

PRESENT TRENDS IN E-MARKETING

S. Anisha¹ & S. Sherin Nivetha²

^{1,2}MBA, Anna University, Madurai

Abstract

E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The basics of marketing remain the same - creating a strategy to deliver the right messages to the right people. What has changed is the number of options you have. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail and PR, e-marketing adds a whole new element to the marketing mix. Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses. This paper discusses the problem of impact of electronic environment on marketing process. In the first part, utilization of various tools and techniques is presented and analyzed. Second part of the paper is focused on challenges emerging in the new reality. Next part briefly discusses opportunities arising for marketers with electronic environment development. Finally conclusions are provided. Here the researchers have analyzed to find out the opportunities and challenges of E-marketing.

Marketing

Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long-term relationships. Marketing blends art and applied science (such as behavioural sciences) and makes use of information technology. Marketing is applied in enterprise and organizations through marketing management.

History

The first known case of cause marketing in America was in March, 1974 when Carr & Associates International was formed by John T. Carr as a way of "giving back" by engaging Charitable Causes and Businesses to support each other. The organization was promoted by John T. Carr's focus on enlisting businesses to give back referral fees on what they might normally spend for marketing; and having those funds redirected toward the Charitable Cause of the buyer's choice. In 1976, the first major cause marketing campaign was executed through a partnership between the Marriott Corporation and the March of Dimes. Marriott's objective was to generate highly cost-effective public relations and media

coverage for the opening of their 200-acre (0.81 km²) family entertainment center, Marriott's Great America in Santa Clara, CA. The March of Dimes's objective was to greatly increase fundraising while motivating the collection of pledges by the program's deadline. The promotion was conducted simultaneously in 67 cities throughout the Western United States. This cause marketing campaign and partnership raised an unprecedented \$2.4 million to become the most successful promotion in the history of Chapters West of the March of Dimes, while providing hundreds of thousands of dollars in free publicity and stimulating a 2.2 million person attendance, a regional theme park record, for the opening year of the Marriott entertainment complex.

4 P'S of Marketing

Product	→ Solution
Promotion	→ Information
Price	→ Value
Place (Distribution)	→ Access

Types of Marketing

- Account planning
- Alliance marketing
- Article marketing
- Business model
- Cloud Marketing
- Close Range Marketing (CRM)
- Agricultural marketing
- Mega marketing
- Mass customization
- Online marketing

Introduction for E-Marketing

Marketing is also known as Internet marketing & it is a component of electronic Commerce. E-Marketing can include information management, public relations, customer service, and sales. Electronic commerce and E-Marketing have become popular as Internet access is becoming more widely available and used. Well over one third of consumers who have Internet access in their homes report using the Internet to make purchases.

The development of e-marketing has been one of the most important and influential trends in the field of business, marketing and Information Technology offer the

past decade. It has revolutionized the manner in which certain businesses market their products and the advent of social media offers the potential to revolutionize the manner in which businesses and consumers interact in the future. This essay will evaluate the challenges and opportunities of e-marketing upon businesses. This paper will define the importance of e-marketing, examine how e-marketing helps businesses to reach their customers, highlight some of the most important advantages and disadvantages of e-marketing, challenges and opportunities of e-marketing. The conclusion will argue that the impact of e-marketing upon businesses has been largely positive and that despite a number of potential problems e-marketing offers exciting new opportunities for business growth and development.

E-Marketing Definition

E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model.

Objectives of E-Marketing

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

Importance of E-Marketing

E-marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing. Specific benefits of e-marketing include:

Global Reach

A website can reach anyone in the world who has internet access. This allows you to find new markets and compete globally for only a small investment.

Lower Cost

A properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Track able, measurable results

Marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customers' responses to your advertising.

24-hour Marketing

With a website your customers can find out about your products even if your office is closed.

Personalization

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

One-to-one marketing

E-marketing lets you reach people who want to know about your products and services instantly. For example, many people take mobile phones and PD. as wherever they go. Combine this with the personalized aspect of e-marketing, and you can create very powerful, targeted campaigns.

More Interesting Campaigns

E-marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz - whatever you think will interest them.

Better Conversion Rate

If you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, post a letter or go to a shop, e-marketing is seamless.

Delivery Methods**Display Advertising**

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited.

1. Web Banner Advertising

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

2. POP-UPS/POP-Unders

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

3. Floating Ad

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

4. Expanding Ad

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

5. Trick Banners

A trick banner is a banner ad where the ad copy imitates some screen element users commonly encounter, such as an operating system message or popular application message, to induce ad clicks. Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them.

6. Email Advertising

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt out of future emails, or it may be sent with the recipient's prior consent (opt-in).

7. Chat Advertising

As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window.

Social Media Marketing

Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

Mobile Advertising

Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, “advergaming,” or application sponsorship). Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the IAB’s efforts for general online advertising.

Six Benefits of Online Marketing

Internet marketing is important because it aligns with the way consumers make purchasing decisions. Studies by analysts such as Gartner indicate that increasing numbers of consumers use social media and research on mobile Internet to carry out preliminary product and price research before making final decisions. Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

1. Convenience

Internet marketing enables you to be open for business around the clock without worrying about store opening hours or overtime payments for staff. Offering your products on the Internet is also convenient for customers. They can browse your online store at any time and place orders when it is convenient for them.

2. Reach

By marketing on the Internet, you can overcome barriers of distance. You can sell goods in any part of the country without setting up local outlets, widening your target market. You can also build an export business without opening a network of distributors in different countries. However, if you want to sell internationally, you should use localization services to ensure that your products are suitable for local markets and comply with local business regulations. Localization services include translation and product modification to reflect local market differences.

3. Cost

Marketing products on the Internet costs less than marketing them through a physical retail outlet. You do not have the recurring costs of property rental and maintenance. You do not have to purchase stock for display in a store. You can order stock in line with demand, keeping your inventory costs low.

4. Personalization

Internet marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences. By tracking the web pages and product information that prospects visit, you can make targeted offers that reflect their interests.

The information available from tracking website visits also provides data for planning cross-selling campaigns so that you can increase the value of sales by customer.

5. Relationships

The Internet provides an important platform for building relationships with customers and increasing customer retention levels. When a customer has purchased a product from your online store, you can begin the relationship by sending a follow-up email to confirm the transaction and thank the customer. Emailing customers regularly with special, personalized offers helps to maintain the relationship. You can also invite customers to submit product reviews on your website, helping to build a sense of community.

6. Social

Internet marketing enables you to take advantage of the growing importance of social media. An article on the Harvard Business School Executive Education website highlighted the link between social networking and online revenue growth. According to the article, a group of consumers that responded most strongly to the influence of social networks generated increased sales of around 5 percent. You can take advantage of this type of influence by incorporating social networking tools in your Internet marketing campaigns.

Unique Challenges of E-Marketing and the ways to overcome them

Since the boom of the Internet in the late 1990s, Web-based companies have been starting up everyday. What is more, new opportunities for growth emerge daily, expanding the reach and capabilities of the cyberspace. However, for all its benefits and advantages, e-marketing faces some problems that are unique to the industry. That is, Web-based enterprises have a special set of challenges that traditional brick-and-mortar businesses do not have. In this article, we have taken a look at those and their possible solutions.

1. Marketing Integration

Most major sales efforts employ multiple channels, both online and offline, e.g. email advertising, outbound call handling, social networking, and so on. The problem with these is that they are often handled as different parts of the work when they are supposed to serve a concrete and measurable goal as part of an integrated campaign. Coordinating all marketing efforts should therefore be a priority. That means e-marketing should be done alongside the traditional campaign and should not be tacked at the end of the business plan.

2. Security and Privacy

Most people do not completely trust Web companies and, thus, are careful about offering information about themselves on the cyberspace. This is especially true when companies that collect data are exposed to spammers and scammers. To address this, it is

imperative for e-businesses to adopt a sound policy and implement a fool-proof security measure. Encryption systems, in particular, are a tool that online companies should seriously consider investing in.

3. Impersonal service

Businesses operating online often use electronic methods of providing customer service, such as emailing and posting info on the website to answer possible user questions. This may be perceived by customers as just too impersonal or uncaring. To address this problem, merchants must develop efficient checkout procedures for selling goods via the Web. They may also consider hiring call handling services, so that customers can talk to real people when they have inquiries or problems that need instant answer.

4. Improving brand awareness

This is particularly a big challenge for companies that primarily use the Internet to sell their products and services. This is because unlike traditional advertising (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers' will, online adverts can be shut off by users—they are more averse to it, too. Web companies are therefore challenged to be more innovative in their advertising strategies. A combination of good copywriting, solid search engine optimization, and drawing consistent traffic is something that should be mastered. Doing business online is indeed a challenging Endeavour. That is why all possible pitfalls should be determined and addressed beforehand to ensure a smooth sailing ride. If you need help in starting up a Webbased company, never think twice to enlist the services of Protechmedia

Other Challenges Are as Follows

1. Dealing with the IT Department

It's been IT vs. marketing in many circles for too long. It's time we understood that we need to partner with our IT friends to implement our marketing programs. It's simple, we need them and they need us.

2. Continuing Education

Marketers of the 21st century need to be constantly learning. Knowledge in marketing comes with an expiration date, and continuing professional development is a necessity. Take a class, get a certification, read a book, attend a seminar or conference whatever works for you, but keep learning.

3. Bad Marketing

Anyone can call themselves a marketer, web designer, SEO expert, consultant and so on. There is a lot of bad marketing out there as a result. Poorly created and executed marketing programs degrade our profession, and create mistrust between clients and marketers. By doing marketing right, you help to tip the scale in favor of our profession.

4. Lack of Trust

Spam, identity theft, intrusive advertising and technological glitches have left many mis-trusting of marketing in general, and especially marketing. You are either part of the problem or part of the solution.

5. Know-It-Alls

Nobody fully understands all aspects of marketing. There is simply too much to know, and whatever you do know is changing at supersonic speed. If you are going to be an expert, you will have to specialize in one aspect of e-marketing.

Internet Marketing Services for Small Businesses

435 Digital

435 Digital is a full-service digital marketing company. Among the services the company offers are search engine optimization, website development, paid search marketing, social media marketing and branded content development. Based in Chicago, 435 Digital also has offices in Pennsylvania, Maryland, Virginia, Connecticut, California and Florida. 435digital.com

Acumium

Acumium is an online marketing company that specializes in developing digital marketing strategies for online businesses of all sizes. Among the marketing services the company provides are search engine optimization, paid search and display advertising, content marketing, Web analytics and reporting and branding, identity and value proposition. Acumium also offers a range of Web development and IT services, such as e-commerce website development, business website development, website design and IT consultancy. acumium.com

All My Web Needs

All My Web Needs is a full-service Internet marketing and Web design company based in Nashville, Tenn. The company's services revolve around designing and upgrading websites, increasing a site's visibility on search engines and maximizing exposure online. All My Web Needs' SEO services include keyword research, customer targeting, visitor tracking, creating title and meta tags, creating site maps and indexes, cross linking, hyperlinking, code optimization, URL normalization, code optimization and increasing page speed. Social networking, Web hosting, domain registration, blogging and display advertising and graphic design are among the other services All My Web Needs offers. allmywebneeds.com

ArteWorks SEO

ArteWorks SEO offers online marketing services to both small and large businesses. The company specializes in search engine optimization, pay-per-click campaigns and social media management. ArteWorks works individually with each client to learn about its

business needs, its industry and relevant search engine demographics. When providing social media services, ArteWorks incorporates any number of social media sites into their customized plan, including, but not limited to, Facebook, Linked In, Google+, Twitter, Pinterest, Instagram, YouTube and Tumblr. ArteWorks SEO is based in Austin, Texas. arteworks.biz/

Brick Marketing

Brick Marketing, a search engine optimization company, provides a comprehensive approach to white hat SEO marketing, including SEO strategy, competitive website SEO analysis, SEO keyword research, on-site optimization, technical SEO implementation, white hat link-building strategy, content marketing and social media marketing management. The company, based in Boston, serves companies of all sizes, including both B2C and B2B businesses. brickmarketing.com

Conclusion

In conclusion, this essay 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 categories 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 destabilize 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.

Reference

- <http://taheera1.typepad.com/blog/2010/03/-describe-the-opportunities-offered-to-businessesusing-internet-marketing-in-relation-to-business-e.html>
- www.slideshare.com
- www.wiipedia.com