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## **E-Marketing Strategies: Opportunities and Challenges**

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### **Abstract:**

The current article discusses e-marketing as one of the most effective and efficient ways to contact as many customers as possible, along with its tactics, opportunities, and digital obstacles. Additionally, it looks at the fundamental ideas behind e-marketing, its characteristics, stages, methods, reasons for its popularity, and advantages and disadvantages. The descriptive method was utilised in the investigation. The research's key conclusions were that e-marketing must be used in a digital environment that is appropriate for it to function, that it is a requirement of our time due to the internet's accessibility and the growth of e-management, and that it must rely on precise, carefully considered strategies to be successful. The research has also shown that different strategies can be utilised inside the same organisation depending on how the organisation's internal and external environments change and that no one approach is superior to the others. Instead, the organisation must resort to strategies to achieve the objectives set forth and the nature of the environment, and the successful selection of a strategy should be based on studies and analytical research of various informational inputs and outputs as well as the accuracy and ability of objectives to be reflected. Using e-marketing methods offers a variety of options, including a competitive edge and a strategic position in the industry, according to the report. However, it has also demonstrated that despite the effectiveness of the e-marketing strategy, many issues still call for more efforts to combat the negative consequences of gaining consumers' trust, encouraging them to use their services, and fostering a digital communication culture.

### **Keywords**

E-Marketing, E-Marketing Strategies, Opportunities, Challenges of Marketing, Digital Environment



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## **Introduction:**

Using e-marketing, marketers can now sell their products and services online. Online customers do not physically visit stores to make purchases. Instead, companies provide pictures, videos, and other product details online. As a result, purchasing goods online is less expensive than doing it at a physical store. On the other hand, sellers want more people to visit their businesses. As a result, retailers also provide rebates, gifts, and discounts. Electronic marketing generally refers to tactics and strategies that connect with potential clients through various techniques. E-marketing is sometimes referred to as digital marketing or internet marketing, as well as online shopping or internet shopping.

The internet is the ideal place to be in terms of marketing and business. The number of Internet users in India is increasing quickly. Every day, 150 million individuals connect to the internet using desktops, laptops, smartphones, and tablets. Organisations aspire to adopt the most recent internet technology in today's corporate world. The most important and sought-after new technology is connecting with customers online. What do they intend to offer, and how do they plan to market goods and services to clients using their models and strategies? What goods and services can they provide to meet the demands and tastes of their clients? All of these and many other questions have solutions on the internet. The world's lifestyle has changed since the advent of the internet. Our work, way of life, and interaction have all altered. Online shopping is growing in popularity in India. Online shopping is more prevalent among young people. E-commerce is also known as internet marketing, digital marketing, online shopping, and other similar terms. E-marketing is the practice of marketing and selling goods and services online. There are two human components to e-marketing. The first is how online shoppers behave, and the second is the range of strategies online business owners use to sway client decisions.

Online shoppers profit from the electronic marketing environment. Online research, browsing, and purchasing are all things that youthful customers do. Many people spend much time online and rely on it for electronic conversations and information. In this technological age, e-marketing



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operations are significant. This electronic environment eliminates the need for intermediaries in purchasing, lowers waste, and saves money. Marketers frequently encounter the purchase process, which influences customers' purchasing decisions. In addition, E-marketing is more convenient and less expensive than traditional marketing, so customers save money, time, and effort.

On the other hand, customers occasionally need to go to real stores to make expensive purchases when they want to do so. Regrettably, the term “e-marketing” is infamously vague. What does the phrase “e-marketing” actually mean? The term “e” was added to marketing to develop this new phrase. The word “electronic,” a whole word, is shortened to “e” in the prefix. Before terms like “e-mail,” “e-marketing,” “e-business,” “e-commerce,” “e-mitra,” “e-shopping,” and many more, this prefix is frequently used. E-marketing, often known as electronic marketing, is the term used to describe marketing concepts and tactics that use electronic media, particularly the internet. E-marketing, internet, and online marketing are frequently used interchangeably and occasionally considered synonymous.

Due to the development of internet technology and the global economy, electronic marketing is essential for businesses and consumers. One of the key factors in the expansion of online commerce, electronic business, and Internet marketing is the increased Internet usage by businesses and consumers. Studies have shown that internet-based services had rapidly increased in use and coverage by the middle of the 1990s, which led to their use and deployment in the construction of a new shopping technique. Internet marketing is now essential for new forms of e-commerce and e-marketing. To succeed in the era of Internet marketing, however, businesses must provide consumers with their goods and services in a way that makes them happy. Concerns about security, safety, and privacy are the key factors in online shopping. These result from customers' fear of online shopping and the nature of the internet. Customers worry that businesses or specific salespeople might abuse their personal information. Internet commerce is quickly growing in India despite this uncertainty.



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E-marketing is one of the contemporary ideas that has established itself in the transaction market due to the latter's contribution to the growth and accomplishment of contemporary institutions. It is a particular business strategy that has the advantage of fulfilling many objectives concurrently, starting with satisfying consumer wants and ending with generating profit for the product using diverse tactics appropriate for the digital sphere. E-marketing is one of the contemporary ideas that has established itself in the transaction market due to the latter's contribution to the growth and accomplishment of contemporary institutions. It is a particular business strategy that has the advantage of fulfilling many objectives concurrently, starting with satisfying consumer wants and ending with generating profit for the product using diverse tactics appropriate for the digital sphere. The numerous processes and marketing efforts have been substantially facilitated and rationalised due to this integration, making it a current requirement.

Additionally, it enhanced how people perceived the organisation. Additionally, it made customer acquisition tactics easier, which aids in the organisation's acquisition of a strategic position capable of withstanding competition and establishing itself on the trade and commercial market. E-marketing is built on several strategies, the most significant of which are interactive advertising and marketing via search engines, advertising, and e-mails. If knowledge and mastery of contemporary technologies are available, all mechanisms can contribute to marketing development. As a result of the shift from traditional to electronic trade, the internet has developed into the environment for e-marketing and the main engine of economic growth across the globe.

### **Literature review:**

Due to the significance, advancement, and modernity of e-marketing, numerous research has been conducted on e-marketing in general. Still, there have been relatively few that address its limitations and difficulties. Among these studies, it is worth referring to **Haddad and colleagues (2005)**. They looked at how internet use affected people's shopping in the Greater Amman area. They concentrated on how the Jordanian consumer will be affected by



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demographic characteristics, economic level, incentives, and restrictions. They refer to gender, age, social standing, and educational attainment as “demographic factors.” By “income level and incentives,” they mean things like saving time, and money, providing detailed information, making it simple to compare other purchase options, and providing after-sales services. And by “constraints,” they indicate a lack of internet usage skills, high communication costs, mistrust of online vendors, and a lack of enjoyment from online buying. They concluded that the internet for shopping by Jordanian consumers is still in its infancy and is hindered by their mistrust of it and the high cost of their internet subscription. Even though consumers are aware of the benefits of online buying, barriers have a more significant influence than rewards. Therefore, they suggested that to lower the risks that consumers perceive, the market should be segmented based on demographic criteria, emphasising the elements of privacy and security, and alternative payment methods should be found.

By identifying the trends of visitors to Jordan toward electronic marketing practises, particularly users of electronic portals in the shopping process for tourist services, **Haddad and colleagues (2005)** study addressed the impact of the electronic marketing mix on tourist trends towards tourism in Jordan. According to the study, numerous aspects of e-marketing impact traveller trends. While personalisation did not affect travellers, the accuracy of the information was the most important factor. The effect of the price was the second consideration. Price, website, and information correctness had a greater influence on tourists’ inclinations toward the cognitive side. In other words, electronic services and correct information had a greater impact on visitor behaviour, while payment options and information accuracy had the greatest impact on visitor sentiment.

Online marketing, which uses interactive and virtual venues to advertise and sell goods and services, was covered by **Bostanshirin (2014)**. The study highlighted several forms of online marketing to emphasise the effects of interactive spaces supported by the internet in marketing practice. The study discovered constraints like security, privacy, and other marketing issues from the deployment of virtual space and the marketing opportunities resulting from introducing this new virtual space. According to Bostanshirin, online marketing has certain



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drawbacks, such as integrity, interpersonal communication, security, privacy, and mistrust.

**Kaur and Sandhu (2017)** discussed issues with education, awareness, privacy, the internet, and other issues affecting the digital market in emerging nations like India and Nigeria to assess the opportunities and challenges facing digital marketing in developing countries. They spoke specifically about the evolution and challenges of digital marketing. They argued that despite the pressing need to keep up with computer science and information technology, some programmes and applications, such as identity theft, intrusive advertising, and technical barriers like non-compliance with contract/agreement terms and the discrepancy between the required and actual products, can cause mistrust among customers and marketers. Due to these considerations, there is much mistrust toward deliveries in electronic marketing. Therefore, developing work ethics and consumer protection regulations are necessary for expanding digital marketing. The growth of information technology-related talents can be used to address the crucial issue of “credibility” in business in general and e-marketing in particular. E-marketing offers an entirely new component to the marketing mix, and because it is flexible and cost-effective, it is especially suited for small enterprises. Companies will still utilise classic marketing techniques like advertising, direct mail, and public relations. And The question of the influence of the electronic environment on the marketing process was examined by **Devi and Micom** in 2013. They discuss various tools and strategies while concentrating on the new problems presented by the new world. The results demonstrated that e-marketing positively impacts business in several significant areas when used correctly. E-marketing campaigns and strategies can promote various goods and services while having the potential to quickly and affordably contact clients. E-marketing also allows businesses to collect consumer data to the point where it has been exceedingly challenging to use conventional marketing strategies up until now.

The growth of e-marketing via social media advertising has boosted commerce recently. Despite the e-rapidity, marketing’s accessibility, and informational wealth, there are several critical shortcomings that businesses must take into account. Some businesses are weak due to overly dependent on technology when using the technology-driven e-marketing strategy.



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Additionally, it can result in a greater than-ever level of consumer dissatisfaction. Additionally, it could result in negative reviews that seriously undermine various e-marketing procedures and campaigns. Despite these issues, the researchers conclude that e-marketing is generally a good thing for businesses and that, despite some risks, it has had a generally favourable impact on the industry.

As already said, the studies on the realities and challenges of e-marketing are very few because of the novelty of the subject. Most studies on the realities and challenges of e-marketing in specific environments differ from this study.

#### **Objectives of the Study:**

- Defining e-marketing and highlighting the key systems that support it.
- Describing the elements that make up the e-marketing strategy.
- Addressing the types of strategies adopted in e-marketing.

#### **Importance of the Study:**

The significance of this study comes from the fact that it examines one of the most crucial and up-to-date issues, namely the strategic aspect of e-marketing. The internet has evolved into a strategic tool for various businesses, meaning that communication technology may significantly support marketing initiatives. It offers ways for businesses to communicate with customers and learn about their preferences and worldviews. Since Internet services are characterised by speed and accuracy, they help formulate the marketing plan and offer excellent chances to increase sales. On the other hand, these techniques must overcome obstacles in the digital world to be successful.

#### **Methodology:**

The study relies on the descriptive approach since it is one of the ways utilised in the study of contemporary issues and themes, requiring extensive reading before undergoing the process of description and analysis to provide a collection of fundamental findings utilising the method of surveying. Additionally, employing this methodology is especially crucial given that e-marketing is a significant and pressing issue that still requires additional research, studies, and a new body of information.



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The study begins by outlining the fundamental ideas behind electronic marketing and highlighting its benefits, stages, and mechanisms. The reasons for the growth of e-marketing are then discussed, along with its advantages and disadvantages, the tactics needed to implement these tactics, and the difficulties e-marketing presents in developing nations.

### **Conceptual and Theoretical Overview:**

Marketing is an Anglo-Saxon phrase first used in France in the 1950s and is defined as everything that helps a business draw in as many new consumers as possible and keeps their loyalty. It generally depicts the many techniques the business successfully employs to market its products (Salim et al., p. 7). The most significant definitions that intellectuals and scholars have offered for the subject of marketing are:

### **American Marketing Association for 1985 (AMA):**

The act of conceptualising, pricing, promoting, and disseminating ideas, products, and services to generate exchanges that satisfy individual and organisational goals is known as marketing, according to the American Marketing Association (Al-Jany, 2009: p. 20). Dr. Philip Kotler describes marketing as the science and art of discovering, developing, and providing value to meet the needs of a target market while making a profit. Marketing helps people realise their unmet needs and desires. The size of the recognised market and the likelihood of profit are defined, measured, and quantified. It identifies the market categories the business can best serve and designs and markets the proper goods and services to those groups. Therefore, adopting various marketing actions to satisfy marketing's needs is an activity based on a prior understanding of the needs and requirements of marketing.

### **E-Marketing:**

E-marketing, often known as electronic marketing, describes advertising done online. Internet and online marketing are two terms often used interchangeably when referring to e-marketing. E-marketing promotes a company, good, or service online, utilising computers and mobile devices. According to this definition, e-marketing includes all the actions a company takes online to attract new customers, keep existing ones, and establish its brand.

According to experts, e-marketing refers to using computers and communication technology to



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sell goods and services. It also refers to using information technology to link the functions performed by vendors and customers. And Arafa claims that e-marketing is associated with the use of the internet and other services of contemporary technologies to communicate in marketing operations, which aids in attracting the most customers by way of constant communication with the organisation and a focus on its demands. (Arafa, 2010: p. 225).

According to Encyclopedia.com., “E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerised, 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 competitive prices, enabling businesses to reduce operational costs.”

### **Definition of the Strategy:**

Noting that it was first used in the military and during conflicts, where it was viewed as the art of leadership to achieve success, strategy is considered one of the principles prevalent in most sciences and disciplines. The definition given that the term “strategy” “is the science and art of well-researched and coordinated public plans meant to use various resources to attain the major goals” is one of the most crucial ones given.” (Al-Sayyed, 1985: p. 13). And it shows in the decisions and activities that are made to fulfil the organisation’s long-term objectives. As said by Sans AnneeBouhadida, 195 “the strategy is the tool or means that helps management to think inclusively now and in the future in an orderly, targeted manner based on coexistence with the external environment” and Al-Jany (2009: p. 105). He believes that “the strategy” refers to decisions and significant trends that are conducted through long-term plans to achieve the organisation’s goals and to work in harmony with diverse environmental obstacles to survive.” (Ibid).

### **Theoretical Input:**

**Defining E-Marketing Strategy:**“A comprehensive plan for all business objectives, marketing goals and opportunities, because all businesses and site owners will have access to different beneficiaries in different ways,” according to the definition of e-marketing strategy” (Blake,



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2015). He describes it as a long-term strategy to allocate certain benefits or work toward specific goals. For it to be implemented, suitable tools must be available to carry out the urgently required processes.(Al-Somaid&Rudeineh, 2012: p. 271). They consider the e-marketing strategy to be the actions taken in product marketing based on the internet and its numerous applications to draw customers and produce a sizeable portion of revenues to meet the organisation's goals.

### **Advantages and Mechanisms of E-Marketing:**

The great development of digital technologies has made marketing enter the digital space to communicate with target customers through virtual communication. This development has given the potential customer a leading role in communication. Starting from this point, I will try to clarify the advantages and mechanisms of e-marketing:

- a. publishing marketing content on websites for a low price compared to advertising in other media.
- b. Growing the consumer base because of constant access. Since electronic marketing offers access to anyone anytime, the site is accessible anytime the customer wants.
- c. Simple access to all markets worldwide, as well as identification of their products without regard to geography or racial origin.
- d. Having more access to the guidance and support of professionals.
- e. Flexibility in quickly displaying product information, swiftly updating information, and obtaining accurate statistics on the number of visitors to the site, time of the visits, duration of the visits, and frequency of these visits, which aid in assessing the business and the effectiveness of its online marketing.
- f. Besides these benefits, e-marketing can help an organisation spread its message and promote itself. It can also help an organisation complete digital transactions and interactions quickly, efficiently, and with direct interaction from customers. These factors help an organisation attract customers, cultivate long-lasting relationships with them, welcome them, and make money with the least expense and work.

### **Advantages of E-Marketing**



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Among the advantages of e-marketing, the following points are highlighted:

- a. As long as the user can access the service in the digital environment, there is a distribution capacity at meagre costs.
- b. The potential for direct consumer-business interviews also lowers marketing expenses.
- c. A worthwhile time investment that boosts businesses' effectiveness in the digital environment.
- d. Directly handing off sales chores from salespeople to customers by presenting order forms and utilising finished and prepared models.
- e. Compiling data from market surveys and tracking consumer preferences.
- f. The opportunity for contact between the various businesses by starting online conversations between them and their clients about a specific product.
- g. E-marketing, promotion, and the potential to enter new markets all contribute to a growth in competitiveness based more on specialised offerings than on pricing, which creates prospects for excellence. (Arafa, 2010: p. 227).

### **Drawbacks of E-Marketing**

Among the drawbacks of e-marketing, the following are highlighted:

**Environmental factors and their direct impact on e-marketing:** Customers find it challenging to switch the networks and business partners they engage with due to the frequent change in the business environment.

**Rapid technological development:** Customers find it challenging to keep up with the technical areas' rapid progress and, as a result, comprehend the market.

**Policies for security and privacy:** Network users are sceptical of the electronic payment system.

**Legal and administrative issues:** They arise because of issues with electronic contracts' validity, trademark infringement, copyright, commercial liability, and loss of the right to trade secrets that corporations face. (Arafa, 2010: p. 229).

### **Characteristics of E-Marketing Strategy**

The e-marketing strategy has a set of characteristics that can be illustrated in the following points:



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- a. The internal and external environment must be scanned or analysed.
  - b. The ideal vision and objectives must be stated clearly.
  - c. The strategy is created by innovative formulation and thoughtful selection of the available tactical options.
  - d. The marketing strategy should be responsive to changes in structure and market (Al-Somaid&Rudeineh, 2012: p. 272). It implies the success of the e-marketing strategy requires Flexibility and scalability in the development of the digital environment.

### **Components of the E-Marketing Strategy**

The strategy is a long-term plan; thus, it includes the essential possibilities and a list of goals that must be accomplished. Market segmentation, market segment targeting, and market positioning are all crucial elements of any marketing plan. Due to the availability of communication technology, market segmentation occurs more thoroughly, and information gathering is simple in the case of e-marketing. As a result, creating the marketing plan is completed more quickly. E-marketing and the usage of Internet technology allow for greater integration between marketing strategies and the overall business strategy and operations, allowing sellers to track and monitor marketing initiatives (General Technical and Vocational Training Corporation, 1429 Ah: p. 27). Stephen Dann and Susan Dann respond to this criticism by pointing out that an effective e-marketing plan should include the following:

**Achieving an advantage in search engine:**The website must be improved for effective marketing, and this calls for the site to be listed on the first pages of searches so that visitors may see the content while searching. Additionally, it needs to include words and phrases that display to users the desired good or service in internet search engines.

**E-mail marketing:**Products are advertised to sway e-mail users who might become consumers. This approach has been shown to be effective and efficient in fostering positive business ties with potential clients.

**Online advertising:**Because it involves posting advertisements for goods and services on a company's website, sites that rank highly in search results, and sites where Internet users engage often, online advertising is a high-value investment strategy.



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**Online News Bulletins:** News regarding the new introductory offerings is sent to the organised public to accomplish this. This is conducted regularly.

**Media newsrooms:** This device is an effective online medium with content that may be shared on social media. Notably, the dissemination of information and news in these spaces happens quickly. (Al-Somaid&Rudeineh, 2012: pp. 272-273).

### **Stages of Development of the E-Marketing Strategies**

Internet Marketing Consulting proposed in 2009, based on versions developed by Chaffey in 2002, that there are four stages to developing the e-marketing strategy. These are:

**Strategic analysis** refers to a strategic analysis or examination of the current status of e-marketing, considering both internal resources and a range of internal and external processes and activities.

**Analysis of the appropriate environment:** This factor includes customer demands, rivals' actions, and market positioning without considering the general environment in which the company operates. Political, economic, social, and technological factors are also included. The process of analysing both the internal and external environments is based on the creation of an electronic marketing strategy that considers internal source analysis, the impact, sources, and financial cost of electronic marketing, as well as its quality, strengths, and weaknesses, as well as the sources of technological infrastructure.

**Micro-Internet environment:** In addition to the analysis of competitors or monitoring electronic competition to attract and keep customers interested due to the dynamic nature of the internet, it includes the analysis and evaluation of demand and customer activity on the internet as well as future projections of customer requests for e-commerce services in various market sectors. (Al-Somaid&Rudeineh, 2012: p. 276).

### **Strategic Goals and Types of Strategies**

Several prerequisites must be met for the organisation to successfully attain its objectives. They are harmony, compatibility, applicability, and clarity. In addition, the objectives must be relevant to the current legal, social, and political context, desirable, actual, and measurable. There are three criteria for measuring objectives: the time standard for scheme completion, the



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quantitative standard, which represents figures for achievement ratios and is compared with the planned, the qualitative standard, which means the quality of achievement and the level of efficiency in performance through the implementation stages, and the degree of Flexibility and adaptability of the objectives by internal and external factors.

**Defining the strategy:** Since many methods can be employed in electronic marketing, this stage is where the best approach is chosen based on the requirements of the situation. To ensure the quickest, highest quality, and most accessible way to implement the strategy in the best way possible and for a long time, especially now that the internet has opened the way for everyone to market various services and goods without exception, the different strategies are used along with the nature of the product and the size of the organisation. Because it aids in problem diagnosis and forms the foundation of marketing strategies, strategic marketing activity planning is necessary for the success of e-marketing initiatives.

**Implementation of the strategy:** A critical phase demands firm productivity to conduct electronic marketing activities (Al-Somaid&Rudeineh, 2012: p. 292). According to some industry experts, developing a successful electronic strategy necessitates going through several stages, including analysing the market area where the FFOM analysis method can be used (i.e. Forces, Faiblesses), adjusting the goals of the digital strategy, analysing the strategies of competitors, identifying the target audience with a unique budget adjustment, adjusting a digital communication strategy, and finally adjusting the appropriate budget (Sauvage, 2018: pp. 2-6). It should be noted that FFOM can help identify opportunities, the organisation's standing in relation to competitors, and potential weaknesses and threats to the project's implementation. At the same time, smart style is defined as. Measurable. Attenable. Realist. The Peter Druker invention Fixer dans temp le focuses on identifying the precise and measurable aim in time. Additionally, there is no superior way to the other; however, the appropriate approach must be selected to combine two methods simultaneously, which is crucial to get results quickly and visibly.(Do Igenia, 2020: pp. 4-5). SMART also helps frame the organisation's strategy, achieve goals, and confirm its success (Marrone, 2018: p. 487).

### **Types of E-Marketing Strategies**



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Several strategies can be relied upon in e-marketing management. These strategies can be discerned in the following points:

**Target Market Strategies:** Many of the tactics used by the e-marketing division to satisfy customers' needs with comparable or parallel wants are included in target market plans. The market is segmented, sectors with homogeneous components are targeted, various presentations are delivered through the organisation's websites, and a marketing strategy tailored to each category or sector is used to achieve this goal. In this area, Heidi Cohen (2001-9) points out that there are three types of strategies:

**Market segmentation strategy:** If the consumer owns a computer, which facilitates the activities of promotion, advertising, and distribution, it indicates that access to any consumer is done not only at the local level but also at the international level. This gives the customer access to the necessary data and allows them to compare products, suppliers, payment methods, etc. This technique opens the prospect of personalised marketing by contacting each customer and attempting to meet their demands through e-marketing. With the aid of contemporary communication techniques and technologies, this strategy is focused on the end user.

**Target marketing strategy:** It is a focused approach because marketing management evaluates the allure of each market area it wishes to target. Based on the assessment's findings, it will be decided which of the chosen industries will be targeted to provide the highest level of profitable customer value and sustain that value over time by building profitable, long-term relationships with customers. This strategy evaluates each market sector's attractiveness, chooses one or more to enter, and creates a marketing mix offer for these sectors.

**Market location strategy:** For the organisation's products to hold a clear, distinct, and desirable place in customers' minds relative to the products of rival organisations, the organisation must have made offers that support this. It is accomplished by creating a useful and appealing website that emphasises the worth of the product and influences the public's perception.

**Excellence strategy:** The company uses this tactic to set its products apart from those of other companies. Excellence is the key difference in how a product or service is presented. According to Porter, it involves developing something acknowledged as distinctive and unique in every



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business. Pursuing excellence or distinctiveness necessitates several pricey endeavours, including design, research, development, packaging, and branding. All of these are intended to set the product apart from related products on the market and to differentiate it in e-marketing.

**Features of E-marketing Strategies:**The presence and global choice, improved competitive position, quality of service, product customisation for customer size, streamlined procurement processes with quick response times, significant cost abundance, innovative business opportunities, and renewable goods and services are the most crucial aspects of e-marketing strategies for consumers or marketers. (Al-Somaid&Rudeineh, 2012: p. 298).

Depending on the type of product and the organisation's size, electronic marketing employs numerous tactics that have already been discussed to differing degrees. This variety of uses guarantees the quickest, best, and most straightforward manner to apply them and the finest over the long run. This is the case since everyone can now promote a wide range of services and commodities without exception, thanks to the internet and various social networking sites. Completing strategic marketing activity planning is necessary for the success of e-marketing strategies since it helps identify potential issues. In other words, it serves as the foundation for marketing strategies since it aids in problem prediction and the development of appropriate situational tactics while keeping up with the study of strengths and weaknesses.

### **Opportunities and Challenges of E-marketing Strategies**

We may explain this by pointing to the opportunities they present. Developing the marketing strategy using contemporary communication technology facilitates and enhances numerous marketing procedures.

- a. Because they make the best use of information, e-marketing techniques assist organisations in making various processes and activities more efficient, lowering costs and enhancing customer service.
- b. They build support systems, examine organisational policies, and enhance the strategic planning process by opening up new markets that are only possible through accessible sites.
- c. They lower labour expenses while increasing operational effectiveness.
- d. They produce strategic infrastructure for contemporary technology, encourage innovation,



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and open new economic prospects.

- e. They find and keep clients while developing a deep bond with them and raising quality.
- f. They boost organisational cooperation while increasing marketing share (Al-Somaid&Rudeineh, 2012: p. 306).
- g. They boost employee loyalty, increase business, and improve an organisation's reputation.
- h. By combining marketing tactics with contemporary technology, marketing performance has significantly improved in obtaining client loyalty and satisfaction.

### **The Challenges of E-marketing:**

E-marketing confronts several hurdles and difficulties that limit its use and utilisation, even though it offers considerable and varied potential in the trend toward globalisation and the shift to the digital economy. The following list of them is the most significant:

**Regulatory challenges:** Business development through e-marketing must result in major adjustments to the foundation of an organisation's structure, course, and organisational philosophy. There is a pressing need to redesign their organisational structures, include e-marketing communication initiatives and events into their established business plans, and modernise their operational procedures to reflect recent technology advancements.

**High costs of setting up websites:** Website development and design demand the expertise of highly effective specialists. Additionally, there is a pressing need for marketing and technological research to develop appealing sites capable of enticing clients and grabbing their interest; marketing in this way can add value to the organisation's competitive edge.

**Language and culture barriers:** The relationship between many customers is hampered by issues with language and culture. To avoid creating barriers in using various commercial websites, it is necessary to develop sophisticated software that will make a qualitative shift in translating texts into languages customers understand. This software must consider cultural barriers, customs, traditions, and values.

**Privacy and security:** Some customers find it difficult to accept the idea of shopping online because of concerns about confidentiality and privacy, particularly because the electronic exchange process necessitates the availability of certain customer information, such as name,



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gender, nationality, and payment method. Because of this, it is essential to use specialised software to safeguard the privacy and confidentiality of electronic business transactions like cookies.

**Distrust of electronic payment methods:**There is a propensity to use software to safeguard electronic payment methods and build client confidence because online credit card payments are one of the largest difficulties facing e-marketing. (Salim, et al., p. 119).

**Conclusion:**

Effective strategic planning and selecting tactics suitable for marketing activities are essential for the success of e-marketing. E-marketing strategies combine planning and communication technology use; consequently, this beneficial link can help organisations look for potential problems and threats while giving them opportunities to thrive and assume a strategic position in the market. Therefore, The business must carefully analyse the key elements of its plans and the essential prerequisites for their success.

It can be said that the most imperative results of the study are:

The application of e-marketing requires the provision of the appropriate digital environment.

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- E-marketing is now essential due to the prevalence of e-management and the accessibility of the internet.
  - E-marketing success requires relying on methodical and intelligently planned techniques.
  - Depending on how the organisation's internal and external environments are developing, several strategies might be employed inside the same organisation.
  - The nature of the environment and the goals set cause the organisation to resort to strategies at the expense of the other; there is no better strategy than the other.
  - Studies and analytical investigation of various information inputs and outputs and the correctness and ability of objectives to be operated are the foundation for a successful decision between strategies.



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- Several opportunities, including gaining a competitive edge and securing a strategic position in the market, are presented by the employment of e-marketing methods.
  - Various talents are required for the implementation process of e-marketing strategies to be successful.
  - Despite the e-marketing strategy's effectiveness, a number of issues still necessitate more efforts to address the negative impacts of gaining consumers' trust, encouraging them to use their services, and fostering a culture of digital communication.
  - The following are the most significant advice and recommendations that can be offered in this regard.
  - They are identifying the digital environment to discover the different advancements in this field.
  - The requirement for conducting digital environment analysis before deciding on and creating an e-marketing strategy.
  - Gain from the knowledge that developed nations have in this area.
  - The requirement is to promote electronic consumer behaviour using numerous communication channels.
  - To combat the threats that the digital world may cause, electronic vigilance must be offered.
  - The need to take care of the mechanisms of activating the role of e-marketing strategies.

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