



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A RESEARCH PAPER ON E – MARKETING – As an Offering to the Society

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ABSTRACT

E-Marketing is also termed as “online marketing” or “Internet marketing”. Online marketing began in 1994 when Hotwired sold the first banner ads to several advertisers. Internet is becoming an important part of every person’s life and thus E- Marketing is going on increasing day-by day. It is a process of finding needs of customer & serving those needs profitably. The actual aim of the organization should be the satisfaction of its customers, profit will come automatically. Profit is an outcome of serving customer needs well. The value of internet marketing is increased in the world because through a simple banner on internet, sites give the customer all sort of products and services with its overall information whereas, the physical world of products is limited.

Keywords: Electronic marketing (fusion of IT & Traditional marketing), Business, Swot Analysis

1 INTRODUCTION

In today’s internet age, building an online presence is imperative for all the businesses to be competitive. Any form of business transaction in which the parties interact electronically rather than by physical exchange of documents or direct meetings amongst officials comes under E commerce. Thus, internet marketing is playing an important role in the field of marketing. Internet marketing or E-marketing is the fusion of IT with traditional marketing. E-Marketing affects the traditional marketing by increasing the efficiency of its functions and transforms many marketing strategies.

E-marketing is bigger than the web because it uses so many other software & hardware which are not related to the web. Non-web internet communication like e-mails, e-faxes etc are some of the effective tools. Internet delivers text, videos etc to many other devices like offline electronic data collection devices- bar code readers or scanners. It is the application of a broad range of information technologies for transforming marketing strategies to create more customer value and more efficiently planning & executing the conception, distribution, promotion & pricing of goods or services or ideas.

E-Marketing has created a personalized marketing approach to all businesses because it provides mass marketing at an affordable price. The flexible & cost-effective nature of e-marketing makes it particularly suitable for all small-businesses. All the E-Marketing companies specialize in using on-line methods, strategies & devices to promote, advertise, brand & marketing goods or services. E-Marketing companies may use methods such as pay per click search advertising, banner ads & e-mail marketing etc.

E-Marketing is helpful for distribution, customer relationship, money collection, advertisement and feedback tool which is very important for every business

& in return it also helps customers for buying the products at one click. They get information related to the product and they can access worldwide products & services easily. E-marketing strategies includes all aspects of online advertising of products, services & websites which in turn includes search engine marketing, public relations, social media, marketing research, e-mail marketing, direct sales.

Microsoft Chairman Bill Gates has said “BLOGS ARE GOOD FOR BUSINESS” which is very true in today’s era of business world. 24/7 marketing with a website helps the customers to find the product any time in 24 hours and make purchases even if the physical premises are closed or if a business doesn’t have physical premises at all. E-marketing refers to the use of the internet & digital media capabilities to help sell your products or services.

E-Marketing is deemed to be broad in scope because it not only refers to marketing & promotions on the internet but also includes marketing done via wireless media or e-mails. Websites performs the same role as of the sales persons. Internet marketers gather information about customers as they shop & they can use this information to further marketing.

It is believed that the internet will drive down prices & customers will opt exclusively for lowest prices. It is believed that price will be the most important factor differentiating products & services for on-line customers, services & reputation. E-marketing supports the customer to buy attractive products or branded products at a low cost with a price range of each item. Customer has to just spend few minutes to select the product at office or home where all the family members can give their suggestions & interest.

This research paper introduces a new approach related to online Marketing. This innovation is very successful for the advertisers to advertise their products & made available to all the concerned customers.

Internet is a marketing channel used by advertisers, marketers & society to find the right combination of marketing mix which best suits customers need. It is very important for Organization or company in this era to have access to the internet to be more successful. People always find themselves under stress due to busy life & long working hours of corporate world and they don’t have enough time for social activities or even shopping. Online Marketing provides the larger selection of books for students or readers at one place which is not possible at any physical bookstores. Internet can be said as a demand collection system as it provides a mechanism for collecting & forwarding units of demand to interested sellers.

Lot of time is needed to communicate changes to distributors & retailers to print & send new price list & to change signs in stores. Online pricing is easier & faster to change & companies can benefit even from small fluctuations in market conditions, customer demand & competitors behavior.

2 Types of e-marketing/Internet Marketing Solutions

- Social Media Advertising (Facebook, Twitter, MySpace)
- Search Engine Marketing (SEM)
- Banner Advertising
- Pay per Click (PPC)
- Pay per Impression (PPI)
- Pay per Action (PPA)
- Website Campaign Advertising
- Search Engine Optimization (SEO)
- Blogging
- Email or Newsletter Advertising
- Affiliate Marketing

3 Advantages of e-marketing offering to the society:

- In most of the businesses the cost of marketing has been lowered.
- Increased exposure of the products & services throughout the world as internet is popular throughout the world.
- Easy analysis of profits through customer feedbacks by emails.
- Quick response to the customers and fast campaigns.
- More Interaction & personalization by the segmented customer.
- Easy Guidance to the customer for the company's products & services.

4 Disadvantages of e-marketing:

- E-marketing depends on the ability of the customer to use internet.
- Most of the messages are filtered by spam filter as irrelevant message.
- Less security of the companies information due to hackers.

5 Swot Analysis:

SWOT is a 2 X 2 matrix of Internal Aspects-Strengths and Weaknesses against External aspects- Opportunities and Threats. Strengths comprise of the powerful aspects within the organization and Internal Weakness is the poor or weak area within the organization. Opportunities are the golden chance for the business outside the organization and Threats are the bad or worse conditions for the business arising from outside the organization.

6 Importance of SWOT:

SWOT analysis is important for e-marketing because it focuses on improving the methods like- email or search marketing or improving the site, and it gives the strategic view of the main opportunities and challenges available from online marketing.

<p><u>STRENGTH-</u></p> <p>Low Cost: The cost of running a business gets lowered</p> <p>Easy Availability: Goods & Services can easily be available in any corner of the world.</p> <p>Personal Access: Customers can be handled individually according to their purchase behavior through internet access.</p> <p>Long Lasting Relationships: A businessman can follow-up a customer through e-mails and messages for attractive offers so as to retain relationship.</p>	<p><u>WEAKNESSES-</u></p> <p>Lack of Technical Expertise : Knowledge of Hardware & Software, Web-Designing skills, Online distribution procedure.</p> <p>No Face to Face Interaction: Customers lack interaction while buying goods.</p>
<p><u>OPPORTUNITIES-</u></p> <p>Expansion: Enlargement of e-marketing technique day by day around the world.</p> <p>Good Control : An individual can control his/her business on his own by one click of computer.</p>	<p><u>THREATS-</u></p> <p>Technology Dependency: e-marketing is totally dependent on technology and computer literacy.</p> <p>Global Competition: Business has to face heavy competition as the accessibility of internet is across the world.</p> <p>Lack of Secrecy: Information about the pricing policy of the goods and services is shared across the world.</p>

7 Literature review:

In this report there is a collection of Secondary data on e-marketing done by the help of several books, Internet sites, and Journals for the best output and consultation.

Objectives:

This study was done to fulfill the following objectives:

- To find out the popularity of e-marketing techniques in the society.
- whether the customers are satisfied by the innovation of e-marketing or not.

8 Conclusion:

The study of this report has concluded the following :

E-marketing is a strong medium of advertising and helps in targeting the Right audience and Area in promoting your business. Every medium of e-marketing for the campaign is worth for a successful business. E-marketing has facilitated user friendly website, less time consumption and easy accessibility for large number of customers.

Recommendations:

By the feedback of this research following recommendations and suggestions have been drawn:

- E-marketing Services should be user friendly and detailed instructions should be given by the companies to the customers
- There should be a message service for the customers for keeping them update.

Keywords:

E-Marketing-Electronic marketing (fusion of IT & Traditional marketing)

Hotwired- first commercial web magazine, **Blogs**-A Web site on which an individual or group of users record opinions, information, etc. on a regular basis,

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