

Scope and promotion of ICT in e-Marketing

What is an ICT application?

- ❑ Information Communication Technology (ICT) is defined as the combination of informatics technology with other related technologies, specifically communication technology.
- ❑ It is the cheapest means of communication.
- ❑ It is a broad subject and still evolving. It covers any product that will store, retrieve, manipulate, transmit, or receive information electronically in a digital form

What is ICT

- ❑ The term ICT refer to the convergence of audio-visual and telephone networks with computer networks through a various linking systems.
- ❑ ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form.
- ❑ ICT has *no universal definition*, since "the concept constantly evolving on an almost daily basis."

Importance of ICT?

- ❑ ICT permeates all aspects of life
- ❑ It provides newer, better, and quicker ways for people to interact, network, seek help, gain access to information, and learn.
- ❑ It has an immense economic significance.
- ❑ Chat, E-mail, voice mail and social networking all are means of ICT.

Importance of ICT for business?

- ❑ ICT systems allow businesses to store, process, analyse and share vast amounts of data.
- ❑ Information available from corporate data, enables decision makers, managers and employees to make quick and accurate decisions
- ❑ ICTs help in managing operations effectively and respond rapidly to business opportunities or threats.

Benefits of ICT for entrepreneurs

- ☐ Very important tool for entrepreneurs
- ☐ Young entrepreneurs are potentially able to improve their operational efficiency, increase their income, strengthen their marketing aspects and create new opportunities through use of ICTs.
- ☐ Boosts customer satisfaction through improved communications.
- ☐ More efficient scheduling of manpower and jobs.
- ☐ Provides ongoing training.
- ☐ Open lines of communication between staff and management.

How does ICT affect marketing?

- ❑ ICT improves customer services and customer demand.
- ❑ From database development, website design to market research, translation software, direct mail marketing and training, the application of ICT is critical for a economic success.
- ❑ ICT is an important promotional tool to get into the international market.

How does ICT improve marketing?

- ❑ Marketing technology offers several ways for your business to be seen on the digital media.
- ❑ Alluring images and videos improves the business campaign and attracts more customers.
- ❑ Online advertising can be done by posting ads on popular social media platforms.
- ❑ It create relationships, strengthen the effectiveness of organizations, allows people to learn about one another, and greatly affects the way companies communicate with prospective customers.

Network infrastructure is the Key in ICT

- ❑ Broadband connectivity is a key component in**
 - ❑ ICT development
 - ❑ Adoption
 - ❑ Use
- ❑ Broadband accelerates the contribution of ICTs to**
 - ❑ Economic growth
 - ❑ Facilitates innovation
 - ❑ Promotes efficiency
 - ❑ Network effects
 - ❑ Positive externalities

e-MARKETING

What is e-Marketing?

- ❑ **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.

Traditional marketing

- ❑ Traditional marketing refers to any type of marketing that isn't online.
- ❑ This includes print, broadcast, direct mail, phone, newspapers, radio and outdoor advertising like billboards.
- ❑ This method of marketing helps reach targeted audiences.

E marketing

- ❑ E-Marketing is the practice of leveraging web-based channels for company's brand, products, or services to its potential customers.
- ❑ The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, Google AdWords and many more.

Scope of e-Marketing?

- ❑ e-Marketing involves all marketing attempts that use a desktop/ smart phone and the internet.
- ❑ Businesses enjoy the scope of e-Marketing in various channels like search engines, social media platforms, email marketing tools, and their online sites to connect with existing and potential customers

Advantages of e-Marketing

- ☐ Extremely low risk
- ☐ Reduction in costs through automation and use of electronic media
- ☐ Faster response to both marketers and the end user
- ☐ Increased ability to measure and collect data
- ☐ Opens the possibility to a market of one through personalisation
- ☐ Increased interactivity
- ☐ Increased exposure of products and services
- ☐ Boundless universal accessibility

Disadvantages of e-Marketing

- ❑ Heavily dependent on technology
- ❑ Security, privacy issues
- ❑ High maintenance costs due to a constantly evolving environment
- ❑ Increased price competition due to higher transparency of pricing
- ❑ Worldwide competition through globalisation

How does ICT improve e-Marketing?

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Characteristics of e-Marketing

- ☐ Informs and educates the inquiring consumer about competing products and price
- ☐ Creates competition for the consumer's attention
- ☐ Helps make information available to employees to service customers

Difference between e-Marketing and digital marketing?

- ☐ Digital marketing is a broad term that encompasses your marketing activities across all digital channels.
- ☐ Offline channels, such as electronic billboards, also take place in digital marketing.
- ☐ E-marketing is a more specific term and it refers to media accessible via the Internet.

Why is e-Marketing Important?

- ❑ E-marketing is important not just because it helps businesses to be found online, but also because it can change the way business is perceived by potential customers.
- ❑ Ranking high in search engine results pages, along with respected industry authorities, instantly boosts your business' credibility.

Types and Methods of e-Marketing

Effective e-Marketing strategies

- ☐ Search engine optimization (SEO)
- ☐ Pay-per-click (PPC) advertising
- ☐ Content marketing
- ☐ Social media
- ☐ Web design
- ☐ Conversion rate optimization (CRO)
- ☐ Reputation management
- ☐ e-marketing

Type of e-marketing methods

More Preferred



Search engine optimization

e-marketing methods

Less Preferred



E-mail marketing



- ☐ Marketing through e-mail is one of the first methods of e-marketing.
- ☐ E-mail marketing includes marketing a product or service to a database through targeting a certain segment of customers via e-mails.
- ☐ E-mail marketing is considered one of the best e-marketing methods
- ☐ Its low cost, targeting the correct category, simple to use and increasing the return of investment.

Search engine optimization (SEO)



- ❑ Search engine optimization is considered the art of increasing the appearance of your website in the first results of search engines such as Google search engine.
- ❑ This is done by targeting keywords in your website to appear in search engines in the top results.

Paid advertising



- ☐ Paid ads are those ads that appear in search engines
- ☐ They are considered one of the best types of e-marketing.
- ☐ They appear beside or above the search results.
- ☐ Paid ads depend on the keywords used in the search engines.
- ☐ To help ads appears in the search engines a substantial amount.

Social media channels

- ❑ Social media is a type of communication with your customers directly in order to highlight the value of your company's products and services
- ❑ Increase the company's fame and spread through several social media channels such as **Facebook, Twitter, Google Plus, LinkedIn, Pinterest, YouTube and Instagram.**
- ❑ Increased knowledge and reputation of your brand through social media channels and as a result your sales will increase.

Few More benefits

- ☐ Low cost compared to paid ads, such as Google Ad words.
- ☐ Increase the number of visitors and followers to your site for free.
- ☐ Achieve a return on investment better than paid advertising.
- ☐ You will be familiar with new products through keywords that customers are looking for.
- ☐ You will be a source of confidence for people who are looking for a solution
- ☐ Increase customer loyalty for your brand by interaction with them using social networking channels.
- ☐ Targeting a certain category efficiently and know the needs of your customers.
- ☐ Find followers to your page and increase their number.
- ☐ Increase the number of visitors to your website and increase your ranking in the search engines by directing followers on social media channels to your website indirectly.

Opportunities of e-marketing

- ❑ Online auction of agri-produce (Online bidding)
- ❑ Reaping the benefits of better price
- ❑ Timely payment

Thank You!