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E-MARKETING: A MODERN APPROACH OF BUSINESS AT THE DOOR OF CONSUMER

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ABSTRACT

Marketing is backbone of any business environment. With evolution of internet technology, E-marketing becomes necessary for making successful business impact. E-marketing means applications of marketing principles & technologies via electronic media. E-marketing is more advantageous in current business scenario and allows marketers to define their marketing strategies. E-marketing is combination of digital technologies which differentiate your products & services from competitors. E-marketing includes both direct response marketing & indirect marketing elements. E-marketing directs different marketing activities via World Wide Web with aim attracting new opportunities in business and retaining the existing one. Due to technological advancement and increased competition, e-marketing can be term as one of the major shuffle in business strategies. In this, paper author discussed about different e-marketing methodologies and their use in current business scenario. The author finds out that by using different e-marketing methodology, traditional approach of marketing has changed due to the door step service for consumer.

KEYWORDS

direct marketing, e-marketing, indirect marketing

INTRODUCTION

Marketing has been around forever in one form or another. From the time of human evolution trading has been integral part of human living. With the effect of barter exchange system marketing has play is own role to makes other humans to trade. Rapidly evolving internet technologies has reduced the production & service cost and extends geographical boundaries by bringing buyers and seller together.

With the advancement in technology and global economic environment globalization has opened a new door of marketing. E-marketing is combination of both direct and indirect marketing elements and uses numbers technologies for connecting with their customers. E-marketing is most important business strategies in present business context. For any business marketing is a key mantra. E-marketing varied a lot in past decade. Starting from traditional marketing to e-marketing in today's life style there are numerous techniques, methods which had played a vital role in the development of marketing strategies. E-marketing is not new but with the e-evolution in India marketers need to adapt to it and learn how to use it.

Revenue in the United States grew to an estimated \$7.1 billion in 2001 or about 3.1 percent of overall advertising spending. The dot.com bust weakened early online advertising industry and reduced the demand for online advertising and its related services. With introduction of Web 2.0 in 2004 the industry regained momentum. Numbers of new businesses are immersing such as advertising space on web pages, generation of web traffic by giving away the content and sell that traffic to advertisers. According to IAB Internet Advertising Revenue Report (2007), in the first half of 2007 alone advertisers in the US spent more than \$10 billion advertising on websites. That was about 14 percent of all advertising spending. As online retail sales continue to increase at a slower pace than expected, practitioners and academics alike are still searching for factors that influence the consumer's online shopping behavior (Korgaonkar and Karson 2007).

REVIEW OF LITERATURE

To achieve marketing objectives E-marketing plays an important role (Chaffey et al. 2006).

To reach products & services to customers, to make customers aware about products & service it is essential to follow the latest technologies or concepts of E-marketing (Srinivasan and Jollyvinisheeba 2013).

Online advertising began in 1994 when HotWired sold the first banner ads to several advertisers (Kaye and Medoff 2001).

While previous research has examined Internet usage (Teo et al. 1999), online shopping (Teo and Yu 2004), commercial websites (Gonzalez and Palacios 2004), website design (Kim et al. 2003), and website effectiveness from the consumers' perspective (Bell and Tang 1998), there is a general lack of research on specific online marketing tools and the effectiveness of these tools.

IMPORTANCE OF THE STUDY

Indian retail environment is shifting from brick & mortar to online business model. In diversely competitive new environment traditional marketing channel will not be effective. So marketer need to adapt new marketing initiatives. As a result of technical enhancement different e-marketing techniques emerge. Paper throws light on effective use of e-marketing channels with practical implementations by different industry leaders.

STATEMENT OF THE PROBLEM

Evolution of internet and its rapid acceptance in Indian society has opened a new door for markers to reach their customers by means of e-marketing. In the Indian context e-marketing is new and it is important that markers should know effective use of different e-marketing tools. Paper discussed different e-marketing methods and their effective use.

OBJECTIVES

To know the effectiveness of following in successful e-marking:

- Newsletters
- Social Media
- SEO
- Mobile
- Webinar
- Video

- Content
- Paid advertising
- Email

RESEARCH METHODOLOGY

The research paper is original work based on the attentive observation of the researcher on current e-marketing strategies of e-retailers in India. The Paper also makes use of secondary research.

DISCUSSION

MARKETING

Marketing means communicating value of your products or services to your desired customer.

E-MARKETING

E-marketing is communicating value of your products or services to your desired customer using digital technologies mainly on the internet.

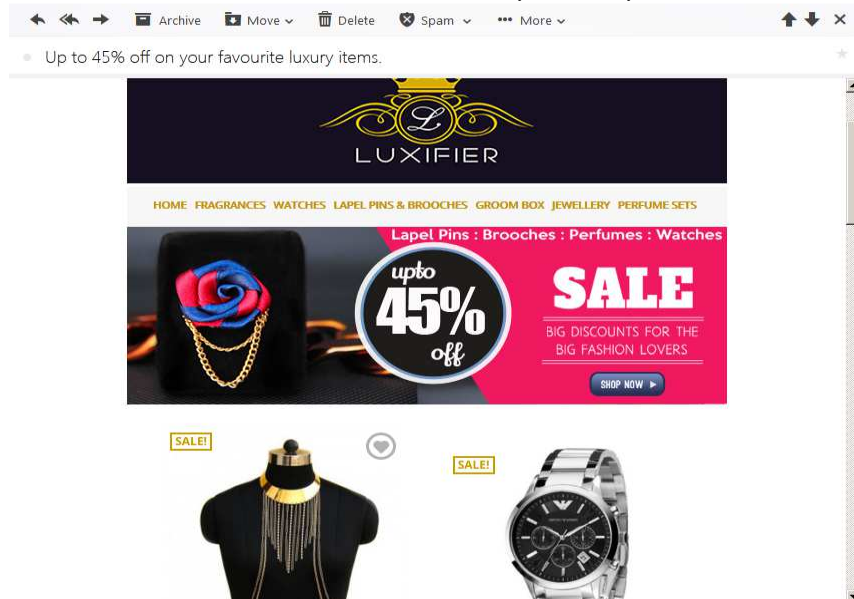
DIFFERENT E-MARKETING METHODS

NEWSLETTERS

Newsletters are electronic “one page” documents sent by email to a defined list of recipients who have signed up to receive. Newsletter emails are commonly sent from 3rd party service providers. Newsletters with pictures and videos will engage 50 to 70 % more clicks than text. Newsletter is the best way to reach consumers who cannot be reaching by social media.

Below is the newsletter by Luxifier which attracting customers by giving offers on his products. Most of the times customers unmodified about offers & discounts so Newsletters is effective medium of e-marketing.

FIGURE 1: NEWSLETTER FROM – LUXIFIER: THE INDIA’S LEADING WATCHES / PERFUMES / GROOMING ACCESSORIES ONLINE STORE



Source: A Newsletter in Email box

SOCIAL MEDIA

The best method of marketing is through ‘word of mouth’. When people share different information thru social media in their network it becomes recommendations for the other people for using that product. According to a report by the Internet and Mobile Association of India (IAMAI), 66% of the 180 million Internet users in urban India regularly access social media platforms. Social media facilitates sharing products/ services information via social channels like LinkedIn, Twitter, and Facebook etc. So Social Media is one of the best medium for reaching your customers. Figure 2 shows how flipkart has use twitter as a medium of marketing of his offerings.

FIGURE 2: USE OF TWITTER BY FLIPKART FOR MARKETING PURPOSE

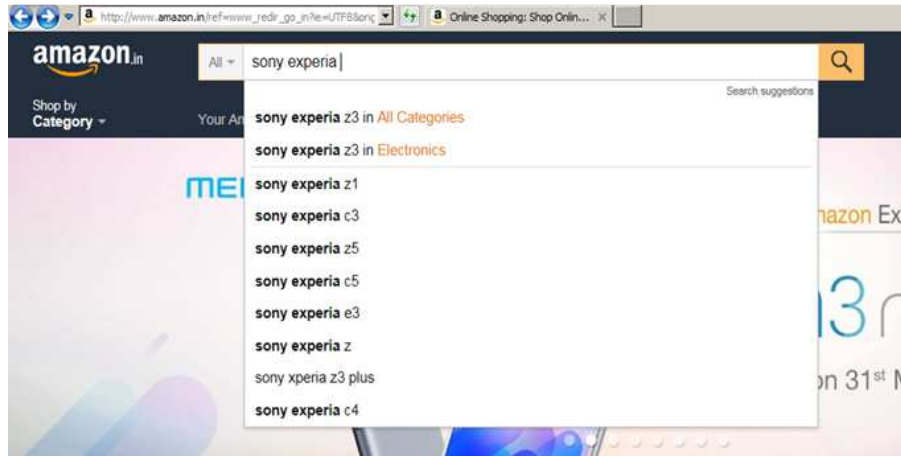


Source: Screenshot from www.twitter.com

SEO

Search Engine Optimization is the process of affecting the visibility of a website or a web page in a search engine's unpaid results. Customers are more likely to click an organic link as compared to paid links. Organic search takes 94% of overall market Goodwin (2012). SEO is must for any online marketing as it connects to new customers who may not connected by other channels. Basic training is required for effective implementation of SEO for any business. Google Keyword tool is one of the best for SEO practice. Below we can see how Amazon has implemented SEO while searching products.

FIGURE 3: AMAZON USES SEO FOR ITS PRODUCT SEARCH ON ITS WEBSITE

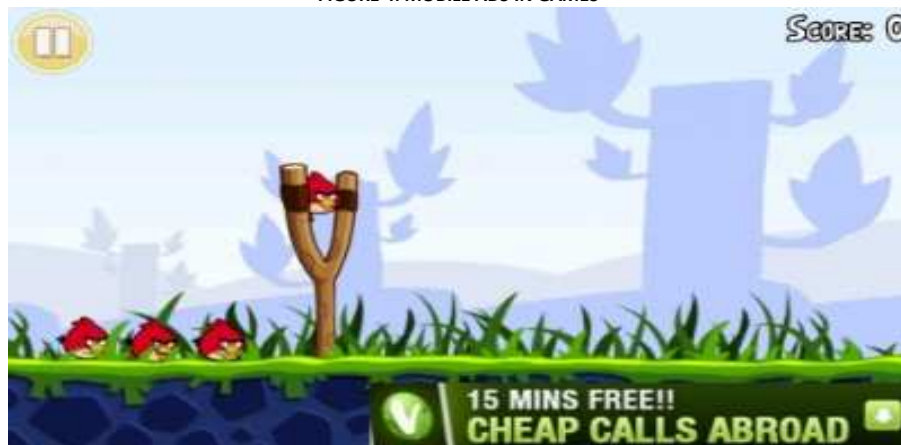


Source: Creation from www.amazon.in

MOBILE

The use of the mobile medium as a means of marketing communication provide customers with time and location sensitive, personalized information that promotes products, services. According to Internet and Mobile Association of India (IAMAI), the number of mobile internet users in India is expected to reach 371 million by June 2016. According to recent reports, 40% of user's internet time is spent on mobile devices. eMarketers should consider this continual growth in the number of Smartphone's internet users in making their e-marketing strategies. Various means of connecting to people are via Mobile App, Mobile ads, in-game mobile ads, location based marketing, sms. Figure 4 shows mobile ads pops up while playing game. Figure 5 shows device specific apps of Amazon so that they can increase their market reach among people having hand held devices.

FIGURE 4: MOBILE ADS IN GAMES



Source: Mobile Game

FIGURE 5: MOBILE APP – MEDIUM OF E-MARKETING



Source: Google images

WEBINAR

Webinars are seminars held on the web and they used for promotions, product knowledge etc. They use for giving value to potential customers, demonstrate your company's capabilities such as expertise, product. Its uses multimedia capabilities such as presentations, demo of products which is followed by QA session. Webinar can also be recorded and posted on different websites for reuse purpose so webinar has virtually global reach wherever your target may be. Figure 6 shows how Infobeam has use Webinar as e-marketing tool in their marketing strategy.

FIGURE 6: WEBINAR INVITE BY INFIBEAM



Source: Google images

VIDEO

As long as video are reasonably short, entertaining, and effective people will like them. With Mobile internet evolution videos can be very effective to get your company or product message across quickly and effectively, especially for busy people.

Imperial Blue’s video campaign men will be men is one of the best video marketing campaign.

CONTENT

Different content that supports e-marketing initiatives are blogging, Press release (PR) distribution, news items and feeds.

A blog is online presence in which the owner posts updates, stories, media etc. A blog can be a website. If blogs are updated regularly they will get better search ranking than website on google search results. Articles posted in the blog can also be reused in social media, newsletters, etc.

A press release is an article written about your company for any product release or any other event. It is mostly done through 3rd party online services that provide feeds of news. It offers content in a format that allows other sites and services to add your PR to their websites easily thus boosting their content and value. Figure 7 shows blog of LG India for marketing their electronics products.

FIGURE 7: LG INDIA USES BLOG AS CONTENT MARKETING TOOL



Source: LG India website

PAID ADVERTISING

Paid advertising is any kind of advertising that you have to pay for. It includes paying for search engine prioritization, pay-per-click through other websites, banner ads, and paid content distribution. One can pay to display his company content online or for your ad to be shown in search results.

Whenever we search google or any other website or we are browsing any content then we can see related ads in the ads web space. These ads are nothing but the paid ads. Number of company provides paid ads services are Google, Facebook, and LinkedIn etc.

FIGURE 8: PAID ADVERTISING OF askmebazaar.com



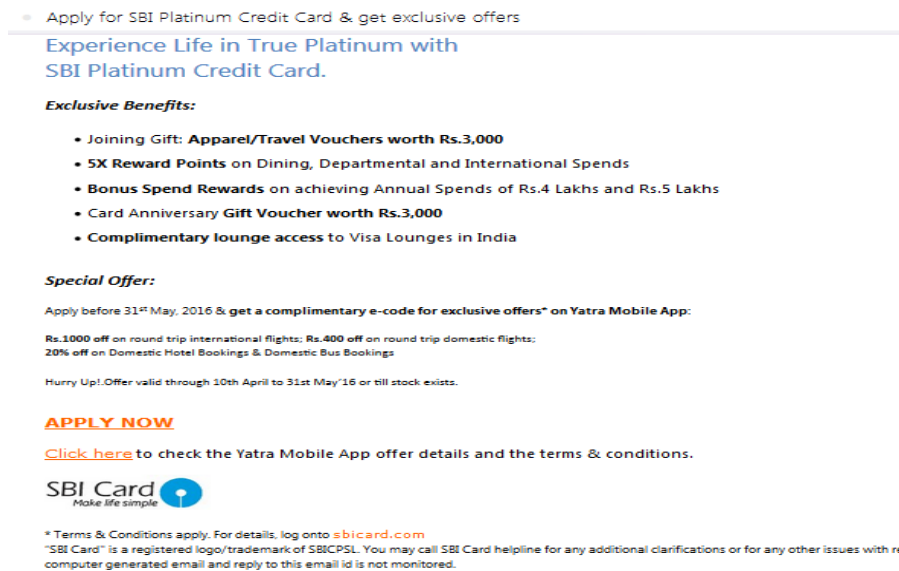
Source: Creation from www.priceprice.com

If a user search for MI mobiles then paid ads comes up of askmebazaar.com, here ad provider identified the content which user search then posted the relevant advertise in ads web space.

EMAIL

Email marketing is direct marketing technique use to target a group of people. In its broadest sense, every email sent to a potential or current customer could be considered as email marketing. Now days number of email marketing software’s are available in the market. This gives more insight about the email campaigns like number people open email, not open etc. All these efforts help marketers in positioning their market offerings.

FIGURE 9: EMAIL MARKETING BY SBI



Source: An Email in Email box

FINDINGS

Various industries like Banking, Ecommerce, Electronics and Game are implementing different E-marketing techniques for marketing their products. Author has taken examples of Luxifier, Flipkart, Amazon India, Ingibeam, LG India, askmebazaar.com, SBI in the discussion section. And find out that every company is targeting different segments of their targeted audience by implementing suitable e-marketing technique.

CONCLUSIONS

Main reason for growing effectiveness of internet marketing is the increasing awareness about internet among people. For sustaining in today’s competitive business environment marketer need to understand consumer behavior and depending up on their business should adapt suitable e-marketing methodology. Every methodology has its own way of success with respect to offerings & target audience. By understanding effective methodology and with efficient implementation marketers will get more success rate.

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