

E-MARKETING

Concept

Web marketing, digital marketing, internet marketing or online marketing; all of these words are synonymously used for E-Marketing. What it means is the marketing of products or services by using the internet. E-mails and wireless marketing also fall into the category of e-marketing. It can be said that it uses different technologies and media to connect customers and businesses. Especially in this **era of technology**, e-marketing has become a very important part of the marketing strategy of different companies.

Meaning

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands.

It has two distinct advantages over traditional marketing. E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs.

Definition

Kotler & Armstrong stated that **online marketing** is “efforts to market products and services and build customer relationships over the Internet.”

Features of E-Marketing

E-marketing is Cheaper than Traditional Marketing

If you compare its cost with traditional marketing media such as newspaper ads and billboards, then it's much cheaper and efficient. You can reach a wide range of audience with very limited resources.

Tangible ROI

Small business owners can now check the turnover rate or “action taken” with the help of Infusionsoft. It analyses multiple things like views of videos, number of emails opened, and per click on the link. Most importantly, it tells us how much sales the business has been made because of e-marketing.

24/7/365 Approach

It works 24 hours a day, 7 days a week and 365 days of the year. It does not matter whether you are homesick, sleeping, or attending a casual meetings; but e-marketing is always hard at work.

Eliminate Follow-up Failure

Elimination of follow-up-failure is the main secret behind the success of small business. It is done by entering your business figures into the Infusionsoft, and then its automated marketing system will provide you the custom-tailored information about your business, which areas to improve and what product to discontinue.

Advantages of E-Marketing

1. **Instant Response.** The response rate of internet marketing is instantaneous; for instance, you upload something and it goes viral. Then it would reach millions of people overnight.
2. **Cost-Efficient.** Compared to the other media of advertising, it is much cheaper. If you are using the unpaid methods, then there is almost zero cost.
3. **Less Risky.** When your cost is zero and the instant rate is high; then what one has to lose. No risk at all.
4. **Greater Data Collection.** In this way, you have a great ability to collect a wide range of data about your customers. This customer data can be used later.
5. **Interactive.** One of the important aspects of digital marketing is that it is very interactive. People can leave their comments, and you will get feedback from your target market.
6. **Way to Personalized Marketing.** Online marketing opens the door to personalized marketing with the right planning and marketing strategy, customers can be made to feel that this ad is directly talking to him/her.
7. **Greater Exposure of your Product.** Going viral with one post can deliver greater exposure to your product or service.
8. **Accessibility.** The beauty of the online world and e-marketing is that it's accessible from everywhere across the globe.

Disadvantages of E-Marketing

1. **Technology Dependent.** E-Marketing is completely dependent on technology and the internet; a slight disconnection can jeopardize your whole business.
2. **Worldwide Competition.** When you launch your product online, then you face a global competition because it is accessible from everywhere.
3. **Privacy & Security Issues.** Privacy and security issues are very high because your data is accessible to everyone; therefore, one has to be very cautious about what goes online.
4. **Higher Transparency & Price Competition.** When privacy and security issues are high, then you have to spend a lot to be transparent. Price competition also increases with higher transparency.
5. **Maintenance Cost.** With the fast-changing technological environment, you have to be consistently evolved with the pace of technology and the maintenance cost is very high.

Types of E-Marketing

1. Email Marketing

Email marketing is considered very efficient and effective because you already have a database of your targeting customer. Now, sending emails about your product or service to your exact targeted market is not only cheap but also very effective.

2. Social Media Marketing

Social media is a great source of directly communicating with your customers to increase your product awareness. Any or all of the social media channels such as LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube could do it. Some of the important advantages of social media are as follows:

- Increase product awareness and reputation means more sales.
- Directly communicating with your customers can increase brand loyalty.
- You can increase the number of visits to your website and rank it up in the search engine.
- Targeting the exact audience will help you to know more about your customers' needs.

3. Video Marketing

It is said that a picture is worth a thousand words, and a video is worth thousands of pictures. You can catch the attention and emotions of your target market by showing them a video clip about your product or service. **Video marketing** is very effective if it conveys the right message to the right audience.

4. Article Marketing

Engaging quality content by providing valuable information to your targeted market, what people are looking for over the internet to solve a certain problem? It is a consistent and ongoing process of delivering quality content to your readers. It is not always about selling; you're educating your audience and helping them by adding some value in their lives.

5. Affiliate Marketing

Affiliate marketing is the process of promoting some products of certain brands and earning your commission out of every sale. It works for everyone; win, win situation.