



E-MARKETING

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Abstract

E - Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. The terms e -Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-Marketing is a management process.

The aim of e-marketing is marketing is establish maintain and long-term relationship 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 profit.

E-marketing websites provide the flexibility, efficiency of work, provide the better security of e- paying their taxes, licenses, fees etc. In future e-marketing provide the efficient website which is easy to use for common peoples marketing then e-marketing will be increase. All parts of the organization should co-ordinate activities to ensure that customer needs are met efficiently, effectively and profitably.

Keywords: E-marketing, E-mail marketing, web marketing, Online marketing.

E-marketing

➤ Meaning

E-marketing refers to those strategies and methods which utilize online ways to reach the target and potential customers. Millions of Internet users access various websites using different tools like computers, laptops, tablets, and smart or android phone devices. The number of internet users is increasing day by day. So every business appears to be hopping on the internet marketing. The internet is the most effective tool for any business with market leaders. There are many accessible and economical ways on the internet to boost your business. Successful companies must ask themselves challenging questions about how to promote their business online.

➤ Definitions

• PR Smith

“Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet.”

• Smith & Chaffey

“Achieving marketing objectives trough applying digital technologies”



➤ **Advantages of E-Marketing**

E-marketing can benefit individuals and businesses in the following ways.

1. Selling Goods and Services Online

E-marketing allows businesses to reach a global audience and sell their products or services online, expanding their customer base beyond physical limitations.

2. Additional Customer Service

Through e-marketing, businesses can provide round-the-clock customer support, answering queries and resolving issues promptly, enhancing customer satisfaction and loyalty.

3. Saving Overhead Costs

Online marketing eliminates the need for maintaining physical stores or extensive infrastructure, resulting in cost savings on rent, utilities, and other operational expenses.

4. Lower Print and Mailing Costs

It significantly reduces the need for traditional print advertising and direct mail campaigns, saving on printing, paper, and postage costs.

5. Reduction in Order Processing and Handling Costs

Online transactions streamline the order processing system, minimizing manual intervention, paperwork, and associated expenses.

➤ **Limitations of E-Marketing**

Although e-marketing has its share of advantages, there are a few limitations too. Some of the major limitations of e-marketing are listed as follows:

1. Inability to Physically Experience the Product

One drawback of e-marketing is that customers cannot physically touch, feel, or try the product before making a purchase. This lack of direct interaction may make it challenging for customers to assess the quality, texture, or other sensory aspects of the product, potentially leading to hesitations in the buying process.

2. Absence of Personal Touch in the Exchange

E-marketing often lacks the personal touch and human factor that traditional face-to-face interactions offer. Without direct interaction with salespeople or staff, customers may miss out on personalized guidance, recommendations, and emotional connection that can influence purchasing decisions.

3. Limited Access to Technology and the Internet in Developing Countries

E-marketing heavily relies on technology and high-speed internet access, which may be scarce or unreliable in some developing countries. This limitation can complicate the process, making it difficult for businesses to reach and engage potential customers in those regions, thus affecting market penetration.

4. Potential for Scams and Fraudulent Activities

The online environment is susceptible to scams and fraudulent practices. Customers may encounter fake websites, misleading advertisements, or online sellers who disappear after



receiving payment. This inherent risk of scams and lack of trust can create skepticism among customers, making them hesitant to engage in e-marketing transactions.

➤ **Types of E-marketing/Internet Marketing Solutions**

1. Email Marketing

Email marketing is considered very efficient and effective because you already have a database of your target customer. Now, sending emails about your product or service to your exact targeted market is not only affordable but also very effective.

2. Social Media Marketing

Social media is an excellent source of directly speaking with your customers to increase product understanding. It could be done on any social media platform such as LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube.

3. Video Marketing

A picture is often worth a thousand words, and a video is thousands of images. You can acquire the attention and emotions of your target market by showing them a video clip about your product or service. Video marketing is beneficial if it delivers the right message to the right audience.

4. Affiliate Marketing

Affiliate marketing is a mutually beneficial process where individuals promote products and services through online platforms and earn a commission on sales made through their unique affiliate link. By partnering with companies, affiliates can earn income while helping to promote products and services to their audience.

5. Blogging

Blogging is a fantastic method to express your thoughts, passions, and offerings on the internet. It provides an effective platform to communicate your message in a compelling way. By writing engaging articles about your products and their benefits, you can attract readers who are interested in what you have to offer.

6. Webinars

Webinars offer a valuable means of uniting company members and stakeholders, regardless of geographical distances. They enable online meetings and presentations using various software options like Zoom, Livestorm, Demio, Webinar Jam, Webinar Ninja, Go To Webinar, and more.

➤ **Challenges E-Marketing:**

Digital Marketing is a growing field across sectors today. Being cost-effective, flexible, fast attractive which leads to tremendous global reach. However, this effective, new technique also embroils its special disadvantages, e.g. lack of personal contact, security, and privacy, etc. which should be taken into account in order to fully harness the capabilities of this opportunity. Following are the most prominent challenges that e-marketers, today, face while aligning their business strategy (more specifically, their marketing strategy) with E-Marketing.

1. Increased Integration with Social Networks



Love them or hate them, many of our customers are almost permanently active on social networks. E-mail must be equipped for instant integration; sharing, liking, posting, and linking. This is a huge benefit for the brand, getting exposure and endorsements from trusted friends.

2. Lack of face-to-face contact

Internet dealings involve no alive, personal interaction and that is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store. They like better to talk to store personnel in a face to face conduct, touch the related product with their hands, and socialize with other customers.

3. Concern on Internet security

Internet security is important both to companies and consumers that participate in online business. Many consumers are hesitant to purchase items over the internet because they do that their personal information will remain private. However, some companies do offer the option of safeguarding consumer's personal information and not saving it on their database. But most of the consumers are still not aware of this particular option and still have this traditional belief of their personal data being stolen by companies.

4. Marketing integration

Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign. But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. But all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

5. Customer Expectations

Never before customers have expected too much. Managing your customer expectations is vital to marketers because if you do not know your competitors will, you are not able to survive in long run in the market. Without customers, you will not have a business because customers are treated like a king of the market, so take the time to get to know them, treat them with due care and respect, and in the same way you want to be treated as a customer.

➤ Opportunities of E-marketing

The growth of the Internet has increased competition tremendously and opened up the doors to international business. Companies have In addition to gaining a competitive advantage, there are a number of additional reasons why a company's web presence is becoming an increasingly important tool to reach global markets.

1. Developing a Social Media Presence

Prominence of social media networking with a good online marketing strategy, not only focus on business websites but also on social media such as Facebook, Twitter, Google +,



etc...Hence, developing social media presence is the strongest way of improving one's own outreach of products and services.

2. Creating Brand Recognition

While large corporations attract and retain customers because their logos are consistently recognized and trusted, Once you commence e-marketing your products and services, your brand automatically becomes recognized and the talk of the town if and only if the marketing is carried out in an impactful manner.

3. Reaching more customers

If you have an Internet presence, it will allow you to reach more customers. If you are a small business, you want to reach customers in your area. You can do this through Internet marketing by sites. Your business will then appear in search results when a consumer uses search for you. Having an online presence will first bring your business to the potential customer's attention. If your online presence is complete with positive reviews and a professional customers will see that you are reputable and will be more likely to choose you for the products.

4. Online Payment

A barrier that blocked E-commerce growth throughout the world, particularly in Europe, was different currencies. However, the adoption of the Euro is completed, phasing out local currencies and blurring borders between countries in the European Union. By enabling better price comparisons, increasing competition, and improving deals for online buyers, the Euro is making it easier to conduct business in the European online market and providing better entry by non-European companies.

5. Marketing and Advertising

Online marketing is a popular method to gain international audiences. For example, Email has become one of the most successful channels for marketers in Europe, which means that companies interested in selling to the European online market should take advantage of this popular medium.

➤ Conclusion:

E-marketing has become today one of the most essential tool for every business organization. It is the strong medium of advertising and helps in targeting the Right audience and area in promoting your business. E-marketing has changed the definition of market, now market is defined not by physical place but by presence of consumer, where is customer there is market, market is in the pocket in the form of smart phone. The present business is thoroughly relying upon online purchasing and selling so the organizations can sell online products and carry on e-marketing, advertising, promotion of their item all throughout world. The demand for digital platforms has increased and as per some reports. 50% more time is spent by users on social media. This gives are a great opportunity for companies to target these specific users. Online marketing strategy is something that any company or business is capable of organizing and



administering on their own. Identifying the target audience and market is key, as well as identifying their needs and wants. From these research is clear that the organizations various strengths of Online marketing system such as quality customer service, greater reach, time saving customer loyalty, easy access to information, 24 hours access, reduce paper work, no need to carry cash easy online applications etc. Thus E-marketing has become a most essential perspective of any business today.

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