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## E-COMMERCE MARKETING MIX-WHOLLY ONLINE, OR ONE FOOT IN BOTH WORLDS?

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### ABSTRACT

*E-commerce Marketing mix is the mix needed to gain maximum impact with minimum investment. With the development of local commerce on the web i.e. e-commerce adopted along with the appropriate marketing strategy, the links between online and physical commerce are becoming gradually stronger. E-commerce, also recognized as online shopping, is turning more widespread as more consumers search to the internet while making purchasing decisions. Customers came to know of this e-commerce through various marketing methods. Customers can get a broader variety of goods, frequently at more economical prices, than they would get at their local brick and mortar retailers offline.*

**KEYWORDS:** *E-commerce Marketing, physical commerce, email marketing, retailers offline.*

### DISCUSSION

E-commerce Marketing mix is the mix needed to gain maximum impact with minimum investment. With the development of local commerce on the web i.e. e-commerce adopted along with the appropriate marketing strategy, the links between online and physical commerce are becoming gradually stronger.

E-commerce, also recognized as online shopping, is turning more widespread as more consumers search to the internet while making purchasing decisions. Customers came to know of this e-commerce through various marketing methods. Customers can get a broader variety of goods, frequently at more economical prices, than they would get at their local brick and mortar retailers offline.

Deprived of a strategic e-commerce marketing plan, a business's website will collapse in among the thousands of different companies marketing similar products for comparable prices. Marketing strategies such as search engine optimization, email marketing, pay per click marketing, and traffic analysis can benefit an e-commerce website gain. All these effective marketing strategies for e-commerce business are online. Partial online or one foot in both the worlds will not help out.

Once buyers are prepared to buy, what will make them pick out to buy from the online shop above all the other options are the marketing methods and strategies. So, e-commerce marketing mix helps in this case. Many latest e-commerce store owners consider

that an eye-catching, simple-to-use website and competitive pricing are more than sufficient. Though, e-commerce websites require much more than this to stand unique from the competition. They need to recognise how to raise their online presence, adapt their web traffic into paying customers, and motivate repeat purchases.

By making additional opportunities for the growth of e-commerce through suitable and efficient marketing strategies, the virtual environment endorses production of commodities and customer goods, which are to a greater or lesser amount in demand among online consumers.

The features of the transformation of the e-commerce marketing mix elements, allow recognizing the fundamental principles of marketing in this sphere: the obtainability, flexibility, virtual presence, personalization.

The practical significance of the e-commerce marketing mix is to apply the results to the creation of the marketing strategy for e-commerce business of the online store and to recognize the most essential elements of the e-commerce marketing mix.

Revising your online marketing mix is a big prospect to use the internet to market your e-commerce business in novel ways.

Assumed enormous, corporate budgets, many other big-budget channels turn practical. Expectantly it is clear that the elements of the e-commerce marketing mix are inter-related. You require an integrated, holistic marketing strategy for your e-commerce business– spanning campaigns and carefully aligned with your complete business strategy.

## CONCLUSION

It can be concluded that e-commerce and marketing are interrelated; their mix presently and in future requires a whole online platform and not a partial one for the growth of business.

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