



## Marketing Management

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### E-marketing – An Overview

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#### ABSTRACT

This article provides information about the concept of e-Marketing and discusses various aspects related to e-Marketing. The concepts traditional marketing, e-commerce, e-business, e-Marketing plan and interactive marketing have been discussed. Advantages and disadvantages of e-marketing have been discussed briefly.

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#### Keywords

Marketing,  
Distance Education,  
Demographics and targeting.

#### Introduction

##### Marketing:

Marketing has come to mean many things. In daily life, we observe that housewives, who return home after buying provisions, state that they have just finished marketing activity. Salesmen, who sell the products of their employers by booking orders from different merchants / customers, also refer to their work as marketing. Thus buying and booking of orders are both referred to as marketing.

Marketing is described as a business activity, as a trade phenomenon, as a frame of mind, as an economic process as a creation of the time, place and possession utilities; as a process of demand and supply adjustment and as many other things. The above descriptions, though useful, are only partial in explaining the nature of marketing<sup>1</sup>.

##### Importance Of Marketing:

The emerging trends in Indian industry show its need of adoption of marketing concept in their business organization is highly essential. The marketing concept emphasizes consumer need satisfaction, a goal that has to be perpetual to the firm. Marketing is defined as the business function that identifies unfulfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve and decides an appropriate product to serve these markets<sup>2</sup>.

“Marketing” term is used with different meanings by various authors some of them are as under<sup>3</sup>.

“Marketing consists of all those efforts which affect the transfer of ownership of goods and services and provide for their physical distribution”.

-- Clark & Clark

“Marketing consists of the performance of business activities that direct the flow of goods and services from producer to customer”.

##### American Marketing Association

“Marketing is the delivery of standard of living to the society”.

-- Paul Mazur

“Marketing is the human activity directed at satisfying needs and wants through exchange process<sup>4</sup>”.

-- Philipkotler

“Marketing is a total system of interacting business activities designed to plan price, promote and distribute want satisfying products and services, to present and potential customers<sup>5</sup>”.

-- William J. Stanton

“Marketing is the term used to describe collectively those business functions most directly concerned with the demand stimulating and demand fulfilling activities of the business enterprise”.

##### Emarketing:

E-Marketing is a subset of e-Business that utilises electronic medium to perform marketing activities and achieve desired marketing objectives for an organisation. Internet Marketing, Interactive Marketing and Mobile Marketing for example, are all a form of e-Marketing<sup>6</sup>.

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<sup>1</sup> Prof. M. Raja Reddy & Prof. Ramdwar Baali Ram – “Marketing Management” published by Centre for Distance Education, Osmania University, 2000. Page - 10

<sup>2</sup> R. Sudhakara Sharma – “Impact of Advertising on Consumer Behavior”, an unpublished thesis submitted to Dept. of Commerce, Osmania University, 2001. Page – 1

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<sup>4</sup> Philip Kotler – “Principles of Marketing”, published by Prentice Hall Inc., Englewood Cliffe New Jersey, 1980. Page - 2

<sup>5</sup> Stanton J. William – “Fundamentals of Marketing”, Published by Futrell Charless Mc Graw Hill International Editions, 1987. Page - 2

<sup>6</sup> <http://analogik.com/advertising.asp>

eMarketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms eMarketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous<sup>7</sup>.

eMarketing 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.

By such a definition, eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

#### **Importance of E-Marketing:**

When implemented correctly, the return on investment (ROI) from e-Marketing can far exceed that of traditional marketing strategies.

Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's at the forefront of a redefinition of way businesses

**interact with their customers.**

#### **Demographics And Targeting:**

Generally speaking, the demographics of the Internet are a marketer's dream. Internet users, considered as a group, have greater buying power and could perhaps be considered as a population group skewed towards the middle-classes.

Buying power is not all though. The nature of the Internet is such that its users will tend to organise themselves into far more focussed groupings. Savvy marketers who know where to look can quite easily find access to the niche markets they wish to target.

Marketing messages are most effective when they are presented directly to the audience most likely to be interested. The Internet creates the perfect environment for niche marketing to targeted groups.

#### **Difference Between E-Business, E-Commerce And E-Marketing:**

*e-Business* is a very broad entity dealing with the entire complex system that comprises a business that uses electronic medium to perform or assist its overall or specialised business activities.

*e-Commerce* is best described in a transactional context. So for example an electronic transaction of funds, information or entertainment falls under the category handled by principles of e-Commerce. Technically e-Commerce is a part of e-Business.

*e-Marketing* is also a part of e-Business that involves electronic medium to achieve marketing objectives. e-Marketing is set on a strategic level in addition to traditional marketing and business strategy.

#### **Difference Between E-Marketing And Interactive Marketing:**

e-Marketing is a broader term that describes any marketing activity performed via electronic medium. Interactive Marketing is generally a sub set of e-Marketing that involves a certain level of interaction.

#### **Benefits Of E-Marketing Over Traditional Marketing:**

##### **1. Reach:**

The nature of the internet means businesses now have a truly global reach. While traditional media costs limit this kind of reach to huge multinationals, eMarketing opens up new avenues for smaller businesses, on a much smaller budget, to access potential consumers from all over the world.

##### **2. Scope:**

Internet marketing allows the marketer to reach consumers in a wide range of ways and enables them to offer a wide range of products and services. eMarketing includes, among other things, information management, public relations, customer service and sales. With the range of new technologies becoming available all the time, this scope can only grow.

##### **3. Interactivity:**

Whereas traditional marketing is largely about getting a brand's message out there, eMarketing facilitates conversations between companies and consumers. With a twoway communication channel, companies can feed off of the responses of their consumers, making them more dynamic and adaptive.

##### **4. Immediacy:**

Internet marketing is able to, in ways never before imagined, provide an immediate impact. Imagine you're reading your favourite magazine. You see a double-page advert for some new product or service, maybe BMW's latest luxury sedan or Apple's latest iPod offering. With this kind of traditional media, it's not that easy for you, the consumer, to take the step from hearing about a product to actual acquisition.

With eMarketing, it's easy to make that step as simple as possible, meaning that within a few short clicks you could have booked a test drive or ordered the iPod. And all of this can happen regardless of normal office hours. Effectively, Internet marketing makes business hours 24 hours per day, 7 days per week for every week of the year.

By closing the gap between providing information and eliciting a consumer reaction, the consumer's buying cycle is speeded up and advertising spend can go much further in creating immediate leads.

##### **5. Adaptivity and closed loop marketing:**

Closed Loop Marketing requires the constant measurement and analysis of the results of marketing initiatives. By continuously tracking the response and effectiveness of a campaign, the marketer can be far more dynamic in adapting to consumers' wants and needs.

With eMarketing, responses can be analyzed in real-time and campaigns can be tweaked continuously. Combined with the immediacy of the Internet as a medium, this means that there's minimal advertising spend wasted on less than effective campaigns.

Maximum marketing efficiency from eMarketing creates new opportunities to seize strategic competitive advantages.

The combination of all these factors results in an improved ROI and ultimately, more customers, happier customers and an improved bottom line.

##### **E-Marketing Plan:**

e-Marketing plan is a strategic document developed through analysis and research and is aimed at achieving marketing objectives via electronic medium. e-Marketing plan represents a sub-set of organisation's overall marketing plan which supports the general business strategy. Every good e-Marketing plan must be developed in line with the organisation's overall marketing plan.

<sup>7</sup> www.quirk.biz

In a broad sense, e-Marketers generally start by analysing the current micro- and macro economic situation of the organisation. e-Marketers must observe both internal and external factors when developing an e-Marketing plan as trends in both micro and macro environment affect the organisation's ability to perform business. Examples of micro environment elements are: pricing, suppliers, customers. Examples of macro environment are: socioeconomic, political, demographic and legal factors. In order to produce a viable e-Marketing solution, e-Marketers must first understand the current situation of the company and its environment, profile, segment the target the right market and then strategically position the products as to achieve optimal response with the target market. This is generally achieved through SWOT analysis. By assessing organisation's strengths and weaknesses and looking at current opportunities and threats one can devise an e-Marketing strategy that can improve the organisation's bottom line.

**Following is a potential structure of an e-Marketing Plan:**

- 1.0 Situation Analysis
  - 1.1 Industry Analysis
  - 1.2 Competitor Analysis
  - 1.3 e-Marketing Mix
    - 1.3.1 *Product*
    - 1.3.2 *Price*
    - 1.3.3 *Promotion*
    - 1.3.4 *Distribution*
  - 1.4 Current Target Markets Demographics
    - 1.4.1 *Geographics and Company Structure*
    - 1.4.2 *Demographics and Psychographics*
  - 1.5 Product positioning
  - 1.6 Macroeconomic Considerations – PESTE
    - 1.6.1 *Political and Legal*
    - 1.6.2 *Economic*
    - 1.6.3 *Social*
    - 1.6.4 *Technological*
    - 1.6.5 *Environmental*
  - 1.7 Microeconomic Considerations
- 2.0 SWOT Analysis
- 3.0 Website Audit
  - 3.1 Current Website
    - 3.1.1 *Website Usage and Navigation*
    - 3.1.2 *Homepage Layout*
    - 3.1.3 *Website Browsers*
    - 3.1.4 *Product Information*
    - 3.1.5 *Search Engine Optimisation (SEO)*
    - 3.1.6 *Costing Issues and Outdated content*
  - 3.2 Proposed Website
- 4.0 Marketing Strategy and Objectives
  - 4.1 Objectives
  - 4.2 Segmentation Method
    - 4.2.1 *Positioning*
    - 4.2.2 *Differentiation*
  - 4.3 Recommendations
- 5.0 Budget, Implementation and Evaluation
  - 5.1 Budget
    - 5.1.1 *Pay Per Click Advertising (PPC)*
    - 5.1.2 *Text link advertising*
    - 5.1.3 *Improving email marketing*
    - 5.1.4 *Web site design*
    - 5.1.5 *Trade magazines*
    - 5.1.6 *Contingency plan*
    - 5.1.7 *Total Monthly budget allocation*

## 5.2 Implementation

## 5.3 Evaluation

## 6.0 Contingency Plan

## 7.0 Conclusion

Part of the situation assessment is often the analysis of the current e-Business tools and activities within the organisation. One of them is a website audit aimed at analysing and detecting any inefficiencies and setting the direction for strategic improvement. Once the organisation's environment is well understood, e-marketers then have an opportunity to present realistic objectives and provide a path for implementation and evaluation of the implementation process. Naturally another essential part of the plan is budgeting and budget allowance for a contingency plan should there be a need to re-evaluate certain aspects of the e-Marketing plan implementation for unforeseen obstacles.

A good e-Marketing plan will have a clear executive summary and unambiguous set of recommendations which can be understood by management and further implemented by technical staff. For this reason it is essential that e-Marketers are familiar with basic principles of the technology and tools that drive e-Marketing activities.

Search engine optimization consulting can provide the secrets to gaining and keeping that momentum? The momentum that will not only allow a company to compete within a niche, but it will allow it to conquer and control a niche. This will insure search engine rankings that will translate into profits.

As we move into the future the age of technology is only surpassed by the quest for knowledge. Whether you have a large corporation or you operate a small business out of your home, an Internet presence will be the key to continued success. When it comes to websites, only those that are search engine optimized will rank well enough to achieve the momentum needed to compete.

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It is vital for businesses to have a web presence that allows prospective customers to find their website easily in order to purchase their products and services. Think Big Sites is an online search engine optimization (SEO) business that specializes in organic search engine optimization.

Organic search engine optimization is an approach to business marketing that carefully selects strategies and tactics for a target site in order to obtain business objectives. Think Big Sites deploys many different strategies, such as increasing a site's ability to be searched and indexed by search engines, which help online businesses reach their business goals through the web.

### **Advantages Of E-Marketing:**

Following are some of the advantages of e-Marketing:

- Reduction in costs through automation and use of electronic media
- Faster response to both marketers and the end user
- Increased ability to measure and collect data
- Opens the possibility to a market of one through personalization

- Increased interactivity

**Disadvantages Of E-Marketing:**

**Following are some disadvantages of e-Marketing:**

- Lack of personal approach
- Dependability on technology
- Security, privacy issues
- Maintenance costs due to a constantly evolving environment
- Higher transparency of pricing and increased price competition
- Worldwide competition through globalization

**Conclusion:**

To conclude, since the dawn of the electronic age / internet age, the internet has irreversibly transformed the way communication can be done. The essence of e-Marketing is forging trusting relationship with customers, especially the existing customer population. A successful e-Marketing can help the business to achieve trusting relationship with customers easily.