



E-MARKETING IN INDIA-A BRIEF STUDY

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ABSTRACT

E-Marketing is the use of information in the process of creating, communicating, and delivering value of customers and for managing customer's relationships in ways that benefit the organization. E-marketing is referred to those strategies and techniques which utilized online ways to reach target customers. There are millions of Internet users that daily access different websites using a variety of tools like computers, laptops, tablet and smart or android phone devices, and the number of internet users are increasing very rapidly. So every business seems to be jumping on the internet marketing bandwagon. The internet is most powerful tool that can put any business on solid footing with market leaders companies. There are many free as well as economical way on internet to promote your business. In this context, the present paper makes an attempt to study the theoretical framework of E-Marketing, to analyze the benefits of E-Marketing and to know the present scenario of E-Marketing in India.

KEY WORDS: E-Marketing, Customer Service

INTRODUCTION

There are many aspects that lead to the success of any business in the industry. Marketing is one such significant aspect that makes a business grow. Nowadays, due to the trend of internet shopping, companies are adopting marketing strategies, according to how potential consumers use the internet. E-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media such as email, the internet, cell phones, etc. E-marketing strategy consists of the steps taken and procedures followed for marketing a brand through the web. E-marketing helps the business to reach a real edge in today's highly competitive market place. As more and more consumers use email as a primary medium for communication, it will become a critical component of marketing efforts. Taking the time to reach the right customers, provide the best information, inspire a response, and tracking the success can make email one of the most cost effective tools in the marketing arsenal.

DEFINITION OF E-MARKETING

Judy Strauss defines e-marketing as follows:
E-Marketing is the application of a broad range of information technology for-

- To create more customer value through more effective segmentation, targeting, differentiation and positioning strategies.
- Planning more efficiently and executing the conception, distribution, promotion and pricing of goods, services and ideas: and
- Creating exchanges that satisfy individual consumer and organizational customers objectives”

OBJECTIVES OF THE STUDY

1. To study the theoretical framework of E-Marketing
2. To analyze the benefits of E-Marketing
3. To know the present scenario of E-Marketing in India.

E-MARKETING TOOLS

- A company can distribute through the internet
- A company can use the internet as a way of building and maintaining a customer relationship
- The money collection part of a transaction could be done online e.g. electricity and telephone bills.



- Leads can be generated by attracting potential customers to sign-up for short periods of time, before signing up for the long-term
- The internet could be used for advertising e.g. Google ad words.
- The web can be used as a way of collecting direct response e.g. as part of a voting system for a game show.

COMPONENTS OF E-MARKETING

• Search Engine Optimization

A Study conducted shows that around 90% of Americans use the Internet daily, with over 2/3rd of purchases being researched on the internet. Search Engine Optimization (SEO) is a procedure that relates to attracting internet traffic to your website as much as possible. SEO is crucial for online marketing success of your business. It includes optimizing your website in such a way that your site would be ranked on the initial pages of the search, so that the web users can visit your website for the contents they are in search of things. This is done using keyword phrases that the users generally put in the internet search engines for searching a particular product or service.

• E-Mail Marketing Strategy

Another important component of an effective e-marketing strategy is e-mail marketing which is all about sending information of the product and services to the potential customer using email. This is a proven effective method of using online marketing as an efficient tool for business generation. It is also a very good business marketing technique for building good business relations with potential customers, as well as prospective clients.

• Online Advertising

Online advertising is a marketing method that has a very substantial return on investment (ROI) value. It consists of placing advertisements of products and services on the company websites, which are ranking on the first pages of the search engine, and sites which are getting a considerable amount of traffic from internet users. Internet affiliate marketing is a very good example of online advertising, which relates to paying your company's product advertiser as per the sales generation.

• Online Newsletters

You can even think of online newsletters as a decent way to pass on product information for promoting your product and services. Business generally issue online newsletters to regular customers for getting them know what new introductory offers are available and which new products are likely to be launched. Unlike e-mail marketing, these online newsletters are issued at regular time intervals.

• Media News Rooms

A media news room is a facility on the web that includes most of the company blogs and information which can be accessed by social media. If the company information reaches the social media, it takes no time for the information and news to be transferred to the general public. The information in media news rooms is usually available to journalists and bloggers, who are visitors searching for specific news and facts of the products and not just general information.

FUNCTIONS OF E-MARKETING

The 7 functions of the E-marketing stay at the base of any E-marketing strategy and they have a moderating character. They are,

• Personalization

The fundamental concept of personalization as a part of e-marketing mix lies in the need of recognizing, identifying a certain customer in order to establish relations. It is crucial to be able to identify the customers on individual level and gather all possible information about them, with the purpose of knowing their market and be able to develop customized, personalized products and services.

• Privacy

When the company gathers and store information about their customers and potential customers a crucial issue arises: that of the way this information will be used, and by whom. A major task to do when implementing an E-marketing strategy is that of creating and developing a policy upon access procedures to the collected information.

• Customer service

Customer service is one of the necessary and required activities among the support functions needed in transactional situations.

• Community

The customers/clients of a business can be seen as part of a community where they interact (either independent or influenced by the marketer) - therefore developing a community is a task to be performed by any business even though it is not always seen as essential.

• Site

E-marketing interactions take place on a digital media- the internet. But such interactions and relations also need a proper location to be available at any moment and from any place a digital location for digital interactions.

• Security

The marketers have to keep in mind the security during transactions performed on their website. When they have to take all possible precautions that third parties will not be able to access any part of a



developing transaction and also the security of data collected and stored about customers and visitors.

- **Sales promotion**

Sales promotion is widely used traditional marketing. This function counts on the marketer's ability to think creatively. A marketer needs to continuously keep up with the latest internet technologies and applications so that he can fully exploit them.

BENEFITS OF E-MARKETING

- E-Marketing increases benefits
- E-Marketing decreases benefits
- E-Marketing increase revenue

E-Marketing increases benefits

- Online mass customization is possible. Different products and message can be reached to different stakeholders.
- Personalization is possible by giving stakeholders relevant information
- Convenience in shipping
- There is self-service ordering and tracking
- The benefit of one-stop shopping is available

E-Marketing decreases benefits: cost of distribution of messages (e-mail), distribution channel for digital products, transaction processing, knowledge acquisition etc., are less supply chain becomes efficient. The cost of customer service is also less.

E-Marketing increases revenue

- Increased revenue is available from online transactions through advertising and subscription sales.
- E-Marketing ads value to product or service thereby, commanding higher prices for them.
- It enlarges customer base by reaching out to new markets. A strong customer relationship is built. As a result, customers spend more which means more revenue for the e-marketer.

E-Marketing gives business of any size access to the mass market at an affordable price and unlike TV or print advertising, it allows truly personalized marketing. Specific benefits of e-marketing include:

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, measureable results-** e-marketing methods make 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 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.
8. **Better conversion rate-** if you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, post a letter or go to a shop, e-marketing is seamless.

E-MARKETING IN INDIA

Although, India has come out of infancy stage of e-marketing and progressing rapidly but still it is far behind the developed countries like USA, Canada and UK. There are several factors which have impacts on status of e-marketing in India. Majority of the Indian population lives in villages where the literacy level is low and the infrastructure required for e-marketing is inadequate. The instances of cyber crimes are growing at increasing rate in the field of e-marketing. In the absence of adequate legal protection people hesitate to indulge in online marketing. The cultural scenario of India is entirely different from those countries where e-marketing has become common practice. India is multilingual and multicultural country. Around two dozen languages are spoken in India. The multilingual characteristic of India hinders the growth of e-marketing. High initial investment in setting of infrastructures of e-marketing also counts towards the progress of e-marketing. However in the light of advancement of technology factors discussed above are diluting and it is expected that India will soon catch up with advanced countries in this front.



CONCLUSION

Internet marketing seems to be a very popular trend now a days to individuals who have opted for conducting an online business. Analyzing the marketing strategy and putting these in right combination to make the marketing efforts effective is what entails a successful business on the net. An e-marketing effort supports the customer base almost round the clock. Most of the marketing efforts that cater to the organized sector are open 24 hours and 7 days a week. Moreover, the reach is global and customers feel convenient to shop/communicate anytime they want to. Internet as a virtual marketplace is still not very acceptable to orthodox buyers who prefer physical interaction and physical review of goods/ services before buying them. Building up the trust that interactions in the virtual world are real and honest is an ongoing process and it would require that some more time to achieve this dependence on internet marketers.

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