

CONCEPT, NATURE & IMPORTANCE OF E- MARKETING

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What is E- Marketing?

- E-Marketing or Electronic Marketing is the use of information technology in the process of creating, communicating and delivering value to customers and managing customer relations.
- It is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing.

Advantages of E-Marketing

- Wide customer base
- Global marketplace
- Cost reduction
- Faster response
- 24/7 market
- More Interactive
- Increased ROI
- Easy monitoring



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- Targeted Marketing
- Reach and access various demographics
- Personalization
- Easy to measure results
- Advertising is cost effective
- Low risk
- More publicity (Going Viral)
- Discounted prices

Disadvantages of E-Marketing

- Security Issues
- Lack of customer's confidence
- Limited face to face contact
- Constant updating required
- Technological dependency
- Global competition pressure
- High maintenance cost
- Connectivity Issues

Nature of E-Marketing

- Cheaper than traditional marketing
- Helps to track consumer behaviour
- Great follow up
- 24/7 results
- Uses web related or digital technologies
- Maintains everlasting relationship with customers
- Serves both buyer and seller in an effective manner

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- Capture and analyze ROI of marketing activities
- Global reach
- Wide variety of products and services
- Vast availability of information
- Segment the customer base accurately

Importance of E-Marketing

- Low cost of distribution of information and media to global audience
- Instant response
- Increases visibility of business
- Good for research and development
- Increases productivity
- Innovation
- Brings competitive intelligence
- Cost effective

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- Growing number of internet users
- One to one communication
- 24/7 availability
- Increases sales
- Increases product awareness
- It is what customers want

Conclusion

- E- Marketing has a great scope to rise more in upcoming years
- It binds the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales.
- It helps consumers to research and to purchase products and services conveniently.

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