

E- MARKETING

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Abstract: *E-Online marketing is no longer an option; it is a necessity. Still, that's not all bad news. Planning your Internet marketing strategy does not have to be a difficult task, particularly if the competition doesn't fully understand that the rules of Internet marketing are not the rules of traditional marketing. his e-Book will teach you the basics of how to cart your Internet marketing strategy to maximum effect, from website building to web analytics. First, let's look at some preliminary aspects to Internet marketing as well as what exactly marketing is. With the introduction of the Internet, there came many changes to the way a company might carry out a particular marketing strategy. The Internet is a dynamic system, with both companies and consumers having to adapt to the rapid pace at which it moves. For companies, this means that competition has become global. Target demo graphics are no longer geographically limited, expanding across countries and continents. These expansions, though, mean that companies have to adapt different types of strategies from what they are used to with online marketing.*

Keywords: *e-Marketing, e-Books, Internet*

Introduction:

There is no doubt about it—the Internet has changed the world we live in. Never before has it been so easy to access information; communicate with people all over the globe; and share articles, videos, photos, and all manner of media.

The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. Marketing in this connected environment and using that connectivity to market is e-Marketing. E-Marketing embraces a wide range of strategies, but what underpins successful e-Marketing is a user-centric and cohesive approach to these strategies. While the Internet and the World Wide Web have enabled what we call new media, the theories that led to the development of the Internet have been developing since the 1950s.

Definition:

E-marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of your business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web-marketing.

As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers. What has changed is its wider scope and options compared to conventional marketing methods.

E-marketing is deemed to be broad in scope, because it not only refers to marketing and promotions over the Internet, but also includes marketing done via e-mail and wireless media. E-marketing also embraces the management of digital customer data and electronic customer relationship management (ECRM) and several other business management functions.

E-marketing joins creative and technical aspects of the Internet, including: design, development, advertising and sales. It includes the use of a website in combination with online promotional techniques such as search engine marketing (SEM), social media marketing, interactive online ads, online directories, e-mail marketing, affiliate marketing, viral marketing and so on. The digital technologies used as delivery and communication mediums within the scope of e-marketing include:

- Internet media such as websites and e-mail
- Digital media such as wireless, mobile, cable and satellite.

Beginning of Email Marketing History: The Birth of Email Marketing:



While email began as a communications tool for academic and business purposes, it soon became a tool for personal communications among friends, relatives and even people who had never met in real life! As people began to spend more and more time using email as their primary communications tool, smart marketers realized that email communications were the future of marketing communications and began to make the shift into using email as a way to effectively communicate with customers. [Email Marketing](#), even in its earliest days, presented a number of benefits over both postal marketing and telesales as a form of direct-to-consumer or direct business-to-business communications. We'll look at those benefits in detail in the next section of this book, but today email marketing is a robust portion of any complete marketing plan and has entire industries built around helping businesses of

all sizes effectively email market.

Comm100 Email Marketing would, of course, be an example of this. Comm100 Email Marketing works to develop email marketing software that streamline the sending of email to consumers or business contacts with customized messages and complete tracking. In addition to companies that focus primarily on developing email marketing solutions, individuals have become email marketing experts as well. Most mid-sized or larger companies employ at least one email marketing specialist and may have as many as several employees who focus on nothing but creating effective email marketing strategies and campaigns. Of course, you may not need an entire staff, but you do need to understand the basics of email marketing strategy, benefits and tactics of email marketing. We'll cover all of those in this book to make you your own email marketing expert by the end!

Objectives:

E-marketing objectives define what you want to achieve through your e-marketing campaign. They set the reasons why your business wants to go online and allow you to estimate and monitor the progress of your online marketing activities. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives.

Different businesses may develop different e-marketing objectives depending on their individual circumstances. A useful framework for developing effective e-marketing objectives is the five S's framework, which includes:

- Sell – using the internet to sell products and services
- Serve – using the internet to serve customers
- Speak – using the internet to communicate with customers (both existing and potential)
- Save – using the internet to save/ reduce cost
- Sizzle – using the internet to build brand identity

When setting your e-marketing objectives, you need to make sure that they are:

- Specific – specify what is to be achieved
- Measureable – expressed in measurable terms such as key performance indicators, outcomes, numbers, percentage, dollars, etc.
- Action-oriented – state which actions need to be taken and who will take them
- Realistic – achievable with the resources available
- Time Specific – establish specified time frames.

Examples of some typical e-marketing objectives could be:

- To achieve 20% online sales within the first year of launching online marketing campaigns.
- To increase online sales for all products by 15% in 2011.
- To grow email coverage to 50% of the current customer base by the end of next year.
- To reduce the annual cost of direct marketing by 20% through e-mail marketing.
- To improve brand awareness, brand favourability and purchase intent by surveying 300 online customers each month.

Just like the latest fashion trend, marketers seem to always be changing their minds about the condition of email marketing:

- RIP email marketing.
- It's totally alive and well!
- No, no, it's dead.
- Wait, it's ALIVE!!

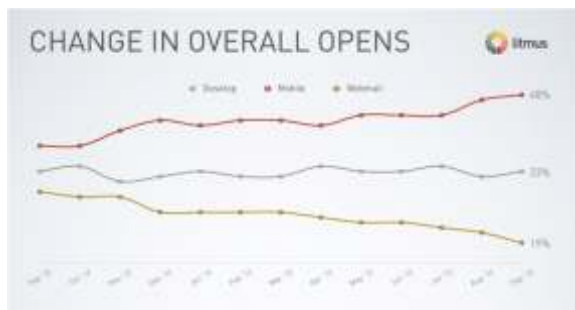
So, what's going on? Is it alive or dead? As someone who works with marketing automation and email marketing every day, it can be truly believed that quality sales opportunities and leads can still be generated through email, as long as you're doing it effectively.



Here are some statistics and studies that agree with my feelings about the future of email marketing:

- According to the Radicati Group, the number of worldwide email accounts is projected to grow from over 4.1 billion accounts in 2014 to over 5.2 billion accounts by the end of 2018. That's almost 27% growth, to look past all those billions.
- For every \$1 spent on email marketing, the average return is \$44.25. (Source: email expert)

- When marketed through email, consumers spend 138% more than people who don't receive email offers. (Source: Convince and Convert)
- There are 897 million mobile email users worldwide, including both business and consumer users. (Source: The Radicati Group)
- 6. 48% of emails are opened on a mobile device. (Source: Litmus)



- 91% of consumers use email at least once a day. (Source: ExactTarget)
- On a daily basis, US consumers interact with about 11 brands through email, compared to ~9 brands via Facebook, and ~ 8 brands via Twitter. (Source: EmailStatCenter.com)
- A recent study concluded that email is almost 40 times better at acquiring new customers than Facebook and Twitter. (Source: McKinsey & Company)

Benefits:

In today's internet age, building an online presence is imperative for all businesses to be competitive. E-marketing provides businesses with access to mass markets at an affordable price and allows them to undertake a personalised marketing approach. The flexible and cost-effective nature of e-marketing makes it particularly suitable for small businesses.

Following are some of the benefits of e-marketing for small businesses:

- Wider prospect reach – the internet has become part of everyone's life. So for whatever products you offer, there is already an existing market on the World Wide Web. With e-marketing, it allows you to find new markets and potentially compete worldwide with only a small investment.
- Cost-effective approach – A properly planned and effectively targeted e-marketing campaign can help your business reach target customers at a much lower cost compared to traditional marketing methods.
- Reduction in costs through automation and use of electronic media – e-marketing presents a strong business case in cost savings, particularly in the areas of transactional costs, customer service, digital media channels, print and distribution.
- 24/7 marketing - with a website your customers can find out about your products and make purchases even if your physical (bricks & mortar) premises are closed or you don't have physical premises at all.
- Personalised one-on-one marketing - e-marketing allows you to reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. By combining this with personalised e-marketing, you can create very influential and targeted campaigns.
- Increased interactivity – e-marketing allows you to create interactive campaigns using music, graphics and videos. Through two-way communications, interactive games or quizzes, you can engage your audience and give them greater involvement and control over their web experience.
- Increased ability to track results – e-marketing makes it easier to measure how effective your campaigns are. It allows you to obtain detailed information about customers' responses to your advertising, through the use of methods such as pay per click or pay per action, etc.

However, before you get started with your e-marketing, it is very important to have some skills and know-how in order to run an e-campaign effectively. If not, you run the risk of wasting your valuable resources with a poor campaign.

Disadvantages:

- Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.
- The e-commerce doesn't allow the user “to touch” the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.
- Other factor is the payment: many users still don't trust in the electronic methods of paying and give up buying online because of this.
- One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.
- Other disadvantage is the cash on delivery system, since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.

Case Study:

Sony play station: In the run up to Christmas 2012 Sony created an email campaign to cross and up-sell the PlayStation Vita to existing PlayStation Plus and Inside PlayStation Vita subscribers, and PS3 owners who belong to the PlayStation Network.

Email content was tailored to different customer segments and geographies. So for example, it focused on the additional space PlayStation Plus subscribers would gain to use with downloadable content, whereas with PS3 users it focused on the cross-play features of the PS Vita and PS3.

The local teams also negotiated deals with retailers for offer redemption.

So in the [DACH](#) region consumers were provided with an online Amazon voucher code, while in the rest of Europe and the Gulf states they received email vouchers for use in-store. Each audience group received the offer by email once in the month before Christmas. Email targeted at PS3 owners who subscribe to PlayStation Network (UK). Overall the campaign touched an audience of 4.2m in 16 distinct markets. Of the 1.1m people who opened or clicked the email, 9,236 subsequently connected a Vita console. Given a relatively low investment of €5,000 the campaign achieved an ROI of 580x for each euro spent.

Conclusion:

In conclusion, this study has clearly shown that e-marketing impacts upon businesses in a number of important ways. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods. The development of e-marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categorise and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. However, despite the global reach, speed and the extent of information that can be gained from e-marketing there are a number of important disadvantages to this type of marketing that businesses must bear in mind. The technology driven approach of e-marketing leaves certain businesses vulnerable and overly-dependent upon technology. It also empowers dissatisfied consumers to a far greater extent than ever before and can lead to bad reviews that have the potential to greatly destabilise certain e-marketing campaigns and operations. However, despite these problems it is reasonable to conclude that e-marketing is on the whole a positive development for businesses and that despite certain dangers its impact upon businesses has been largely positive.

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