

E-MARKETING

- 1. Meaning and Definition
 - 2. Advantages
 - 3. Types
 - 4. E-marketing in India
 - 4. E-marketing planning
 - 5. E-marketing tactics
 - 6. E-marketing strategies
-
- By

Dr. N. Muneendra
MBA Hod

E-Marketing meaning & Definition

➤ Meaning

E marketing or Electronic marketing refers to the application of marketing principles and techniques via Electronic media and more specifically the Internet

E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing.

➤ Definition

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. |

E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

E-marketing examples are email or social media advertising, web banners and mobile advertising

Advantages

▶ Advantages of E-marketing

- ▶ E-Marketing utilizes the Internet as a communications and distribution channel. E - Marketing is one of the most effective ways to keep in touch with customers
- ▶ Certain advantages of e-marketing are discussed as below:
 - ▶ 1. Much better return on investment from than that of traditional marketing as it helps increasing sales revenue.
 - ▶ 2. E-marketing means reduced marketing campaign cost as the marketing is done through the internet
 - ▶ 3. Fast result of the campaign as it helps to target the right customers.
 - ▶ 4. Easy monitoring through the web tracking capabilities help make e-marketing highly efficient
 - ▶ 5. Using e-marketing, viral content can be made, which helps in viral marketing.
- ▶

Types

- ▶ There are several ways in which companies can use internet for marketing. Some ways of e-marketing are:
 - ▶ 1. Article marketing
 - ▶ 2. Affiliate marketing
 - ▶ 3. Video marketing
 - ▶ 4. Email marketing
 - ▶ 5. Blogging
 - ▶ 6. Content marketing
- ▶ All these and other methods help a company or brand in e-marketing and reaching customer through the internet.

1. Article marketing

- ▶ Article marketing is one of the oldest strategies used by online marketers to acquire new visitors and increase sales on their websites. The practice typically involves writers and publishers as primary participants, with article marketing services working as intermediaries that help match writers with interested publisher. The fundamental purpose of article marketing is to attract wider online audiences and increase the number of sales opportunities for products or services offered on websites. The most popular articles support an author's or company's reputation as an expert in a specific field, and help cultivate a loyal audience. Increased site traffic boosts where their web page ranks in search engine results, which means more people will see the site and have the opportunity to buy what the author is selling.

2. Affiliate marketing

- ▶ Affiliate marketing is a type of performance-based marketing. This means that the efficiency evaluation and reward systems are based on the performance, which can be evaluated at specific intervals, or it can have a particular goal that needs to be achieved.
- ▶ There are two roles in affiliate marketing which are crucial for this entire system to work. First, there are merchants, who decide to create an affiliate program. They provide an offer for others to promote their business and earn their commission. On the other side, there are affiliates, who are also known as publishers. They are the ones that are interested in joining an affiliate program

3. Video marketing

- ▶ Video is a versatile and engaging content format that not only gives us a real-life picture of what is going on; it's also easy to share across multiple platforms. According to a [recent HubSpot Research report](#), four of the top six channels on which global consumers watch video are social channels.
- ▶ video marketing is using videos to promote and market your product or service, increase engagement on your digital and social channels, educate your consumers and customers, and reach your audience with a new medium.
- ▶ The granularity of video analytics on platforms like Facebook is one reason why, in 2018, [93% of businesses](#) reported getting a new customer on social media thanks to video.

4. Email marketing

- ▶ **Email marketing** is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.
- ▶ at least 99% of consumers check their email on a daily basis and People who buy products marketed through email spend 138% more than those who do not receive email offers. In fact, **email marketing has an ROI (returns on investment) of 4400%**
- ▶ **Lead Magnet:** A lead magnet (a.k.a. an optin bribe) is something awesome that you give away for free in exchange for an email address. It doesn't have to cost you anything to create; most lead magnets are digital materials like PDFs, MP3 audio files, or videos that you can create yourself at minimal or no cost. Some popular lead magnet examples are:
 - ▶ ebooks
 - ▶ A cheat sheet of tips or resources
 - ▶ White papers or case studies
 - ▶ A webinar

5. Blogging

- ▶ Blog marketing is any process that publicizes or advertises a website, business, brand or service via the medium of blogs. This includes, but is not limited to marketing via ads placed on blogs, recommendations and reviews by the blogger, promotion via entries on third party blogs and cross-syndication of information across multiple blogs.
- ▶ It includes **Blog Advertising, Recommendations & Reviews** and **Viral Marketing**

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. It is used by many prominent organizations in the world, including **P&G, Microsoft, Cisco Systems, and John Deere**. It's also developed and executed by small businesses and one-person shops around the globe.
- ▶ specifically, there are three key reasons – and benefits – for enterprises that use content marketing:
 - a) Increased sales
 - b) Cost savings
 - c) Better customers who have more loyalty

E-marketing in India

- ▶ Since 2016, it has seen a rapid rise in the usage of Digital Marketing in India. The growth is estimated at around 50 %, thanks to digital marketers knowing what and when to present to the customers. According to We Are Social's Global Digital Report for 2019, there are 1.190 billion mobile subscriptions in India, which accounts for 87% of the population. On average an Indian spends about 4-5 hours a day scrolling through social media, emails, and browsers.
- ▶ Digital Marketing is growing at a rate of 25-30% in India annually. And if statistics are to be believed, India has reached 500 million users of the internet by the end of 2018. India also has the World's largest Facebook population. The high-speed digitization, online portals, social media channels, etc lead to a growth of digital marketing in a trend par imagination.

Government initiatives

The Khadi and Village Industries Commission (KVIC) launched its, in-house developed single-umbrella e-marketing system named Khadi Institution Management and Information System (KIMIS) in 2018. The system can be accessed from anywhere in the country for the sale and purchase of Khadi and Village Industries products.

- ▶ Under Internet Saathi project over 26 million women were benefitted in India and it reached 2.6 lakh villages and reached 20 states
- ▶ Under the Digital India movement, government launched various initiatives like Udaan, Umang, Start-up India Portal etc. Under the project 'Internet Saathi', the government has influenced over 16 million women in India and reached 166,000 villages.
- ▶ Udaan, a B2B online trade platform that connect small and medium size manufacturers and wholesalers with online retailers and also provide them logistics, payments and technology support, has sellers in over 80 cities of India and delivers to over 500 cities.

E-marketing planning

- ▶ The E- Marketing plan is a blue print for E- Marketing strategy formulation and implementation.
- ▶ It is a guiding, dynamic documents that links the firm's e- business strategy with technology- driven marketing strategies and lays out details for plan implementation through marketing management.
- ▶ The plan serves as a road map to guide the firm, allocate resources, and make decisions

Two Types of Common Plans

- ▶ **The Napkin Plan:**
- ▶ Entrepreneurs may jot down ideas on a napkin.
- ▶ Large companies might create a just-do-it, activity based, bottom-up plan.
- ▶ **The Venture Capital E- Marketing Plan:**
- ▶ It is a more comprehensive plan for entrepreneurs seeking startup capital.
- ▶ **Sources of funding**
- ▶ Bank loans
- ▶ Private funds
- ▶ Angel investors
- ▶ Venture capitalists (VCs)

A Seven Step E- Marketing Plan Step-

- ▶ 1: Situation Analysis
- ▶ 2: E- Marketing Strategic Planning Step
- ▶ 3: Objectives Step
- ▶ 4: E- Marketing Strategies Step
- ▶ 5: Implementation Plan Step
- ▶ 6: Budget Step
- ▶ 7: Evaluation Plan

1. Situation Analysis

▶ In summary the **situational analysis** is a collection of methods that we use to assess what we call the company's internal and external environment. As marketing environment is ever changing

- ▶ □ Environment analysis is very important that reveals
 - ❖ Strength
 - ❖ Weakness
 - ❖ Opportunity
 - ❖ Threats

Google SWOT

Strengths

1. Market leader in search engine
2. Ability to generate user traffic
3. Revenue from advertising and display

Weakness

1. Exclusive reliance on secrecy
2. Falling ad rates
3. Over dependence on advertising

Opportunities

1. Android operating system
2. Diversification into non ad business models
3. Google class and Google play

Threats

1. Competition from facebook, Microsoft
2. Mobile computing

2.E- Marketing Strategic Planning

- ▶ Strategic planning: determining the fit B/W companies objectives, resources and skills with changing marketing opportunities.
- ▶ □ Tasks for creating the fit can be named as tier 1 strategy viz.
- ▶ □ Segmentation
- ▶ □ Targeting
- ▶ □ Differentiating
- ▶ □ Positioning

3.Objectives Step

- ▶ Objective e-marketing are formulated which includes
 - ❑ Task (what is to be accomplished),
 - ❑ Measurable quantity (how much),
 - ❑ Time frame (by when)
- ▶ Most e-marketing plans aim to accomplish multiple objectives such as:
 - ▶ ❑ Increase market share,
 - ▶ ❑ Increase sales revenue,
 - ▶ ❑ Reduce costs,
 - ▶ ❑ Improve databases,
 - ▶ ❑ Achieve customer relationship management goals,
 - ▶ ❑ Improve supply chain management

4.E- Marketing Strategies Step

- ▶ Based on the objectives Marketers craft strategies regarding
- ▶ the 4ps: Offer (product)
- ▶ Value (price)
- ▶ Distribution (place)
- ▶ Communication (promotion)

5. Implementation plan

- ▶ How to accomplish the objectives through effective tactics
- ▶ □ Before check the right marketing organization is in place
- ▶ e.g. F.B before offering advertisement services checked
 - ✓ Staff
 - ✓ Department structure
 - ✓ Application Service providers and
 - ✓ Other outside firms
- ▶ □ Right combination will help the marketers to implement & meet the objectives.

6. Budget

- ▶ Identify the forecasted returns from investment and match with the forecasting cost.
- ▶ Following costs need to be forecast:
- ▶ Technology cost
- ▶ Site design cost
- ▶ Salaries
- ▶ Other site development expenses
- ▶ Miscellaneous

7.Evaluation plan

- ▶ Once the plan is implemented it is then evaluated
- ▶ □ Evaluation techniques:
 - ▶ □ ROI
 - ▶ □ Web analytical tools

E-marketing tactics

- ▶ **Marketing tactics** are the strategic actions that directs promotion of a Product or service to influence specific marketing goals. Some of the e-marketing tactics that are using effectively in the respective organizations are
- ▶ **Google Ad Words**
- ▶ **Face book Advertising, Facebook Live**
- ▶ **Guest Blogging**
- ▶ **Localization**
- ▶ **Reviews**

E-marketing strategy

- ▶ The word strategy derived from Greek language. The word consists of two words put together “stratos” means army and “agein” means lead.
- ▶ E-marketing strategy should be a sub-set of marketing strategy(Sargeant & West 2007 p.53). The e-marketing strategies include tactics for the following components: website strategies, website design essentials, affiliate programs, banner advertising, email marketing, search engine marketing, search engine optimization, and online trust building.

- ▶ **Strategies**

- ▶ **1 Personal branding.**

Successful businesses can generate a ton of momentum from successful entrepreneurs who lead them. Branding gives the opportunity to leverage a more trustworthy, personal image to promote the brand.

- ▶ *An important part of strengthening a personal brand is the correct use of communication channels.*

- ▶ three primary channels where we can implement our digital marketing strategies:
- ▶ company site or blog.
- ▶ Social networks.
- ▶ Email marketing.

► 2. Content marketing

Content marketing is the creation and distribution of digital marketing collateral with the goal of increasing brand awareness, improving search engine rankings and generating audience interest. Businesses use content marketing to nurture leads and enable sales by using site analytics, keyword research and targeted strategy recommendations. A 360-degree content marketing strategy educates customers, nurtures prospects and closes sales.

Examples.

1 AMUL (DRS System)

2.Zomato(*Games of Thrones*)

3.Simplify360(*Infographics and analysis*)

▶ 3. Search engine optimization (SEO).

SEO is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine . so enterprises get more traffic from people searching for the products or services .

▶ 4. Conversion rate optimization(CRO).

In internet marketing, **conversion optimization**, or **conversion rate optimization (CRO)** is a system for increasing the percentage of visitors to a website that **convert** into customers, or more generally, take any desired action on a webpage. It is commonly referred to as CRO.

5 Social media marketing

- ▶ Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as [paid social media advertising](#).
- ▶ Here is a list of some Indian brands who are nailing social media for viral growth.
- ▶ 1Amul
- ▶ 2. Rajasthan Tourism
- ▶ 3 Parle-G
- ▶ 4.The Minimalist
- ▶ 5 Sabyasachi

- ▶ The companies, are using social media marketing effectively is
- Social media marketing can help with a number of goals, such as:
- A) Increasing website traffic
 - B) Building conversions
 - C) Raising brand awareness
 - D) Creating a brand identity and positive brand association
 - E) Improving communication and interaction with key audiences

6. Email marketing.

Email marketing has astounding potential for ROI because it costs almost nothing to execute. Start collecting subscribers from your existing customer base. It is the use of **email** to develop relationships with potential customers or clients.

Nissan collects relevant information about their customers, including the purchase date of their car. They can then use the purchase date to automatically trigger a reminder email six months after the car was purchased to schedule the first service appointment

THANK YOU