some formal differences given by the uniqueness of the internet environment. There are mainly 4 E-Marketing steps to build the e-marketing plan:

- 1) Strategic analysis:
Consists in continuous scanning of the macro-and micro-environment. The accent should fall on the consumer's needs that change very rapidly in the online market, as well as on surveying the competitors' action and evaluating the opportunities offered by new technologies.
- 2) Defining strategic objectives:
The organization must have a clear vision and establish if the media channels will complement the traditional ones, or will replace them. We must define specific objectives (don't forget to check if they are SMART) and we must also specify the contribution of the activities to the organization's turnover.
- 3) Formulating strategies:
We do that by addressing the following essential issues:
 - a. Develop strategies towards the target market;

- b. Positioning and differentiating strategies;
 - c. Focus attention and effort on CRM and financial control;
 - d. Formulate strategies for product development;
 - e. Develop business models with well-established strategies for new products or services, as well as pricing policies;
 - f. Necessity for some organizational restructuring;
 - g. Changes in the structure of communication channels.
- 4) Implementing strategies:
Includes careful execution of all necessary steps to achieve established objectives. It could refer re-launching of a website, promo campaigns for a new or rewritten site, monitoring website efficiency and many more.

Functions of E- Marketing

E- Marketing modules allow organization to deliver highly personalized web offers and dynamic Web surveys that are fully synchronized with marketing efforts in traditional channels.

- Efficiently set up and manage campaigns and support tasks.
- Budget, organize, and schedule detailed marketing campaigns down to the task level.
- Measure and qualify the effectiveness of marketing campaigns.
- Segment the customer base accurately.
- Proactively manage and merge direct mail, e-mail, and fax lists.
- Eliminate costly duplication with advanced phonetic matching.
- Capture and analyze return on investment of marketing activities.
- Automatically transfer qualified leads to your sales organization.
- OLAP capability
- Send web offers
- Send phone offers
- Send e-mail offers
- Portal organized around marketing.

Traditional marketing v/s e-marketing

1. Internet marketing is more measureable:
Branding is important and traditional marketing does have benefits when it comes to branding. However, marketers today are smarter and more sophisticated. They see the value of measuring results and brand awareness is more difficult to measure than real visitors to your website and real conversions. Marketers want to make sure every penny is spent wisely. Internet marketing allows you to see exactly what you are paying for.
2. Internet marketing makes strategic decision based on facts:
Internet marketing can make decisions based on detailed analytics. You can have the smartest and most talented traditional agency with great ideas and plenty of experience, but they will have difficult time showing real data that leads to achieving your goals. Internet marketing allows you to study every detail about your audience in real time.
3. Internet marketing is better at reaching your target audience:
Traditional marketing is known for its reach to a mass audience. There are ways that traditional marketing can target certain demographics depending on a television channel or show, radio station genre or industry magazine. With internet marketing you can target even the smallest audience based on a variety of things. Internet marketing also does a

- great job of targeting your advertising spend so that you know all of your money is being spent in the most effective way.
4. Internet marketing is a constant source:
When you hear or see a television or radio ad it is there one minute and then it is gone. If you catch an ad in passing and you missed some information you cannot go back and review it. Internet marketing provides you a permanent address online that people can visit anytime they want. Even if someone does not know about your company they can do searches based on what you offer and find you in the search engines.
 5. Internet marketing provide better word -of -mouth:
Word-of-mouth is still the most effective marketing for producing conversions. Social Media is an aspect of internet marketing that allows people to build a community and let others spread positive feedback about your product or service. When you develop evangelists quickly because more people are speaking for you. People will normally trust word-of-mouth much more than traditional ads that try to convince you about the benefits of a product or service.

Challenges and opportunities of e- marketing

- A bad reputation:
A lot of money spent on internet marketing over the past few years was wasted. Now e-marketing has a bad reputation. And half-baked metrics such as click- through rates (CTRs) still paint a picture of inefficacy and failure. Plenty of evidence shows that the Web is the most cost-effective branding medium available, but the Net's reputation will need to be rebuilt one success at a time.
- Marketing integration:
Most major marketing efforts utilize multiple channels, on-and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign.
- E-CRM:
Imagine recognizing the needs of customers as they enter your site. Over time, through implicit and explicit data, you learn about the preferences of each and can serve customers based on their habits, needs, and purchase drivers. You build deep loyalty, and you increase your share of your customers' wallets.
- Privacy:
Things have quieted down somewhat since Double click backed away from its plans to merge its online data with offline Abacus data. But the industry's privacy issues have not been sufficiently resolved. Most customers don't completely trust web companies and shy away from offering information about themselves. Companies that collect data responsibly are exposed to misguided regulation that spammers and scammers invite. Sound policy, adopted industry wide, is imperative.
- Traditional advertising dollars:
The discrepancy between the amount of time people spend online and the amount top advertisers spend there is enormous. According to a recent Morgan Stanley Dean Witter report, the top six advertisers spend less than one percent of their advertising dollar on the Web. With dot-com ad spending in decline, attracting traditional advertisers (mainly by addressing the four issues above) is the key to the industry's growth.
- Increased integration with social network:

Love them hate them, many of our customers are almost permanently active on social networks. E-mail must be equipped for instant integration; sharing, liking, posting, and linking. This is a huge benefit for the brand, getting exposure and endorsements from trusted friends.

- **Mobile:**

These columns are full of stories on the explosive growth of mobile devices on which our e-mails are increasingly being served up. Feedback from one client recently suggested that 49 percent of customers would prefer to read news and offers on a mobile phone.

CONCLUSION

Online marketing, especially search engine marketing will continue growing on double digits in the next few years. At the same time there are an increasing number of households using the internet and search engines.

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