Unit V: E-Marketing, E-Advertisement and E-Branding

Introduction:

Marketing involves activities through which products or services of a company move from concept to the customer. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. Marketing is based on thinking about the business in terms of customer needs and their satisfaction.

The marketing activities include the coordination of four elements called the **four 'Ps'** of marketing;
a. Identification, selection and development of a **Product**,
b. Determination of its **Price**,
c. Selection of a distribution channel to reach the customer's **Place**, and
d. Development and implementation of a **Promotional** strategy.

Function:

Business owners everywhere recognize that if they want to make money, they have to sell their products or services. But what we might not know is that there are actually seven functions of marketing that span everything from distribution to pricing.

1. Marketing Information Management:

Market research is about gathering information concerning our target customers. Who are the people we want to sell to? Why should they buy from us as opposed to a rival business? Answering these questions requires that we do some on-the-ground observation of the market trends and competing products.

2. Financing:

It takes money to make money. As a business owner, an important function of marketing a product is finding the money through investments, loans, or our personal capital to finance the creation and advertising of our goods or services.

3. Pricing:

Setting the correct price for our product or service can be a challenge. If our price is too high, we might lose customers, but if our price is too low we might be robbing ourself of profits. The "right" price normally comes through trial and error and doing some market research.

4. Promotion:

Most business owners are familiar with the idea of promotion. Advertising our products and services is essential to attract new customers and keeping existing customers coming back. As the marketplace changes, we'll want to respond appropriately by tailoring our promotional messages to new media (such as Facebook or Twitter), by sticking with more conventional outlets or by using a mix of the old and new.

5. Product and Service Management:

Once we've determined the target market and set the price of our product or service, the goal becomes to effectively manage the product or service. This involves listening to customers,

responding to their wants and needs, and keeping our products and services fresh and up to date.

6. Distribution:

Distribution is about deciding how we'll get the goods or services we want to sell to the people who want to buy them. Having an idea for a product is great, but if we aren't able to get that product to the customers we aren't going to make money. Distribution can be as easy as setting up shop in the part of a city where our target customers are, but in an increasingly interconnected world, distribution more often than not now means that we'll need to take our products or services to the customers.

7. Selling:

While we tend to think of selling and marketing as being closely linked, selling is last on the list of the seven functions of marketing. This is because selling can happen only after we've determined the wants and needs of our customer base and can respond with the right products at the right price point and time frame.

Fig: Seven Function of Marketing

Traditional Marketing:

It is a broad category that incorporates many forms of advertising and marketing. It's the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: **print, broadcast, direct mail, and telephone**.

a. Print marketing is the oldest form of traditional marketing. Loosely defined as advertising in paper form, this strategy has been in use since ancient times. Today, print marketing usually refers to advertising space in newspapers, magazines, newsletters, and other printed materials intended for distribution.

b. Broadcast marketing includes television and radio advertisements, started around the early 19th century, which was quicker to adopt advertising through entertainment

c. Direct mail marketing uses printed material like postcards, brochures, letters, catalogues, and fliers sent through postal mail to attract consumers.

d. Telephone marketing, or telemarketing, is the practice of delivering sales messages over the phone to convince consumers to buy a product or service. This form of marketing

has become somewhat controversial in the modern age, with many telemarketers using aggressive sales tactics.

Advantages:

a. Involves quite simple techniques to reach to its customers, as it involves easy and direct access to the customers.

b. Real World Communication: People can touch, feel, hear and interact with this form of marketing. Therefore, every person can try to detect what other people like better and act accordingly.

c. Face To Face Selling: Unlike social marketing, people have the opportunity to meet their salesman face-to-face.

Disadvantages:

a. Traditional Marketing Is Often Expensive: It can cost a lot of money to produce and print brochures, product sheets and catalogues. It further requires a lot of money in postage and shipping fees to send information to prospective customers.

b. It Can Be A Very Time Consuming Process: Besides normal printing & distribution, if there occurs any mistakes, it may need to go back to the ad agency or printer to revise, add, delete or correct the details and it may take a long duration to publish and distribute it back to the customers.

c. It Often Has A "Hit And Miss" Quality: Marketers often send out bulk of emails to customers and yet receive a tiny response.
i. It is very difficult to promote the products, services or business globally.
ii. More resources are required, which in terms require more funds.
iii. Traditional marketing approaches do not offer access to services, products and businesses 24/7.
iv. Hiring professional marketing or advertising agencies are pretty costly.

E-Marketing:

E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing, web marketing and online marketing, are frequently interchanged, and can often be considered synonymous.

It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. It consists of all activities and processes to find, attract, winning and retaining customers. The way it differs is its wider scope and options compared to conventional marketing methods. When implemented correctly, the Return on Investment (ROI) from E-marketing can far exceed that of traditional marketing strategies.

It includes the use of a website in combination with online promotional techniques such as search engine marketing (SEM), social media marketing, interactive online ads, online directories, e-mail marketing, affiliate marketing, and so on. The digital technologies used as delivery and communication mediums within the scope of e-marketing include:

a. Internet media such as websites and e-mail

b. Digital media such as wireless, mobile, cable and satellite.

Online Marketing:

Online Marketing or Internet marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines.

It uses the power of online networks, computer communications and digital interactive media to reach the marketing objectives. Internet marketing can also be broken down into more specialized areas such as *Web Marketing, Email Marketing and Social Media Marketing:*

a. Web Marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).

b. Email Marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.

c. Social Media Marketing involves both advertising and marketing efforts via social networking sites like Facebook, Twitter, YouTube, etc.

Advantages:

a. Fast Availability of the Information: The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at any time of the day.

b. Allows Companies to Save Money: The online marketing campaigns don't require a large amount of investment. Electronic versions of catalogues, brochures and specification sheets don't need to be printed, packaged, stored or shipped.

c. Gives customers alternate way to buy, while enabling them to take control of the purchasing process.

d. Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.

e. It can lower barriers to entry and offer equal opportunity for access to all ethnic background or gender or even the size of business.

f. It is continuously available.

Disadvantages:

a. Slow Internet Connections Can Cause Difficulties: If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.

b. The E-Commerce Doesn't Allow the User "To Touch" The Merchandise before Purchasing It: Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law, that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.

c. Users May Not Be Well Adapted With The Online Payment Systems: Many users still don't trust in the electronic methods of paying and give up buying online because of this. One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.

d. Other Disadvantage Is The Cash On Delivery System: Since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.

Guidelines to Prepare the Good Website & Maintaining a Website:

Guidelines to Prepare the Good Website:

1. Simplicity:

While the look and feel of our website is important, most visitors aren't coming to our site to evaluate how slick the design is. Instead, they're coming to our site to complete some action, or to find some specific piece of information. Adding unnecessary design elements (i.e.,

elements that serve no functional purpose) to our website will only make it harder for visitors to accomplish what they're trying to accomplish.

From a usability and UX perspective, simplicity is our friend. And we can employ simplicity in a variety of different ways. Here are some examples:

a. Colours: Don't use too many. The Handbook of Computer-Human Interaction recommends using a maximum of five (plus or minus two) different colours on our website's design.

b. Typefaces: The typefaces we choose should be legible at the very least. And when it comes to colours, we shouldn't use too many. A common recommendation is to use a maximum of three different typefaces in a maximum of three different sizes.

c. Graphics: Only use them if they'll help a user complete a task or perform a specific function (don't just add graphics willy-nilly).

2. Visual Hierarchy:

Closely tied to the principle of simplicity, visual hierarchy entails arranging and organizing website elements so that visitors naturally gravitate toward the most important elements first. Remember, when it comes to optimizing for usability and UX, the goal is to lead visitors to complete a desired action, but in a way that feels natural and enjoyable. By adjusting the position, colour, or size of certain elements, we can structure our site in such a way that visitors will be drawn to those elements first.

3. Navigability:

Having intuitive navigation on our site is crucial for ensuring visitors can find what they're looking for. Ideally, a visitor should be able to arrive on our site and not have to think extensively about where they should click, next moving from point A to point B should be as pain-free as possible.

Here Are A Few Tips For Optimizing Our Site's Navigation:

a. Keep the structure of our primary navigation simple (and near the top of our page).
b. Include navigation in the footer of our site.
c. Use breadcrumbs on every page (except for the homepage) so people are aware of their navigation trail.
d. Include a search box near the top of our site so visitors can search by keywords.
e. Don't offer too many navigation options on a page.
f. Don't dig too deep. In most cases, it's best to keep our navigation to no more than three levels deep.
g. Include links within our page copy, and make it clear where those links lead to.

4. Consistency:

In addition to keeping our site's navigation consistent, the overall look and feel of our site should be consistent across all of our site's pages. Backgrounds, colour schemes, typefaces and even the tone of our writing are all areas where being consistent can have a positive impact on usability and UX.

That's not to say, however, every page on our site should have the same exact layout. Instead, we should create different layouts for specific types of pages (e.g. a layout for landing pages, a layout for informational pages, etc.), and by using those layouts consistently, we'll make it easier for visitors to understand what type of information they're likely to find on a given page.

5. Accessibility:

According to ComScore, tablet internet consumption grew by 30% between 2013 and 2015. Smartphone internet consumption, meanwhile, grew 78% during the same period. The takeaway here: To provide a truly great user experience, our site needs to be compatible with the different devices (and operating systems, and browsers) that our visitors are using.

At a high-level, this means investing in a website structure that is highly flexible, like responsive design. With a responsive site, content is automatically resized and reshuffled to fit the dimensions of whichever device a visitor happens to be using.

6. Conventionality:

There are certain web design conventions which, over the years, internet users have become increasingly familiar with. Such conventions include:

a. Having the main navigation be at the top (or left side) of a page

b. Having a logo at the top left (or centre) of a page

c. Having that logo be clickable so it always brings a visitor back to the homepage

d. Having links change colour/appearance when we hover over them

While it might be tempting to throw all such design conventions out the window for the sake of being completely original or unique, this would (likely) be a mistake. It'd be akin to putting a car's steering wheel in the backseat, which is to say: it would confuse people.

To provide the best experience possible for our site's visitors, take advantage of the fact that we already know what types of web experiences they're familiar with. We can use this information to make our site easier for visitors to navigate.

7. Credibility:

Ultimately, using web design conventions, design elements and strategies that visitors are already familiar with can help give our site more credibility. And if we're striving to build a site that provides the best user experience possible, credibility (the amount of trust our site conveys) can go a long way.

One of the best ways to improve our site's credibility is to be clear and honest about the product/service we're selling on the site. Don't make visitors have to dig through dozens of pages to find out what it is we actually do. Instead, be upfront about it, and dedicate some real estate to explaining the value behind what we do.

8. User-Centricity:

At the end of the day, usability and user experience hinge on the preferences of the end-users. (After all, if we're not designing for them, who are we designing for?). So while the principles detailed in this list are a great starting point, the real key to improve the design of

our site is to conduct user testing, gather feedback, and make changes based on what we've learned.

Here Are A Few User Testing Tools To Get Us Started:

Crazy Egg: Use this tool to track multiple domains under one account and uncover insights about our site's performance using four different intelligence tools: heat map, scroll map, overlay, and confetti.

Loop11: Use this tool to easily create usability tests even if we don't have any HTML experience.

The User Is Drunk: Pay Richard Littauer to get drunk and review our site. Don't believe me? We tried it. Check it out.

According to Vitamin T, 68% of visitors fail to convert because they don't think we care about their experience. So as a final bit of usability/UX wisdom, start caring more! Put ourself into the shoes of our site's visitors and keep them in mind every step of the way.

Maintaining a Website:

There are some regular website maintenance tasks you should perform on a scheduled basis. Scheduling at least monthly would be the timeline to start with.

1. Backing Up Website:

Backing up our website is something we should do all the time, especially if we are the type that uses the online interface of our store or blog to make changes. Things happen. Even though the web hosting company says they backup the sites on their servers, their last backup could have been before our last edit. If the server crashes for some reason or our site gets hacked, our edits will be gone if the web hosting company restores what they had backed up. Image losing a whole day's work, just because we didn't take a few minutes to backup the site.

2. Monitor Website Outages:

If our site goes down, we want to be the first to know and not receive an email from someone else they cannot access our site. Site is a small program that runs on our computer in the background checking our site regularly. It will notify us when the site is down with a popup. Obviously, though, our computer has to be on for it work.

3. Check Domain Registration Information:

Look up in the WHOIS records what information is recorded for our domain name. Make sure it is correct. Sometimes when we initially sign up for our domain we would have used an email address that is no longer valid. This needs to be updated as to when there is a problem with our domain or an expiry notice is sent out we won't get the emails. They are sent to the email address on record.

4. Test Website Speed:

Testing the download speed of our site regularly is important. Especially if we have added a new feature. Web surfer has a very short attention span. If our site is slow to load, they are not going to wait. We need to do everything we can to improve the download speed of our site or blog so visitors stay to read our content and hopefully provide us with organic incoming links by spreading the word for us what a wonderful site we have.

5. Link Check:

Links become broken over time. With changes within the site and if we referenced someone in one of our articles or somewhere else within the site links could have changed or are

broken. The task to find broken links isn't too hard. Just use a link checker to test our external links and internal links at least once a month.

6. Software Updates:

Third-party software, like our e-commerce software, WordPress and Joomla for example, are always updating their software. We need to keep on top these updates and install them as soon as they come out. The updates won't just be new features, they will include security updates too.

7. Analyze Traffic Stats:

Look at web server stats to determine website traffic. If our web hosting account doesn't have website stats then get one installed. Something like Awstats that provides:
a. Pages entered on and left on
b. Time spent on the site
c. Bounce rate
d. Referring to sites
e. Countries our visitors are from
f. Keywords/phrase that was used to find us

Google Analytics will provide some of this information. It may not be as complete as a website stats program that is run from our actual server.

8. Search Engine Results:

Are we showing up on the first page for the keywords/phrase we want to? If we have given it some time, e.g. a few months, to get onto the first page of the search results naturally then maybe it is time to look at our content and revise it.

9. Reputation Management:

Using Google Alerts, we can monitor our website name, our name, our brand and our content on the web. We will know who is talking about us. This allows us to jump into the conversation. Thank those who are praising us. Fix a problem that is being discussed related to our business.

Tracking our website address with Google Alerts is 2 fold:

a. We see who is linking to us and can pop over there and say thanks.

b. We can catch the use of our content without our permission.

Conduction of Online Market Research:

Internet is a powerful and cost-effective tool for conducting market research regarding consumer behaviour, identifying new markets and testing consumer interest in new products. Internet can provide interactive research methods, with more efficient, faster and cheaper methods for research.

One key factor that determines the accuracy and predictive capabilities of any research is the sample size. The larger the sample size, the larger the accuracy and the predictive capabilities of the results.

The Internet allows the researcher to access a more geographically diverse audience than those found in offline surveys.
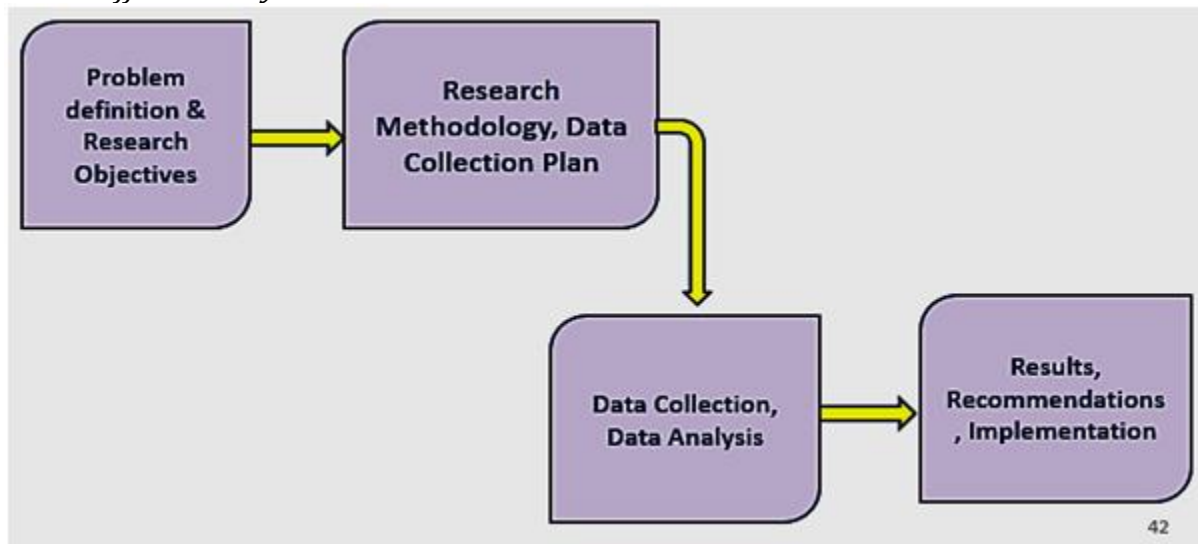

Fig: Steps Needed in Online Research

Steps in Collecting Market Research Data:

1. Define the research issue & the target market
2. Identify newsgroups and Internet communities to study
3. Identify specific topics for discussion
4. Subscribe to the pertinent groups; register in communities
5. Search discussion group topic and content lists to find the target market
6. Search e-mail discussion group lists
7. Subscribe to filtering services that monitor groups
8. Enter chat rooms, whenever possible.

Content of Research Instrument:

1. Post strategic queries to groups
2. Post surveys on your website. Offer rewards for participation
3. Post strategic queries in your website
4. Post relevant content to groups with a pointer to your website survey
5. Post a detailed survey in special e-mail questionnaires
6. Create a chat room and try to build a community of consumers

Reference for Target Audience of the Study:

1. Compare your audience with the target population
2. Determine your editorial focus
3. Determine your content
4. Determine what Web services to create

Thus through online market research, responses can be validated as they are entered, and other elements can be added to the questionnaire, such as graphics, logos, and links to other web pages. Participants have the flexibility of responding at any time, at their own convenience. Real-time information and reporting can also be accomplished.

Limitations:

a. Online research is not suitable for every client or product.

b. It is still skewed towards certain population groups; such as those with Internet access. So products of common use may not reach the company's target market though, as people may be uneducated or unfamiliar with internet access and usage.

c. Also there is a possibility that customers or target audience may refuse to answer certain questions may be due to lengthy queries or may be due to their slow internet connection; which further may lead to loss of respondents and future sales.

E-advertisement:

E-advertisement, also called Online advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes *email advertising, advertising through search engine, social media advertising, many types of display advertising* (including web banner advertising), and *mobile advertising*.

Just like other advertising media, online advertising frequently involves both **publishers**, *who integrates advertisements into its online content*, and **an advertiser**, *who provides the advertisements to be displayed on the publisher's content.*

Advertising agencies also help to generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. **In 2013**, Internet advertising revenues in the United States totalled **$42.8 billion**, **a 17% increase** over the $36.57 billion in revenues in 2012. U.S. internet ad revenue hit a **historic high of $20.1 billion for the first half of 2013, up 18%** over the same period in 2012.

Web-based advertising has become an important part of a company's media mix as due to the following reasons:
a. People increasingly prefer to surf the internet rather than watch TV.
b. The target audience goes to the advertisement, rather than the other way around.
c. Development of business search engines by companies such as C2B technologies, which aim to link buyers with online bargain sites for over a million products for comparison-shopping purposes.
d. Some web sites offer contests and prizes to online participants for which the participants must provide certain data including their preferences of advertisements and tastes, which finally presents a valuable database as to customer preferences.
e. Since the internet is not geographically restricted, the product gets explored to more and more customers, which finally results in large business volumes.

Various Means of E-Advertisement:

A. Display Advertising:

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

1. Web Banner Advertising:

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

2. Frame Ad (Traditional Banner):

Frame ads were the first form of web banners. The general usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page. The Interactive Advertising Bureau's Ad Unit Guidelines proposes standardized pixel dimensions for ad units.

3. Pop-Ups/Pop-Unders:

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

The pop-op opens the window in front of the current site, so it is visible right away, while the pop-under opens the window "below" the current window so that the users sees it when closing the window.

4. Floating Ad:

A floating ad, or overlay the ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time.

5. Coupons:

Companies may offer their members discount coupons which they can print out and then used for both online and offline retailers. Coupons can be an attractive marketing mechanism as they encourage product trial, and they are a way of selectively discounting prices to the most price-sensitive customers.

6. Expanding Ad:

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

7. Interstitial:

An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

B. Search Engine Advertising:

Search engine marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Thus Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Advertising through Search engine includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

C. Email Advertising:

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited(unwanted), in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

D. Social Media Advertising:

Social media advertising is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles, such as Facebook, Twitter, etc.

E. Mobile Advertising:

Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich-media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games.

F. Affiliate Marketing/Advertising:

This form of advertising removes even the risk of PPC. With affiliate marketing, our advert is displayed for free. If a visitor clicks on our advert to visit our site, that is free also. We only pay if that visitor buys from our website, or signs up to our mailing list, or satisfies whatever our predefined goal is.

All of the biggest e-commerce sites run an affiliate marketing campaign. Amazon pioneered this method in the mid-1990s and it is commonly acknowledged that this was a major

contributory factor in them becoming the world's largest online retailer; a title they still hold to this day.

E-advertisement Types:

A. Compensation Methods:

A significant amount of money is wasted on the first form of online advertising as it is identical to the old-style and offline advertising. We basically pay a fixed fee for our advert to appear on a website for a fixed time. *We are taking all of the risks* and the company displaying our ad is taking no risk at all. It's advertising for people who really don't "get" the internet.

B. CPM (Cost Per Mille):

CPM, or cost per mille, is slightly a better way to advertise which means that rather than paying for a fixed time that our advert will be displayed, We pay for a fixed number of times that our advert will be displayed. This number is usually a multiple of 1,000 and we pay per thousand, or "per mille".

This takes a little bit of the risk out of the advertising because if the advert isn't displayed to the numbers of people they claimed it would be, then it doesn't cost us for the people who never saw our advert. However, *we are still taking a risk on whether the advert will generate any clicks* through to our website or not.

C. PPC (Pay Per Click):

Pay-per-click advertising (sometimes called **cost per click, CPC**) takes away all of this risk because we are effectively getting our advertising for free. We only pay for the visitors that actually click on the advert and visit our website. This is how advertising on Google works (and Bing and Yahoo). However, this isn't just restricted to search engine advertising, there are many other websites where we can advertise using this method.

The **only risk** we are taking here is that once the visitor reaches our website, we are hoping to convert them into a lead/enquiry or sale.

Market Segment:

During the early days of e-marketing, companies used direct mail to contact customers, regardless of whether the products or services were appropriate for the individuals on the company's mailing list.

For Example:

a. Cost of direct mailing = $1 per customer
b. Response = only 1 to 3%
c. Cost per responding customer = 33to33to100
d. Result: Too much costly. Less cost-effective.

So a better approach identified was segmentation. Market segmentation is an integral part of a company's marketing strategy. It is the process of breaking down a larger target market into smaller, more homogeneous groups of customers that we can more efficiently market to. Both consumer-oriented and business-oriented companies should segment customers using one of several common approaches as follows:

1. Demographics:

Demographic market segmentation is one of the most common approaches to segment markets. A company simply divides the larger market into groups based on several defined traits such as age, race, gender, marital status, family size, occupation, education, religion, linguistic groups, income. As a simple example of usage, a company that sells feminine hygiene products will include "female" in its description of its primary market segment.

2. Geographic:

Geographic segmentation is used by companies that sell products or service specific to a **certain community, state, region, climate zone, population density, country or group of countries.** *Local businesses usually get no benefit in paying for national or international advertising.*

Companies that operate nationally can often save by delivering the same marketing messages to a national audience through television, radio, magazine or newspaper ad. Global businesses typically decide whether to maintain a universal message or tailor messages to each country's marketplace.

3. Psychographics:

Psychographics or lifestyle segmentation has become increasingly common as companies look to identify consumers based on interests and activities instead of demographics. Target customers are identified based on their **lifestyles, personality and social classes.**

4. Behavioural:

Behavioural segmentation is based on **user behaviours, including patterns of use, price sensitivity, brand loyalty and benefits sought.** A company may have customers with similar demographic makeup but distinct behavioural tendencies.

Some may use the product daily, while others use it weekly or monthly. Higher-income earners may have more interest in higher-quality models versus low-cost models.

This may prompt the provider to target higher-end products and services to one group and more value-oriented offerings to lower-income or budget-conscious customers.

Measuring the Effectiveness of E-Advertisement:

In general, mass media efforts are measured by estimates of audience size, circulation, or number of addressees. When a company purchases mass-media advertising, it pays a dollar amount for every thousand persons in the estimated audience. This pricing metric is called cost per thousand or cost per metric (CPM).

Whereas, measuring web audiences is more complicated because of the web's interactivity and also because the value of a visitor to an advertiser depends on how much information the site gathers from the visitor (e.g.name, address, telephone number, email address, and other demographic data). All visitors are not of equal value since each visitor voluntarily provides or refuses to provide their information.

Some Web-Specific Metrics Have Been Developed:

When a visitor requests a page from the website, it is counted as one visit. Further page loads from the same site are counted as part of the visit for a specified time. The time is chosen by the administrators of the site and is dependent on the type of the site.

A site that features stock quotes might use a short time, because visitors may load the page to check the price of one stock, and reload the page 15 minutes later to check another stock's price. A museum site would expect a visitor to load multiple pages over a longer time.

The first time a particular visitor loads a website is called **trial visit.**Subsequent page loads are called **Repeat visits.** Each page loaded by a visitor counts as a page view. If the page contains an ad, the page load is called an **ad view.**

Some web pages have banner ads and each banner ad loads is called **impression**, and if the visitor clicks the banner ad to open the advertiser's page, that action is called a **click or a click-through. Banner ads** are often sold on a cost per thousand impressions or CPM basis. Rates depend on how much demographic information the website contains about the visitors.

Determining the costs and benefits of advertising on the web is another difficult task. Simple logic could be, instead of comparing the number of click-throughs that companies obtain per dollar of advertising, *they measure the number of new visitors to their site that buys for the first time after arriving at the site via a click-through.*

Calculate the ad cost of acquiring one customer on the web and compare it to the cost of acquiring one customer through traditional channels.

E-Branding:

Branding, simply, is the process involved in creating a unique name, image, slogan or design for a product that consumers connect with. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

A known and respected brand name can present a powerful statement of quality value and other desirable qualities and it gets easy to advertise and promote with brand names. It may involve tremendous amounts of money to set up brands, however, the value of these brands far exceeds the cost of creating them.

Internet branding (also referred to as **Online branding or E-Branding**) is a Brand management technique that uses the World Wide Web as a medium for positioning a brand in the marketplace. Website creation and optimization, social media, blogs, online press releases, and video marketing are all methods used for online branding purposes.

Fig: Branding

Fig: Importance of E-Branding

Elements of Branding:

1. Brand Identity:

Let us begin with the very basic. What exactly is a brand and what is a brand identity? The brand, of course, is an easily recognizable name that immediately tells people about a certain organization that manufactures certain products or renders certain services. Brand identity is the way people recognize the brand. It may be through the logo or other associated visuals. The Swoosh logo of Nike is very simple, but is immediately recognizable worldwide along with its punchline, "Just Do It".

2. Brand Image:

Brand image is the idea of the brand that people develop in their minds. It also dictates what they expect from the brand. For instance, Rolls Royce has the image of a luxury car maker. So, it cannot be making a budget car even if there is a market. Its existing premium customers won't take it kindly as it dilutes the said image. It's hard and sometimes impossible to change the brand image, so it's best to know what we're aiming at before we invest hard-earned dollars.

3. Brand Positioning:

Positioning is the way a product is placed in the market. It basically defines what segments of the market it is targeting. For instance, Virginia Slims is a cigarette targeted at women. Basic ingredients in all cigarettes are the same but this one has been positioned to attract women by making it slimmer in size and making the packaging sleeker.

4. Brand Personality:

Brand personality is just like the personality of human beings. It is certain emotional or personal qualities that we associate with a particular brand. For example, we can associate youthfulness with Pepsi or ruggedness with Wrangler. Every element of the brand identity including the colour of the logo and the typography on the brand name adds to the personality.

5.Brand Equity:

Brand equity is the value of a brand. It may include tangible financial value such as market share and revenue as well as intangible aspects such as strategic benefits of the brand. For example, Apple is a major technology brand and people perceive it is a premium, cutting edge manufacturer of quality products. So, it is not only the sales but the sheer image that takes the equity to a different level altogether.

6. Brand Experience:

Brand experience is a combination of everything that a customer goes through while purchasing and using that brand. For example, how does one feel while ordering food and eating at KFC? How does the staff behave and how fast do they deliver and of course how did the food taste? Also, since it has many outlets all over the world, all of them are expected to maintain uniform standards of experience.

7. Brand Differentiation:

Differentiation, as the word suggests is how a brand stands out in the crowd. For instance Dell Computers let people choose their components and assemble their own system, thus making it different from others who just sell ready-made machines at the shop with no scope for customization.

8.Brand Communication:

Brand communication is the message it delivers through various sources like adverts, brochures, punchlines and hoardings. If the brand has to grow, it must be able to clearly communicate its core benefits to the customers.

9. Brand Gap:

Brand gap is the difference between what a brand promises to deliver in its communications and what it actually does. For its own sake, the gap should not be very high. A successful brand must be able to deliver what it promises. No amount of advertising or content marketing efforts can save a bad product.

10. Brand Extension:

Brand extension is basically the idea of going beyond one's origins and exploring newer fields. For example, Google started as a search engine. But now it provides many other services including emails and mobile operating systems. This is how it has extended the

brand but it must be done in a manner so that the existing operations complement the newer initiatives. Google gained market intelligence through its search operations and this is what enabled it to develop other services. Films sell merchandise like clothes or toys pre/post-release, which are also extensions as they go beyond the main product (the film).

Market Strategies:

Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing.

1. Permission Marketing Strategies:

Many businesses would like to send e-mail messages to their customers and potential customers to announce new products, new product features, or sales on existing products, which consequently may have to face legal action or considered as spam. So instead of interrupting the customer with unrequested information, permission marketing aims to sell goods and services only when the prospect gives consent in advance to receive the marketing information.

Opt-in email is a prime example of Permission marketing, where Internet users sign-up (in other words give permission) to receive information about a certain product or a service.To induce potential customers to accept or opt-in advertising information sent via e-mail messages, the seller must provide some incentive like entertainment, a chance to win a prize or even a direct cash payment.

2. Brand-Leveraging Strategies:

A brand leveraging strategy uses the power of an existing brand name to support a company's entry into a new, but related, product category. Brand leveraging is an important form of new product introduction as it provides consumers with a sense of familiarity by carrying positive brand characteristics and attitudes into a new product category.

Why Brand Leveraging Strategies Requires:

Instant recognition of the brand is established, and consumers with a favourable brand opinion likely will try a new product they perceive to have a similar quality level and attributes as their original favourite. Additionally, because the products are indifferent categories, they will not compete for market share – the crux of a successful branding strategy.

More products mean greater shelf space for the brand and more opportunities to make a sale.The cost of introducing a brand-leveraged product is less than introducing an independent new product due to a much smaller investment in brand development and advertising designed to gain brand recognition.

Examples:

a. Yahoo.com was one of the first directories on the Web later added a search engine function.

b. Amazon.com expanded from its original book business into CDs, videos, and auction features useful to the existing customers.

3. Affiliate Marketing Strategies

It is seen that leveraging approach only works for firms that already have websites that dominate a particular market. As the web matures, it will be increasingly difficult for new entrants to identify unserved market segments and attain dominance. The better option left in such case is affiliate marketing.

In affiliate marketing, one firm's (the affiliate firm's) website includes descriptions, reviews, ratings, and other information about a product that is linked to another firm's website that offers the item for sale. The affiliate site receives a commission for every visitor who follows a link from the affiliate's site to the seller's site.

One of the more interesting marketing tactics made possible by the Web is cause marketing, which is an affiliate marketing program that benefits a charitable organization (and thus, supports a "cause").

When visitors click a link on the affiliate's web page, a donation is made by a sponsoring company. The page that loads after the visitor clicks the donation link carries advertising for the sponsoring companies.

4. Viral-Marketing Strategies:

In traditional marketing strategies, the company would either communicate with potential customers directly or through an intermediary that was acting on behalf of the company, such as distributor, retailer or wholesaler.

Now another marketing strategy, viral marketing relies on existing customers to tell other persons, the company's prospective customers, about the products or services they have enjoyed using.

Just as affiliate marketing uses websites to spread the word about a company, viral marketing approaches individual customers to do the same thing. The number of customers increases much as a virus multiplies, and thus the name.

5. Social Media Marketing Strategies:

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it across their social networks.

Social Media Marketing Tips:

a. Planning: Consider **keyword research** and brainstorm content ideas that will interest our target audience.

b. Content is King: Make sure we are offering valuable information that our ideal customers will find interesting. Create a variety of content by implementing social media images, videos, and infographics in addition to classic text-based content.

c. Consistent Brand Image: Our business' core identity should stay consistent.

d. Blog: Blogging is a great social media marketing tool that lets you share a wide array of information and content with readers. You may blog about your recent social media efforts, contests, and events.

c. Links: Besides our own unique and original contents to gain followers, fans, and devotees, it's also great to link to outside articles as well. If other sources provide great, valuable information we think our target audience will enjoy, don't be shy about linking to them. Linking to outside sources improves trust and reliability, and we may even get some links in return.

d. Track Competitors: It's always important to keep an eye on competitors can provide valuable data for keyword research

e. Measure Success with Analytics: *Google Analytics* can be used as a great social media marketing tool that will help you measure your successful **social media marketing techniques**, as well as determine which strategies are better off abandoned.

6. Content Marketing:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action.

Its purpose is to attract and retain customers by consistently **creating and updating relevant and valuable content** to change or enhance **consumer behaviour**. This information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, etc.

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing.80 percent of business decision-makers prefer to get company information in a series of articles versus an advertisement.