

E-MARKETING



WHAT IS E-MARKETING?

- E marketing or Electronic marketing refers to the application of marketing principles and techniques via Electronic media and more specifically the Internet
- The terms E marketing , Internet Marketing, Online marketing are interchanged and frequently can be considered synonymous



WHAT IS E-MARKETING?

- It is the process of marketing a brand using the marketing.
- It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect business to their consumers.



DEFINITION

- ELECTRONIC MARKETING is the marketing of products using electronic technology to determine the consumer market.
- Emarketing compasses all the activities a business conduct via World wide web (WWW) with the aim of attracting new business, retaining current business and developing its brand identity



NATURE OF E-MARKETING

- Arrival of the internet
- Wide advertisement board .
- Internet marketing online business



FEATURES

- Internet marketing allows global marketing facility
- It is less expensive
- It makes marketing easier
- sell your products and services and encash your bills from anywhere.
- It increases the choice of products, services and sellers.
- Vast availability of informati



E-MARKETING

- Interactive advertising
- Methods of digital marketing is less expensive
- E-marketing is marketing to consumers through online channels like websites and online banner

TRADITIONAL MARKETING

- Contact from one side
- Traditional marketing methods more expensive
- It refers to offline marketing tactics such as print advertisements, television and radio ads, direct mail and

HOW E-MARKETING IS BETTER THAN
TRADITIONAL MARKETING

SCOPE OF E-MARKETING

- Internet marketing allows the marketer to reach consumers in a wide range of ways
- It is considered to be a broad scope
- E marketing ties together the Creativity and technical aspects.



OBJECTIVES

- Specific
- Measureable
- Action-oriented
- Realistic
- Time Specific



INTERNET MARKETING TOOLS

- Online marketing tools include websites, social media and online advertising..
- Use of social media
- Marketing plan
- Social media is the latest marketing buzz, touted by both online and offline marketing experts way to reach customers

INTERNET MARKETING TOOLS

CONTD..

- A properly designed website is one of the most important marketing tools that an e marketing needs.



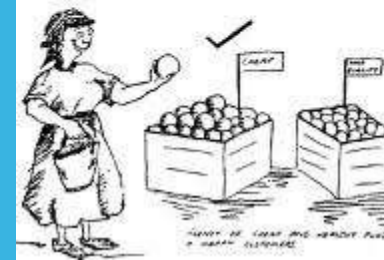
E-MARKETING STATISTICS

- 20% of the population is Online. Among Internet users, highest percentage of shopping online in South Korea, where 99% of those with Internet access have used it to shop, followed by UK(97%) Germany (97%) .Online shopping sales in Asia to reach US\$168.7 billion.



IMPORTANCE OF E-MARKETING

- The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience.
- The interactive nature of Internet Marketing, both in terms of providing instant response and eliciting response, is a unique quality of the medium.



ROLE OF E-MARKETING

- The role of e-marketing is to help in relating the product to their customers and prospective consumers in a convenient way..
- As of today, it is said that “EITHER WAYS LEAD TO THE INTERNET.”
- Just a simple click in surfing the Internet would give you what you want and need



ADVANTAGES OF EMARKETING

- E marketing is inexpensive.
- Companies can reach a wide customers for a small fraction of traditional advertising budgets
- convenient to research n purchase of goods n services
- Pay per impression, Pay per click, Pay per action
- 24/7 marketing



LIMITATIONS

- Out right scams
- The consumer is unable to physically feel or try on the product
- Marketer will not be able to use the personal touch factor\human factor
- Technology
- Low connection speed
- complication



Some of the online shopping sites with their average ratings

SOME OF THE ONLINE SHOPPING SITES WITH THEIR AVERAGE RATINGS

- i. Flipkart.com(4.76)
- ii. eBay .in (www.ebay.com)
- iii. Tradus.com(5.32)
- iv. Futurebazaar.com(5.39)
- v. infibeam.com(5.69)
- vi. Homeshop18.com(5.82)
- vii. Yebhi.com(5.88)
- viii. Snapdeal.com(5.93)
- ix. Buy the price,com(5.99)



CONCLUSION

- Online marketing, especially search engine marketing will continue growing in double digits in the next few years
- At the same time there are an increasing number of households using the internet and search engines



LINKS AND SOURCES

- WWW.GOOGLE.COM
- Article Source:
<http://EzineArticles.com/>



