

E-MARKETING

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Abstract : 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. Email has been actively integrated into the daily lives of the everyday consumer. Approximately 1.4 billion email accounts were active as of 2009 with that number predicted to rise to 1.9 billion by 2014, according to the Radiate Group Email Statistic Report. Marketing to email affords businesses, brands and organizations the unique opportunity to take advantage of already established communication channels in a convenient, nonintrusive, uncomplicated fashion. An E-Marketing campaign's statistics are also easily tracked with read and click-through rates available. Click through from email to website can then be monitored to further measure the actions of email recipients. E-Marketing Solution meets all the business needs, including database management, template development and content creation. Tailoring a solution to an individual business' requirements, a strategy will align the technology with organizations' goals to produce the most impressive outcome a business person could expect hope for.

Keywords: Marketing integration, E-CRM, Challenges , Opportunities ,Internet,Privacy

INTRODUCTION

E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. 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 encompasses all the activities a business conducts via the world wide web with the aim of attracting new business, retaining current business and developing its brand identity.

Smith and Chaffey note that Internet technology can be used to support these aims as follows:

- ♦ **Identifying** - the Internet be used for marketing research to find out customers' needs and wants;
- ♦ **Anticipating** - the Internet provides an additional channel by which customers can access information and make purchases -understanding this demand is key to governing resource allocation to e-marketing. For example, low-cost airline easy Jet (<http://www.easyjet.com>) has an online revenue contribution of over 90% since demand for a standardized product online is so high.
- ♦ **Satisfying** - a key success factor in e-marketing is achieving customer satisfaction through the electronic channel, this raises issues such as is the site easy to use, does it perform adequately, what is the standard of associated customer service and how are physical products dispatched?

E-MAIL MARKETING TOOLS USED TO DRIVE VISITORS TO A WEB SITE FOR CUSTOMER ACQUISITION OR RETENTION INCLUDE:

- ◆
- ◆ E-mail
- ◆ Web banner
- ◆ Search engine

THERE ARE FIVE CHALLENGES THAT ALMOST EVERY COMPANY INVOLVED IN E-MARKETING IS FACING RIGHT NOW:

A bad reputation: A lot of money spent on Internet marketing over the past few years was wasted. Why? One big reason is that the stock market distorted company valuations and rewarded (or at least failed to penalize) profligate attempts to drive traffic or acquire customers even if only temporarily. 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. But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. But all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

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. You've probably heard that vision pitched dozens of times. So have your clients. Expectations that the Web will be able to deliver e-CRM are extremely high, but many Web sites are barely usable, let alone optimized for each customer. Successfully managing customer relationships on the Web is harder than many have made it out to be. The industry has a lot of work to do to meet its promises.

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 consumers don't completely trust Web companies and shy away from offering information about them. 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 discrepancies between the amount of time people spend online and the amount top advertisers spend there is enormous. According to a recent Witter report, the top six advertisers spend less than one percent of their advertising dollars 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.

OTHER CHALLENGES:

- ◆ Low percentage of computer penetration.
- ◆ Internet connectivity.
- ◆ Low percentage of surfers entering into online transactions.
- ◆ Credit cards.
- ◆ Cyber security.
- ◆ Cyber crime.
- ◆ Loss of personal touch in shopping.

OPPORTUNITIES OF E-MARKETING:

- ❖ Target: allows you to target specific recipient groups and reach a defined, engaged audience.
- ❖ Penetration: overcomes geographical parameters that exist with other communication methods.
- ❖ Efficient: messages can be distributed to multiple recipients at one click.
- ❖ Cost: requires minimal investment to set up an appropriate technical system.
- ❖ Speed: messages are delivered straight to the recipients' inboxes, instantly.

OTHER OPPORTUNITIES:

- ◆
- ◆ Internationally more than 33% of surfers buy online.
- ◆ E Marketing reduces prices.
- ◆ Huge potential for growth (70% rural population).
- ◆ E Intermediaries.
- ◆ Affordable computers and internet connectivity.
- ◆ Desire of the customers.

ADVANTAGE:

- ❖
- ❖ New Entrants/Substitution: Reduced entry cost; New sales channels; New service opportunities.
- ❖ Suppliers & Traders: Cost reduction; Quick response; lock in
- ❖ Buyers: New sales channels; Information; No intermediaries
- ❖ Competitive Rivalry: Cost leadership; Differentiation; Focus.

RECOMMENDATION:

- ❖ It's the process of identifying how to use IT to enhance revenues, increase market share and to reduce costs.
- ❖ It's the process of identifying sustainable competitive advantage derived out of digital technology.
- ❖ How to enhance efficiency and effectiveness by using digital technology in the marketing planning process.

CONCLUSION:

E-Marketing Solution meets all the business needs, including database management, template development and content creation. Tailoring a solution to an individual business' requirements, a strategy will align the technology with organizations' goals to produce the most impressive outcome a business person could expect hope for.

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