

## E-Marketing - Leading edge for booming business world wide

Ashok Panigrahi

Associate Professor, NMIMS University, Shirpur

Email: panigrahi.ak@gmail.com

### Abstract

E-Marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. E-marketing is growing at a dramatic pace and is impacting customer and market behaviours. This has forced firms to start incorporating e-marketing as the main form of marketing and try to meet their targeted customers' needs to the satisfaction. It is simply the use of electronic communication technologies more specifically the internet for the sale of goods or services. When e-marketing strategies implemented correctly, the return on investment (ROI) from e-marketing can far exceed that of traditional marketing strategies. E-marketing has several benefits like global reach, lower marketing cost, gives measurable results, personalization, easy to update information, more attractive, save paper, provides good conversation. It has also several disadvantages like technology dependence, privacy, security, continuous update. There are several methods of e-marketing like search engine marketing, e-mail marketing, e-prescription, viral marketing, direct to consumer advertising. All methods have several advantages and disadvantages and selection of method depends on the technology available with organization, cost of method, privacy requirement and other factors. Here we have discussed some of methods of e-marketing and when it is used, how it is different from other and how these methods can be useful to improve the marketing. We have also studied how e-marketing plays a vital role in health and pharmaceutical sector.

**Keywords:** E-marketing, E-Commerce, E-prescriptions, Viral Marketing.

#### Access this article online

**Website:**

[www.innovativepublication.com](http://www.innovativepublication.com)

**DOI:**

10.5958/2394-2770.2016.00020.X

### E-marketing

E-marketing (Electronic Marketing) is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. It is simply the use of electronic communication technologies more specifically the internet for the sale of goods or services. E-Marketing includes all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. When e-marketing strategies implemented correctly, the return on investment (ROI) from e-marketing can far exceed that of traditional marketing strategies.

### Benefits of e-marketing

- **Global reach:** Website allows you to reach anyone, anywhere in the world and always accessible, provided they have internet access. This allows you to enter in new markets and to compete globally with only a small investment. Because internet has no physical or geographical limitation it can be useful for niche providers.
- **Lower cost:** A properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods. In e-marketing you can build a

website for as little as a few hundred pounds or send e-mail for a fraction of a penny and save money you spend on printing catalogues, brochures and other promotional material. Advertising through social networking is a low cost method of reaching a wide audience.

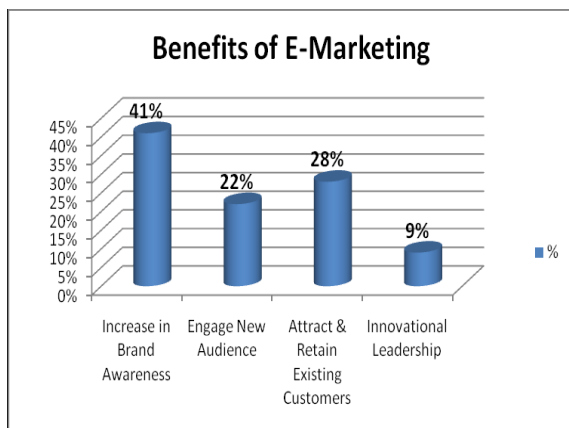
- **Traceable, Measurable Results:** Marketing by e-mail, banner advertising or by video advertising makes it easier to establish how effective your campaign has been. Who, where and when they interact with your competitors. The analysis, available from internet based adverts, is incredibly useful for reviewing marketing campaigns and planning future ones.
- **Personalization:** If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers, can tailor your messages, offers and focus a campaign on the customers most likely to respond. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Updates:** You can update your website or banner immediately, add new products and services, and keep your content up to date and wider content reach. Add latest news, events and other information immediately.
- **Advantage over physical brochures:** The main advantage is that it saves paper and postage. Easy to read and use because by simply clicking enlarged view can be available. Quickly browse through contents and articles – when viewing pages. Easy navigation and the possibility to quickly jump to specific pages also enhance audio-visual impact

of Material. Image movement, sound and video clips etc. can be included.

- **Social popularity:** E-marketing lets you create engaging campaigns using different types of rich media. On the internet these campaigns can gain social popularity- being passed from user to user and becoming viral.
- **Provide good conversion:** By creating your own website you can attract people to buy your product and give them all information about product by fewer clicks. This gives advantage over traditional methods in which people require to get up and make a phone call, or go to a shop; e-marketing can be seamless and immediate.
- **Product review services:** The best way to build good relationships with your customers is by getting response from them. If you provide the forum to tell you what they think of your service and products, and then listen to their views, you can tailor your product offer, customer services and product placement to get ahead of your competitors you can get suggestion from your customers to improve your services.

**Disadvantages of e-marketing**

- Dependability on technology
  - Security, privacy issues
- Due to hacking and fraud, online marketing campaigns can be used to cheat customers. Some websites ask people to reveal too much data on themselves, most people want to remain unknown and will not disclose much information online.
- Continuous update is required; comments must be responded to and sites and pages must be maintained.
  - Higher transparency of pricing and increased price competition
  - Worldwide competition through globalization



**Benefits of E-Marketing**

**Different types of E-marketing**

1. **Search Engine Marketing (SEM):** Enter. Search. Find! That is the way how millions of users find information using internet. By the use of internet we can get the information instantly search engine plays key role in finding the information. With the use of SEM it would be easy to access information at such a rapid pace. With search engines coming up large over the internet arena, therefore it is important to increase your brand visibility in search engines.

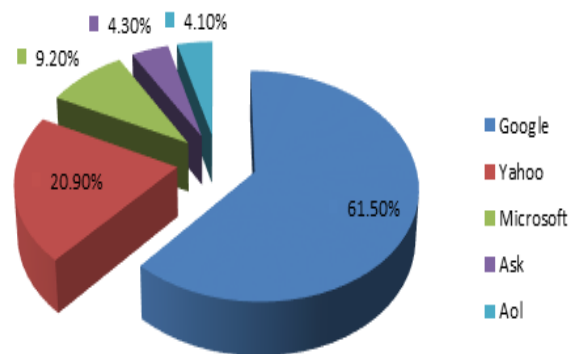
There are some challenges with SEM

- You may have an incredible site with great design and content, but if no one knows about it then the all your great time and effort you have put into the site will be wasted.
- Lack of visibility on Search Engines
- Too little traffic, mostly due to being pretty much "invisible" to web searchers. This resulted in an insufficient return on website creation costs, since a website that cannot be found, cannot return good value of your investment.

**Solution to overcome problems**

- Improve your products or services' online visibility.
- Increases your SE ranking. It increases your traffic inflow and generates Valuable and potential business leads to your site.
- Search Engine Marketing services include search engine optimization and internet marketing.
- Register your site with popular search engine.

According to a marketing tactics search engine popularity is as follow



**Search Engine Optimization (SEO)**

According to yellow pages group 42% of clicks are on the first listed result on the first search results page1, and 90% are on the first 10 listed results.

In addition to paying for adverts to appear top on search engines, the most common form of marketing on the web comes in the form of 'search engine optimization'. SEO process involves ensuring that the

content on your website is sufficiently formatted and arranged so that search engines will identify key phrases to target, based on your website that is relevant to searches made on their search engines. The purpose of SEO is to maintain a good balance between the needs of your readers and the needs of the search engine which can be quite tricky at times, but mostly rewarding when done correctly.

Search Engine Optimization (SEO) includes:

- Easily accessible content and coding of your website
  - Link-building strategies unique to your business
  - Enriched content and citations on your Google Places page
  - More visibility and increase SE ranking for your website
  - Detailed monthly analysis to track improved results.
2. **E-mail marketing:** Email marketing is directly marketing a commercial message to a group of people using e-mail. In its broadest sense; the term covers every email you ever send to a customer, potential customer or public venue. It may be for different purpose like;
- Sending direct promotional emails to try and acquire new customers or persuade existing customers to buy again.
  - Sending emails designed to encourage customer loyalty and enhance the customer relationship.
  - Placing your marketing messages or advertisements in emails sent by other people.

With the use of email marketing, you can easily and quickly reach to target markets without the need for large quantities of print space, television or radio time or high production costs. By using email marketing software, you can maintain an email list that has been segmented based on several factors including the length of time addresses have been on the list, customers' likes and dislikes, spending habits and other important criteria. Emails are then created and sent out to specifically target members of your email list, providing them with a personalized email detailing information that they are interested in or have requested. This helps promote trust and loyalty to a company while also increasing sales

There are mainly three types of e-mail for marketing

a. **Direct email:** Direct email involves sending a promotional message in the form of an email. It might be an announcement of a special offer, for example. Just as you might have a list of customer or prospect postal addresses to send your promotions too, so you can collect a list of customer or prospect email addresses.

You can also rent lists of email addresses from service companies. They'll let you send your message to their own address lists. These services can usually let you target your message according to, for example, the

interests or geographical location of the owners of the email address.

b. **Retention email:** Instead of promotional email designed only to encourage the recipient to take action (buy something, sign-up for something, etc.), you might send out retention emails.

These usually take the form of regular emails known as newsletters. A newsletter may carry promotional messages or advertisements, but will aim at developing a long-term impact on the readers. It should provide the readers with value, which means more than just sales messages. It should contain information which informs, entertains or otherwise benefits the readers.

c. **Advertising in other people's emails:** Instead of producing your own newsletter, you can find newsletters published by others and pay them to put your advertisement in the emails they send their subscribers. Indeed, there are many email newsletters that are created for just this purpose - to sell advertising space to others.

### 3. E-prescriptions

- E-prescription is totally based on the electronic generation transmission and filling of a medical prescription.
- Written of e -prescription is not for all it allow only physician, nurse practitioner, or physician assistant allow for make a new prescription or renewal authorization.
- IT should be error-free, accurate, Reduces labor costs, handling costs, and paper expenses and understandable.

### How e-prescribing work?

Instead of writing out your prescription on a piece of paper doctor enters it directly into his or her computer. Your prescription travels from doctors' computer to the pharmacy's computer. E-prescriptions are sent electronically through a private, secure, and closed network – the Superscripts network – so your prescription information is not sent over the open Internet or as e-mail.

#### Functions

- Providing information related to the availability of lower cost of drugs.
- Providing information related to drug formulary and patient eligibility.
- Physician can get easily information related medication history of patients
- Patient-specific information capabilities
- System integration capabilities.
- Educational capabilities.

#### Benefits of e-prescriptions

- Prescription arrives at your pharmacy before you leave your doctor's office.

- You don't have to make that extra trip to drop off your prescription at the pharmacy.
  - No handwriting for the pharmacist to interpret.
  - Easy for your doctor to prescribe the most cost effective medication based on your insurance coverage.
  - Reducing time spent on phone calls and call-backs to pharmacies: - Decreasing the wasted time on the phone so this will ultimately increase workflow efficiency and overall productivity.
  - Reduces labor costs, handling costs, and paper expenses.
  - Automating the prescription renewal request and authorization process.
  - Increasing patient compliance and medication compliance.
  - By checking the patient's health plan lower cost generic drugs is provided it will lead to reduces costs and improve patient compliance.
  - Drug recall ability is easily done by e-prescription.
4. **Viral Marketing:** Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networks and other technologies to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses (cf. internet memes and memetics). It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks. Viral marketing may take the form of video clips, interactive Flash games, adventure games, eBook's, brand able software, images, text messages, email messages, or web pages.

#### Elements of a Viral Marketing Strategy

- **Gives Away Valuable Products or Services:** "Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free email services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version. Wilson's Second Law of Web Marketing is "The Law of Giving and Selling". "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster. Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit "soon and for the rest of their lives" (with apologies to "Casablanca"). Patience, my friends. Free attracts eyeballs. Eyeballs then see other desirable things that you are selling, and, presto! You earn money. Eyeballs bring valuable email addresses, advertising revenue, and ecommerce sales opportunities. Give away something, sell something.
- **Provides for Effortless Transfer to Others:** Public health nurses offer sage advice at flu season: Stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit. The medium that carries your marketing message must be easy to transfer and replicate: email, website, graphic, software download. Viral marketing works famously on the Internet because instant communication is easy and inexpensive. The digital format makes copying simple. From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation. Short is better.
- **Scales Easily from Small to Very Large:** To spread like wildfire, the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free email service requires its own mail servers to transmit the message. If the strategy is wildly successful, mail servers must be added very quickly or the rapid growth will bog down and die. If the virus multiplies only to kill the host before spreading, nothing is accomplished. So long as you have planned ahead of time how you can add mail servers rapidly you're okay. You must build in scalability to your viral model.
- **Exploits Common Motivations and Behaviors:** Clever viral marketing plans take advantage of common human motivations. What proliferated "Netscape Now" buttons in the early days of the web? The desire to be cool. Greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of websites and billions of email messages. Design a marketing strategy that builds on common motivations and behaviours for its transmission, and you have a winner.
- **Utilizes Existing Communication Networks:** Most people are social. Nerdy, basement-dwelling computer science graduate students are the exception. Social scientists tell us that each person has a network of 8 to 12 people in his or her network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon his or her position in society. A waitress, for example, may communicate regularly with hundreds of customers in a given week. Network marketers have long understood the power of these human networks, both the strong, close networks as well as the weaker networked relationships. People on the Internet develop networks of relationships, too. They collect email addresses and favourite website URLs. Affiliate programs exploit such networks, as do

permission email lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

- **Takes Advantage of Others' Resources:** The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors, who give away free articles, seek to position their articles on others' webpages. A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying your marketing message. Someone else's resources are depleted rather than your own.

5. **Direct-to-Consumer-Advertising (DTCA):** The pharmaceutical industry as quick as other sectors to jump on the digital marketing. However, many direct-to-consumer (DTC) marketers are beginning to recognize the opportunities that new media offers for reaching consumers. Though the vast majority of DTC budgets are still to be paid to traditional offline media such as television, newspaper, magazine and radio, marketers are beginning to shift some of their spending to digital activities such as product websites, online display advertising, search engine marketing, social media campaigns, and mobile marketing. In spite of the advertising channel, pharmaceutical drug advertisers are continuing to increase the amount of money spent on DTC advertising

Direct-to-Consumer Advertising" refers to any marketing or publicity of prescription drugs that is targeted specifically to consumers, rather than to physicians, pharmacists or other health professionals. Usually, prescription drugs were marketed primarily to physicians, as the ultimate decision maker on what drug to prescribe.

Drug advertisement has to include a "major statement" describing the risks and side effects, and refer consumers to another source where they can find the full information about the drug, such as a toll-free number, website or ad in a publish publication.

Doctor-patient relationship, patient education, inappropriate resource utilization, healthcare costs, healthcare quality, and overall patient wellbeing are being impacted by the issue with DTCA.

There are essentially 3 types of DTCA.

- a. The first type consists of disease-awareness advertisements, which provide information about a medical condition and encourage people to talk to their physician about available treatments.
- b. The second type of DTCA consists of reminder advertisements, which may state the name of a product and may provide information about strength, dosage, form and price but may not mention the product's indication or make claims

about effectiveness. With relatively few exceptions, reminder advertisements.

- a. Third type of DTCA is Product-claim advertisements. These advertisements combine the brand name with claims about indication and effectiveness. This form of DTCA is permitted in the United States but not in Canada.

## Conclusion

E-marketing is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from well-developed countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and repurchase are important for researchers and practitioners alike. E-marketing is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance.

## References

1. Akhtar.F et.al, (2008). Available at <http://www.scribd.com/doc/17190677/E-Marketing>.
2. Gaurav Kunal (2010). "Trust in Electronic Marketing", Indian Journal of Marketing, January, pp.49.
3. Panigrahi, A. Upadhaya, R. Raichurkar, P.P., "E-Commerce Services in India: Prospects and Problems", International Journal on Textile Engineering and Processes ISSN 2395-3578 Vol 2, Issue 1 January 2016.
4. Alan, D. S. and William, T. R., 2002, "E-Lending: Foundations of financial and consumer marketing in an information intensive society," Journal of e-Business and Information Technology, Vol. 3, No. 1, pp.5-19.
5. Baker, M. (1998) Marketing in the Future. Australasian Marketing Journal, 6, 7-13.
6. Davidson, M. A., 2001, "Database security for e-Business," Oracle9i Security Overview, U.S.A.: Oracle Corporation.
7. Eben, O, 2003, A Systematic Approach to e-Business Security, University of New Brunswick, Fredericton, Canada.
8. Lord, P., Mary, A. and Kristy, B., 2002, Managing e-Business Security Challenges, An Oracle White Paper, U.S.A.: Oracle Corporation.
9. Hitesh Gupta, Vipin Kamboj and Vipin Kamboj, "Internet Marketing: Avenues and Impact on Business", The International Journal of Computer Science & Applications (TIJCSA) Volume 1, No. 4, June 2012 ISSN – 2278-1080.
10. Sheth, N.J. and Sharma, A. (2005) International E-Marketing: Opportunities and Issues. International Marketing Review, 22, 611-622. <http://dx.doi.org/10.1108/02651330510630249>.
11. Zwass, V. (1996), "Electronic commerce: structures and issues", International Journal of Electronic Commerce, Vol. 1 No. 1, pp. 3-23.
12. Deshwal P. (2015), "E-Marketing: Challenges and Opportunities for the Marketers" International Journal of scientific research and management (IJSRM) ||Volume||3||Issue||11||Pages|| 3747-3753||2015|| Website: [www.ijrm.in](http://www.ijrm.in) ISSN (e): 2321-3418.