

INTRODUCTION TO E- MARKETING

SUBMITTED BY :-

Mrs. Karishma

Asst. Prof. in Commerce

Hans Raj Mahila Maha Vidyalaya

What is E- marketing?

- E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. Emarketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

Nature of e-marketing

- Global marketing facility
- Less expensive
- Makes marketing easier
- Wide variety of products and services
- Vast availability of information
- Wide advertisement board
- Capture and analyze return on investment
- Saves time
- Segment the customer base accurately

Importance of e-marketing

- Increases awareness
- More Customers
- Better Visibility
- Improved Local Presence
- Increased Authority
- Higher Quality Website Traffic
- Long-Lasting Relationships
- Efficient cost utilization
- Great solution
- Measurable results

Traditional marketing v/s E-marketing

BASIS	TRADITIONAL MARKETING	E-MARKETING
People Reach	Low	High
User Target	No	Yes
Cost	High	Low
Return on Investment (ROI)	Low	High
Tracking	No	Yes
People Reach (Internet)	Without internet	With internet
Communication	One way	Two way

Traditional marketing v/s E-marketing

BASIS	TRADITIONAL MARKETING	E-MARKETING
Target market	Message may not hit target market	Due to analytical data message hit target market
Ad	Static and unchangeable	Dynamic and can be revised
Focus	Business Profit	User satisfaction + business profit
Value vs Advertising	Try to increase sales with their ad posts	Provide value to audience

Objectives of e-marketing

- Specific
- Measurable
- Action-oriented
- Realistic
- Time-specific

Advantages of e-marketing

- Extremely low risk
- Reduction in costs through automation and use of electronic media
- Faster response to both marketers and the end user
- Increased ability to measure and collect data
- Opens the possibility to a market of one through personalisation
- Increased interactivity
- Increased exposure of products and services
- Boundless universal accessibility

Limitations of e-marketing

- Dependability on technology
- Security, privacy issues
- Maintenance costs due to a constantly evolving environment
- Higher transparency of pricing and increased price competition
- Worldwide competition through globalisation
- Scams and frauds
- Low connection speed

Issues and Challenges of e-marketing

- Having a mobile responsive website
- Making your website dynamic
- Offering a booking solution
- Finding the time to be active on social media
- Increasing your numbers on social media
- Engaging in email marketing
- Growing your list
- Running an AdWords campaign
- Optimising your website for search engines
- Increasing ancillary sales

Issues and Challenges of e-marketing

- A bad reputation
- Marketing integration
- E-CRM
- Social Media Management
- Shifting demand patterns
- Violation of Standards
- Burden of Sales Tax

Reasons for growth of e-marketing

- Increase product awareness
- Reach out to a wider and bigger audience
- Consumer preference
- Cost effectiveness
- Increase traffic
- Accessible to consumers
- Increase sales
- Delivers Conversion
- Mobilization

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