

Module: 5

Recent trends in Marketing

Online marketing

Meaning:

Online marketing is essentially another alternative term for “Digital marketing”. Online or virtual marketing simply means marketing that is done in a digital it is a marketing activity without physical presence. Online marketing is the practice of leveraging web-based channels to spread a message about a company’s brand, products, or services to its potential customers.

Features:

- Online marketing is a process consisting of interrelated steps : Setting corporate and business unit strategy, framing the market opportunity, formulating the marketing strategy, designing the customers expectation, developing the marketing programme and evaluating the results of the same.
- Online marketing makes use of the web and related digital technologies: These technologies consist of the internet media such as wireless, cable, satellite, etc.
- Exchange concept is the core of online marketing: The effectiveness of online marketing programme depends upon the overall impact of exchange. Marketing firms must be sensitive to the cross-channel effects of online and offline marketing programmes.
- Online marketing aims at securing the goals of both the seller and the buyer: Only when the interested of both the parties are well served, exchange becomes complete.

Advantages:

- Anytime marketing: Online marketing allows a consumer to make enquiries, comparisons, etc .., anytime of the day and throughout the year. Thus, it saves the customers time and money which he/ she would have otherwise spent, shopping physically.
- Wider choice: Consumer can virtually see the complete range of products they wish to buy products in electronic form. They can visit as many websites as possible to have a wider choice. In fact, this is one of the chief advantages of online marketing.
- Enhances consumer satisfaction: A consumer gets vast information about a product, its features, service network , competitors offer, etc . by the click of a button. So, a customer is well informed of the availability of various products online. Hence, his decisions are quicker and far better.
- Global access: Online marketing has exposed a customer to the markets all over the world through internet. So, a customer can buy the best product available in the world at a competitive price from his home or office.
- Firms that generate leads online achieve greater profits. generation strategies for professional services firms has found that firms with online marketing programs are more profitable, on average, than those that do not.

Disadvantages:

- Requires skill and training : being a digital marketer requires lots of learning and training. Digital marketing keeps on changing with the time, so its necessary to keep oneself up-to-date with the technologies. SEO,PPC and google analytics tools require prior training and assistance.
- Enormous competitors ; it is quite challenging to stand out among competitors. If you want to reach out to the global buyers, then you have to face stiff competition as well. Therefore, strategies like customer analytics ability should be designed to deliver a great customer experience.
- Privacy and security issues : The base of using online marketing is the internet. It may bring threads to the privacy of customer data base . Companies must take care of their security system. They must comply with the rules of data protection. An integrated system should be developed which act as a shield to protect data from hackers.
- Time consuming : it is not a one day wonder. It requires lots and lots of time to develop a plan and execute that plan. Learning SEO and PPC tools, creating content and implementing strategies take a lot of time. Building a brand in eyes of the audience is not an easy task. It takes time to get your brand recognized.
- Negative publicity : negative comments spread faster than positive one. Even a single bad review about the company may affect the goodwill of the company. Moreover, online marketing on social media platform is more riskier. As negative comments come into highlights and get shared rapidly.
- Strategies can be copied : It takes no time to copy your marketing strategy. Privacy can be seen among competitors. Your marketing campaign and strategies should remain protected from the competitors.

DIRECT MARKETING

Meaning and Definition of Direct Marketing

The marketing without intermediaries is called direct marketing. In this type of marketing, the producer himself encourages or motivates the customers to buy goods and services.

According to Philip Kotler and Gary Armstrong “direct marketing is through various advertising media that interact directly with consumers, generally calling for the consumers to make a direct response”.

Immediate reaction is expected from customers in direct marketing. Direct mail, catalogue, telephone, television and internet etc. Are widely used in direct marketing. Recently, direct marketing has become wide and popular. Producers etc. use direct marketing. In conclusion, marketing done only through advertisement without help of any middleman is called direct marketing.

Features

1. No middlemen : In direct marketing system, selling and buying take place keeping direct contact between marketers and customers through different media. So, no middlemen are found in this marketing. Since no middlemen work in it and no commission is given to them, cost is saved and the customers can get goods at the cheapest price.
2. Customer oriented : In direct marketing, relationship between sellers and customers become deep as well as strong. The sellers give emphasis on the wants, desires of each customer. It is one-to-one marketing. As the producers remain in direct contact with customers, they make marketing mix keeping the customers at the center.
3. Direct contact : There is direct channel in direct marketing. Since, no middlemen remain in this form, direct contact is established between sellers and customers. Producers can keep contact with customers one by one. This makes easy for the producers to know about the purchasing power, wants and an interest of the customers. Distribution cost is also reduced due to direct channel of distribution.
4. Forms : The channels which help to conduct direct marketing are taken as its forms. So, there are many forms of direct marketing. They are direct mail and catalogue marketing, telemarketing, television marketing, social media marketing etc. Any of these forms can be direct marketing.
5. A set of database : A database of names(prospects, customers, businesses, etc.),often with certain other relevant information such as –contact number/address, demographic information, purchase habits/ history, company history, etc., is used to develop a list of targeted entities with some existing common 5 interests, traits or characteristics. Generating such a database is often considered part of the direct marketing campaign.
6. Addressing the listed customers : Marketing messages are addressed directly to this list of customers. Direct marketing relies on being able to address the members of a target market. Addressability comes in a variety of forms including email addresses, phone number, web browser cookies, fax numbers and postal addresses.
7. Targeting : Targeting just the correct type of audience is the only way to make direct marketing work for the company's profit. Promoting an offer to an entire crowd, without filtering them, will only cause the company to send an excessive amount of money without getting appropriate returns

Advantages

1. Targeted audience : Direct marketing does not focus on large groups of audience. It tries to establish communication with potential customers and specific groups according to their interest and buying behaviour. Direct contact with targeted audience increases that chance to succeeding the campaign.
2. It saves costs : A company can establish direct communication with customers by using emails, telemarketing, internet etc. So, it saves marketing costs by lowering advertisements and promotional expenses.

3. Helps to increase customer loyalty : Because of personal touch and direct interaction, it helps to establish better relationship with customers. Personal connection between customer and company helps in improve customer loyalty.

4. improves profit : Elimination of middlemen commission and less publicity and advertisement expenses can save significant amount of money. So, cost saving leads to increase in the profit of the firm.

5. Measurable : If your marketing messages ask the recipient to take a particular action or use a specific voucher code, you can easily track the success of campaigns. This can help you plan future campaigns.

Disadvantages

1. Privacy issues : Today, customer habits can be tracked through Internet cookies and data mining. As data collection techniques improve, concerns have been raised about customer privacy. For instance, the health data of a person may be sold to an insurance company, who may then charge higher premium from him.

2. Legal issues : There are laws relating to privacy and data protection in direct marketing. You must ensure that your mailing list only contains individuals who have consented to receive marketing messages from you.

3. It is annoying and instructive campaign : Most people feel annoying, irritating and intrusive because of unwanted telephone calls and emails received regularly from marketers. So, customers may dislike this marketing strategy.

4. It has low response rate : Different marketing researches have proved that direct marketing has less conversion rate than other forms of marketing campaigns. It is difficult to identify potential customers and to collect data and information of an individual. If collected data lacks accuracy, then customer response rate becomes low and campaign cannot be conducted properly.

5. Not suitable for all business : Direct marketing is not suitable to target large groups of customers. It is also not suitable for big business companies with strong brand values.

SERVICE MARKETING

Meaning:

Service marketing is strategy which promotes and showcase the intangible benefits and offerings delivered by a company to drive end customer value. This can be for standalone service offerings or complementary service of tangible products.

Definition:

According to American Marketing Association “For the sale of good the various satisfaction activities, as well as benefits on offer for sale , are elements of service marketing”.

Features

1. **Intangibility** The service is considered as an intangible product which cannot be seen or touched or physically felt but can only be experienced. The consumer's buying decision is wholly based on his understanding of the service offering.
2. **Use of tangible products** The service providers make use of various tangible or real products to deliver appropriate service to the consumers. The products absorbed for providing services create value for the customers.
3. **No stock maintenance** The services are intangible and are provided then and there ;thus, unlike products , no inventory needs to be maintained in such cases. The profitability in the service industry depends upon the excellence of the service provider and business operation.
4. **Low price sensitivity** The consumers are not price -conscious but are more concerned about the quality of service they get. A zero-defect service product has the highest earning potential.
5. **Value creation process** The four significant elements of a service which is responsible for consumer satisfaction and value creation are the paces, people, proof and process involved.

Advantage

1. **Continuous sales** When service marketing focuses on meeting the needs of customers, it causes repeat sales. Happy customer comes back for another purchase. Thus, service marketing efforts translate into higher sales.
2. **Contributing to economic growth** Service marketing is particularly beneficial to developing countries. It provides an opportunity to showcase their skill and commitment to quality when it comes to service.
3. **Service proliferate** Consumers have much service option to choose from, and become the product is intangible, the challenge for service marketer is to somehow make her services stand out from the crowd.
4. **Multiple touch point** Service marketing involves many touch points for the consumer. Interaction with multiple people and experiences that is less tangible than when buying an actual product all impact the consumer's perspective of the purchase process.
5. **Feedback** In the era of the internet and rapid communication, reviews play an important role in deciding whether or not to buy a product. Disadvantages Marketing of services alone is a major challenge at almost all the organisation around the globe. Product is sold once, but services continue forever. It is this bundle of services that may customer switch to other competitors.

Some of the major disadvantages of service marketing are as follows.

1. **Intangibility:** People can touch and see a product and are exchanging money for something they need and can take home to use. Conversely, people can see the results of a service, which may not always be immediate. It requires faith on the customer's part that

they will get the desired results for their money. For example: if you own a beauty salon, you have to convince your customer's to trust you that makeup will be done to their satisfaction

2.Pricing: Pricing your service is an important marketing element. You need to be competitive, so research of several competitors. Prices are mandatory to gauge what your prospective customers expect you to pay. Then assess your cost, your overhead such as rent, insurance, salaries, and supplies to determine if you can meet the cost and make a profit with that pricing.

3.Inseparability: Customers are involved in production and delivery of services. Service can't not be separated from the service provider. For example: taxi operator drives the taxi, the passenger uses it. The presence of taxi driver is essential to provide the service.

4.Heterogeneity: Service's can not be standardised the expectation, perception, delivery, and satisfaction level will vary from person to person. The service firms should make an effort to deliver high and consistent quality by selecting good and qualified personnel for rendering the service. For example: live concerts like singing, dancing, and comedy shows, movies etc.

5.Perishability: The services cannot be stored for future use, it has to be consumed right then and there. Services are offered, consumed and perish immediately. It is only the after consumption state, that you realise whether the services offered were satisfactory or unsatisfactory.

6.Physical Evidence: Physical evidence refers to the place where service is being delivered. The customer creates his opinion about the service organisation based on how he finds the place or the physical evidence. Factors which are always look for in a restaurant. For example are cleanliness, promptness and friendly attitude.

7.People: Any service industry depends heavily upon its staff and people. The presence and use of appropriate staff is the backbone of a service industry. If a service industry wants to create Brand for itself it has to focus on recruiting the right staff and training them appropriately.

Rural marketing

Meaning:

Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The urban to rural flow consists of agricultural inputs, fast moving consumer goods (FMCG) such as soaps, detergents, cosmetics, textiles, and so on. The rural to urban flow consists of agricultural produce such as rice, wheat, sugar, and cotton. There is also a movement of rural products within rural areas for consumption.

Definition — “Philip KOTLER” The science and art of exploring , creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and service.

Features

1.Large and scattered population: According to the census, of India’s population live in rural areas. The rate of increase in rural population is also greater than that of urban population. The rural population is scattered in over 6 lakhs villages. The rural population is highly scattered, but holds a big promise for the marketers.

2.Higher purchasing capacity: Purchasing power of the rural people is on rise. Marketers have realized the potential of rural markets, and thus are expanding their operations in rural India. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in purchasing power of rural communities.

3.Market growth: The rural market is growing steadily over the years. Demand for traditional products such as bicycles, mopeds and agricultural inputs; branded products such as toothpaste, tea, soaps and other FMCGs; and consumer durables such as refrigerators, TV and washing machines has also grown over the years.

4.Development of infrastructure: There is development of infrastructure facilities such as construction of roads and transportation, communication network, rural electrification and public service projects in rural India, which has increased the scope of rural marketing.

5.Low standard of living: The standard of living of rural areas is low and rural consumers have diverse socio- economic backwardness. This is different in different parts of the country. A consumer in a village area has a low standard of living because of low literacy, low per capita income, social backwardness and low savings.

Advantages

- **Untapped Market:** The first and foremost advantage of rural marketing is that there is a lot of untapped demand in the rural sector which can be converted into sales by the company doing rural marketing and hence can increase the bottom line as well as the overall business of the company. In simple words, the untapped market of the rural area is like a treasure, just like the treasure is difficult to find but once it is found the person who has discovered the treasure becomes rich in the same way once the company is able to connect to the rural population through marketing then all the untapped demand of rural market will come to company's doorstep.
- **Less Competition:** In the case of marketing where there is intense competition everywhere, rural markets are an exception in the sense that not many companies are interested in doing rural marketing and that is where companies can take advantage do aggressive rural marketing and capture the market share of rural markets. In simple words just like some people want to be big fish in a small pond

rather than small fish in a big ocean in the same way company can become a player in the rural market rather than being a small player in urban centres.

- **Easier to Convince:** In the case of rural areas since not many companies products are there, it is much easier to convince the people about the usability of the product or service as there are no close substitutes which is not the case with urban areas where due to close substitutes and information overload it is a big task for companies to convince customers and retain the existing customers for long with the company.

Disadvantages:

- **Limited to few products:** The biggest disadvantage of rural marketing is that not all products can be marketed to rural areas as the demand of rural area is more need-based rather than being wantbased. In simple words, while in case of urban areas if there are 4 members in the family than all 4 will demand expensive mobiles or have 2 or 3 cars while in the case of the rural area a 4 member family will be happy with 1 simple mobile and car as they do expenditure on the basis of their needs and not on the basis of their luxuries.
- **Lower Margin:** In the case of metro cities and urban centers, people purchase goods or services to show off and are also quality-conscious hence they do not pay attention to the price of products which enables the company to charge a higher price for its products and thus have big profit margin while in case of rural areas people are cost-conscious and will not buy higher-priced products and hence the company can sell products having lower margin. In simple words, if the company is thinking that it will be able to sell goods at the same profit margin in the rural market as that of the urban market then it will be in for a disappointment.
- **Limited Medium:** In the case of marketing there are many medium through which companies can market such as radio marketing, television advertising, newspaper marketing, digital marketing, and so on but as far as rural marketing is concerned how many of the above mediums can be put to use is a debatable topic as rural households do not have access to all the above medium resulting in a limitation for a company thinking of doing rural marketing for its products or services. As one can see from the above that rural marketing has pros as well as cons and that is the reason why any company thinking of doing this marketing for its product or service should carefully read the above points and then only should take any decision regarding the execution of rural marketing

SEARCH ENGINE MARKETING (SEM)

MEANING:

Search Engine marketing (SEM) is a Digital Marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). search engine marketing is a type of marketing aimed at promoting a website on search engine results pages. Search Engine Marketing Is a highly effective way to increase your ranking on search engine like Google

and attract qualified traffic to your website investing in SEM is a great way for you to grow brand awareness and increase sales.

DEFINITION: SEM is defined by the set of tools, Techniques and Strategies that help optimise the visibility of websites and web pages through search engines. In short, the goal of SEM is to gain better search engine positioning on Google and other similar sites.

Features:

- Higher conversion rates: Using keywords, search engine marketing only catches customers who are potentially interested in your proposal. Half of the audience that comes to a retailer's website from paid ads is likely to make a purchase compared to those who come from an organic link.
- Better brand awareness: SEM not only converts audiences who already know your brand; it can also boost brand awareness by up to 80%. When people search for something and see ads, they may not click on them, but still can recognise the product, brand, or even the URL.
- Target The Right Audience Through Optimised Ads: SEM is a very effective way for businesses to reach specific customers based on their search intentions. You can make your ads appear only to consumers who are searching using key words closely related to your products or services. Choosing the right keywords for which ads are triggered to appear helps you create highly optimised ads.
- Immediate results: While pushing your website to the top of organic search results often takes months, paid ads appear on top and bring results immediately. They help you reach your target audience instantly.
- Consistent traffic: While your SEM campaigns are running, they generate additional traffic to your website. According to Google, 89% of this traffic is not replaced by organic clicks when ads are paused. This number is consistently high among different industries, such as automotive, healthcare, or travel. Put simply, SEM generates sustainable traffic all the time during your ad campaigns.
- Test And Measure Your Performance: Paid search ads give you the opportunity to test your ads performance and measure the results you've gathered for each campaign. Google Ads gives you access to in-depth data on the best performing ads in terms of: impressions, clicks, Click-Through-Rate (CTR), top performing keywords, etc. Depending on your campaign goals, you can evaluate your performance and identify what you ultimately need to optimise for better performance in the future.

Advantages:

- Highly measurable: Tools like Google Ads give you highly detailed reports of the evolution of your campaign, so you can always know what is happening with your ads. In addition, you can take advantage of the integration with Analytics to have everything controlled to perfection.
- Real time monitoring: The analytics interface allows you to see what is happening at each moment and corrects the course to the moment if you do not get the results you are looking for.

- Pay per click: With this, you will only pay if you get results. You can control the maximum daily budget that you are willing to invest as well as the maximum cost per click you can pay. This way, you make sure that the campaign is profitable.
- Speed: Regarding other techniques such as SEO or content marketing, search engine advertising allows you to achieve relatively fast, large-scale results. Within everyone's reach. Since budgetary investment is scalable, this solution works for both large companies and SMEs. They all compete in equal conditions to reach the first positions for keywords
- Segmentation: Finally, another positive of this tool is its great segmentation possibilities. By focusing on keywords, you will reach the public that is actively interested in you. You can also filter it by other factors such as location, language or behaviour.

Disadvantages:

1. Higher long-term cost: To be clear, SEM only works while you pay. Although over time you can optimise your campaigns and reduce costs per click, you will have to continue paying for each of the visits you get.
2. High level of competition: Search Engine Marketing has become popular and there are many companies that compete to position themselves for the same keywords. This competition causes costs to rise and sometimes it can be difficult to get a good ROI.
3. It's interruptive:- As opposed to other solutions like native advertising, SEM involves invading" the user's space with content that they didn't seek out. In fact, if the user you are targeting has an ad blocker, they may not see your ads.
4. Cost Per Conversion Every time someone clicks on your ad whether they end up or even intend on using your services, it will still come out of your budget. This does lead to competitors clicking on your ads and wasting your money. There are some helpful tools in place but they aren't full proof and can add more work for you. In addition, the more competitive the market you are in, the more each click will cost.
5. Management Managing your ads from negative keywords to your different ad groups can be time-consuming. If you don't have the budget to hire a professional, the costs could start to hurt your ROI.

MOBILE MARKETING

Meaning:

It is an online-marketing technique focused at reaching a specific audience on their smartphones or mobile applications. It aims to reach an audience of mobile users. Since people spend maximum time on their mobile devices it becomes easy to reach customers easily. Or it refers to the marketing activities undertaken to reach the consumer directly through mobile phones, connected to a worldwide network, to which the consumers are frequently connected. Mobile marketing is an extension of the Internet Marketing and sometimes called Wireless Marketing. Through this method, the companies can reach a large audience at a less cost and can have an effective promotional activity.

Definition:

According to Mobile Marketing Association, “Mobile marketing is a set of practice that enables organizations to communicate & engage with their audience in an interactive and relevant manner through mobile device”.

M-Business relates to e-business, and typically, m-business solutions are used by corporations to provide secure mobile access to enterprise data from any location. They allow employees to be more effective at their jobs as by having critical data at their fingertips, employees can respond more quickly to inquiries, remove inefficiencies brought about by manual data entry and retrieval, and also make decisions based on current information. Most of the current demand for mobile and wireless technology surrounds m-business market. While consumers continue to purchase inexpensive mobile phones, business users are adopting high-end PDAs and laptops to conduct business.

Mobile Marketing Methods or Strategies

1. Short Message Service (SMS): The SMS or text message is the most common and the traditional method of mobile marketing wherein the customised messages according to the customer's demographics are sent to their personal mobile phones.
2. Multimedia Message Service (MMS): The MMS is again one of the traditional forms of mobile marketing, wherein the media or images of maximum length can be sent to other mobile phones without any internet connection. The MMS can be sent to any mobile phones provided their handsets are compatible with this message service.
3. Quick Response Codes (QR): The QR code is a mobile application that can be downloaded on the smartphones through which the consumer can read the barcode to know about the details of the product. The QR codes are the latest means of mobile marketing that redirects the consumer directly to the website once they scan the QR code given online. Also the text, mobile numbers, addresses, etc. can be stored in the QR code such that the same can be sent to others who can scan it using their app, thereby limiting the sending of business cards.
4. Location-based Services: With the use of GPS, the companies can track the location of the mobile users, and then send the messages that are customised according to the location in which they reside.
5. Push Notifications: The Push Notifications are usually the text messages which are sent by the server and do not require any specific application to be open on the mobile phone to enable these push notifications. The users can opt for the push notifications at the time they install any services and can manage these pop-ups according to their convenience.
6. Mobile Advergaming: This is one of the latest methods of mobile marketing wherein the companies make use of video games to promote their products and services. The film companies are the ones who make a much use of the mobile advergaming. such as spider man, iron man, resident evil, etc. are some of the movies on which video games are developed and gained much popularity among the youth. Other types of mobile marketing include websites designed for mobile devices and bluetooth hotspot systems, such as movies, short message service (SMS) is the most common type of mobile marketing, in addition to search engine marketing (SEM) and display-based marketing.

FEATURES:

The following are the important features of Mobile Marketing:

1. **Location-aware** By virtue of the platform, consumers may use their mobile devices in a range of different locations. This could include the home or while shopping. However, the most effective mobile marketing will focus on tapping into consumers interests outside shopping and using them to sell products. A classic example would be selling merchandise to a sports or music fan. In this way the mobile platform is being used to target the consumer to full effect in the context where they are most likely to respond.
2. **Interest-aware** Location is not the only way to get a handle on a smartphone user's interest. The apps they download can be as well. If in-app advertising is done effectively, the successful marketer can launch a focused campaign that feeds off the genuine interest of the smartphone owner.
3. **Activity-aware** It is important to consider another element of the mobile landscape, smartphone owners do not use their mobile devices to just do one thing, as they would on a desktop PC. There is one tendency to constantly flick from app to app rather than staying in one place. India-based InMobi's Miip is designed to be a companion that "stays with them throughout their journey". What this means in practice is that it presents a collection of product feeds and related content for consumers within and across their favourite apps.
4. **Irritation-aware** People may have more than one mobile device these days. For example, one device might carry personal contacts and the other business contacts. However, it is becoming increasingly rare to have more than one person per mobile device. If you offer an SMS app with an advanced features but fill it with ads, chances are that the smartphone user will have little patience and quickly swap back to the interruption free default.
5. **Attention-span aware** Finally, take account of how people use their mobile devices. They will often have their phone sat next to them, idle, while they go about other tasks, and simply check it when a notification comes through. Even if this translates into further browsing on the device, it is still important to consider that end user is not necessarily looking to be sold anything.

Advantages:

- **Mobile marketing reaches a broader market:** Smartphones and tablets are cheaper, smaller, and more portable than traditional PCs and laptops. This means that people who previously were not able to be online are no longer restricted by financial, geographical or technological barriers.
- **Instantaneous results:** We always carry our mobile phones. Like our wallet or keys, we never leave home without them. And, most of the time, our mobile phone ON which means, we receive the message at the very moment it is sent. You can use tactics to get your marketing message out immediately.

- **Easy to work with:** The creation of elements for mobile devices is simpler and less costly compared to desktops or laptops. This medium also makes it easier to promotions and marketing incentive services to us, the users. We can keep information handy until the time we need to use it.

For example, we can download coupon to our phone, and then show that coupon at checkout without an internet connection to receive the discount. Convenient to use: Since the screen size of a mobile phone is small, it limits the so of content that can be displayed. This makes it convenient for the creators of the content who can keep it basic and simple. Also, simpler content will adapt itself better to the various mobile platforms Tracking response: User response can be tracked almost instantaneously. Mobile marketing is an effective way to collect user data. Databases that use phone mane such as unique IDs are more effective, since many people generally keep their phone numbers for a longer period of time, unlike their e-mail addresses. This helps the mobile advertiser better understand and analyse user behaviour and create buyer personas.

- **Huge viral potential:** Here, you have the domino effect. Since mobile content can be easily shared among users, mobile marketing enhances the potential for virality, or a piece of content - usually a video - "going viral." Users more than likely will share good information and offers with their friends and family. So, companies get a lot more exposure with no extra effort. Mass communication made easy: Since a lot more people own mobile phones than desktops or laptops, mobile marketing helps the marketer reach a far wider and more diverse audience, either by SMS or push notifications. Mobile marketing also gives the advantage of targeting capabilities. You can geo-target by sending location-specific messages to those using GPS and Bluetooth technology, or demographic targeting, so you can reach the right audience via age and gender information.
- **Micro blogging benefits:** Social media platforms such as Instagram and Twitter, have literally put the power of influence in the hands of everyday people. From moms to fashion bloggers to people who really just like pictures of dogs with food, anyone ca be an influencer. In fact, you are an influencer to your friends and family on social media, whether you realise it or not. Mobile payment: The latest mobile payment facility is very convenient for the us today. Here, users are offered a secure online payment environment, which works advanced mobile web systems. This means that the user does not need to cough physical currency each time he wants to make a mobile purchase or pay a bill online.

Disadvantages:

- **Platforms too diverse:** Mobile devices do not have any particular standard, as compared to PCs and laptops. Mobile phones come in many shapes and sizes, so screen size is never constant. Also, mobile platforms use different operating systems and browsers. Hence, creating one campaign for all of them can get difficult. Privacy issues: This is always in question on any network or device. Savvy mobile marketers need to understand and respect the fact that users

would like their privacy. So, they should offer clear instructions for opting out of marketing communications should the user want to do that.

- Navigation on a mobile phone: The mobile phone usually comes with a small screen and no mouse. This means that navigation on a mobile phone may get difficult for the user, even if it has a touch screen. In such a case, most ads may go untouched, as the user may find it too tedious to look in detail through each one of them.

Social Media Marketing

Meaning

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Definition

The term 'social marketing' was coined by Philip Kotler and Gerald Zaltman "Social marketing is the design, implementation, and monitoring of programs designed to influence the acceptability of social ideas and that embeds planning, pricing, communication, distribution, and marketing research considerations."

Features of social media marketing

1. Increased Brand Awareness Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. By investing only a few hours per week, over 91% of marketers claimed that their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page your brand will benefit, and with regular use it can generate a wide audience for your business.

2. Better Customer Satisfaction Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanising your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalised response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.

3. Improve Brand Loyalty One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go

hand in hand, it is important to regularly engage with consumers and begin developing a bond with them. Social media is not just limited to introducing your brand's product and promotional campaigns. Studies show that this segment of customers is 62% more loyal to brands, businesses must implement social media marketing to get the attention of their most influential consumers.

4. More Brand Authority Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. Regularly interacting with customers demonstrates that your business cares about customer satisfaction. Satisfied customers usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business, and show new visitors your value and brand authority.

5. Cost-Efficient Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in is a relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses.

6. Gain Marketplace Insights One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on your profiles, you can see customers' interests and opinions. Using social media as a complementary research tool can help gain information. Another insightful aspect of social media marketing is the ability to segment your content syndication lists based on topic, and identify which types of content generate the most impressions. These tools give you the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue.

Advantages of Social Media Marketing

- Generates conversation around your Brand A strong social media marketing strategy will generate conversation about your brand, products, and partners. Take this example from Xbox Game Pass on Twitter. They simply tweeted to announce the availability of one of their games on EA Play. By doing this, they received a great amount of feedback about their product. They also got people talking. Fans were having genuine conversations, all facilitated by social media.
- Helps to understand target customers' interest You need to know what your target customers are interested in if you're going to try to reach them effectively. You can do this by monitoring their social conversations around certain topics. This is called social listening, and can help you understand what's important to your audience while identifying trends they're following. You may also learn about what they're struggling with, which can help you create content addressing those pain points.
- Provides platforms to tell your brand story Using social media is a great way to share your brand's mission and share stories. Effective storytelling can have a great impact on your brand's image. These stories can be simple or extensive depending on what you think will be most effective.

- Helps you stay current with industry News In addition to that, by following and monitoring your competition and other industry businesses, you can see what new things they're trying to accomplish. 25 Technology, social media, and marketing practices are always evolving. When someone within your industry makes a sudden change, you're going to want to know about it and figure out why. Keeping up on news that might affect you and your company is necessary in order to stay afloat in a competitive market.
- Helps identify and connect with potential business partners and collaborators Social media makes it possible to make connections with new people. Here are some ways you can leverage this to benefit your business: Facebook Groups: 1.8 billion people use Facebook groups. Finding those groups and getting involved can help you make connections with those who might want to collaborate with your brand. LinkedIn: LinkedIn was made to help professionals connect with potential business partners, collaborators, or employees/ employers. In fact, 72 % of B2B Buyers use LinkedIn to share important information about their business Twitter: Not only does Twitter allow you to reach customers, but it also acts as a platform to reach the right people for your business. Instagram: Instagram has become one of the best platforms to reach brand collaborators and content creators. In fact, Instagram collaborations are on the rise and influencer marketing is expected to grow to be worth over \$13.8 billion Disadvantage of Social Media Marketing
- Negative Feedback and Tarnish Brand name Being on social media means exposing yourself publicly to all kinds of people who may or may not have the intention of coming across or seeing your brand. You and I both know there is always a dark side to everything, and social media is no exception .With the internet being easily accessible more than ever before, there are people who always aim to damage one's reputation. Bad things can spread out through social media and you know how quickly things are.
- Heavily Rely on Ads Ads, Ads, Ads, Ads everywhere! I know you are frustrated at ads, me too. In today's online marketing, ads dominate. Advertisement is the main channel for these giants to make money on their platform. That's why they really focus on promoting and luring people to use their ads platform. This is one of the biggest disadvantages of social media for your business.
- Time-consuming One big misconception people have about social media is that: It's FREE. There are several free or low-cost social media tools available, but you have to deploy a substantial amount of time to understand and learn the usage. Time is not absolutely free. 26 Companies who have implemented social media activities on their marketing strategies successfully understand how much time it takes to learn and implement all of them.
- Security and Privacy Policy issues One of the biggest negatives of social media marketing is the security and privacy-related issues. When you're using social media platforms for advertising, you basically need to surrender your information, both public and personal, in order to get the most out of your marketing effort. True, social platforms are constantly improving on this, but they will never be 100% safe.
- Low ROI [Return On Investment] Another main negative of social media for business. ROI from social media marketing is probably one of the lowest in online marketing strategies. You have to put both time, effort and money to really make

things work. If you are a social media geek, you should know this very well. If you do not post or engage with your fans or people on a regular basis, what you notice is your followers will start decreasing.

So it's really time-consuming to actually create that kind of audience unless you are well known.

E-MAIL MARKETING:

WHAT IS E-MAIL MARKETING :

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

IMPORTANCE BUSINESS

- Brand Recognition: With email marketing, you can easily brand your emails. But brand recognition goes beyond design. By consistently providing valuable content to your audience, they will begin to recognize, and even anticipate your emails.
- Cost- effective - the costs of email marketing can be much lower than many other forms of marketing. There are no advertising fees, printing or media space cost.
- Build your brand: With email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message with a friend. Start-up-and small Business
- Increase website traffic: Whether you're an ecommerce business that sells products online, or a retail store that wants to increase traffic to your website so that you can bring more people into your store — email marketing campaigns can help.
- Build credibility with your customers (and prospective customers): People do business with people they know, like, and trust. Email gives you the ability to build credibility with your audience by sharing helpful and informative content
- Increase website traffic: Whether you're an ecommerce business that sells products online, or a retail store that wants to increase traffic to your website so that you can bring more people into your store — email marketing campaigns can help. Save time: Once you learn the basics, you'll be able to put together a plan to get your emails out to your audience of subscribers in less time.
- Boost sales: By promoting your business through email marketing, it gives your audience the chance to make a purchase right from their phone or laptop. Small business email marketing can be used to sell to prospects, boost referrals, upsell to current customers, and even re-engage customers

ADVANTAGE OF E-MARKETING

Cost-effective- the costing ➤ Cost- effective - the costs of email marketing can be much lower than many other forms of marketing. There are no advertising fees, printing or media space cost.

➤ Scalable - email marketing can be used to reach large audiences or smaller targeted lists.

➤ Shareable - it's easy for people to forward and share your email content, building your reputation by word-of-mouth or viral marketing. This may help influence new customers to become followers of your brand. Environmentally-friendly - email marketing is better for the environment than direct marketing by postal mail because nothing is printed.

➤ Immediate Response – Through email we get notified mails about orders events transactions.

DISADVANTAGES

➤ Spam - commercial email or 'spam' irritates consumers. If your messages aren't targeted to the right people, the recipient may delete your email or unsubscribe. You need to make sure that your email marketing complies with privacy and data protection rules, and that it is properly targeted at people who want to receive it. The 'click through rate' for untargeted emails is likely to be very low. See email marketing and privacy law.

➤ Size issues - files need to be small enough to download quickly. Emails containing many images may take too long to load, frustrating your audience and losing their interest.

➤ Deliverability Issues: Your email may not reach its intended audience. For one thing, certain terms, such as "free" or "money" could trigger the spam filter, where your recipient may never see it. Other times, your email headline may not be enticing enough for the customer to open the email.

➤ Likelihood of Unresponsiveness: It is improbable that you will get a response from the customer with any run-of-the-mill email. In order to get a positive response, you must provide high-value content that is personalized and captures the reader's attention. Lack of personalization or emails that are too focused on selling instead of providing value to the customers can drop the open and click-through rates of marketing emails.

➤ Email can cause misunderstandings: Because email does not include nonverbal communication, recipients may misinterpret the sender's message. This is particularly true if senders fail to go through their messages before they send them. If you have not purchased from you in a while. The more relevant and targeted your email content is, the more likely the reader will take an action. Strategic of Email Marketing

➤ Segmenting the subscriber segmentation is division of email subscribers into smaller segments based on set criteria more relevant email marketing based on their geographic location, interest, purchase history and more

➤ Personalized the email campaign: Email personalization is an email marketing process that uses personal information of the subscriber to produce more targeted email

➤ Scheduled E-Mails : A scheduled email is a message you can send in the future just write the message in advance and set up the email delay so that they won't go out until the day and time you specify

➤ Optimised E-Mails : Email marketing is a highly effective and cost-effective way to increase revenue. And it offers a high ROI (Return on Investment) Email marketing however measure the message are reaching the right people at the right time. Get personal but have boundaries : There's no doubt that email personalization is a great tactic proven to have amazing benefits on your mail campaign. According to Invesp, compared to nonpersonalized promotional mailing hve 29% higher unique click rates.

GREEN MARKETING

Meaning:

Green Marketing is a relatively new concept, which involves the promotion of products and services which are safe for the environment. It involves development, manufacturing, promotion, distribution, consumption, and disposal of the products and services in a sustainable fashion so that least damage is caused to nature.

Definition: The American Marketing Association (AMA) has defined Green Marketing in three ways: Retailing definition: Marketing of products that are presumed to be environmentally safe. Social marketing definition: Developing and marketing of products designed to minimize negative effect on the physical environment or so as to improve its quality. Environment definition: The efforts by organizations to produce, promote, package, and reclaim products in such a manner that is sensitive or responsive to ecological concerns.

Features of Green Marketing:

1. Continuous activity/process: Green marketing is a continuous process as it will not stop just by producing one type of product which is eco friendly. Producing of eco friendly products must be a continuous process for each organizations for better results in future.
2. Focuses on overall product life cycle: Green marketing is mainly done for the reuse of the products, So not only one aspect of a product is considered. Every part like production, packaging, development, design, distribution every single element is given equal attention.
3. Environmental friendly: They are more durable, reusable, less toxic, less resource-intensive, and safer for the environment, wildlife, and people. Plus, using eco-friendly products will not only help protect the planet and the health and well-being of your loved ones but also the future of your kids.
4. Use of renewable resources: Making the use of renewable resources is not only cost-effective but also helps you save non-renewable resources. Thus, this is one of the best feature of green marketing as it helps to reduce the use of non- renewable resources which will be an environmental friendly act. Sustainable development: It focuses more on profit through sustainable development. Contrary to one belief, that it just focuses on eco-friendly ways of marketing. The answer is big NO! It just not

focuses on sustainable ways of promoting green products, but also works on how to sell these products to earn the most profits. Redesigning of products: Green marketing helps to redesign a product in an environmental friendly manner without losing its utility, which makes the product usable as well as no harm is made for environment. It also adds up some extra qualities to the products

Advantages of Green Marketing:

Competitive Advantage: It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage. **Gain More Profits:** Sustainability is a key concern for millennial generation. They are willing to pay more for products and services seen as sustainable or with a positive social impact. Customers are reassured when their products are chemical-free and made with recyclable materials that do not harm the environment. **Raises Awareness:** If a company supports any causes, partnering with fellow environmental leaders can be part of its green marketing strategy. This can bring huge momentum to a campaign, an event, a training workshop and more. These might be large-scale companies, but when it comes to green marketing advantages, the same possibilities apply to even the smallest companies expansion **Increased Audit:** If your company's marketing makes claims about its green products or an overall commitment to environmental sensitivity, it may open you up to enhanced surveillance from consumers and environmental protection groups. Analysts may examine the production process of your product.

Individuality: Green marketing can make your company stand out from among others who have products with similar quality or prices. Green marketing promotes a more thoughtful, responsible corporate image. This holds true even for customers who don't make environmental concerns a major priority.

Disadvantages of Green Marketing:

1. **Change leads to costs:** Changing your marketing tactics takes time and the development of a new strategy, which typically translates into increased costs. While your sustainable efforts and practices are designed to save money, when a company puts effort into changing their brand to be more environmentally friendly, those changes can have expensive upfront costs
2. **Costly Green Certifications:** To commercialize your products as “green”, depending on your industry you might have to go through a long and pricey process to obtain the environmental certifications. These certifications, which the governments, industry associations, professional associations and consumer rights groups distribute, use certain certifications to meet industry environmental standards. This is especially true for companies operating in the fields of energy consumption and recycling waste management.
3. **Green Washing:** As green marketing brings so many advantages to a business, a lot of big companies try to look “greener” and the majority of it is just green washing. This means a company will make something not sustainable look green by putting all of the attention on a little detail.

4. Customer Reactions: Green marketing can result in different types of customer reactions, which can serve as benefits or drawbacks to such a marketing strategy. Environmentally conscious consumers may flock to your brand and embrace your products. You may also be able to use green marketing to gain an increase in neutral consumers who value other features more but see the environmental benefits of your products as a slight advantage over similar competing products. On the other hand, some consumers equate green marketing with products that cost more or sacrifice practical value for vague or unproven environmental benefits

5. Huge Investments: It can be costly for a corporation to go green initially. The cost reductions in energy savings gained by going green are not always enough to offset the initial upfront conversion costs. In some locations, however, tax benefits are provided that can help companies offset the costs of making the switch. Conclusion: Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspects of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

NETWORK MARKETING

INTRODUCTION

network marketing Network marketing is the latest platform of marketing. Network market business have their own ideas and opportunities to sell their product. This concept consists of DIRECT SELLING METHOD. Network marketing is also called as MULTI LEVEL MARKETING(MNL). It is also called as cellular marketing. The network marketing consists of direct selling method in which the independent agents serve as distributors of goods and services, and are encouraged to build and manage their own sales force by recruiting and training other independent agents.

MEANING OF NETWORK MARKETING:

Network marketing refers to that marketing in which marketing is done by individuals for the companies through the network of individual and not through network of companies. Network marketing is also considered as a sales strategy in which sales person attends meetings of organization whose members are likely to be interested in a particular product or services in order to develop business.

TYPES OF NETWORK MARKETING:

Single - tier NETWORK MARKETING

Two - tier NETWORK MARKETING

Multi – level NETWORK MARKETING

SINGLE – TIER NETWORK MARKETING: In this type of marketing, you will be selling products and services of other companies without recruiting additional distributors. One has to register to the affiliate program of the organization with single tier network to sell their commodities and services. Example: one of the famous beauty firm AVON uses single-tier marketing

Two– TIER NETWORK MARKETING: Two tier marketing, unlike single tier network marketing, requires some recruitment, but the compensation is not dependent on it. They get directly compensated by the direct sales. Example: KEN ENVOY is one of the biggest example that uses two tier network marketing.

Multi – level NETWORK MARKETING: This is one of the most popular types of network marketing that can be seen around the world. It marketing network based on a distribution involves more than 2 levels. Sales organization employ MLM(multi level marketing) for the existing distributors to recruit new distributors. Example: AMWAY organization uses multi-level marketing.

ADVANTAGES OF NETWORK MARKETING

1. it is a way to share a product or service that people are truly passionate about
2. It can be a easy way to start a bussiness opportunity
3. Demand for quality products
4. Income potential: The sky is the limit in network marketing

DISADVANTAGES OF NETWORK MARKETING

1. Most people don't get rich through network marketing
2. Most network marketing sales are face to face
3. network marketing mostly depends on leadership.
4. problems may occur in communication in multi-level marketing.
5. It takes time to grow