E- MARKETING- AN EMERGING TREND
IN INDIAN MARKET

Alka Rani

Assistant Professor, Kalindi College, Department of Commerce,
University of Delhi, Delhi, India.

Abstract:-E- Marketing is also known as online marketing, I- marketing and web marketing. In India there are around 154 million internet users and they are growing at the rate of 27%. Only 13% of India has internet connectivity, which shows that there is a large untapped market. Marketers use internet and various digital media and try to capture the market. It not only facilitates the business but also provide round the clock services to the customers also. E – Marketing is a broader term as it includes the internet banking also. The objective of this article is to understand the meaning and process of E- marketing and how a business can adopt it. Various online marketing strategies are also discussed in this article with some examples of the popular social media and digital marketing agencies.

Keywords:E-marketing, online business, search engine optimization (SEO), Social media and digital marketing agencies.

INTRODUCTION :-

Information technology is at its peak. We can experience it in our day to day life whether it is in studies or travelling. Business also uses information technology in almost every activity of their business, preparing data for their employees, making strategic plan and the most importantly in marketing. They use internet to reach the potential customers. The most approachable place online marketing is social networking sites such as Facebook, twitter etc. Traditionally marketing does not require much use of internet but in today's techno savvy world one has to think seriously of using IT in order to create and expand its market.

OBJECTIVES OF THE STUDY

1. To study the concept and process of E- marketing.
2. To know about various online marketing strategies.
3. To apprise about Indian Social media and digital marketing agencies

RESEARCH METHODOLOGY

This data has been collected from secondary sources i.e., website and articles.

MEANING OF MARKETING AND E- MARKETING

Marketing: Marketing is the process of identifying the customers need, requirements, taste and preferences through various R&D processes and providing them with want satisfying goods. It consists of activities under four p's, product, price, promotion and place (distribution).

E- Marketing:E- marketing refers to the use of internet and digital media to deliver goods and services to the ultimate consumers. Use of digital technology in the traditional marketing comprises E-marketing. It can be used by any type and size of business. It serves as a medium from where a marketer can carry out all the activities in the marketing i.e. finding the customers, serving them, informing them and also building brand loyalty among them. It includes designing of website, online advertising of products and delivering the products to the customers (including online payments).Digital technology helps to manage the digital customer data and electronic customer relationship management. E- Marketing also called as I-marketing, online marketing and web- marketing.

E- Marketing can be characterized as follows:

Technological oriented: E- marketing is based on digital technology. It not only includes marketing done over internet but also includes marketing done via emails and telephony. The basic structure of E-marketing is based on internet based networks with the customers, supplies and various other interested parties. E- Marketing is done through websites along with different promotional tools and techniques such as search engine marketing (SEM), social media marketing, online ads, online directories, e- mail marketing etc.

24*7 services:The unique feature of on line marketing is its 24*7 services which was not possible in traditional in marketing. Consumer can approach to the marketers from anywhere at any time.

No product differentiation:Any type of product can be bought and sold over internet. From consumer goods to producer goods, day to day consumption goods to electronic goods, clothes etc. E- Marketing provides a platform where any kind and type of goods can sold and purchased. There is no product differentiation.

Worldwide approach:E- marketing enables a marketer to cover whole world into a single market. A marketer can easily approach customers all over the world through internet. It helps in increasing the sale volume and expands the business all over the world.

Low maintenance cost:As discussed that E- marketing enables a business to have worldwide approach but the cost of maintaining the business is low as compared to the cost in traditional marketing i.e. without the use of digital technology.

1.PROCESS OF E- MARKETING

Whether it is an online business or offline business, to be successful in the competitive market one requires internet marketing strategy and knowledge about social media, search engine optimization (SEO), blogs, e- mail lists etc. To launch a product or service one should know how to attract and retain customers

2

through online and offline marketing strategies. There are various steps in formulating and implementing internet marketing strategies which are as below:

Prepare an attractive brand name before conveying it to the market:Before launching the product the company should have an attractive brand name because in today's world consumer gets attracted to the unique brand names and build a brands image in their minds. The name should be attractive and easy to recognise. The company should prepare their brand name, trademark, website, letter head and business plan before implementing a marketing strategy.

A study about competitors:Knowing the competitors in the market is very important. A study of the competitors helps the marketers to know what is their annual turnover, how they build their websites, which marketing strategies are useful in their online business etc. It provides guidance to the new business from where they have to start in the given market.

Target the potential market:The very important step in marketing is to know your target market. The company can segment the markets according to demographic factors or it can have concentrated or niche segment of the consumers. On whatever basis the company segment its customers, it should focus on its segment market instead of all internet consumers.

Identify the successful marketing strategies of the competitors:One have to identify the successful marketing strategies of their competitors. It can be identified by no. of followers on their Facebook account, how many people they send their list to and how many people comment on their blog entries. In the list of the company strategy these campaign should be at first.

Prepare various internet marketing strategies and campaigns:Next step is to increase the brand recognition of the product among prospective customers. For this the marketer has to launch the several marketing campaigns at once. Following are some of the initial marketing strategies:

There should be a social media account for the company and it should be update with interesting material every day to attract the customers. Blogs are to be consistently updated with new information about the product.

A company should have a search engine optimization (SEO) article. It can be prepared by the company or can be prepared by others also. It is the process of affecting the visibility of a website or a web page in the search engine natural; it also helps to show up the company's website on the first page of the search. To attract the customers they contain the keywords for the product and also provide the advice and tips to the customers.

        "As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic."

The company needs the E-mail lists of the people. They can get these lists from the stores as they keep the record of their customers throughout the year or it can be bought from the marketing companies. Once the company get these e- mail lists, e-mail are send in bulk to the customers on daily or monthly bases to update the customers about the product.

A marketer can prepare a video of the customers using the product and conveying their experience. They can upload these videos on YouTube or Facebook to capture the interest of the customers.

A banner ad can be designed to communicate the brand image, videos or other information about the product. It requires technical skill to design a web banner ad; the company can hire a graphic designer to design a good ad.

Set the tracking capabilities of all strategies: A marketer can keep a track of the capabilities of all online marketing strategies. For this he has to set up a Google Analytics account through their main Google account. For each facet of the strategy there is a separate campaign. This is done in order to see later on that which one had the best return on investment (ROI).

Launch the campaigns in the same few days and weeks: This is the point where the marketer has to be consistent. They have to make sure that all the orders are completed on time in order to build the brand image among customers on website and at marketplace.

Evaluate the ROI of the strategies and repeat the successful strategies, with the new products also:At the end ROI of different strategies are to be evaluated and the successful strategies are to be kept under consideration for further marketing of the product or it can also be implemented for new products also.

2.INDIAN SOCIAL MEDIA AND DIGITAL MARKETING AGENCIES:

In today's world companies are using social media and digital marketing to promote their brands in the market. Various techniques are used by the social media and digital marketing agencies to attract the potential users over internet. These tactics are not only effective but also much cost efficient than any other method. Choosing a best suited social media and digital marketing agency is a very difficult task in India. Following are the list of some top agencies in India who are engaged in this task over a period of time:

EchoVme: EchoVme is a digital marketing firm. It specializes in digital marketing consulting, services and training. It also conducts research work that helps to update and upgrade the virtual marketing eco system. EchoVme has hosted about 50+ successful social media marketing workshop across Chennai, Colombo, Banglore, Delhi, Cochin, Pune, Mumbai etc. It also provides training programs for: M.O.P Vaishnav College, Chennai, TiE Chennai, Nasscom etc.

Services: Social Media Marketing Training, Social Media Marketing Workshops, Social Media Marketing Services, Facebook Application Development, Facebook Advertisements, website consulting and revamping, website designing, social media consulting, video marketing, content marketing.

Brand: Kris Srikkanth's Careerstrokes, Dalal Street Investment Journal, Elitad (Spain Based), Andromeda Marketing Pvt. Ltd, Forex Trading Pvt. Ltd, TiE Con Social Media Organizers, Personal Branding executers for leading celebrities and entrepreneurs, Ticketgoose.com, Amrutanjan Healthcare, Ramco Systems, Happiest Minds, Amigo NGO, Cartridge World (Nungambakkam, Chennai), Sam's Pizza Chennai, Habilis – the best virtual assistants (US), Jeff and Kane – Industry Rockstars (Australia), Social Media Consulting for SAP Techniversity, infinitheism Spiritual Foundation Limited, SAE International Institute and more.

Alive Now: It was founded by Adhvith Dhuddu. It specializes in social media and new media.

Services: Social Media Marketing, Digital Marketing, Facebook Application development, Facebook ad management.

Brand : DAMAC, Prestige Smart Kitchen, PVR, Reliance Footprint, Penguin India, Honda, Subaru, Hyundai, ITC, Auchan, Sandisk, Barista, Mahindra Mom & Me, Mother Dairy, Apsara and more.

Antz Media: This agencyfocuses on internet-based management of products and services.

Services: Online brand Managements, designing solutions, multi-level marketing

Brand: Greenpepper, Phases, AYUCare, Adityagrp, Vastraanjali and more

Ador Tech Ventures: They believe that "Marketing is not only about just helping sales, but it is also about Brand Building, Understanding Consumer Psyche and Customer Retention." Ardor Tech Ventures has been building and supporting Desktop and Web based solutions since 2007.
Services– SEO, PPC, SMM, Web Design and Development, Social Media Marketing and others
Brand– Aurus, Csett, Blake Fullmer, Carrymycard, Cult Lounge and more

AdHog Interactives: It is an online digital media agency that is always looking for innovative ways to leverage online brands.
Services: Digital Marketing Strategy and Consulting, Digital Media Buying, Campaign Creation, Monitoring and Analytics, Application Development and Online Reputation Management.
Brand: – Engrave, Bombay Shirt Company, Upper Crush, DogSpot and more

Avignyata Inc: Their objective is to develop a virtual ubiquity for the brands that they work with, incorporate all the areas that have a positive impact on the brand, help them analyse their online outreach and promote them as a Social Media entity.

Services: Social Media Marketing services, online monitoring and more.

Brand: Inorbit, OVS Industry, Educationtimes.com, Shoppers stop, Sony pictures, Bigg Boss, Big Music,

Bloomberg UTV, Murder 2, Movie I AM, Movie Tahaan, Walt Disney Pictures, Movie Zohan and lot more bollywood and hollywood movies.

Buzzfactory.net: Digital Marketing and Media agency based out of India serving client globally.

Services: Social Media Marketing, PPC, Mobile Applications and more.

Brand: Gridlogics Technologies, Yogacara Apparels, The Small Idea Company, Zeebric and more

Bcebwise: BCWW's digital solutions includes website development, online marketing that includes social media and search marketing, as well as media planning and buying. They have huge clientele to whom they provide advertisement & promotional services and all aspects of internet media solutions.

Services: Web development, Social Media Optimization, Media Planning and buying, SEM, Intranet Development and more
Brand: Hero Pleasure, Sunslik, IPSA, Nanhi Kali, Emami and more

Bloggers' Mind: It helps in communicating and engaging with audiences and creates presence in social media.

Services Brand Monitor, Brand Insight, Social Media Buzz Strategy, Community Building and more

Brand: Nokia, Yahoo!, and Max Bupa

Blogworks: Blogworks helps global brands and organisations, engage stakeholders in conversations to share, build communities, draw insights and co-create offerings for business impact.

Services: social media programmes, solutions to brands and organizations

Brand: Harley Davidson, Westland, Mahindra Rise, Sennheiser, Artic, Essar, Allen Solly and more.

3.POPULAR TYPES OF ONLINE MARKETING:

Promotion of company's website is known as online marketing. Traffic is king in the world of online marketing. They can make or break the business. Knowledge of technology is important but attracting the users towards the company's website is the ultimate aim in online marketing. Following are some popular strategies used in online marketing:

Backlinks: Blacklinks are the links from other sites or pages and are seen as a vote for company's site. It is reciprocal in nature, as the company approach to the webmaster from sites in the same niche and ask to link the company's website in return the company have to provide their website link on the company's website. Today the straight reciprocal links are replace by the link hubs or wheels where at least three links are needed to complete the circle. It helps the website to indexed with the search engine, get the online traffic to company's website and make the company's website popular for the search engines.

Search engine optimization: It is also a very popular online marketing strategy. Company develop some key words describing the product or services which help thecompany's website link to show up on the first page of the search. To make the company's website successful it is important to get company's site on top of search engine. If the company's website is search friendly, the search will display company's site first if the key words are searched by the customers.

Article marketing: It is also known as "bum marketing". The company has to write an article and provide a link of their website or whatever the company is promoting. This article is to be submitted on the internet, generally to the articles directories, which help to divert the traffic towards the website. The content of the article can be published by other webmasters also who provides the link of company's website because company gave the right to others to redistribute it.

Pay- per- click methods: Under this method the company prepare a three line text ad and decide how much they can spend daily. The ad then appears in the sponsored results of a search engine page, hoping that the

potential customer saw the ad and click on it. The company only has to pay for the number of clicks, thus it is very cost effective way to market a website online.

4.EFFECTIVENESS OF E- MARKETING

Easy to set- up with comparatively low investment: Marketing constitute major portion of the total expenses a business occurs. Online marketing results in the saving of the costs at a very large scale. E- Advertising, web- banners, e- mailing the customers etc. save a lot of cost of printing and displaying.

Easy to approach customers: Through e- marketing a business can approach a number of customers at a time. It also helps in attracting even those customers who may not even interested in the buying at that point of time. It provides information about the product and services the business is offering which help them in their buying process.

Quick buying and selling transaction: Buying and selling transaction requires a lot of time, if done offline but in the case of online marketing it can be done quickly. A Consumer has to select a particular product available on the website of the company and make the payment for the same through internet banking. Consumers can use a debit card or a credit card for making the payment. It saves a lot of time as the consumers' needs not to give the cash at the time of purchase and also they avoid the visits to the bank and a lot of paper work is also avoided.

Variety of products for the customers: In case of internet marketing a customer can enjoy a variety of product available at different websites of different companies selling same product. For example, if a person wants to buy a smart phone, he/ she can search over the internet for various brands easily with their full description and relative price. After choosing the desiredsmart phone he/she can place the order on the spot and make the payment online or may pay on delivery.

Redresses of customer's complaints: The biggest advantage of E- marketing is that the marketer can redress the complaints of the customers quickly. The complaintsare treated at first priority and efforts are made to redress them as quickly as possible. Companies provide a link on their websites as complaint box for the customers lodge their complaints. Query etc.

Easy to know change in taste and preferences:A marketer can easily conduct online survey to know the taste and preferences of their customers. Also they can get the feedback from their consumers about their product by embedding a feedback formwith the e- mails send to them. This helps he marketers to identify any change in the taste and preferences of the consumers in advance.

5.CONCLUSION:

E- Marketing has proved its importance to the marketer. In today's world no business can survive in the market without the use of the digital technology and internet. Many popular social media and digital marketing agenciesare providing their services to the clients to build and expand their online business. E- Marketing has replaced the traditional marketing to a great extent. E- Marketing is not only limited to B to C transaction but also C to C and B to B transactions also. Government sector in India is also adopting the e- marketing strategies to market their product. Social media and web advertisement became an important part of day to day life which helps the marketer and customers to interact with each other and stimulates the buying and selling process. More innovative ideas are yet to come in coming years in the field of digital marketing which no doubt will facilitates the consumers more efficiently.

REFERENCES:

1.Introduction to E- marketing, What is E- marketing, from http://toolkit.smallbiz.nsw.gov.au/part/27/138/647
2.How to create an internet marketing strategy, Edited by Mirko Ven eljovski, Jacob, Dena M, BR and 10 others, from http://www.wikihow.com/Create-An-Internet-Marketing-Strategy,
3.Search engine optimization, from http://en.wikipedia.org/wiki/Search_engine_optimization
4.Social media and digital marketing blog (2013), Indian social media and digital marketing agencies, from http://www.soravjain.com/50-indian-social-media-and-digital-marketing-agencies-2011
5.Most popular types of online marketing, fromhttp://www.dom4j.org/online-marketing/types-of-online-marketing.php
6.Vivekanand, Parikshit (2014), What Mary Meeker's 2014 trends report says about India's internet usage, from,http://tech.firstpost.com/news-analysis/what-mary-meekers-2014-trends-report-says-about-indias-internet-