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Importance of E-Marketing

Introduction ::

In the modern time of globalization, internet becomes a vital part of everyday life. Field as people is becoming dependent on it because of easiness. They can easily access, analyze, and compare the information of product, value, availability of it. That's why it become important to have good E-Marketing policy as a website give all the information which can be accessed from a remote place even from their homes. This is one of the convenient ways for shopping. The use of information and communication technology make it more competitive, because all the organizations are trying to get more market share by offering new products, prices discounts etc... Customers become more clever and rational because of the availability of information, even many organizations are advertising on different websites. The growth of internet eliminates the boundaries of traditional business policies and makes it more diversified and attractive. While offering different types of benefits and deals, it urges the customers to spend single rupees they got. In any organization the information and communication technology and marketing department should be strong and competitive to carry out necessary measures to survive in the industry. They should be creative to formulate and design new business and marketing policies, innovation and creation, market research, product design and the pricing. They should have a keen knowledge of market, customer demands and any changes taking place in the industry, and as a result making appropriate measures.

Fiona Ellis-Chadwick(2000) writing internet is the fastest growing tools in the world either it is modern country of growing country city or village internet facility is every ware that's why E-marketing is more effective on the business as compare the traditional marketing. The internet marketing can be used to selling more existing products into existing market. This can be achieved by using by power of the internet for advertising products to increase awareness of products and the profile of a company amongst potential customers in an existing market.

Richard Mayer (2000) "Consumers can interact with Electronic Marketing" According to him in the marketing field via traditional marketing customer can not directly control the message or/and get further information but with the help of E-Marketing they can get all information and same time they can compare the same product on internet and make his decision easily.

Adams (2003) The effectiveness of electronic business is more effective result oriented and cheaper in cost because traditional channel of business advertising provide limited information about the product new technology get information in one click for consumer requirements.

Mark Kavanagh (2005) writing in his research about the customer buying approach his mentality body language. He is always approaching the way of introduction of business specially when market behavior and his position unstable any business need a more consumer business to business or business to consumer the most important of product feature and his advertising which tool organization prefer traditionally advertising or new modern way to advertise..

Sumith Sethi(2009) new technologies in baking industry. In this global world we can define tow different type of country's developing country and under developing countries. On line banking is very use full and also credit card, lone promotions, car financing and all other product which is related with bank they market (advertise) his product by using Electronic media consumer in the modern world easily excess any time any place Example, Cash Machine, online banking but the country underdevelopment they don't have these type of facility yet they are adapting the new technology.

David Kusiur (1997) He found one of the company Gateway (Sep, 1985) the company was selling

computer, mobile phone directly to his customer. In 1987 the companies have plan use the electronic media via marketing selling on internet. The customer how were willing to buy go online check the product and read the configuration and buy online. This strategy gives them profit \$1.5 million in 1987 to \$5.04 billion in 1996.

For the fast feedback and fast payback, **Vince Emerc (1995)** when company promote its business online with all elements its business decision right on edge because consumer having a power to reply them in same time internet marketing should be very strong power in designing, informational and quick response at the same time for saving customer energy and time because one customer happy will give you more customer and that is pay you back same time reply.

Ackman (2004) Stars actors spending huge money in his films spicily the holy wood film industry towards earning bulk of money back. They know very well this film will be looking in all over the world across the America that's why they always advertise their move on internet pervade information as they can releasing date small part of story to attract the customer they knows one and only internet marketing fulfill their desire to bring back the investment.

Internet marketing can be defined in many ways. It's depends upon the term which was asked. Mainly of having a website or banner which is attract to the consumer to see it or sometime to buy something. In this 21 century many people are using internet so they are aware of e-marketing. Every company & every firm has their own web site today. So If any person want to get information they can easily check it & get information from their home. Evan person can get information of foreign country also. It is a very famous for advertisement. According to 2007 email takes 83.2%, for search 61.7%, Display add 36.2% , for ad networks 31.9%, traditional direct 27.7%, Print 19.1% Online video 14.9% , On line video 14.9%, Mobile 10.6% Rss 4.3%

Search engine optimization:

About 90% of Americans use the internet in their daily rooting life. With over 2/3 rd of are doing research on internet for purchasing. SEO is a procedure related to attracting people for the web side. & by this web side would be rank on the main page of search. So people can visit web side easily. This is done by key word.

Email marketing strategy:

Another important thing is email marketing. In this you have to send Email to your customers about your product & service. This is proven effective method of on line marketing. By this you can build good relation with your customers.

Online marketing: It is a very famous method of marketing. In this method company put their all information on their web side. It's a very effective method of advertisement for example If you go on pizza hut web side you can see whole detail of pizza hut. You can book order on line also with the help of that side.

Media news room:

Media News Room is a facility on the web that including on blogs which can be taken by social media. If any information reached to the social media it will not take more time to transfer in public.

Benefit to Company: e marketing gives more business than the TV or print advertisement. The main benefits are:-

Global reach:

From the e marketing any one can reach to any country. This allow consumer to find new market & take international name though the small investment.

Lower cost:

If is proper planned & keep effective target firm can be reached to targeted costumer in very low cost.

Track able result:

By the email advertisement firm can create that how effective company has been on consumer mind. Firm can get response to your customers.

24 hour marketing:

With the e marketing company can do 24 hours marketing by web side.

Personalization:

If customer database is links to firm website, then whenever someone visits the site, firm can greet them with targeted. Firm can contact them & try to convince them to purchase product.

Better conversion rate:

If suppose organization have web side then it is easy to consumer to purchase products as they are only ever a few clicks.

Easy reach:

It is very easy process to reach every one.

Speed:

It is very easy & quick to create and send.

High response rate:

It can be higher response rate then the other advertisement.

Immediacy:

Just one click of button & get result so its take very short time.

E-Marketing Options

Banner Ads

Banners are those graphical images which is use on web page. Page should be 468*60 pixels. While some people use other size but not so popular Banners can be purchased or exchanged by any one. It's very important when your ad is displayed. The impressions importance when people click on it. & who actually visit to the site.

"Banner exchange programs are usually free. Any one can sign up to put ad in a pool. Firm have to agree to place someone else's banner from the pool on your website in return for your ad to display on other's web page. Although there is no charge, the major drawback for banner exchange programs is have little control over what kind of ads will be on your website and where your ads may appear on the Internet"

Email marketing

E-mail marketing works like directly mail marketing. It can be given all information about company, products, promotions, update etc...

Reciprocal links & One-way links

It is work like if customer open the any page for any information they can get all information related all competition companies' products. For example if go on Google & write down computer & get every computers companies & there products.

Search Engine and Web Directory Registry

Submit website to search engines and web directories such as Yahoo!

Search engine positioning

By using key selective words in the title and magnetic field of any HTML page for his ranking result improving search engine request.

Social media marketing

Social media marketing is exploding as the best way to share information around the internet.

Blog installation & customization

Here firm can set up a company blog for website or company website that will explain about branding.

It is a great way for participate in social media.

Conclusion:: The scope of E-marketing on any kind of business or the organization is very important because in this era of internet and telecommunication technology, the world become a global village and the means of communication make the flow of data and information easier, but it make it very hard and challenging for the organizations to survive because of a continuously changing environment and introduction of new tools and techniques. The marketing managers needs to be creative and smart in order to get desired level of market share and to be on leading position of the industry. They need to be careful while choosing the advertisement media; it should be easily accessible, cheap and friendly.

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