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A STUDY OF E-MARKETING: CHALLENGES AND OPPORTUNITIES AHEAD

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Abstract:-The main views of this paper is that what is e- marketing and what is importance of e-marketing as well as how the impact of e-marketing on the various types of business and social economy. E- Marketing means using digital technologies to help sell your goods or services.

Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses. This paper discusses the problem of impact of electronic environment on marketing process. Next part briefly discusses opportunities arising for marketers with electronic environment development. Finally conclusions are provided. Here the researchers have analyzed to find out the opportunities and challenges of E-marketing.

Keywords:Online Marketing, E-commerce, Internet marketing, innovation, Market Research.

1.INTRODUCTION

E-Marketing is also known as Internet Marketing, Online Marketing. Marketing is also known as Internet marketing & it is a component of electronic commerce. E-Marketing can include information management, public relations, customer service, and sales. Electronic commerce and E-Marketing have become popular as Internet access is becoming more widely available and used. Well over one third of consumers who have Internet access in their homes report using the Internet to make purchases. The development of e-marketing has been one of the most important and influential trends in the field of business, marketing and Information Technology offer the past decade. It has revolutionized the manner in which certain businesses market their products and the advent of social media offers the potential to revolutionize the manner in which businesses and consumers interact in the future. This essay will evaluate the challenges and opportunities of e-marketing upon businesses. This paper will define the importance of marketing, examine how e-marketing helps businesses to reach their customers, highlight some of the most important advantages and disadvantages of e-marketing, challenges and opportunities of e-marketing The conclusion will argue that the impact of e-marketing. So now that you have a great site built, how do you get customers to see it? That's where Internet Marketing comes in. There are many ways to advertise and market on the Internet and Ballpoint can knows how to drive traffic to your site. Below are a few of the options when it comes to Internet Marketing



- Search Engine Marketing
- Search Engine Optimization
- Email Marketing
- Pay-Per-Click (PPC) Advertising
- Cost per Impression
- Search Analytics
- Display Advertising

2. REVIEW OF LITERATURE:

Rashad, Melissa, Wan Fadziilah, Yusoff, Mohammad (2011): The study relates with “Internet Marketing: The New Era of Innovation in E-commerce” the study suggest that a new approach concerning Internet marketing in electronic commerce; showing how advertisers need this innovation to be successful.

D. K. Gangeshwer (2013): The study is related with the “E-Commerce or Internet Marketing: A Business Review from Indian Context”. The present study discussed about the top motivator factors of shopping online. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. The study gives knowledge about types of E-commerce and data of e-commerce in India i.e. Asia has 44.8% internet users in the world distributed by world regions 2012.

Olivier Furrer & D. Sudarshan (2001). The research paper related with the “Internet Banking Research: Opportunities and Problems”. The study shows problems related to the nature of internet creates different types of sampling problems to identify these problems they gives seven step procedures. In this research paper several practical problems are discussed.

3. RESEARCH METHODOLOGY:

The present study is mostly depends on the secondary sources of the data. Which collected from various resources that is various books, various research paper of national & international research journals and various official and non-official websites.

4. OBJECTIVES OF THE STUDY:

The present study is made to obtain the following objectives.

1. To understand the concept of the E-marketing.
2. To study the factors of the E-marketing.
3. To understand the objectives of the E-marketing.
4. To study the importance of the E-marketing.

5.To know the opportunities of the E-marketing.

5. OBJECTIVES OF E-MARKETING:-

E-marketing objectives define what you want to achieve through your e-marketing campaign. They set the reasons why your business wants to go online and allow you to estimate and monitor the progress of your online marketing activities. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives. Different businesses may develop different e-marketing objectives depending on their individual circumstances. A useful framework for developing effective e-marketing objectives is the five Frameworks, which includes:



- Sell – using the internet to sell products and services.
- Serve – using the internet to serve customers.
- Speak – using the internet to communicate with customers (both existing and potential)
- Save – using the internet to save/ reduce cost.
- Sizzle – using the internet to build brand identity.

6. IMPORTANCE OF E-MARKETING:-

E-marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing. Specific importance of E-marketing includes:-



- 1)Global Reach – A website can reach anyone in the world who has internet access. This allows you to find new markets and compete globally for only a small investment.
- 2)Lower Cost – A properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- 3)Track Able, Measurable Results – Marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customers' responses to your advertising.
- 4)24-Hour Marketing – With a website your customers can find out about your products even if your office is closed.
- 5)Personalization – If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- 6)One-To-One Marketing – E-marketing lets you reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. Combine this with the personalized aspect of e-marketing, and you can create very powerful, targeted campaigns.
- 7)More Interesting Campaigns – E-marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz – whatever you think will interest them.

7. OPPORTUNITIES OF E-MARKETING:-

There are many more opportunities of internet marketing that helps the online business more efficient.

- More Benefits-** customers can use the Internet at a time to suit them, but they are also able to compare brands, prices and buy goods and services without having to face a single sales person!
- Improve Credibility-** through Internet marketing customers can easily feedback to ASOS and have their say. Because ASOS is mostly aimed at teenagers and most of the teenagers nowadays use msn and face book and asos interact their customers through this it is quicker and easier for young people to send information and comments to asos.
- Availability -** On ASOS website all the products are listed in order which helps customers choose the products faster where as in shops they would have to go around looking for products. Also on the websites like ASOS customers have more choices and variety of brands which is less likely to be found in general stores.
- Better Prices-** online businesses are usually cheaper than physical stores they offer variety of products at lower prices this benefits the customers because they can get the same product offered in the shops at lower price. another advantage of Internet business to customers is that they can look at the prices offered on the web and compare with other slimier businesses.
- Cheaper-**Online business is cheaper therefore it saves money to businesses like ASOS. They do not have to spend huge amount of money to rent or buy physical stores. Also online businesses can use web to advertise their business which costs less and could be recognized by millions of people.

8. MARKETING COMBINATIONS/INTEGRATIONS:

Most major sales efforts employ multiple channels, both online and offline, e.g. email advertising, outbound call handling, social networking, and so on. The problem with these is that they are often handled as different parts of the work when they are supposed to serve a concrete and measurable goal as part of an integrated campaign. Coordinating all marketing efforts should therefore be a priority. That means e-marketing should be done alongside the traditional ampaign and should not be tacked at the end of the business plan.

8.1. Security and Privacy:-

Most people do not completely trust Web companies and, thus, are careful about offering information about them on the cyberspace. This is especially true when companies that collect data

are exposed to spammers and scammers. To address this, it is imperative for e-businesses to adopt a sound policy and implement a fool-proof security measure. Encryption systems, in particular, are a tool that online companies should seriously consider investing in.

8.2. Impersonal Service:-

Businesses operating online often use electronic methods of providing customer service, such as emailing and posting info on the website to answer possible user questions. This may be perceived by customers as just too impersonal or uncaring. To address this problem, merchants must develop efficient checkout procedures for selling goods via the Web. They may also consider hiring call handling services, so that customers can talk to real people when they have inquiries or problems that need instant answer.

8.3 Improving Brand Awareness:-

This is particularly a big challenge for companies that primarily use the Internet to sell their products and services. This is because unlike traditional advertising (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers' will, online adverts can be shut off by users—they are more averse to it, too. Web companies are therefore challenged to be more innovative in their advertising strategies.

9. CONCLUSION:-

The current research paper has clearly shown that E-marketing impacts upon businesses in a number of important ways. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods.

The development of E-marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. However, despite the global reach, speed and the extent of information that can be gained from e-marketing there are a number of important disadvantages to this type of marketing that businesses must bear in mind. The Internet network is a marketing channel use by advertisers, marketers, and society to find the right combination of marketing mix to best suit customer's needs. It is important for a company of this era to have access to the Internet to be more successful. Internet marketing does not only target consumers, but also Internet advertisements client marketers from companies.

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