



RESEARCH PAPER ON ONLINE MARKETING: IMPACT ON SOCIETY

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ABSTRACT :

Online marketing is leveraging the unique capabilities of latest interactive media to make new sort of interactions and transaction between consumers and marketers. Also it are often considered as innovative way of selling in digital marketplace which incorporates online advertising, online marketing research ,online promotions and online pricing models. To make it successful there is different strategy like Targeting, Product Strategy, Pricing strategy, Distribution strategy and promotional strategy. This paper tries to spot and analyze the benefits and drawbacks of online maketing over traditional marketing. It also focuses to spot that how companies are often benefited with this. This paper also tries to work out the impact of online marketing on traditional market and society.

Keywords: Online marketing, E-commerce, E-strategy.

I. INTRODUCTION :

In this era of innovation, most the spheres of human life are touched upon by the applications of ever –growing technology. E-Business is a natural extension of the internet. The concept refers to the transaction of business via an electronic means, usually the web or any of its mediums. E-business has certain characteristics which include internet, information system for handling its business process, an online selling platform, Business models that work to compile data on various customer and market segments and then make this information available to third parties for a fee and online financial exchange facility.

E-marketing is a subset of e-business. It is the means through which a business promotes the products or services that it's offering on the internet. The practice of running an enterprise on the internet and promoting its services or products using e-marketing tools or resources presents enterprise with distinct advantages. . E-marketing must be defined to incorporate the management of the consumer's online experience of the product; from first encounter through purchase to delivery and beyond.

Any business that aims for development is linked to 5 basic marketing stages:

1. Market Research
2. Development of the product
3. Distribution
4. Pricing
5. Promotion

On the basis of these five stages of marketing, in this paper we will be trying to discuss various issues related to marketing strategy.

II OBJECTIVES :

- 1 . To identify and analyze the benefits and drawbacks of online marketing over traditional marketing.
- 2 . To identify how the business can be benefited with online marketing.
3. To determine the impact of online marketing on society.

E-Marketing

III . CONCEPT AND DEFINATION

E-marketing often referred as online marketing or internet marketing may be a marketing technique where we are channelizing the marketing and promotion online with the help of internet that further incorporates online advertising, using emails and social networking for promotion , here every aspect is been marketed and promoted online and in totality connected to distribution and sales.

Electronic Marketing (E-Marketing) are often viewed as a replacement philosophy and a contemporary business practice involved the marketing of products, services, information and concepts via the web and other electronic means.



IV. ORIGIN

Though the very first interconnected computer was developed by US military in 1969, network email came into existence in 1974 and subsequently the online protocols were rolled out in 1980. In early 1990s Tim Berners-Lee released the URL protocol and World Wide Web to public. Initially the usage of internet was restricted just for education and non-commercial purpose but by 1995, these restrictions were dissolved. Yahoo and Amazon were the early players and launched their online platform in the meanwhile Google launched in 1998 and other auction sites like e-bay began to create their mark in the web domain.

V. THE 7C'S OF E-MARKETING :

1. **Contract of the online campaign:** The first and foremost rule of e-marketing is to develop and communicate the basic promise to the target customers about the value proposition offered by the respective e-marketer.
2. **Content of the campaign:** refers to the content that will appear on the digital space, the content material has to be decided judiciously considering the fact, the content decide the mere browsers to possible buyers.
3. **Construction of the campaign:** It is important that the contract communicated by the e-marketer is translated into appropriate interactive functionalities along with the web-based features so that the target customers have an overall wonderful experience which can also ensure greater participation and sales.
4. **Community of the customers:** Through proper digital space designing and creating appropriate awareness; e-marketers can create their own set of core customers, which in turn will act as the marketers for their website site.

5 . Concentration of consumer interest: Through online feedback mechanism of behavioral interest of the purchasers, e-marketers know, how behavior targeting is a crucial aspect to understand the interest of the customers in terms of demographics pattern and apparently this information will help marketer to come out with a product align to customer interests, also past online purchase experience records of the customers helps marketer to return out with a far better product promotion strategy.

6. Convergence of the promotion: With the development in broadband technology and its appeal to the masses, e-marketing is working on a model to converge the online web based applications with marketing practices which not only minimize the value of promotion but also increase the reach for global market. The advancement of broadband will help to develop new ways of advertising in terms of creativity and also enhance the features in traditional marketing practices

7. Commerce of the campaign: The last and important principle of e-marketing is commerce, comprises the way of offering products/services to customers either directly or marketing those to another company on the idea of a fee agreement, which helps them to hide the fixed costs involved like site operations and price of client acquisition.

VI. DIFFERENT METHODS OF E-MARKETING

E-marketing or online marketing are often executed and promoted by the subsequent techniques and methods

1. Online Advertising: this is often the foremost known technique which is followed under e-marketing, where the marketer uses virtual space to convey and promote the marketing content on exclusively designed web pages to draw in the eye of the web users, here the main objective is to extend brand awareness and propagate sales. This method involves promotional messages on display screen, it's more sort of a TV commercial but online campaigns are more creative.

2. Mobile Marketing: Increasing features in smart phones created an opportunity for the customers to use and connect with online possibilities of advertising .Advancement of technology in mobile phones increases the avenues for mobile marketing in random fashion. The trend of mobile marketing has been welcomed by restaurants and movie theaters and with each passing year banks and financial institutions also using this method of marketing.

3. .E-mail marketing: This mode of online marketing is considered one of the most effective way of e-marketing where emails are being used for sending promotional messages to internet users. The major advantage of this method is lower costs and broader reach but this method has its limitations because the online customer can easily ignore the received advertising content or the customer can put these emails in a spam folder.

4. Video Marketing: In this mode of e-marketing, video is been added to the website to increase the website traffic in higher rate. In this mode, it is important that the relevant message need to be conveyed to the target audience thus the video needs to be designed in a manner where it will be able to understand and explain the needs of the customer else the entire initiative will be futile.

5. Power of Blogging: Over the years, blogging is extremely much popular across the world with no barrier aged groups, through blogging public can express their views and thoughts and this particular feature of this method is been monetized by marketers where small enterprises presenting and marketing their ideas in minimal cost price.

6. SEO (search engine optimization): This method is more like an art of creating web traffic to the desired websites and this can be achieved by adopting the techniques to place the websites in higher ranking in the search engine websites thus ensuring greater amount of visitors.

7. Affiliate marketing: it's package of online marketing methods where different website owners close and build their networking relationship to extend their market reach and financial benefits. In this method specialized quite software's getting used to reward their affiliate for each site visitor.

8. Social media marketing: This technique create brand awareness and boost the product by using social networking sites by creating unique content that attracts the attention of the social networking users and they share it with their set of friends.

9. Corporate Video: This method comprises the usage of online interactive video and thus more successful to convey the desired message to the target audience and have the feature of easy sharing and cost effective in terms of creation and can be accessed across the globe.

VII . TRADITIONAL MARKETING VS E- MARKETING

Traditional Marketing	E marketing
Communication is unidirectional. Means, a	Communication is bidirectional. The

business communicates about its products or services with a group of people. Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.	customer also can ask queries or make suggestions about the business products and services
Medium of communication is generally phone calls, letters, and Emails. Medium of communication is mostly through social media websites, chat, and Email.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

VIII. ADVANTAGES OF ONLINE MARKETING:

1. **Global reach:** No geographical bar for E-Marketing. Targeted emails pave the way.
2. **Lower Cost:** Cost incurred in designing, executing, testing, sending and receiving an email is up to 78% less for a run of 5000 over paper based direct mail version.
3. **Interactive:** A business can innovatively initiate campaigns using graphics, video, music, quiz, game.
4. **Personalized:** Emails enable to personalize and greet every one which is to be targeted. It helps in creating a special bond with the prospects.

5. **Faster Response:** The business or a corporation get the response through e-mail within three days, with maximum responses on day one itself, while an immediate mail campaign would take minimum ten to 12 days to get any response.
6. **Simplest:** Executing an e-mail campaign is straightforward and may be done sitting reception with none extensive resources.
7. **Targeted marketing:** With the help of prepackaged and custom built lists one could reach only those who might require the services and product, without bothering those who do not. One can select the target customer based on geography, age, income and other parameters.
8. **Measurable Result:** In online marketing one can accurately determine click-through rate, conversion rate, to enable and to assess the success of different e-mail campaigns.
9. E-marketing modules allow organization to deliver highly personalized web offers and dynamic web surveys that are fully synchronized with marketing efforts in traditional channel.
10. Capture and analyze return on investment of selling activities.
11. Reduction of overheads because the enterprise doesn't need to invest huge funds in warehousing or high office rents.

IX. DISADVANTAGES OF ONLINE MARKETING:

1. Low penetration of computer technology.
2. Potential for deception.
3. Dependability on technology.
4. Maintenance cost due to constantly evolving environment.
5. Higher transparency of pricing and increased price war .

How the businesses are often benefited with online marketing –Various strategic issues

1. The E-marketing planning process: the mixing of e-marketing includes specific objectives, strategies and activities. It are often a streamlining process or reinventing process. In reinventing process, the prevailing one is scrapped and a replacement one is made from scratch with a fresh look. It requires a separate e-marketing plan. Set the objectives which integrate e-marketing communications with traditional communications.

2. Organizing and resourcing for e-marketing: As the importance of online channels increase, the structure of the marketing organization and responsibilities may need to change to maximize the opportunities available through new media. For this whether to vary the structure of the marketing organization or not, should be decided first. After it the new

responsibilities for e-marketing should be identified. How to develop e-marketing specific skills within the marketing team? Does the organization have the database marketing and analytical skills to support E-CRM and e-mail marketing? Which e-marketing activities do should be outsourced?

3. Defining the Internet value proposition: To achieve increased customer usage of online channels (web, e-mail, wireless), a distinct, detailed proposition must be developed for these online channels and it must be clearly communicated online and offline. How to vary the weather of the marketing mix online?

4. E-brand value: How does the web contribute to and influence brands? How to extend the brand online? Should brand variants be used? How effective is that the emotional connection of a web brand? How is that the online brand experience perceived by customers? How is online service delivery perceived by customers?

5. Setting the e-communications mix: Defining the proportion of online spends on different elements of the communications mix. One needs to identify Percent of communications budget allocated to e-communications i.e. online spend Percentage on advertising, spam and PR.

6. E-mail marketing integration: it's the mixing of various sorts of marketing e-mail, i.e. rented list, house list eblasts, service e-mails and e-newsletters with traditional communications, i.e. direct mail, advertising, etc to achieve maximum response. First business has got to decide touch or contact strategy defining minimum and maximum number of touches per customer during a period?

7. E-CRM: It is related to electronic-customer relationship management. Using online channels to build and deepen relationships with customers is known as E-CRM .Key issues related to E-CRM is to manage customer data and identifying the methods through which targeting and personalizing messages for online customers is completed .

8. E-marketing automation: E-marketing automation is developing personalized marketing messages delivered by web and e-mail in response to customer events and behaviors. For this business need to identify: How to support the sales process and relationship-building through automated e-mail dialogue based on web-based event triggers? How to build related-products personalization into the web site? How to integrate personalization technology into the existing infrastructure?

Businesses that have successfully implemented e-marketing:

1. **Anthony Nicholas Group**: This Company deals in jewels and having discovered that the internet presents a veritable means for showing its products to its target audience, the company decided to invest within the necessary infrastructure to form this possible.

The challenge was in providing a reliable full back office system to exchange the prevailing one. Two websites also had to be designed to cater separately for Irish customers and therefore the American customers. A web-based interface for customer interaction had to be developed and then supported with an accounting system that replaced the existing one, all technology based. The websites were also built to function marketing tools for the promotion of the products of the firm.

2. **Dubarry** : This Company specializes in footwear designed for sailing. It decided to delve into the e-business world in order to leverage on the opportunities provided by the internet to bond with its customers. The company succeeded in its objectives as a result of three factors; a critical assessment of its internal operations and how it can work as an e-business model, the possible challenges it will face as it alters its traditional business model to suit the internet and then how it can harness the opportunities therein. The website it built and uses as a platform to succeed in out and interact with its customers and target market has now served to scale back the executive load involved in dealing with its various distributors. Customer interaction and also been an advantage of this switch to the new model as well as streamlining the process of ordering products from the company.

X. IMPACT OF ONLINE MARKETING ON SOCIETY.

1. In this online world, an easy banner advertisement are often both a billboard and an immediate marketing service. The banner raises the passive consumer's awareness of a product. It also encourages the buyer to pursue action by clicking thereon.
2. Digital marketers care about the consumer's online experiences for the simple reason that all of them -- good, bad, or indifferent -- influence consumer perceptions of a product or a brand.
- 3 . The web offers companies' ownership and control of all interactions with customers and thus creates both the ability and the need to improve their overall experience.

XI . CHALLENGES OF E MARKETING

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're often handled as different parts of the work once they are alleged 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 normal campaign and will not be tacked at the top 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 very true when companies that collect data are exposed to spammers and scammers. To address this, it's imperative for e-businesses to adopt a sound policy and implement a fool-proof security measure. Encryption systems, especially, 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 online. They may also consider hiring call handling services, in order that customers can ask real people once they have inquiries or problems that require 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) during which the campaign's message are often reinforced and repeatedly introduced to consumers at the marketers' will, online adverts are often shut off by users—they are more averse thereto , too. Web companies are therefore challenged to be more innovative in their advertising strategies.

XII . CONCLUSION

Day by day, technology is getting sophisticated and costs are crumbling, making the internet easy and cheap to access. Eventually, even for purchasing a product from a store situated almost home, the customer may use the web to put order, and should get the merchandise delivered immediately. The integration of electronic commerce and marketing will bring a renaissance in marketing function. Using the benefits of both Internet marketing

and traditional marketing consistent with the goals of the corporate , is taken into account to be the foremost effective way of selling . Comparing the 2 approaches, Internet seems to be a complementary tool to traditional marketing. There are various marketing strategy issues, which need to be answered before entering into online marketing for successful beneficial marketing.

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