

A Study of E-Marketing: Process and Practices

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Introduction:

E-Marketing called online marketing or internet marketing. Internet marketing is fast changing industry that readily adapts to improvement in technology. It is the component of marketing that deals with the planning, pricing, promotion and services online everything we do to promote our business online is internet marketing. E-Marketing is essentially part of marketing. In contrast to traditional marketing market takes marketing technique and concept and applies them through the electronic medium of the internet threads the technical and graphical aspect of design, advertising, brand development promotion and sales.

E marketing is the fastest growing and most exciting branch of marketing today. As the world becomes ever more connected, keeping up with developments and trends is vital for marketers trying to reach new audiences – who are more discerning, fragmented and cynical than ever. Technology and software are changing at such a high rate that it seems almost impossible to keep up with trends. Products and services are evolving and adapting to the online sphere. The web is constantly shifting, growing and changing.

Objectives of the study:

1. To know the E- marketing process and practices.
2. To study the E- marketing strategy and its impact on consumer.

Research Methodology:

The study is purely based on secondary data. Relevant information and data is mostly collected from various reference books, Journals, Reports related websites and other related printed materials.

Role of e-marketing

The internet has started been transforming from information and communication media to business media as many companies across the world perceived the potential of this magic media to reach potential consumers in consumers leaps and bounds of the world. Many conglomerates used this as a media to sell their product/ services and used their own modal or thumb rules unfortunately. The companies involved in this cyber business could not find proper direction to the potential consumers. Yet they didn't phase from their effects to push their product / services hard towards the consumers. Very few companies like Amazon. com involved in selling different products have started making profits out of this business and many burned their figures very hard way such as webven.com online grocery retailer etc. due to lack of proper business and revenue modals finally. The companies identified that not all products/ services could be sold hence, many companies changed their strategy and started using their websites as on information media to create awareness among the target group which would help them to make their offline purchase.

The future of internet marketing

Naturally, it is impossible to predict what the future of internet marketing will hold, but two things are certain:

1. The field is growing and will become the largest and most important marketing sector in coming years.
2. The growth will be driven by new innovations in technology. On top of that, web users are becoming more aware and marketing savvy, and their attention spans are shortening as desirable content becomes ever more quickly available. This market is more likely to challenge debate and denigrate brand – but it is also more likely to share good content and products with an exponentially growing social circle.

Benefits of E-Marketing:

In today's internet age, building an online presence is imperative for all businesses to be competitive. E-marketing provides businesses with access to mass markets at an affordable price and allows them to undertake a personalized marketing approach. The flexible and cost-effective nature of e-marketing makes it particularly suitable for small businesses.

Following are some of the benefits of e-marketing:

1. Wider prospect reach – the internet has become part of everyone’s life. So for whatever products you offer, there is already an existing market on the World Wide Web. With e-marketing, it allows you to find new markets and potentially compete worldwide with only a small investment.
2. Cost-effective approach – A properly planned and effectively targeted e-marketing campaign can help your business reach target customers at a much lower cost compared to traditional marketing methods.
3. Reduction in costs through automation and use of electronic media – e-marketing presents a strong business case in cost savings, particularly in the areas of transactional costs, customer service, digital media channels, print and distribution.
4. A website is a 24/7 shopping destination. With a website and an online shopping engine it is working even when your shop or office is closed. The website also allows you to communicate with customers about your product lines in depth so they can be fully educated on your product benefits even before meeting your staff face to face.
5. Personalized one-on-one marketing - e-marketing allows you to reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. By combining this with personalized e-marketing, you can create very influential and targeted campaigns.
6. Increased interactivity – e-marketing allows you to create interactive campaigns using music, graphics and videos. Through two-way communications, interactive games or quizzes, you can engage your audience and give them greater involvement and control over their web experience.
7. Increased ability to track results – e-marketing makes it easier to measure how effective your campaigns are. It allows you to obtain detailed information about customers' responses to your advertising, through the use of methods such as pay per click or pay per action, etc.

Impact on E- marketing:

Internet is creating a borderless world. The innovation of the Internet has major impact from both technology and business point of view. With the rising trend of Internet use, it is important to ensure that the environment that is being created allows for the strengthening of long term relationship with customers. The number of companies and countries all over the world are using E-Marketing. It is therefore imperative to understand the structural changes taking place in market and also the long term impact of the changes due to online buying especially to understand the reasons/causes influencing the customers to buy online. Companies are being forced to react to the growing industrialization of demand at the same time, cost management remains of paramount importance due to the competitive pressure in global markets.

Conclusion:

Internet marketing also known as digital marketing or e-marketing. Electronic Marketing in Influencing consumer buying Behavior in buying different categories of products and services over Internet is as attempt to identify Internet users willingness to use Internet of E-marketing impact of e-marketing in global. E marketing and its marketing mix different stages of consumers buying in online have been discussed extensively in the study in order to provide theoretical back ground. E-marketing defined many definition as well as benefits of e-marketing. Internet marketing today the current web is dominated by socializing, corporation, sharing and personal entertainment. Global trends are also important trends in e-marketing then after why we need to be online. Its most important factor in e-marketing. Why we need to evaluate our self. Also online equelants of traditional techniques.

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