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S.Y. B.COM - MARKETING MANAGEMENT
(SEM-II)

TOPIC : E – MARKETING

TEACHER NAME : ASST. PROF SNEH SACHDEVA

INTRODUCTION:

- Internet has the capacity to create an entire different virtual world where people can access to information in the fraction of seconds, get connected to their friends, colleagues, business partners and community and share anything and everything through photos, videos and images.
- The major role of internet in business is to sell goods and services.
- As businesses offer e-marketing and online shopping, customers can get market information from their computers or cell phones and buy goods or find services without leaving home twenty-four hours a day and seven days a week (24/7).

MEANING :

1. E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the [Internet](#) and the [World Wide Web](#), to facilitate exchanges and satisfy customer demands. It has two distinct advantages over traditional marketing. E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs.

ADVANTAGES OF E-MARKETING

❑ LESS RISKY :

The e-marketing initiation and operational cost of online retail stores are very low compared to the establishment of physical stores. When you add all of these factors, it makes e-marketing less risky than traditional marketing.

❑ FAST RESPONSE :

Speed and fast response is the key to the success and widespread usage of e-marketing. The speed and fast interaction is the main reason behind the technological growth and development in the past few decades. If people were using the conventional modes of communication like newspapers, books, and face-to-face interaction, then we wouldn't be able to see the current technology.

❑ **EASY DATA COLLECTION AND EVALUATION :**

Consider if you have to collect through conventional and traditional way, then it would months and plethora of monetary resources. But you can do it within a day online. Whether it's data collection, evaluation, monitoring the performance of your business, or checking the analytics of your business; it's only possible through an e-marketing approach.

❑ **PERSONALIZATION :**

Only e-marketing allows you to follow the personalized marketing approach in your business. Where you treat your customers like you know them based on the shopping data you have collected from them.

❑ **GLOBAL ACCESSIBILITY :**

Everyone is familiar with global brands like Google, Facebook, Microsoft, Apple, and Amazon. It's because of e-marketing such brands have become global brands and reach a worldwide audience.

CHALLENGES BEFORE E-MARKETING

❑ **MARKETING INTEGRATION :**

Coordinating e-marketing with other marketing efforts is an underdeveloped art. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

❑ **PRIVACY :**

Most consumers don't completely trust Web companies and shy away from offering information about themselves. Companies that collect data responsibly are exposed to misguided regulation that spammers and scammers invite. Sound policy, adopted industrywide, is imperative.

❑ **TARGETING THE RIGHT AUDIENCE EFFECTIVELY :**

The first and foremost thing that an effective marketer would do is identify their target audience in the market. With the number of internet users increasing by the day and their needs changing almost every second, targeting the right audience has become one of the biggest challenges for marketers.

❑ **LEAD GENERATION USING SOCIAL MEDIA :**

When it comes to the various social channels, most businesses and marketers don't know how to remain consistent. Most of them feel that it is all about the paid campaigns they are supposed to run for brand awareness and lead generation. Although, both of them is a constant challenge with the ever-increasing market competition. Even though considerable marketing budgets are set aside by businesses, most marketers cannot run their engagement into revenue.

❑ **KEEPING UP WITH CHANGING TRENDS:**

The digital market and marketing techniques have changed drastically over the last few years. And it continues to change even today to cater to the modern-day addressable market needs. Hence, marketers need to stay up-to-date with all these changes. Be it the launch of a new social media platform or a technology that would make a marketing effort more robust, marketers need to remain on top of things to ensure their business does not lose out on possible conversions.

ONLINE MARKETING STRATEGIES:



❑ **SEARCH ENGINE OPTIMIZATION (SEO)**

SEO or search engine optimization is the process of adjusting your website to improve its organic, free, or “natural” placement in search results. SEO consists of on-page factors (content, structure, and user-friendliness) and off-page factors (links from other sites, social shares, authority). SEO strategies involve adjusting certain elements on your website so it meets Google’s requirements while making sure your website presents the best overall experience for visitors.

❑ **CONTENT MARKETING**

Content encompasses virtually any information format disseminated online such as blogs, videos, podcasts, infograms, social media posts, and more. Content marketing strategies focus on communicating with customers, rather than selling, providing content that educates, amuses, or otherwise provides value to customers on a consistent basis in order to attract and retain a specific desired audience.

❑ SOCIAL MEDIA MARKETING :

Social media marketing is the use of social media platforms and websites to promote your business and connect with customers. Social media marketing does not necessarily drive sales. Instead, it is often used to increase engagement, build links and bring content to the attention of customers, and create a distinctive “brand”.

❑ INFLUENCER MARKETING :

Influencer marketing is one of the newest types of internet marketing strategies but it is expected to become increasingly popular in 2018. Influencers (individuals with a strong social following) are paid to promote your company’s products or services. When you find influencers who are in line with your company’s values and resonate with your customers, this marketing strategy can be highly effective for some companies.

CONCLUSION :

Electronic marketing refers to the applications of marketing principles and techniques through electronic media and more specially the internet.

New technologies in digital marketing has moved a great deal. The market approach has also evolved with the rise of new technology. Digital marketing has a number of advancement and improvements in its strategy.

The great thing about digital marketing is that it offers numerous resources for an immediate study of the impact of every digital marketing industry. 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 categorise and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result.