

SKILL DEVELOPMENT: THE KEY TO ECONOMIC PROSPERITY E-MARKETING

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Abstract : What exactly is marketing and why is it important to you as an entrepreneur? Simply stated, marketing is everything you do to place your product or service in the hands of potential customers. It includes diverse disciplines like sales, public relations, pricing, packaging, and distribution. In order to distinguish marketing from other related professional services, S.H. Simmons, author and humorist, relates this anecdote.

“If a young man tells his date she's intelligent, looks lovely, and is a great conversationalist, he is saying the right things to the right person and that's marketing. If the young man tells his date how handsome, smart and successful he is — that's advertising. If someone else tells the young woman how handsome, smart and successful her date is — that's public relations.”

You might think of marketing this way. If business is all about people and money and the art of persuading one to part from the other, then marketing is all about finding the right people to persuade.

Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. However, how to apply Internet marketing especially how to utilize it to attract more visitors to a certain website is still a big question for a number of advertisers. The thesis mainly covers the acquisition process of Internet marketing after touching upon the basic knowledge of Internet marketing, how the Internet adapts to the marketing mix, as well as companies' and consumers' perspectives in pursuing Internet marketing.

The two main purposes of this study are to bring a general picture of Internet marketing to its readers and dig into how to drive traffic or attract customers to the Flashgame4fun.com website. The information in the theory part is acquired through many textbooks, articles and websites by using qualitative research method; meanwhile quantitative method is used to collect all important data supporting the case study analysis. The effectiveness of the acquisition process is tested. There is an incredible boost of visits to the website after applying Search engine optimization and link building activities. However, all activities of acquisition process should be combined and implemented continuously to maximize quality visitors.

Keywords: Internet marketing, acquisition process, search engine optimization, link building etc.

INTRODUCTION

The foundation of the Internet has offered new advanced business transactions and models for the world economy. Internet marketing is born to adapt to this rapid development of online business. Especially, online advertising has been achieving many successes. According to IDC, the total worldwide spending on Internet advertising will reach USD 65.2 billion in 2008, which represents nearly 10% of all ads spending across all media. It is predicted that this number will be over USD 106 billion in 2011. Internet marketing is defined as the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. In reality, there are some alternative terms for Internet marketing such as e-marketing (electronic marketing) or digital marketing even though they have a broader scope since they include electronic customer relationship management systems (e-CRM systems)

as well.

How important is Internet marketing to the success of an organization? There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, Air Asia, etc. However, companies such as UPM, the world's leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These media still play an extremely important role for the marketers to communicate with customers, for example, direct or face –to –face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which defines, how different marketing channels should integrate and support each other in terms of their proposition development and communications based on their relative Merits for the customers.

DISCUSSION:-

Nowadays, the concept of Internet marketing has expanded and brought more opportunities for companies to approach their customers. In the past, the Internet was only used as a tool to contact customers, part of direct marketing. Nowadays, the Internet, particularly websites has been becoming a popular media for any firms to introduce their products and services. The Internet is considered as an independent and effective marketing tool. During eight years, from 2000 to 2008, the number of Internet users has increased by 4 times from about 361 millions to more than 1, 46 billion. In which, Asia, the continent with the biggest population accounts for 39.5% of World Internet Users.

Internet offers new opportunities to traditional marketing model, it is necessary to examine it based on the marketing mix which is traditional but still applicable. In 1960, Jerome McCarthy introduced the marketing mix-widely referred as the 4 Ps of Product, Price, Place and Promotion. Until now, it still plays an important role in formulating and implementing marketing strategy. The 4 Ps have been developed and extended to the 7 Ps with the appearance of People, Process and Physical evidence. It provides an effective strategic Framework for changing different elements of a company's product offering to influence the demand for products within target market.

Many digital products now can be purchased easily over the Internet via provider's website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Thanks to this, consumers still have concepts about different kinds of product even when staying at home. Besides that, for some companies, it is possible for buyers to customize products. Dell is a typical example.

Through its websites, a customer can build a laptop or a desktop with the desired functions and Features. Besides that, companies also can supply more extended product user guides, packaging, warranty, after sales services in a new method. For example new drivers or updated package for a computer or software are easily downloaded via producer's websites. It brings conveniences for both of buyer and seller producers.

In addition, it is obvious that the Internet Provides a new tool to collect customer feedback quickly and accelerate new product development since process of testing new products is more rapid and effective. The information about new products will spread out more wildly and quickly. Price is the most flexible element comparing to other three elements of the marketing mix, since it can be changed quickly to adapt to the market's demand. Companies can use the Internet to build differential price for different customers in different countries, based on IP (Internet Protocol) analytic technologies for buyers, they are able to find out the price differences by visiting companies' websites or price comparison sites.

In addition to this, the Internet also reduces costs and price per product by reducing operating costs of stores and number of staffs. Therefore, the Internet is considered as the most effective marketing tool. Together with these advances, many new Payment methods are created. The online payment method using credit cards is the most popular, efficient, convenient and flexible way for companies and customers. Bills can be paid at any time and in anywhere. Moreover, companies can cut costs by reducing paper works since the customers fill all the necessary information such as their own private information and credit cards information by themselves. Beside these conveniences, online customers still have to worry about securities and privacy matters. Hence, some third parties provide services to protect consumer privacy and to secure transactions.

How to be successful in Internet marketing? When entering an Internet marketing zone, a company should recognize some important issues such as different target customers. Another way to contact customers, Internet security, new competitors, etc. to be successful in Internet marketing, a strategic

approach is needed to manage the risks and deliver the opportunities available from online channels. Based on their experiences of strategy definition in a wide range of companies, they suggest a process for development and implement Internet marketing with different separated steps: Defining the online opportunity, selecting of the strategic approach and delivery result online. The authors also affirmed that the key strategic decisions for e-marketing are the same as strategic decisions for traditional marketing including selecting target customer groups, specifying how to deliver value to these groups. Segmentation, targeting, differentiation and positioning are all keys to effective digital marketing.

Online sales are not only saving a huge amount of money by reducing store operating costs but also decrease remarkably the fuel consumption needed for traditional sales that contribute a lot to the environment protection program. Internet marketing not only contribute to save space by promoting paperless office but provide easy shipping of products than tradition sales channels as well.

Internet marketing – consumer perspectives: - In fact, customers also have their own Opinions and attitude towards Internet marketing. There are some works which concern what would interest consumers to pursue e-marketing and be willing to use it as well as what would prevent them from using it. Companies to have privacy policy statements under their website to protect consumer privacy information, to make sure that their customer's information cannot be misused. Some solutions were also discussed in this study to protect customer's privacy. For the authors, solutions such as legislation, self regulation and technical solutions had be combined together to maximize its effectiveness.

Consumer's decision making process in buying a product or using a service the fact is That any consumer is influenced by different factors in his or her decision making process of purchasing products or services. According to George Joye F. many customers feel confident to make an order only when they have made a few purchases. They are afraid their privacy can be revealed and misused without their acknowledgment. If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions. In addition, e-marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and contrast Products and services before giving their final decisions.

CONCLUSION:-

Based on our study, the Internet not only brings different image to all the elements Of the marketing mix but has brought a new way to approach potential customers in a very interesting, creative and cost effective way as well. Moreover, according to many articles by different researchers, it figures out many parameters that make companies and consumers pursue Internet marketing. The Internet absolutely has been offering new opportunities to adapt to the Marketing mix. Instead of providing real products, companies use pictures of products with full descriptions to encourage the customers to be confident to make a purchasing decision. Besides that, companies not only are able to reduce product prices by passing by store space and staff costs but also provide customers with new methods of payment. In addition to this, using the Internet also creates a new method of distributing products. About the Promotion element of the marketing mix, it has been diversified in many aspects by Internet applications.

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