



E-MARKETING - A GLOBAL PERSPECTIVE

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ABSTRACT

E-commerce provides the capability of buying and selling products, information and services on the Internet and other online environments . E-Marketing is also known as web marketing , Online marketing and internet marketing. E- Marketing is a management process . The aim of e-marketing is marketing is establish maintain with customers. Online Marketing includes identify unmet needs, producing products and services to meet those need and pricing, distributing and promoting those products and service to produce a Short period of time. Online market open in 24 hours and 7 day service provide. Questions are related to E-options are Agree, Disagree, Strongly disagree, Strongly agree, Neutral, Yes, No. and comparison of traditional marketing of electronic marketing , it is revealed that it is quite difficult, if not impossible, to suggest that which E-Marketing is best. E-marketing websites provide the efficiency of work, provide the better security of e- paying their taxes, licenses, fees etc. In future e-the efficient website Which is easy to use for common peoples marketing then e-marketing be increase. All parts of the organization should co-ordinate activities to ensure that customer needs are met , and profitably.

Keywords– Marketing, effectively, activities, ensure ,customer, need ,profitably.

INTRODUCTION

E-marketing:-E-marketing is “moving elements of marketing strategies and activities to a computerized, networked environment such as the Internet marketing as “the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. E- Marketing is

a mixture of all the activities of advertising, promotion publicity and feel of the product, how it will be sold and sent to the customer etc. Technologies include the Internet media other digital media such as wireless mobile , cable and satellite. They have defined service quality as the ability of the organization to meet or customer expectations. Internet marketing include the use of a company web site in with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites. Traditional market is very time consuming process.

Objective of the study-

- 1- To study the Strategies of e-Marketing
- 2-To study the Benefits of E-marketing:-
- 3-To study the Limitations of E-marketing

Research Methodology

The present research study is based on secondary data For this purposes researcher related secondary data have been collected from various journals, text book, publications such as annual reports and collected from various web sites of e- marketing.

E-Marketing

Marketing is the management process responsible for identifying, anticipating and satisfying customers. Internet technology can be used to support these aims as follows

Identifying–The Internet be used for marketing research to find out customers needs and wants.

Anticipating– The Internet provides an additional channel by which customers can access information and make purchases – understanding this demand is key to governing resource allocation to e-marketing as explained .

Satisfying – A key success factor in e-marketing is achieving customer satisfaction through the electronic channel, this raises issues such as is the

Objectives of the e-marketing:-

- a) Methods of making market more effective and fulfill the needs and requirements of the customers.
- b) To Conduct research as to the nature e.g demographics, preference and needs of existing and potential customers.
- c) Designing processes to provide a strong communication between businessman and clients.
- d) To Identify the area of quality customer service • Highly personalized:

FEATURES.

1-E-Marketing Methods:-

Search Engine Market (SEM)-engine marketing (SEM), which allows firms to target consumers by placing ads on search engines, has proven to be an effective audience acquisition strategy. Unlike traditional online advertising, advertisers pay only when users actually click on an ad. When successfully

Benefits of E-marketing

- 1 Extremely low risk
- 2 Reduction in costs through automation and use of electronic media
- 3 Faster response to both marketers and the end user
- 4 Increased ability to measure and collect data
- 5 Opens the possibility to a market of one through personalization
- 6 Increased interactivity
- 7 Increased exposure of products and services
- 8 Boundless Universal accessibility

Strategies of e-Marketing

- In email marketing as a channel to holding all the cards for potential success.
- Email marketing can have a big reach and put your message in front of a lot of people.
- The marketer has great flexibility in how they handle their email program.
- It is quite easy to start.
- E mail marketing scales, the effort to send one or 100.000 messages is nearly the same.
- Email allows to target and segment messages on individual level.

e-Marketing enables to personalize and greet every person.

- Faster response:

It's a time to receive responses through e-Marketing is one to three days, where you will get maximum responses on day one itself, while a direct mail campaign would take mini-7 to 12 days to generate any responses.

- Simplest:

an email is simple and we can do it sitting at home without any extensive resources.

- Measurable results:

There is a special tools are available that measure click-your website, and more, to enable to assess the success of different e-Marketing

Limitations of E-marketing

- a) Dependability on technology
- b) Security, privacy issues

- c) Maintenance costs due to a constantly evolving environment
- d) Higher transparency of pricing and increased price competition
- e) Worldwide competition through globalization

Conclusion

E-marketing has emerged as one of probably the most innovative mediums for organizations to market many and services. It may be the art of identifying and understanding customer needs and creating solutions that delivers satisfaction for the customers, profits towards the producers and benefits for the stakeholders. e- Marketing today encompasses product definition, product packaging, advertising, sales, too as, distribution.. Increasing best small business advertising ideas need for website marketing gives rise to a huge number of online marketing professionals in all of the companies. Best Street Festivals on Earth. In e-Marketing the consumer can buy the goods with in a place. Thus, the consumer and the seller can

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