



E- MARKETING

Marketing

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ABSTRACT

Humanity has travelled for a very long distance from barter trade to e-marketing. In this millennium a letter “e” places a phenomenal role. In this paper the meaning of e-market is explained in simple terms. It also traces the history of the development of e-marketing at the global and Indian level. The importance of e-market to our contemporary society is given in brief. Scope and potential of e-market is also discussed in short. The impact and implications of e-marketing has been dealt with various points. The balanced opinion of this paper on positives and negatives of e-marketing suggests the advantages out weighing the disadvantages. This paper asks for corrective measures against distortions and frauds through secured technology. This paper outlines the type of e-marketing and also the ways to choose right choice of e-marketing. E-markets are the present for the young generation. The future also holds bright for e-marketing. Technology can enhance the ease of living as well as ease of doing business. Traditional marketing may not disappear but go along with digital marketing.

KEYWORDS

Marketing, Technology, Society, Digital, Generation

INTRODUCTION:

In this third millennium, the English alphabet “e” is everywhere and in everything. E-marketing, E-Business, E-Book, E-Banking, E-auction, E-commerce are only some examples in the “e saga”. In short, all our actions having an e- connection. As electron is there in every atom, electronics is there in every one's life. Marketing is making a product or service successfully reaching the customers at large is e-marketing using technology. The action of business for promoting and selling product or services include market research and advertising is known as marketing.

E-MARKETING:

The process of advertising and selling products and services on the internet is called e-marketing. E-marketing is the process of marketing a brand. E-marketing is also known as on-line marketing. Marketing through tele communication networks is also e-marketing. E-marketing wears many names such as web marketing, digital marketing and internet marketing.

IMPORTANCE OF E-MARKETING:

E-marketing is important because, it helps us to drive more qualified traffic. In modern times, where most of the work and transactions happening through on-line channels, it becomes very important for marketers to reach out customers through right channels. Smart phones, Tablet, Smart TV, Laptop are being used to run business and to buy and sell goods. E-marketing helps in reaching out to the audience on these channels. E- marketing specialty is the ability to measure the impact in real time. In the times of pandemic, on-line marketing becomes even more prominent due to the lock down and curfew like situation.

HISTORY OF E-MARKETING:

The term digital marketing was first used in the 1990's. The development of internet and web 1.0 platform were not allowed people to share information through the web. In 1993 the first clickable banner went live, marked the new beginning of the transition to the e-marketing. In the year 1994, yahoo was launched also known as Jerry's guide to the world wide web. Yahoo received one million hits within the first year. This marked a new beginning in the digital marketing space and companies were optimizing their websites. 1996 saw the birth of more search engines like Hot Bot, Looks Smart and Alexa. In the year 1998 Google was born. Slowly small search engines were either left behind or wiped out. Giants in the business-like Google took more space. Google and Yahoo were the top runners. Face of business changed and aggressive e-marketing phase started. After the invent of web 2.0 platform, the three social media giants Face book, Twitter, Instagram started to rule the e-marketing.

In India, internet was introduced in 1996, the penetration was very low. From 2000 onwards broadband slowly and steadily picked up. In 2008, VSNL was acquired by TATA's and rapid progress was made in e-marketing. In 2010, the net users in India stood at 20 crores. In 2022, internet users in India stands at 56 crores and global internet users are 450 crores. As internet users increases, e-market is also increasing.

SCOPE OF E- MARKETING:

When 450 crore people use internet globally, there will be a large space and scope for e-marketing with two giant search engines Google and Yahoo along with numerous social media platforms like Face book, twitter, Instagram are providing a fertile ground for the growth of e-marketing. You-tube and WhatsApp also helps a lot in personalized e-marketing. The size of Indian e-market is around 60 billion US Dollar and size of global e-market is 13 trillion US Dollars. As far as the growth of e-marketing is concerned, there is only one way go up and up.

TYPES OF E- MARKETING:

- Search Engine Optimization (SEO)
- Pay-per click (PPC)
- Social Media Marketing
- Content marketing
- E-mail marketing
- Mobile marketing
- Marketing Analytics
- Affiliate marketing

CHOOSING THE RIGHT TYPE OF DIGITAL MARKETING:

As digital marketing is providing a treasure of storage data. Data mining helps us to understand the customers fully and we have to use the right choice of digital marketing accordingly. Digital branding, customer experience designer, demand generators, product innovators are the four methodologies to choose right type of digital marketing in personalized platforms. For the mass marketing, methodology should be different. Correct application of the method to choose right type of e-marketing will give great success.

IMPACT AND IMPLICATIONS OF E-MARKETING:

There is a positive impact of E-marketing on consumer decision making by providing a variety of options to the customers, product comparison, information screening and dependability. The pricing influences the purchasing decisions of the customer.

Implications of e-market is a mixed bag. Big businesses grow more and small and retailers struggle to cope with.

ADVANTAGES OF E-MARKETING

1. Time factor: Time is important and precious. To avail customer anywhere and anytime the availability of internet in “24/7” helps the customer and marketer.

2. Cost factor: E-marketing is more competitive in cost factor than the traditional marketing. In fact, many social media sites like Facebook, LinkedIn and Google plus allow freely to advertise and promote business.

3. Data storage: E-market facilitates to update registered customers or subscribers through email instantly.

4. Customers Alert: Visitors or potential customers of the website can get up to the minute information on each visit.

5. Wider reach to the customers: E-marketing is not confined to the limitations of physical space. Anyone can sell the products in any part of the country without actually opening outlets.

6. Immediate quantifiable results: Can measure every action from clicks, visits, sign ups and purchases. This helps to understand the customer's desire.

7. Less Business overheads: Investing in off-line stores needs more capital and over heads than the on-line marketing.

8. Ability to tract customers preference: As the ability to keep the customers past purchasers and preferences, it is easier to personalise the offer to the customer.

9. Customer relationship management: A strong bond and relationship is possible in online marketing. Sending follow up emails about offers, new products, new services and answering to their queries instantly develops a strong relationship with customer.

10. Customer convenience: As time and distance no longer a matter of concern, reaching out to customer and the market becomes extremely comfortable

11. Instant effect: Customer gets to know the offers and discounts instantly; the customer is able to avail the offers by responding immediately.

12.Green effect: Travelling and the movement of people towards market places is reduced, thereby reducing the pollution effect of vehicles movement to some extent. As people are getting service at door step the logistical problems are getting minimised.

13.Customer satisfaction: In the physical market one will not have time and comfort to visit various shops to select to their satisfaction. But on-line provides many platforms with a click of their computer is able to choose their preferable choice. Thereby, increasing the customer delight.

14.Volume Effect: It is apparently clear; the business volume gets increased as the customer is deciding leisurely along with their family members. When the participants increase, business also would increase.

DISADVANTAGES OF E-MARKETING

1. Internet Fraud: As sporadic frauds happening customers are worried about their data safety. It is deterring the usage of credit card and debit card, thereby dampening the spirit of marketing. Internet providers should find secured technology to avoid unethical and fraudulent practices. The fear of fraud has to disappear for the boom of e-business.

2. Advertisement Placement: Placement of advertisements in web pages can be influenced by vested interest. Thereby, reducing the free and fair access of the customer due to the favouritism done by web pager.

3. Requires special expertise: For millennium kids e-marketing is an act of play. For senior citizens who are not technology savvy, e-marketing is troubling experience. This affects universal acceptance of e-marketing.

4. Inequality: Big business houses are affordable to spend huge sums on web site design, software, hardware, maintenance of business site and online distribution costs. But small business men, retailers cannot afford to spend. It affects their survival in the business and making an unfair playground.

5. Urban Rural divide: Technology has a distinct urban bias. Spreading faster in urban areas and penetrating lower in rural areas marks the urban rural divide in digital marketing. The demographic and lesser technological awareness causes this. Improvement in education and technological awareness only can make uniformity in e-marketing.

CONCLUSION:

From the Barter trade business has come a long way. To satisfy the needs of the masses along with factors of production, marketing also has become crucial and important factor. E-marketing enlarges the scope, scale, speed of the market. Despite some short comings e-market is an important for the upgrading the standard of life of the people. E-market is an indirect contributor towards human development index as education, health and technology awareness increases. E-market is here to stay for long time until new technology emerges.

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