



E-Marketing

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KEYWORDS

Introduction:

An online marketer now needs to find where people are congregating online and needs to engage them in a meaningful way. Be it in matching with what they are looking for, watching how they interact and understand what they like or listening to their natural opinions on company or market and reacting to that.

Types of e- Marketing
Transactional emails

This emails are usually based on a customer's action with a company. To be qualified as transactional or relationship messages, these communication are a primary purpose must be "to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender", along with a few other narrow definitions of transactional messaging. The main purpose of a transactional email is to convey the information regarding the action. But, due to its high open rates transactional emails are an opportunity to engage customers, to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services.

Direct emails

Direct email marketing involves sending an email solely to communicate a promotional messages. In companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies, but safe mail marketing is also used.

Functions of e-Marketing:

E-marketing modules allow organizations to deliver highly personalized Web offers and dynamic .Web surveys that are fully synchronized with marketing efforts in traditional channels. Efficiently set up and manage campaigns and support tasks Budget, organize, and schedule detailed marketing campaigns down to the task level .It eliminates costly duplication with advanced phonetic matching Capture and analyze return on investment of marketing activities Automatically transfer qualified leads to your sales organization OLAP capability.

Advantages of e-Marketing:● **Global reach:**

If there is no matter where you are or whom you need to reach, targeted email save the way. Borders are no obstacles in email marketing.

● **Lower cost:**

We add e-mail to the marketing mix, spend less time, money and resources than with traditional marketing vehicles like direct mail or print advertising

● **Highly personalized:**

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 minimum 7 to 12 days to generate any responses.

● **Simplest:**

Executing 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-through rate, conversion rate, how a person one arrived at your website, and more, to enable to assess the success of different e-Marketing.

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.

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 get more benefit in e-Marketing.

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