

E-Marketing the Buzzword of Present Day Market in India

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ABSTRACT

E-marketing refers to the use of the Internet and digital media capabilities to help sell the products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web-marketing. As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers. What has changed is its wider scope and options compared to conventional marketing methods. E-marketing is deemed to be broad in scope, because it not only refers to marketing and promotions over the Internet, but also includes marketing done via e-mail and wireless media. E-marketing also embraces the management of digital customer data and electronic customer relationship management (ECRM) and several other business management functions. E-marketing joins creative and technical aspects of the Internet, including: design, development, advertising and sales. It includes the use of a website in combination with online promotional techniques such as search engine marketing (SEM), social media marketing, interactive online ads, online directories, e-mail marketing, affiliate marketing, viral marketing and so on. In India E Marketing is taking over the market in a big way as it is becoming a highly acceptable and convenient tool for the customers specially middle class, upper class and higher class but still it has miles to go with a challenge to penetrate in rural India which is still far away from the knowledge and usage of internet.

Introduction-

E-marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or a current customer database. Broadly, the term is usually used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to email messages sent by other companies to their customers. In today's internet age, building an online presence is imperative for all businesses to be competitive. E-marketing provides businesses with access to mass markets at an affordable price and allows them to undertake a personalised marketing approach. The flexible and cost-effective nature of e-marketing makes it particularly suitable for small businesses. E-marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of your business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web-marketing.

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Benefits of e-marketing

- Wider prospect reach – the internet has become part of everyone's life. So for whatever products you offer, there is already an existing market on the World Wide Web. With e-marketing, it allows you to find new markets and potentially compete worldwide with only a small investment.
- Cost-effective approach – A properly planned and effectively targeted e-marketing campaign can help your business reach target customers at a much lower cost compared to traditional marketing methods.
- Reduction in costs through automation and use of electronic media – e-marketing presents a strong business case in cost savings, particularly in the areas of transactional costs, customer service, digital media channels, print and distribution.
- 24/7 marketing - with a website your customers can find out about your products and make purchases even if your physical (bricks & mortar) premises are closed or you don't have physical premises at all.
- Personalised one-on-one marketing - e-marketing allows you to reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. By combining this with personalised e-marketing, you can create very influential and targeted campaigns.
- Increased interactivity – e-marketing allows you to create interactive campaigns using music, graphics and videos. Through two-way communications, interactive games or quizzes, you can engage your audience and give them greater involvement and control over their web experience.
- Increased ability to track results – e-marketing makes it easier to measure how effective your campaigns are. It allows you to obtain detailed information about customers' responses to your advertising, through the use of methods such as pay per click or pay per action, etc.

However, before you get started with your e-marketing, it is very important to have some skills and know-how in order to run an e-campaign effectively. If not, you run the risk of wasting your valuable resources with a poor campaign.

The digital technologies used as delivery and communication mediums within the scope of e-marketing include:

- Internet media such as websites and e-mail
- Digital media such as wireless, mobile, cable and satellite.

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Following are some of the benefits of e-marketing for small businesses:

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Use of emails as a tool of e- marketing

Transactional emails

Transactional emails are usually triggered based on a customer's action with a company. To be qualified as transactional or relationship messages, these communications' primary purpose must be "to facilitate, complete, or confirm a commercial transactions that the recipient has previously agreed to enter into with the sender", along with a few other narrow definitions of transactional messaging. Triggered transactional messages include dropped basket messages, password reset emails, purchase or order confirmation emails, order status emails, reorder emails and email receipts.

The primary purpose of a transactional email is to convey information regarding the action that triggered it. But, due to its high open rates (51.3% compared to 36.6% for email newsletters), transactional emails are an opportunity to engage customers: to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services

Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages within the body of transactional emails. There are also software vendors that offer specialized transactional email marketing services, which include providing targeted and personalized transactional email messages and running specific marketing campaigns

Direct email or interruption based marketing involves sending an email solely to communicate a promotional message (for example, an announcement of a special offer or a catalog of products). Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies, but safe mail marketing is also used.

Advantages

Email marketing is popular with companies for several reasons:

- An exact return on investment can be tracked ("track to basket") and has proven to be high when done properly. Email marketing is often reported as second only to search marketing as the most effective online marketing tactic.^[4]
- Email marketing is significantly cheaper and faster than traditional mail, mainly because of high cost and time required in a traditional mail campaign for producing the artwork, printing, addressing and mailing.
- Advertisers can reach substantial numbers of email subscribers who have opted in (i.e., consented) to receive email communications on subjects of interest to them.
- Almost half of American Internet users check or send email on a typical day,^[5] with email blasts that are delivered between 1 am and 5 am local time outperforming those sent at other times in open and click rates.
- Email is popular with digital marketers, rising an estimated 15% in 2009 to £292 m in the UK.
- If compared to standard email, direct email marketing produces higher response rate and higher average order value for e-commerce businesses.

Disadvantages

A report issued by the email services company Return Path, as of mid-2008 email deliverability is still an issue for legitimate marketers. According to the report, legitimate email servers averaged a delivery rate of 56%; twenty percent of the messages were rejected, and eight percent were filtered.

Companies considering the use of an e- marketing program must make sure that their program does not violate spam laws. Another disadvantage is lack of user friendliness and to some extent the trust factor. The country like India needs to work a lot in the area of internet marketing because of the huge rural market which is still deprived of facilities like electricity, internet cables etc. Although in the last two decades the country has shown progressed but still it has to go a long way in order to compete with the global players.

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