



STUDY ON ELECTRONIC MARKETING

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ABSTRACT: E-Marketing (a.k.a. electronic marketing) refers to the marketing conducted over the Internet. Two synonyms of E-Marketing are Internet Marketing and Online Marketing which are frequently interchanged. E-Marketing is the process of marketing a brand (company, product, or service) using the Internet through computers and mobile devices mediums. 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.

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INTRODUCTION:

The rapid adoption of the Internet as a commercial medium has caused firms/marketers to experiment with the innovative ways of marketing thus changing the pattern of marketing strategies. As far as traditional marketing is concerned “Marketing is human activity directed at satisfying the need and want through exchange process” **Kotler (2004)[4]**. **Dibb et al. (2001)** have developed a broader definition of marketing, according to them, “Marketing consists of individual and organizational activities that facilitate and expedite satisfying exchange relationships in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas”. It is said that Electronic Marketing (E-marketing) first began in the beginning of 1990 with just text-based sites which provided product information.

As we enter the twenty-first century, the Internet has become the hottest marketing medium ever known. Electronic Marketing is the lifeblood of modern business. It is described as the process to satisfy consumers along with building and maintaining customer relationship through internet activities and to satisfy the goals of both buyers as well as sellers. In the beginning, the Internet was cool but with the explosion of internet growth, Electronic marketing has started becoming popular. E-marketing creates additional customer value by transforming marketing strategies during effective segmentation, targeting, differentiation and positioning strategies **Vibhor (2010)**. With the growth in the internet, it is not solely concerned with selling products, but in addition to this, information about products, software

programs, auctions, advertising space, and matchmaking.

The motive of marketing remains the same satisfying consumers by creating a strategy to deliver the right message to the right people, the only thing has changed is the way of communication, as **Smith and Chaffey (2001)** have remarked that E-marketing is *Achieving marketing objectives through applying digital technologies*. Though businesses will continue to make use of traditional marketing methods, such as advertising, sales promotion, personal selling, direct mail and Public Relationship, E-marketing adds a whole new ingredient to the marketing mix. Many businesses are producing great results with E-marketing. The flexible and cost-effective nature of E-marketing makes it particularly suitable for all kinds of businesses. E-marketing produces lots of new ways for marketers to target customers, many of them are even more effective than traditional channels.

Electronic marketing or online marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. It can be described as the application of the Internet and related digital technologies in conjunction with traditional promotional techniques to achieve marketing objectives. According to **Strauss and Frost (2001)** E-Marketing is the use of electronic information and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals. The terms E-marketing, Internet marketing and online marketing, can often be considered synonymous. E-

marketing is the process of marketing or promoting products with the use of 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. E-marketing is achieving marketing objectives through the use of electronic communications technology **AMA (2004)**. E-marketing campaigns not only create product awareness, but also reflect a generation of advertising with benefits such as self-selectiveness, interactivity, full integration of various media and marketing capabilities targeted towards specific individuals, nations or cultures **Wehling (1996)**. E-marketing encompasses all the activities a business conducts via the internet with the aim of attracting new business, retaining current business and developing its product or brand identity with customer satisfaction.

Marketing is an important management activity responsible for identifying, anticipating and satisfying customer requirements profitability. This has emphasized the focus of marketing on the customer, while at the same time implying a need to link to other business operations to achieve this profitability. **CPC (2008)** defined "E-marketing is identifying, understanding, collaboratively creating and satisfying a human's needs, wants and desires digitally".

Internet technology can be used to support these objects as follows:

- *Identifying* –the Internet is used for marketing research to determine customers' needs and desires.
- *Anticipating* – the Internet provides an additional channel by which customers can access information and make purchases.
- *Satisfying* – a key success element in E-marketing is achieving customer satisfaction through the electronic channel, this raises issues such as is the site easy to use, time saving, does it perform adequately, what is the standard of associated customer service and how are physical products dispatched?

While the growth of the digital medium over the last decade has surpassed that of any other media, the year **2010** was especially important in this regard as Octane research reported 86% of top Indian marketers confirmed their use of this channel as the most vital client engagement platform. The basic role of E-marketing channels in **2010** was customer acquisition. For majority of Indian marketers this platform proved its effectiveness and a substantial number of marketers are utilizing this program for daily communications with their potential consumers. Overall the use of E-marketing platform in **2010** was

focused on sending newsletters and promotional communications. In terms of budget allocation of E-marketing platform, most of Indian marketers' have invested more than 10% of their marketing budgets in **2010**. In terms of generating sales through online medium, it is interesting to know that marketers are generating more than 10% of their sales online. Acc. to foremost digital marketers of BHARAT, the top 3 online outlay channels for 2011 are Email marketing, Social Media and Search marketing **Octane Research (2011)**.

Electronic marketing is a revolution in today's business world. Business organizations have been forced to adopt technological change over the last decade. E-marketing' utilizes electronic channels to carry through their marketing activities to attain marketing objectives of the organization **Petrovic (2011)**. In a broad sense, electronic marketing is the utility of computer and internet technology, or electronic based activities, to improve marketing activities and performance. It improves the online execution of delivering customer benefits and satisfaction. E-marketing draws heavily on Internet communications to coordinate many marketing activities, such as market research, New product development, market segmentation, positioning, product distribution, customer services, promotion, customer feedback, etc. These internet or electronic based activities should, in turn, be integrated with the overall marketing strategy to support the corporate objectives of the E-commerce **Reedly et al. (2000)**.

E-marketing has become a vital component of the overall marketing efforts, and begun to get measurable results **Haines (2001)**. In a competitive business environment, losing customers is very easy as the competitor is just a click away. Implementing E-marketing strategy, therefore, requires an adequate understanding of changes in the way customers think and act on the World Wide Web. In other words, in a dynamic business environment, E-marketing is capable of cutting through the clutter to provide a precious opportunity for businesses to improve accessibility to the world and thrive **Mainardi (1998)**.

Traditional Marketing Vs E-Marketing

Traditional Marketing is the old form of marketing while Digital marketing is relatively recent. The non-digital way of promoting the products and services of business entity is traditional advertising. Alternatively, the advertising of services and products utilizing digital channels constitutes Digital Marketing. Some comparisons between the latter and the former are given below:

Elements of E-Marketing (Types of E-Marketing)

There are different elements or types of digital marketing. Below Listed are some of them:

- Search Engine Optimization
- Social Media Marketing
- Pay Per Click
- Affiliate Marketing
- E-mail Marketing

Search Engine Optimization:

The process of affecting the visibility of a site or page that come into view in the result of the search engine & the webpage or the site is rank upper on the search result page the further the number of visitors it will obtain from the search engine. Search Engine Optimization might aim diverse sort of search together with news search, video search, academic search, image search and local search.

Table 1. Traditional Marketing Vs E-Marketing

S. No	Traditional Marketing	E-Marketing
1.	Includes print, broadcast, telephone and direct mail	Includes Search Engine Optimization, Social Media Marketing, Affiliate Marketing, Text messaging ,Pay Per Click , E-mail Marketing, Social Media Optimization,
2.	With audience there is no interaction.	With audience there is interaction.
3.	Easy to measure the results.	Difficult to measure the results.
4.	Advertising Campaign Planning consumes lot of Time.	Advertising Campaign Planning consumes short period of time.
5.	Time Consuming and Expensive Process.	Less time consumption and cheap promotion of products and services.
6.	Success if firm reaches large local audience.	Success if firm reaches specific portion of local audience.
7.	Campaign persists over long time.	Campaigns can be easily modified and innovation introduced at any stage.
8.	Due to limited customer technology there is limited reach	Due to variety in customer technology there is wider reach
9.	Possibility of 24*7 year round exposure is not there.	24*7 year round exposure is possible.
10.	Ability to go Viral is not there	Ability to go Viral is there
11.	Conversation is one-way	Conversation is two-way
12.	Only during working hours responses or feedback is there	Responses and feedback can occur at any time.

Social Media Marketing

The process of acquiring traffic or attention on website through social media sites is known as SMM. The endeavour of SMM is to fabricate content that patrons will carve up with their social network to aid a business in increasing customer reach and brand exposure. The website will gain as much as popularity as the social network themselves. Social media marketing networks include Google Plus, LinkedIn, Twitter and Facebook. Google Plus is a social media network that is far more effective than other social media network i.e. Facebook. It is an authorship tool that links the owner with the website content.

In LinkedIn the professional share their professional details by creating their own profile. Also in LinkedIn the companies can create their profile so that members of the LinkedIn can view it

and can discover more knowledge about the company's services and products. Twitter is a social media network that enhances the visibility and awareness of the company's brand. It is one of the best tools for promotion of company's services and products.

Through Facebook the company can do promotion of the events related to the company's services and products and run promotional campaigns that adhere to guidelines of the facebook and explore plethora of new opportunities.

Pay per Click

When the advertiser's ads are clicked the advertisers pay a fee amount each time and this model of Digital Marketing is called as Pay Per Click. In Pay Per click instead of earning the visits organically or naturally a way of buying visits is employed. To show content to

the user which is relevant PPC is based on advertisers list of keywords. It is one of the rapid measures of success. It attracts visitors and creates an audience which is highly targeted. It is one of the less costly ways of promotion of company's services and products using company's ads.

Affiliate Marketing

Affiliate marketing is the type of digital marketing which is performance based. In this for each customer or visitor the affiliate brings by their marketing efforts on behalf of the company the company rewards affiliates. Industry has four players: the network, the merchant (also known as "brand" or "retailer"), the customer and the affiliate (also known as "publisher"). The market has rather become complex with the evolution of secondary tier players like specialized third party vendors, affiliate management agencies and super-affiliates.

There are two ways to look at affiliate marketing: Company can become another business affiliate or it can give affiliate program to other agencies. If company wants to run a affiliate program then for every sale or lead affiliate drive to company's site it will get commission fee from the company. The Company's main aim is to identify affiliates which can target unexplored markets. The attention of the prospects or customers is grabbed by the "trusted" company which is affiliate to the company and this attention is difficult to garner otherwise for the company.

E-mail Marketing

E-mail Marketing is one of the types of Digital Marketing in which promotion of services and products of company is done by sending messages through e-mail to the potential or existing consumer. It is less costly comparing to other forms of exposure of media or advertising. It can also lead to catching of attention of customers by developing mix of attractive links, texts and graphics on the services and the products. It is used to sending of ads, to develop awareness about the brand and to build trust and customer loyalty. It is eco-friendly and saves postage and paper costs.

Positivity of E-marketing

E-marketing offers numerous benefits to the entities involved in the business activities. Some of the specific benefits of E-marketing may include:

1. **24-Hour Marketing:** With any time access of the website, customers can find out products or even the related information even if the office is closed.
2. **More Interesting Campaigns:** Marketers can create interactive campaigns using

music, graphics and videos through E-marketing. Marketers can send a game or a quiz whatever will interest them to their consumers.

3. **Better Conversion Rate:** Unlike other media which require consumers to organize and make a phone call, mail a letter or go to a shop, E-marketing provides a seamless platform.
4. **Global Reach:** A website can reach anyone in the world who has internet access as this allows marketers to find new markets and compete globally with only a small investment.
5. **One-to-One Marketing:** E-marketing allows marketers to reach people individually who want to know about their products and services instantly with E-mails.
6. **Lower Cost:** E-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods if it is properly planned and effectively targeted.
7. **Traceable and Measurable Results:** Detailed information about customer's responses to advertising can be obtained. Marketing by email or banner advertising makes it easier to establish how effective campaign has been.
8. **Personalization:** If customer database is linked to the website, then whenever someone visits the site, the customer can be greeted with targeted offers.

Evolution in E-marketing

Marketing is a source of trading. Since the day when human first started trading whenever it was that they first traded, marketing has been there. But, with time the methods of marketing have improved and changed. With the involvement of internet, communication among people has become easy and fast. As one of the most exciting technological innovations of the twentieth century, the Internet has profoundly changed the ways of communication and does businesses.

Although it seems like a new medium, this giant network of computer networks has actually been around since the early 1960s. The role of the Internet exploded in the early 1990s with the development of the World Wide Web, which organizes the vast storehouse of information on the Internet into interconnected pages of text, graphics, sound, and video. The first online marketing activity started in the early 1990s with the creation of simple, text-based websites with basic information about a product or company. These were complemented with basic emails often unsolicited spam that shared

information in a rudimentary way. As web tools evolved, so too did the websites incorporating images, sounds, videos and more advanced formatting styles. Marketing activity has fragmented and expanded over recent years, mainly influenced by the rise of the World Wide Web and today by Web 2.0 and New Media.

Today, millions of people around the world use the Internet, and experts' projected number will still rise in the future. With the growth of the Internet at an exponential rate in recent years, marketers around the world are racing to take benefits of its interactive nature to communicate and develop relationships with customers, suppliers, and the public. The Internet has changed the design and implementation of marketing strategies. This dynamic internet technology has provided marketers the efficient and powerful methods of designing, developing, promoting, and distributing products, conducting market research, and gathering data. E-marketing has made it necessary for all kinds of organizations to change their ways of transacting business and it is the result of the blend of modern communication technology or the age old marketing principles that humans have always used.

Challenges for E-Marketing and ways to overcome them.

The firms utilizing Digital Marketing are currently facing several challenges which are unique to this industry. Below are those challenges are listed and ways to overcome them.

1. **Marketing Integration:** The firms in these days are having the facility to promote their products and services using multiple channels both online and offline e.g. E-mail marketing, Viral Internet marketing and Web-advertising. The problem is that these multiple channels are dealt separately as different parts of the work. The need of the hour is that Digital Marketing and offline channels should be in sync and efforts, planning and strategy for both should be co-ordinated. This will lead to measurable, concrete and relevant and favourable results.
2. **Security and Privacy:** The consumers or the users don't provide their personal data as they have their concerns for their security and privacy. The companies into Digital marketing domain should have fool-proof policy and appropriate mechanisms in place to ensure security and privacy of customer data. One of the tools is Encryption Systems which should be an area where the companies can consider to invest into.

3. **Impersonal Service:** The services provided by the digital marketing companies can be perceived by the customer or the users as non-personal or uncaring. There can be experiences which may lack personal touch. This will lead to decrease in sales so the companies need to have checklist of procedures to have personal care of customers e.g. like the call handling mechanisms in place.
4. **Improving Brand Awareness:** The digital marketing companies need to be innovative and creative to a larger context so that they can easily spread the awareness about their brands in the constantly evolving digital marketplace.
5. **Dealing with IT department:** The staff of marketing department of the companies should work in sync with the respective IT departments in order to taste success in digital marketing initiatives. Both should complement each other.
6. **Continuing Education:** The Digital Marketers need to do continuous learning in the Digital Age era so as to remain ahead of the competitors. They can continuously update themselves of the market trends and latest developments by reading good blogs, attending good seminars and conferences, reading a good book or referring a reputed Journal.
7. **Bad Marketing:** In Today's world many new start-ups are evolving but at the same time some of them are failing this is because the poorly created and drafted marketing campaigns and lack of good marketing practices. Thus they create misunderstanding for the clients, customers and marketers.
8. **Lack of Trust:** In general technological glitches, intrusive advertising, Spamming and identity theft leave the stakeholders in marketing in mistrust.
9. **Intellectual Property:** In this virtual world there are significant intellectual property concerns which are to be taken care of e.g. patent law violations.
10. **Customer Expectations:** In today's world where customer tends to be online anywhere and anytime the demands of the customer are evolving and changing at random pace thus the digital marketers need to match their solutions with them.
11. **Lack of Internet Connectivity and Computer penetration:** In India and other under developed countries the villages or the

remote areas still don't have income to afford a computer and facility of internet as the infrastructure is still in development phase.

12. **Cyber Crime & Credit Cards:** Globally with the rapid evolution of internet and digital marketing subsequently Cyber Crime has come in to the spotlight which is a significant phenomenon that prevents customer to venture online and use digital services.

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