



BACHELOR OF COMPUTER APPLICATIONS

SEMESTER 5

DCA3143
E-COMMERCE

Unit 7

E-Marketing

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1. INTRODUCTION

Many emerging trends have been introduced in marketing that help the customers to be at the center of business systems. E-marketing is one of them and has gained significant importance lately. It refers to the exchange of goods and services between various people or business enterprises with the usage of powerful tools of Information and communication technology. The system is run through an infrastructure network that is globally standardized for the business processes of the enterprise and its system of Information and communication technology.

Business organizations make use of the new opportunities of e-marketing with the emergence of the internet through cloud computing facilities, the latest technologies, and an increase in tech-savvy consumers. Due to these reasons, business organizations are making investments in the online domains of e-marketing. The fast-expanding marketing and sales channel continue to experience dramatic growth along with its interconnected logistics system that requires effective management through its distribution systems.

This unit explains the concept of e-marketing. Then, it discusses the scope and 4-Ps of internet marketing. Later, it explains the importance of e-marketing. In the end, it details the techniques applied to internet marketing.

1.1 Learning Objectives

By the end of this unit, you will be able to:

- ❖ *Define the concept of e-marketing*
- ❖ *Describe the scope of e-marketing*
- ❖ *Enumerate the importance of e-marketing*
- ❖ *Explain the techniques applied to internet marketing*

2. CONCEPT OF E-MARKETING

E-marketing comprises the marketing of goods through electronic channels or the Internet. It is also known as 'Web Marketing,' 'Digital Marketing,' 'Online marketing' or 'Internet Marketing'. It includes the use of web for buying and selling of goods and services and marketing a brand with the help of computers and mediums of mobile devices. Hence e-marketing involves the various activities of business through the 'World Wide Web' for attracting customers, initiating new business, retaining current business, and developing its marketing brand identity.

In the words of **McDonald and Wilson**, "E-Marketing (also referred to as web marketing or internet marketing) uses electronic communication technologies including the Internet, mobile phones and digital televisions to accomplish marketing objectives."

According to **Kotler and Keller**, "E-Marketing portrays company efforts to inform and communicate with buyers and promote and sell its products and services over the Internet"

Businesses use the e-marketing to:

- create online shopping websites for retail sales direct to consumers.
- establish online marketplaces with facilities of third-party business-to-consumer or consumer-to-consumer sales.
- initiate business-to-business buying and selling.
- collect and use demographic data through social media and contacts through the web.
- connect to prospective customers online through emails or newsletters.
- launch new products through pre-tail.

Activity I

Find out the difference between e-marketing and traditional marketing and prepare a report on it.

SELF-ASSESSMENT QUESTIONS- 1

1. E-Marketing involves the use of _____ for selling products and services.
2. Digital marketing can also be called as _____
 - a. line marketing
 - b. media marketing
 - c. internet marketing
 - d. net marketing
3. E-marketing has initiated new _____ for people and entrepreneurs with their increased presence in the global markets.
4. People and entrepreneurs use the e-marketing business for initiating Business-to-business buying and selling. **(True/False)**
5. In e-marketing, the customer chooses an alternative that provides them maximum satisfaction. **(True/False)**

3. SCOPE OF E-MARKETING

The concept of e-marketing is a combination of the latest communication technology and traditional theories that marketers employ for a transactions commercially facilitated through the web for the benefit of the customers. E-marketing is a part of integrated marketing communications that helps a brand grow across different channels and it is fast replacing 'traditional brick and mortar stores'. E-marketing has become an important marketing strategy adopted by companies for different technologies used for marketing online, transferring of funds electronically, management of inventory, system of automated data collection, supply chain management, and mobile commerce. The process of online transactions and online retail are both parts of e-marketing involved in buying and selling products globally twenty-four hours a day. The sale of goods online with money transfer and data needed to conduct these transactions and the ultimate delivery of the goods or services in e-marketing are conducted on- or offline.

The marketing processes of the economy are being transformed by the processes of e-marketing by creating structural changes and by changing the consumption patterns and the lifestyle of the consumers. It is creating an impact on E-marketing, virtual business systems, various microchip economies, and the ecological environment. The facility of e-marketing enables people to choose from a large variety of goods while shopping online 24 hours a day and seven days a week without any problem. Several e-marketing sites have revolutionized the marketing industry like eBay, Amazon, Flipkart and so many more sites from where consumers can purchase an endless number of things. There is a uniform strategy that is maintained in e-marketing and the entire process is completely automated.

The transactions through e-marketing between consumers and businesses take place in the following models:

1. Business to Consumer (B2C): In this model, of goods or services are sold by the business organization to individual customers.
2. Business to Business (B2B): In this model, of goods or services are by a business organization to another business enterprise.

3. Consumer to Consumer (C2C): In this model, selling of goods or services takes place between consumers. For example, old second furniture can be sold online through the internet through sites of eBay, OLX, and more sites.
4. Consumer to Business (C2B): In this model, of goods or services are sold by a consumer to a business entity or an organization for a certain amount .

3.1 4 Ps Of Marketing

The advent of the internet has enabled the availability of information and it has created many opportunities for businesses to grow with the help of effective SEO (Search Engine Optimization) strategies for increasing the number of users. Yahoo, Google, and Bing are some examples of search engines that are used by people for getting information. On the other hand, email marketing is a kind of direct marketing that makes use of electronic mail as a means of communicating commercial messages to various customers.

According to Webopedia, "Internet marketing, or online marketing, refers to advertising and marketing efforts that use the web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails."

Internet marketing makes use of a different kinds electronic , online, and digital methods for getting a message across to the various potential customers. The message could be in form of a text, , or a video, and spread across various places as a general or a simple social media feed, or it could be large ranging complete strategy involving several mediums of social media, email newsletters, websites, and other channels. The form of online marketing that would be suitable for a specific business would depend on the kind of the business, the needs and demographics of the target market, and also most importantly the budget that is created for the market.

The 4 Ps of marketing are product, price, and place, which are critical factors that need to be used in the right manner for promoting the value of a brand and help it stand out from the others in the market. These are tools of the marketing mix that are used effectively by organizations for increasing their brand value by combining the elements for meeting their marketing objectives and goals.

There has been a paradigm shift with the start of digitalization that has initiated changes in the basic methods and practices of each industry for their growth and betterment. The digitalization process has introduced changes in the thinking process of marketers by introducing a blend of latest communication technology and traditional principles that enterprises use for transacting commercially facilitated through the internet for the benefit of the customers. The 4Ps of marketing are shown in the Fig 1:



Fig 1: 4 Ps of Marketing

Let's discuss them in detail.

Product

The product involves the distinct items that satisfy the needs of the customers and also helps with understanding the needs and requirements of the consumers. It helps with providing the answers to the following questions:

- Who are the customers and what are their needs?
- What aspects of the product or service work towards meeting of needs and requirements of the customers?
- What are the ways in which the customer would use the product or service?
- What is the customer's experience with the products or services?

It is important to understand and find answers to these questions for determining a proper marketing strategy that will eventually have an impact on the price and promotion of the product.

Price

Price is an important aspect that has an impact on the purchasing decision of consumers. Pricing influences the buying of the product by the consumers. The price not only involves the financial value of a product, but it also has an impact on the time and effort spent by the customer for acquiring the product. Hence it is the responsibility of the organizations to balance the price according to their brand, the needs of customers, and the business. Determining the right price is a crucial factor that would affect the demand, supply, and profits of the company. It would also determine how much the organization would want to spend for the promotion of the product.

Place

The place is location from where people have an access to the product of the company. It is a method for reaching customers through online channels or offline channels. It helps with understanding where the customers will look for the product and purchase the product. It's important to understand the right place for selling the product through retail stores, offline channels, or online channels like Amazon, Flipkart, Etsy, or any of the local stores. For effectively running the business it is necessary to understand how the place is able to have an influence on the overall customer experience

Promotion

Promotion involves the methods used for promoting and advertising the products. The latest technologies have changed the traditional methods of promotion. There is an increasing use of modern methods of communication channels like direct marketing, public relations, social media marketing, advertising, email marketing, and sales promotions. Hence, marketers need to have the right information regarding their products for targeting their customers.

Activity II

Research on the internet and prepare a report on the recent developments in the field of E-marketing.

SELF-ASSESSMENT QUESTIONS- 2

6. The advent of the _____ has enabled the availability of information and has created many opportunities for businesses to grow.
7. _____ involves the methods used for promoting and advertising the products
8. The consumers do not get to see the goods physically since the entire transaction takes place through _____ communication.
9. The price of the product offering comprises the buying value of the product and the profitability level of the price. **(True or False)**
10. The product is a bundle of need-satisfying features that is exchanged, generally for a _____ price

4. IMPORTANCE OF E-MARKETING

E-marketing allows businesses to expand their customer base and do away with the need for going to shops or stores physically. It has proved to be the fastest method of boosting the sales of goods by opening up new markets and expanding the customer base. The main advantage of shopping through e-marketing stores is that they are open 24/7 and they do not need people to take care of the stores and protect the goods. The important advantages of e-marketing are as follows:

- Provides a wide choice to customers from online stores in the country and across the globe. E-marketing has given opportunities to people for buying goods online located in any part of the world.
- E-marketing stores provide personalized and customized products and services. People can buy goods suited to their requirements, sizes, and needs by giving their preferences on the websites of the stores.
- Consumers do not need to move from one store to another to search for items or goods that they wish to buy. They can do the needful sitting at home and getting all the information through the internet without spending much time.
- The advantage of shopping through e-marketing is that it offers flexible time, place, and travel. One can access the sites at any time of the day or night for buying items that they need without going out of their house to any location inside and outside the country.
- There are a variety of choices available at a cheaper price since the sellers do not need to pay for the space, interest, and rent of the place. There is a reduction in the cost of marketing with lesser outlets which is beneficial for the consumers.
- Consumers can buy commodities without the problem of geographical boundaries due to access to global retail trading.
- E-marketing helps manufacturers in selling their products online and it does not require any intermediaries, like dealers, retailers, and distributors.
- E-marketing helps with the exports of goods by minimizing inventory costs and distribution costs. People do not need to store extra inventories or spend more money and time on transportation.

- E-marketing has been beneficial for the purchasing of goods and online transactions of money and accounts. The process of product development and the supply chain and other services have benefitted from e-commerce.
- Through the internet, consumers can get all the information they require concerning the variety of products and prices. It is beneficial for the suppliers for promoting and marketing new products.

SELF-ASSESSMENT QUESTIONS- 3

11. Consumers can buy commodities without the problem of geographical boundaries due to access to global retail trading. (True/False)
12. E-marketing allows businesses to expand their _____ and do away with the need for going to shops or stores physically
13. The second step for developing activities for an e-marketing program is identifying the target audience. (True/False)
14. The 4 p's relate to _____
 - a. Product, Price, Place, Promotion
 - b. People, Price, Place, Promotion
 - c. Public, Pay, Place, Promotion
 - d. People, Pay, Promotion, Price

5. TECHNIQUES APPLIED TO INTERNET MARKETING

The techniques applied to e-marketing strategies help marketers connect with the people at the right place and time. Marketing activities are essential for selling a product and they impact virtually every product or service sold online. These activities together help with forming the “marketing mix” needed by the business enterprises for manufacturing, pricing, placing, and promoting a product or service in the market. E-marketing involve certain activities as shown in the Fig 2:

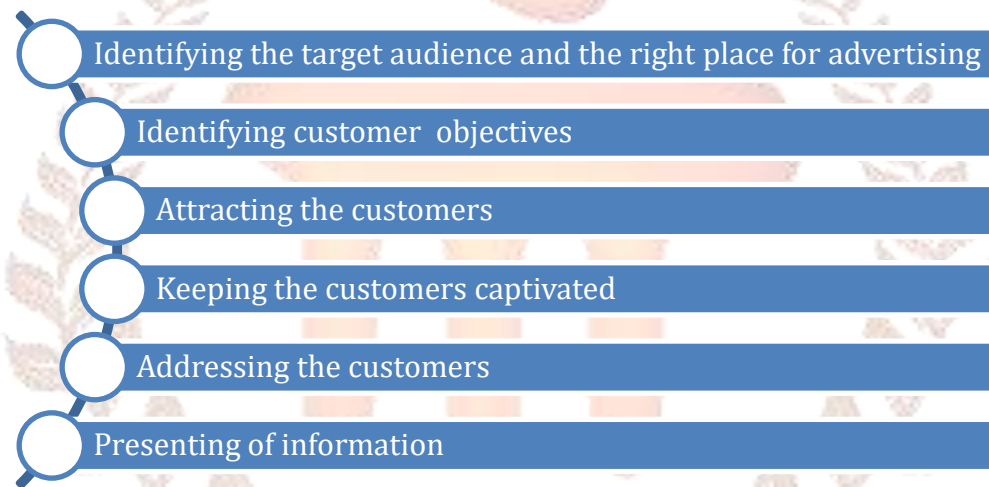


Fig 2: E-Marketing Activities

Let's discuss these activities.

- **Identifying the target audience and the right place for advertising:** The first step for developing activities for an e-marketing program is identifying the right audience. To find out the target group of buyers for whom the promotional activities are directed. It is required to keep in mind the finances and resources that permit targeting the audience and the market identified through marketing research and market segmentation studies. the identification of the target market helps to develop an effective promotional activities.
- **Identifying customer objectives :** Once the target audience is identified, the next step is to determine the objectives of the activities. It would mean accomplishing a specific percentage of the target market, increase in customers' exposure towards the product

or service, increasing awareness about a new product or service, reaching a certain level of sales, and more. The advertisement doesn't need to identify a particular aspect of a product or service but it is important to attract the audience that are defined as target group members.

- **Attracting the customers:** The next stage is developing the right promotional activity, by selecting the promotional elements that attracts the audience to the company's product catalog. It is important to make use of to adopt a promotional mix that goes along with the company's promotion objectives. The mix can be a simple activity program including a single promotional element or it could comprise a mix of different promotional elements. For example, if advertising is considered the right promotional factor for meeting the promotional objectives of the product or service, targeting the right audience, and according to the available budget; then it makes sense to start with creating an advertising strategy. It would connect directly with the positioning strategy that would include the right message to convey, for creating the right feeling and deciding on the frequency of the advertisement and the kind of media to be used. For this, it is essential to have
 - a homepage of the company that is attractive
 - a homepage which has high-speed loading
 - an easy and clear link to the product or service catalog
- **Keeping the customers captivated:** It is necessary for the customers to like the product and that they want more information about it. An advertising message emphasizes on depicting the benefits of the product or service which hold immense importance to potential buyers. The advertising messages generally comprise informational and persuasive elements to convince viewers to make purchases. Developing an effective advertising message requires complete understanding about target consumers. An effective advertising message includes
 - Information about superior quality products or services
 - An attractive presentation
 - A link to request information.
- **Addressing the customers:** The process of identifying the customers before they make a purchase is referred to as addressability. The e-marketing activities by the websites

involved in achieving addressability are by various messages or texts placed on a visitor's computer, and by the use of cookies. This process of interactivity allows customers to express their needs and wants directly to the business enterprise in response to their marketing communications. People need to disclose their data and ask for more information. The factors involved in this are:-

- A total and balanced information
- Making effective promises for adequate compensation along with displaying the information needed for marketing.
- **Presenting of information:** The prospective buyer goes through various phases from initial awareness to the eventual action. The main stages are discussed as follows:
 - i. **Phase of awareness:** It involves the ability of the consumer to recognize and remember the product or service.
 - ii. **Phase of interest:** It involves the increase in the interest of the consumer to learning more about the product or service.
 - iii. **Phase of evaluation:** It involves the appraisal of the product or service and its important attributes by the consumer.
 - iv. **Phase of trial:** This relates to the consumer making the first purchase and using the product or service.
 - v. **Phase of adoption:** It includes a repeat purchase after using the product or service, and the consumer has had a favorable experience during trial use.

5.1 Creating Digital Presence

E-marketing has introduced many benefits for the economy where business enterprises can monitor their processes and transactions from end to end across the value chain. It provides the consumers more power to customize and it has a direct impact on the process of manufacturing. With the digitalization of the economy, consumers are socially connected through various communities and organizations need to engage with their digital customers through effective planning and methods of promotion. The digital presence in the economy is changing the lives of people by providing more choices, convenience, and value through increased efficiency, economic development, and improved problem-solving. Business organizations are transforming by optimizing their processes and providing new insights for

making smarter decisions. The value-added benefits, with more agile infrastructures, data-driven actionable insights, and sophisticated applications help to leverage the efficiencies and growth promised by the digital economy. The digital economy has moved to every aspect in regard, to education, business functions, healthcare, banking, entertainment, and many more. Internet marketing has enhanced the activities and processes of business organizations by generating newer and better growth opportunities by connecting and retaining customers directly. Today every company in the world from Apple, Microsoft, Amazon, Google, and more are connected to the digital world, and it has resulted in a tremendous growth of digital platforms influencing every economic activity globally. The digital presence for business enterprises is required for:

- providing better visibility through search engines, social media networks, and more..
- establishing authority by publishing informative content, and videos and having a positive digital presence.
- creating an effective first impression with the audience with the digital presence.
- building customer relationships and trust.
- providing effortless marketing due to digital presence.

Digital presence helps business entities by providing an ideal platform for their brand for communicating with consumers. It allows them to connect with the audience and provide relevant information regarding their brand and also differentiate themselves from the competitors. The impact of the digital presence is more than the business website helps with expanding to the various touch points the consumer can have with the organization's brand online. It could also include certain aspects that are beyond the control of the organization in regard to the audience conversing about the company's brand and products on social media and giving their opinion and reviews online. Hence business organizations need to create an effective image with consumers by initiating all methods of promoting their products or brand online. The different elements of digital presence are:-

- **Websites:** The company website helps with providing information and knowledge to the customers about the business and the brand

- **Social Media:** Being on social media is an essential requirement for creating a digital marketing strategy. Social media channels like Facebook, Twitter, and more are useful for businesses to communicate with the audience and promote their products and brands.
- **Search and Paid Advertising:** These are used by business entities for building an online presence for the targeted audience or customers. The useful techniques of using social ads, pay-per-click (PPC) ads and display ads are used for creating brand awareness.
- **Content creation:** In form of blogs, eBooks, content writing, journals, articles, and more are used for building an online presence.

5.2 Media For E-Marketing

The changes in the economy have resulted in new forms of communication and evolving towards new methods of marketing. The new methods are also referred to as newer media and they are believed to deliver better results than other traditional medias. The modern techniques of media are cost-effective, and it helps the enterprises to connect with a smaller target base of the audience through social media, paid online ads, and search results. The modern media consists of channels that are mostly through the web or are connected with the internet in some way or the other and is also referred to as digital media. the most commonly used media are discussed below.

Search Engine Optimization(SEO)

It is the process of designing, writing, and coding a website to maximize the chance of the appearance of its page at the top of search engine results in response to specific keywords and phrases. SEO improves the volume and quality of traffic to a website. It helps in conducting several types of searches, such as image search, local search, and industry-specific search. And increases the web presence of a website. As an Internet marketing strategy, search engine optimizers consider how search engines work and what people search for. Optimizing a website primarily involves editing its content and coding to increase its relevance to specific keywords and to remove barriers on search engines.

Pay-Per-Click Advertising

In the method of pay-per-click (PPC) advertising, the marketers are able to select the specific keywords and phrases they want to start their advertisements with. The highest bids will have their advertisements displayed above the organic results searched for those terms. When people click on the specific advertisements it is only then one pays for it. The pay-per-click advertisements give instant results, and they start attracting the qualified audience to the website as soon as they go live.

Content Marketing

Content marketing has become quite famous in the last few years. It is the method of marketing that depends on the distribution of content that includes written content in form of texts, blogs, guides, and various articles along with visual content like videos for attracting other customers and leads. This form of content marketing is highly effective since consumers are more reactive to enterprises that provide interesting, entertaining and helpful content. The consumer can know more about the marketing company and the benefits that they are providing along with answers to queries.

Social Media

Market companies and business enterprises make use of social media networks like Twitter, Facebook, Instagram, Google+, and more for establishing their connections with their potential customers. Social media is effective in creating new connections and improving their existing relations with customers. An important advantage of social media is that the company can provide answers to feedback, questions, and address the problems of the customers through one-on-one, unfiltered conversations in a very personal manner. This is beneficial for marketing since it helps them with improving their relationship with the customers along with their customer service.

Email Marketing

Email marketing is a significant and effective modern media used to connect with customers and motivate them to take buying related actions. The consumers need to be motivated and show interest in joining the list for sending the email to them. Several marketing companies

make use of email marketing along with their content marketing by sending interesting, unique, and educational articles to their email subscribers. This method helps businesses to improve their relationship by providing them with leads and taking the interested audience to the next step in the sales process.

Exhibit: Advertisement Networks

Some commonly used advertisement networks used in the present times are:

Google Display Network: It is one of most popular choices of the subscribers, as Google makes about 98% of its revenue from displaying advertisements.

Facebook Audience Network: Facebook is one of the biggest competitors for Google. Facebook offers several tools that can be used for designing the advertisement.

Twitter Audience Platform: The advertisement platform of Twitter is designed for displaying advertisements and promoting them on the web and can be used even through mobile apps.

SELF-ASSESSMENT QUESTIONS- 4

15. _____ helps in conducting several types of searches, such as image search, local search, and industry-specific search.
- a. SEO b. Social media c. Pay-per-click advertising d. Content marketing
16. The information on the social media account helps with building the trust of the customers and gives them information about the various offers. (True or False)
17. The _____ media is effective in connecting and strengthening the relationships they have with their present customers
18. The modern methods of media are cost-effective, and allow companies to target a smaller audience group through social media, paid online ads, and search results. (True or False)

6. CONCEPT MAP

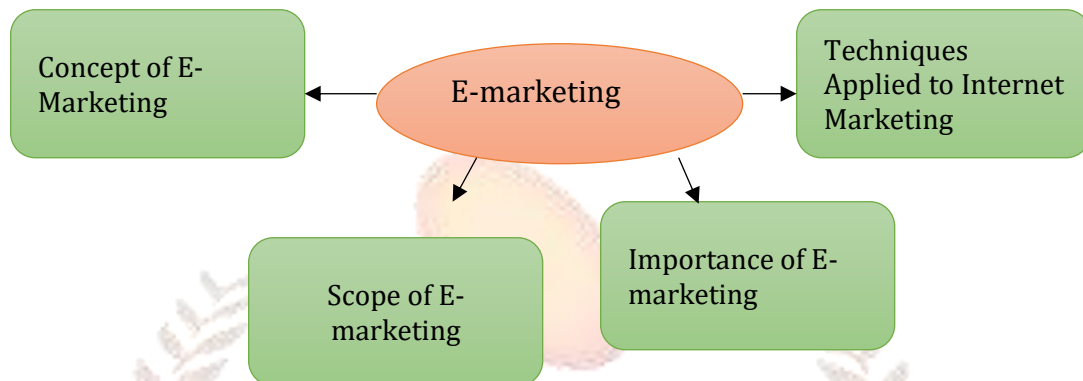


Fig 3: Concept Map

7. SUMMARY

- E-marketing comprises the marketing of goods through electronic channels or the Internet. It is also known as 'Web Marketing,' 'Digital Marketing,' 'Online marketing' or 'Internet Marketing'.
- E-marketing is a part of integrated marketing communications that helps a brand grow across different channels and it is fast replacing 'traditional brick and mortar stores'.
- The marketing processes of the economy are being transformed by the processes of e-marketing by creating structural changes and by changing the consumption patterns and the lifestyle of the consumers.
- The 4 Ps of marketing are product, price, and place, which are critical factors that need to be used in the right manner for promoting the value of a brand and help it stand out from the others in the market.
- E-marketing allows businesses to expand their customer base and do away with the need for going to shops or stores physically.
- The techniques applied to e-marketing strategies help marketers connect with the people at the right place and time.
- With the digitalization of the economy, consumers are socially connected through various communities and organizations need to engage with their digital customers through effective planning and methods of promotion.
- The modern media consists of methods that are mostly through the web or are connected with the internet in some way or the other and is also referred to as digital media. Some of the modern or digital methods of media include SEO, Pay-per-click advertising, content marketing, social media, and email marketing.

8. GLOSSARY

- E-marketing: Refers to the transaction of goods and services between people or organizations with the usage of powerful tools of Information and communication technology.
- Search Engine Marketing (SEM): A paid marketing strategy used by business organizations for increasing the visibility of their websites.
- Internet marketing: a marketing process for promoting a business or brand and its products and services by using the online marketing tools that help to steer leads, traffic, and sales.

9. TERMINAL QUESTIONS

Short Answer Questions

1. What is e-marketing?
2. Explain the importance of price in marketing.
3. Mention any four advantages of e-marketing.
4. What is Search engine optimization?

Long Answer Questions

1. Describe the 4 Ps of marketing.
2. Describe the activities involved in e-marketing
3. Why is the digital presence for business enterprises required? Explain the elements of digital presence.

10. CASE STUDY: ASTRA AUTO'S CUSTOMER EXTRANET

Astra Auto Company was remarkably successful in using the Web for serving its potential customers through their websites. It believed that the Web could be utilized for offering services to their present product owners for meeting the goals of the company. The company objectives were to increase lifetime owner loyalty by determining a reliable channel of communication with their customers through the ownership life cycle.

Reliance Software Services in collaboration with Astra Auto Company planned an effective online strategy required for improving their relationship with their customers. According to the plans, Reliance Software Services designed and developed a website for providing a reliable full suite of product-specific information and services for the owners of Astra cars. Reliance Software Services created an Internet solution with security for accommodating the total Astra Auto Company's product groups along with maintaining a distinction between the various brands. It was to be made for achieving the required level of personal and perfect integration with existing electronic business systems along with providing proper security for the network. Apart from this, the company needed to have a total dealer participation and the main aspect of contact with new customers was also required for achieving this goal.

Solution

For creating and developing a proper and trustworthy foundation for their initiative, the team from Reliance Software Services and Astra Auto Company were involved with completing a broad strategic assessment. They initiated a major part of customer research, interviews with the dealers, data and message security, industry research, and a detailed analysis of the business requirements of Astra Auto Company's business. The team created plans for their network infrastructure design, working, and implementation for providing a different experience for each user. Reliance Software Services developed and designed a dynamic suite for delivering content customized with the user's products with proper security protection. The services available on the website include maintenance plans with total security features for the networks.

Results

The extensive services of the website were helpful to the customers of Astra Auto Company. The customers were happy with the enhanced features of site navigation, security, and accessible content. Moreover, the site helped Astra Auto to collect useful data and communicate with its customers through a centralized online location.

Source: <http://www.calcuttawebdevelopers.com/ecom-case-studies-cars.htm>

Questions:

1. What was Reliance Software Services' initiative to create an Internet solution that could accommodate all of Astra's product groups?
2. What were the benefits derived by the customers of Astra Auto Company through its Web site?

11. ANSWERS

Self-Assessment Questions

1. Internet
2. c
3. opportunities
4. True
5. True
6. Internet
7. Promotion
8. online
9. False
10. monetary
11. True
12. customer base
13. False
14. a
15. a
16. True
17. Social
18. True

Short Answer Questions

Answer 1: E-marketing comprises the marketing of goods through electronic channels or the Internet.

For more details, refer section 11.2.

Answer 2: Price is an important aspect that has an impact on the purchasing decision of consumers.

For more details, refer section 11.3.

Answer 3: E-marketing allows businesses to expand their customer base and do away with the need for going to shops or stores physically.

For more details, refer section 11.4.

Answer 4: SEO is the process of designing, writing, and coding a website to maximize the chance of the appearance of its page at the top of search engine results in response to specific keywords and phrases.

For more details, refer section 11.5.

Long Answer Questions

Answer 1: The 4 Ps of marketing are product, price, and place, which are critical factors that need to be used in the right manner for promoting the value of a brand and help it stand out from the others in the market.

For more details, refer section 11.3.

Answer 2: The first step for developing activities for an e-marketing program is identifying the right audience.

For more details, refer section 11.5.

Answer 3: The digital presence for business enterprises is required for better visibility through search engines, social media networks, and more.

For more details, refer section 11.5.

12. SUGGESTED E-REFERENCES AND E-BOOKS

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