

## “THE RELEVANCE OF E-MARKETING TO THE ECONOMIC PROSPERITY OF A NATION AND THE NECESSITY FOR SKILL DEVELOPMENT IN THIS SECTOR”

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**Abstract :** This paper attempts to understand and compare the traditional marketing concepts with the emerging areas of e-marketing. While doing so, efforts have been taken to identify the specific activities related to e-marketing whose success rate is dependent on the level of skill applied. This paper ultimately aims to establish the role of skill development in these activities in order to achieve the economic prosperity of the country.

**Key words:** marketing, e-marketing, traditional marketing, advantages, limitations, role, economic development.

### I. INTRODUCTION

#### WHAT IS MARKETING?

The Board of Directors of the American Marketing Association approved the following all-inclusive definition of the term Marketing in July 2013:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

#### WHAT IS E-MARKETING?

According to the Department of Commerce, North Carolina State, U.S.A.	<b>eMarketing is any marketing done online via websites or other online tools and resources.</b>
According to www.quirk.biz	<b>eMarketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms eMarketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous.</b> <b>eMarketing 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. By such a definition, eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.</b>

## CHANGE OVER FROM TRADITIONAL MARKETING TO E-MARKETING

Traditionally marketing activity has been performed through conventional means which included the following:

- Placement of the order for goods by the retailer on the manufacturer’s agents as per the estimation of the retailer.
- Dependence on the retailer by the manufacturer for making the products available to the customer.
- ‘Pull’ by the customer for the product.
- Personal selling by dedicated company salespersons.
- Merchandising activities by specially trained company employees for making the product visible to the customers.
- Publicity through media such as press, radio, television, cinema and other outdoor media like wall paintings and hoardings.
- Money collection through cash, cheques or demand drafts.
- Extension of credit facilities.
- On the spot collection and replacement of defective products.

This conventional form of distribution of goods has undergone drastic changes in the last few years due to emerging technology and marketing concepts. The advent of internet has played a major role in this transformation.

The following factors can be said to have helped in the exponential growth of the use of internet in marketing activities.

- 1.Computer literacy
- 2.Government support in introducing computers in administration and governance.
- 3.Technological advances in the hardware and software design and production.
- 4.Continuous reduction in the cost of the hardware and software to the masses.
- 5.Changing mind set of the young generation.
- 6.Desire for convenience and speed of transaction by the average consumer.
- 7.Supportive infrastructure in the form of adequate warehouses, transportation network, road/train/air/sea connectivity between different parts of the world.
- 8.Reliable and fool-proof payment systems guaranteed by the banking sector.

## EMARKETING METHODS

E-Marketing today has a variety of routes to follow as mentioned below:

Direct email	SMS/text messaging	Blogs	Webpages
Banners	Videos	Images	Ads
Social media	Search engines		

## THE SUPERIORITY OF E-MARKETING OVER TRADITIONAL MARKETING

With competition being the main challenge in to-day’s business scenario, thanks to the freedom of entry available to the enterprising businessmen as a result of liberalization and globalization, every manufacturing or trading organization is under tremendous pressure to curtail their expenditure - whether in production or in marketing. The more efficient organizations adopt innovative methods with the help of creative ideas, better technology and more skilful employees. Traditional marketing has found that depending on human resources alone to promote a product or achieve the financial objectives is not the solution in today’s business environment. The fundamental philosophy of marketing that the more number of people are told about the product or service, the larger are the chances to attract more customers. More the number of customers, more will be the revenues. More the revenues, more the profits and more the growth. More the growth, more will be the life of the organization. A stronger organization attracts better employees.

In the total activities of an organization, whose mission is to reach the highest level in its area of business, marketing plays a very major role. While other functions like production, finance, human resources management, etc., are by no means of a lesser significance, the scope for excelling is more in marketing compared to the rest. But marketing also needs more skills than the rest of the functions since it is involved basically with moulding the human minds and behaviour which are unpredictable, ever changing and eluding any external controls.

Marketing is also perhaps the only function where costs can be controlled better than other functions such as production, finance, purchase, human resource management, etc. While any improvement in these two functions may be able to gain some positive changes in the financial performance of the company, it is marketing that can get a substantial growth in the fortunes of the enterprise, if properly planned, implemented and monitored. Every false step in a marketing activity such as wrong understanding of the customer's needs, defective designing of a product, inadequate placement of the product, improper pricing of the goods, wrong selection of a media, inappropriate communication strategies and inability to convince a potential customer will lead to disastrous consequences which when translated into monetary terms may even wipe out the organization in the short or long run.

### **ADVANTAGES OF E-MARKETING**

The advantages of E-marketing over traditional marketing can be summed up as follows:

- Coverage of a large number of potential customers.
- Lower communication costs in comparison with the traditional channels
- 24 hours a day dissemination of information.
- At a place and time convenient to the customer.
- Offering more choices to the customer.
- At a comparatively lower cost than the traditional methods of marketing.
- Lower cost of communication.
- Better use of the graphic form of communication supported by audio and video modes.
- Lower inventory costs.
- Quicker recovery of sales proceeds.
- No credit sales.
- No risk of cash loss in transit as payments are made through electronic means.
- Ease of two-way communication between the seller and the buyer.

### **LIMITATIONS OF E-MARKETING**

While E-marketing presents convenience, speed and variety to the new generations of young customers, it also suffers from the following limitations in India:

- Poor computer literacy.
- Unfamiliarity of digital payment systems.
- Lack of effective communication skills

### **THE ROLE OF E-MARKETING IN THE ECONOMIC DEVELOPMENT OF THE COUNTRY**

A country's economic prosperity is directly related to the level of production achieved by it in various fields such as agriculture, industrial products, consumer goods, etc. The excellence in various support services also play a major role in the growth of the economy. All these activities require an effective marketing route or system to achieve the goals of the organizations associated with those activities. If these organizations meet their goals, it results in better product or service availability, which in turn helps in fulfilling the customers' requirements, thus leading to the fulfilment of their goals. Such all-round goal achievements ultimately results in higher productivity in all spheres of activities and thereby leads to the economic prosperity of the country.

**AREAS REQUIRING SKILL DEVELOPMENT WITH REFERENCE TO THE LIMITATIONS FACED BY E-MARKETING**

	<b>Limitation faced by E-marketing</b>	<b>Means to overcome the limitation</b>
1	Poor computer literacy	In depth training to a large number of people through affordable means on a large scale.
2	Unfamiliarity of digital payment systems	Removing the apprehensions of the people with regard to the safety of their wealth and imparting in them the ability to adapt to newer methods of payment.
3	Lack of effective communication skills	Improving the communication skills of the web designers and their effectiveness in creating a true, persuasive and easily understandable message which will attract more customers.

**SKILLS REQUIRED FOR E-MARKETING**

Every activity requires the relevant knowledge about that activity and a specific skill to perform that activity to achieve the highest quality of performance. E-marketing is also an activity which is no exception to this requirement. According to Ross Carrel ([www.PromotedProfits.com](http://www.PromotedProfits.com)), the following are the minimal skills required for succeeding in internet marketing which is one of the variants of e-marketing.

	<b>What Ross Carrel says:</b>	<b>What it ultimately means :</b>
1	<b>Basic computer skills</b>	To type, to point the mouse and understanding the software to achieve the desired result.
2	<b>Ability to make a good and sound judgment</b>	Analytical mind to analyse the situation thoroughly and coming out with the best solution in the prevailing circumstances.
3	<b>Knowing how to select the right business model.</b>	Out of the various business models available, the one that suits a particular product, market, customer group and the environment should be selected, keeping in mind the objectives of the business.
4	<b>The ability to learn new things</b>	The existing skills should be supplemented by picking up other relevant skills which are required to do the task better.
5	<b>Knowing how to handle information overload</b>	Since the rate at which the volume of information available in the world doubles in five years, the skill to discard the unwanted information has to be cultivated.
6	<b>Testing and tracking</b>	Collecting every bit of information about the type of customers who visit the website - their background, purchasing pattern, their frequency of visit to the website, etc.

7	<b>How to drive traffic</b>	The ability to attract more number of potential customer to the website by presenting the information in an attractive and easily understandable manner.
8	<b>Experience</b>	Becoming more and more skilful over a period of time due to the increasing familiarity with the role played.
9	<b>Writing</b>	<b>The ability to write the communication in a manner in which it is easily understood and is persuasive in nature.</b>
10	<b>Productivity</b>	Constantly improving the outcome of the e-marketing activity by sharpening the above skills continuously.

## CONCLUSION

Leo Burnett has very rightly said that the communication principle to be used by e-marketing will be:

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.”

The internet user is flooded with many messages at any point of time. If his or her attention has to be drawn to the message of the e-marketer, the message should not suffer from complexity, difficulty to comprehend or time consuming. The average customer patronizing e-marketing must feel that the communication sent to him would lead to a sense of thrill, anticipation, joy and convenience.

### When Ramsay Liemenstall says that

“A small list that wants exactly what you’re offering is better than a bigger list that isn’t committed”, he suggests that it is better to have a small order which is committed than an apparently big order which finally is not leading to any firm commitment to buy.

David Ogilvy, the pioneer of Advertising industry, has rightly said: “Never stop testing, and your advertising will never stop improving.” Creativity is a major factor that makes or mars e-marketing. This is one of the skills which the e-marketer should possess in order to attract the maximum traffic to the website.

E-marketing has come to stay as one of the most popular and convenient mode of selling a product or service to a large number of potential and existing customers. Its success depends very much on the optimization of the skill level of the people involved in this profession. E-marketing has become a vital ingredient of the marketing process. Today it is one of the major driving forces behind the economic development of a country. It is therefore necessary that the people who are engaged in this activity should constantly improve their skills in this field of marketing which is becoming more and more popular.

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