E-COMMERCE SHOPING WEBSITE

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ABSTRACT

This paper represents a website which provides information about E-Commerce Marketing. This website provides information about services and products of E-Commerce Marketing. It also provides companies contact information as well as team members information. Visitor/customers can contact us and get information about business from website.

Keyword: *- E-commerce, internet shopping, World Wide Web, consumer behavior, privacy and security.*

1. INTRODUCTION

E-Commerce Marketing is a compilation of tactics that enable you to promote your products and brand online. With this strategy, you use digital marketing channels to help get your products in front of more interested leads, which helps you earn more sales. Red Store has been renewed and awaits all of you with the products. The experience of the online shopping really takes off with the use of innovating and modern features with orientation the philosophy of mobile through the responsive edition of tablets and smartphones!

Therefore, this paper provides in-depth information about business that is E-Commerce Marketing.

2. LITERATURE REVIEW

Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When Internet was still in its formative years, marketing people used to depend on traditional media such television, radio, handbills, billboards, newspapers, and magazines.

If we define the Marketing then, **"**marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large.**"**

Marketing changes the perspective of a person. There are mainly two approaches of marketing –

- Traditional marketing
- Online marketing

Online marketing is advertising and marketing the products or services of a business over Internet. Online marketing relies upon websites or emails to reach to the users and it is combined with E-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing is also termed as **Internet marketing**, **Web marketing**, or simply, **OLM.**

2.1 Importance of Marketing website
A strong marketing function will be able to address the cause and effects to determine potential customer acceptance and revenue impact. Managing risks versus rewards during the design phase is a critical marketing activity. Marketing also takes the lead to "rollout" the new product or service to the marketplace, preparing the necessary field communications and targeting to specific markets and customers.

Fig-1: Importance of E-commerce Marketing Website

2.1.1 Steps to create Marketing website
• Determine the primary purpose of your website. E.g. – for Marketing generation.
• Decide your domain name. E.g.- E-commerce Marketing Website.
• Choose a web host. E.g. – Netlify [hosting company].
• Build your pages. E.g. – Home page, Products Page, About Page, Login Page, Cart Page and Contact Page.
• Test and publish your website.

2.1.2. Tips to build effective Marketing website
• Make your site responsive - website should load properly in desktop, tab and phone for better user experience.
• Make it easy to find – have a simple and short domain name.
• Make it easy to navigate – have menus and sub menus also add categories in footer section.
• Make it load fast – website should not take much time to load.
• Add Call to action [CTA] button – CTA can be Contact us, submit form etc.
• Keep your design simple – Limit the use of fonts, colors and animated gifs, which can distract and pull the eyes away from the focus of the webpage.
• Do Search Engine Optimization [SEO] – It will help to rank website in search engine like google and generate business leads.

2.2. Tips for E-commerce website marketing
• Create social media accounts like Facebook, Instagram, Twitter, YouTube etc. and share website link.
• Create Google My Business account and Add website.
• Run paid ads and send traffic (people) on website.
• Create content in the form of blogs and article.
• Start Email/SMS marketing and send traffic (people) on website.
• Create Google Play and App Store logo to download our app.

2.3. Applications of Business Website.
- Introduce about company to customers.
- Retail and Wholesale.
- Online Marketing, Finance, Manufacturing.
- Cost effective to acquire customers and Low maintenance.
- Online Booking, Online Publishing.
- Improve Customer Experience and Support.

3. PROPOSED SYSTEM

The proposed system of "E-commerce Marketing Website" is very user-friendly as well as user convenient. This website provides all information about E-commerce Marketing. And it generates business leads as well as can help to do marketing and branding in local area.

The proposed system consists of the following goals & has the scope as follows:

3.1. Goals
- To easily get the information about E-commerce Marketing.
- To create customer.
- To build security facility.
- To provide easy access to the user.

3.2. Scope
- It covers the various aspects as enabled by website.
- Create virtual shops, and customer data bank.
- Provide for business-to-business exchange of data.
- Contact customers by e-mail or fax.
- Use business-to-business buying and selling.
- Defines all barriers of time and space.

4. RESULTS

Shown below are the screenshots of the various pages of our website:

4.1 Home Page:

Home page welcomes new users.
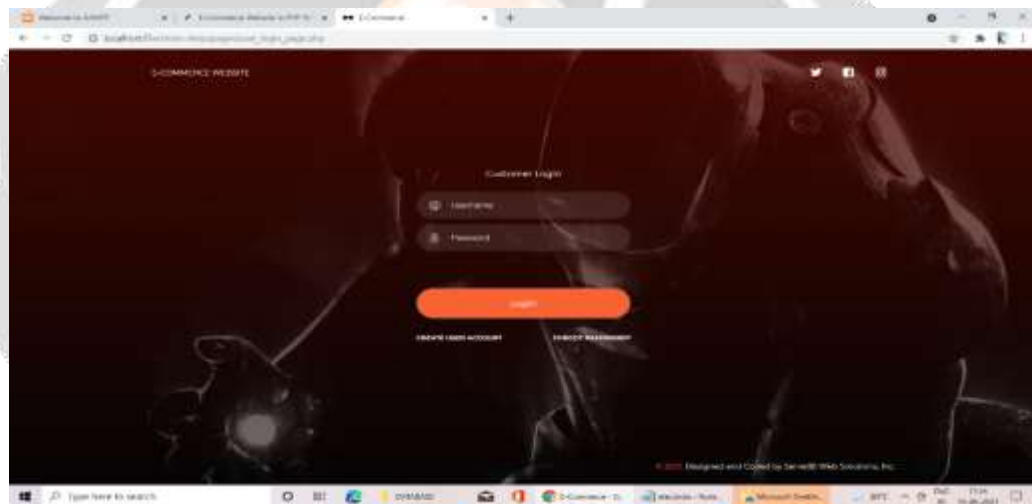
Fig-2: Home Page

4.2 Product Page:

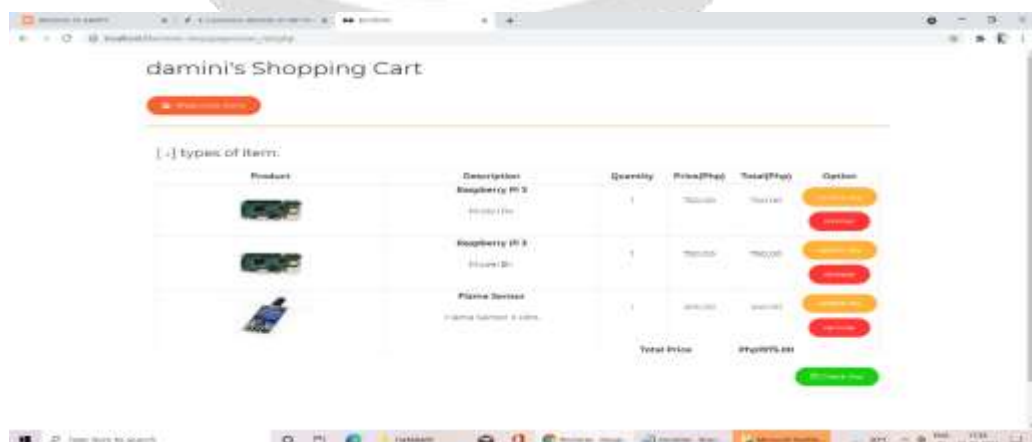This page contains the information about products.

Fig-3: Product Page

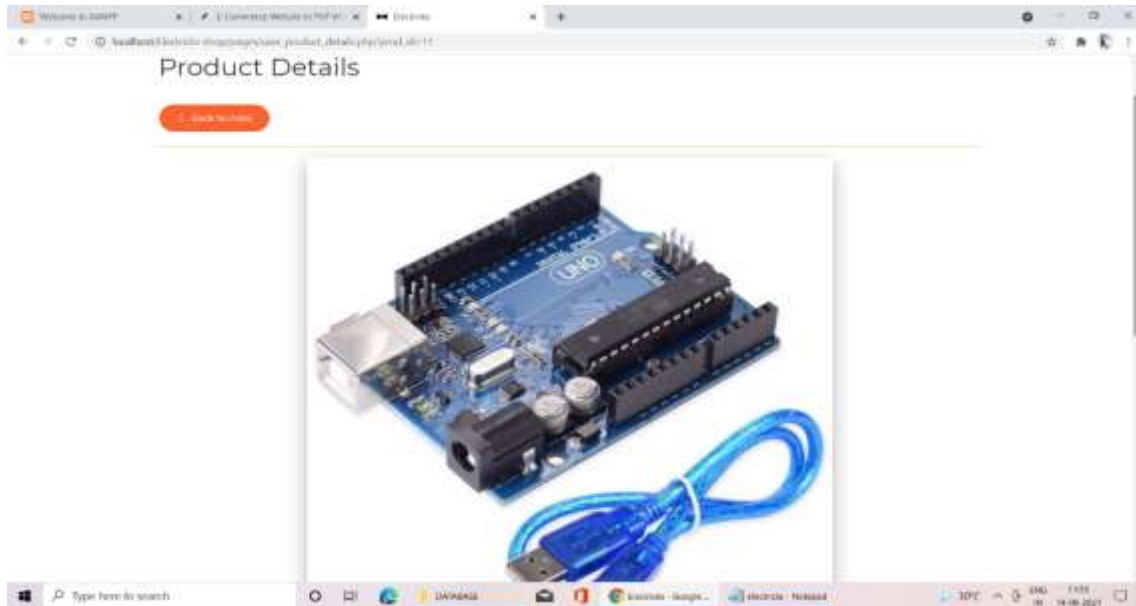**4.3 Login Page:**

This page for Login and Register the users.

Fig-4: Login Page

4.4 Cart Page:

Fig-5: Cart Page

4.5 Product Details Page:

This page gives information about product details
Fig-6: Product Details Page

5. CONCLUSION

Hence, we made the business website for E-commerce Marketing for providing the information regarding business. A Business website is important because it helps to establish credibility as a business and generate business leads.

A website can be a valuable tool to any business. Planning, developing, and promoting a website properly is the only way to ensure that the website will be successful. The "success" of a website can only be determined by obtaining consistent, reliable information on customer behavior and striving to constantly improve the website to benefit customers.

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