

# Changing Face of Marketing through E-Marketing- A Study

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## ABSTRACT

*Due to tremendous growth of technology in global world, internet plays a vital role in different areas of our life. It has impacted the world's businesses as well. Marketing activity has also adopted to these changes gradually and has started using internet in their marketing strategies. This helps organizations to reach more and more people without much efforts. This can be termed as starting of e-marketing phase. E-marketing brings substantial business gains as it is cost effective, fast and flexible way to reach the global audience. E-marketing is changing the ways of marketing from where it started before e-marketing, in traditional marketing scope of reach was limited compared to E-marketing. This research provides information about what is E-Marketing, the ways of marketing, and how strategies for the same changed gradually and changing face of marketing through e-marketing. Study also includes growth of internet in India, as a factor for rise of E-marketing. It also covers changing from traditional to E-marketing strategies in view of Indian scenario.*

**Keywords:** E-Marketing, Marketing Strategies, Growth, Changes

## 1. Introduction

A marketing strategy can be referred as a business's overall action plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy consists of company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. Organizations business is based upon their strategic marketing, before 21st century it was mainly done through traditional ways of marketing.

But marketing faced a paradigm shift in 21st century through its collaboration with IT enabled services. E-Marketing utilizes the Internet as a communication and distribution channel. E-Marketing is one of the most effective way to keep in touch with customers and having global reach and if done properly, can help build brand awareness and loyalty. The dawn of the internet era opened up amazing new opportunities.[1]

### 1.1 E-Marketing

E-marketing is a more specific term. It refers to media accessible via the internet. It falls under the category of digital marketing, whose methods include content marketing, search engine optimization, pay-per click advertising, social media marketing, and more.

E-Marketing has emerged as one of the most innovative mediums for organizations to market its services. It is the art of identifying and understanding customer needs and creating solutions that delivers satisfaction for the customers, profits towards the producers and benefits for the stakeholders. E-Marketing today encompasses product definition, product packaging, advertising, sales, too as, distribution. Increasing small businesses and advertising ideas need for website marketing gave rise to a huge number of online marketing professionals in the market. In e-

marketing the consumer can know and buy the goods with lesser efforts. Thus, the consumer and the seller can get more benefits through e-marketing.[2]

### **1.2 Advantages of E-marketing**

As E-marketing turned the world by replacing traditional marketing practices, E-marketing has several advantages over traditional marketing and they are as follow.

**Global reach:** No matter where you are or whom you need to reach, targeted email saves the way. Borders are no obstacles in email marketing.

**Lower cost:** We add e-mail to the marketing mix, spend less time, money and resources than with traditional marketing vehicles like direct mail or print advertising.

**Highly personalized:** E-Marketing enables to personalize and know every person.

**Faster response:** Minimum time to receive responses through e-Marketing is one to three days, where you will get maximum responses on day one itself, while a direct mail campaign would take minimum 7 to 12 days to generate any responses.

**Simplest:** Executing an email is simple and we can do it sitting at home without any extensive resources.

**Measurable results:** There are special tools available that measure click through rate, conversion rate, how a person one arrived at your website, and more, to enable to assess the success of different e-Marketing strategies. Email marketing has a big reach and put your desired message in front of a lot of people. The marketer has great flexibility in how they handle their email program. It is quite easy to start. E mail marketing scales, the effort to send one or 100000 messages is nearly the same. Email allows to target and segment messages on individual level.[2]

## **2. Growth of internet in India - Rise of E-Marketing in India**

Rise of E-Marketing is initiated by the growth of internet in India both e-marketing and growth of internet in India go hand in hand. Indian marketers can grab the opportunity today wherein they can use digital platforms to reach their consumers both in urban and rural India. Growth of internet in India is rapidly increasing. ICUBE 2018 report that tracks digital adoption and usage trends in India, states that the number of internet users in India has registered an annual growth of 18 percent and is estimated at 566 million as of December 2018, a 40 percent overall internet penetration, is observed. It projected a double-digit growth for 2019 and estimates that the number of internet users will reach 627 million by the end of 2019. It is fascinating to note that the digital revolution is now sweeping small towns and villages perhaps driven by increased accessibility and affordable data costs. The increase in the usage of internet in rural India, where more than two-thirds of active internet users access the internet daily to meet their entertainment and communication needs.[3]

### **2.1. How growth of internet in India helped in E- marketing?**

Internet access has intensified the use of mobile phones computers and laptops leading to high growth of digital channels both in strength and volume be it social media or surfing of information India has transformed this medium into a fully-fledged market and this market has flourished into creating e-marketing as prime source of bringing business through the internet e-marketing is growing at the rate of 25-30 % in India annually it became easier to reach large segments of audiences in less time and effort as the number of gadgets using commodities are expanding and thus helping e marketing to spread its wings wide and far.

## **3. Changing Marketing Strategies- Traditional to E-Marketing:**

Every marketer's wants to market their products and services through the internet to increase their reach, e-marketing strategies have an upper edge compared to traditional marketing practices there are some key benefits and advantages which make this marketing strategy more effective and affordable.

Traditional ways of marketing, were limited to door to door and mouth publicity. Marketers focused on reaching maximum customers and used strategies like door to door publicity and then followed by mouth publicity for the same as marketers tried to position their products. But e-marketing came across to overcome the limitations of the traditional ways. Advantages provided forced the marketers to adapt the e-marketing strategies. For example,

considering soap industry, previously traditional strategies were followed to advertise these products. Recent marketing strategies have completely changed the marketing scenario.

Traditionally the marketers used physical means to promote their products. But now with changing times and growth of internet, people want everything at their fingertips. And fulfilling the needs of the customers is the at-most priority of every business. So, the trend of e-marketing took off a few years back. Now that everything can be found on the web. People and the marketers are really going carried away with e-marketing trend.

For example, let's consider marketing for real estate. Previously it was mostly through print media or banners. But now, we can see all the real estate marketers using the digital platform to market their blissful homes to their customers with the help content marketing strategies they are engaging more and more customers.

Thus, we can clearly see the difference of how the traditional marketing has seen a drastic change throughout. Marketing trends and strategies have changed gradually, and it has been taken over completely by E-marketing. Thus, results in changing face of marketing through e-marketing.

#### 4. Dominance of E-Marketing in view of Indian Scenario

Statistic supports the coverage of E-Marketing in marketing strategies followed by organizations considering Indian scenario. This supports to changing face of marketing over traditional ways of marketing. According to 7th Annual Report of Digital India 2017: Marketing Trends and Forecast. Some key points from the report is tabulated as below [4];

**Table -1:** Annual Report of Digital India 17: Marketing Trends and Forecast

Various marketing strategies and objectives for analysis	Findings from Annual Report of Digital India 17
Customer Acquisition and Engagement Customer Acquisition	It is the primary marketing goal to be carried out in 2017 for a majority of Indian Marketers (63%)
Top Marketing Activities for 2017	Social Media Marketing (66%) tops the list of marketing activities being planned for 2017, followed closely by Email Marketing (56%) & Search Marketing (54%).
Digital Marketing Investment and Budget	About 19% of marketing budget was allocated to Online Marketing activities by Indian Marketers. A quarter of Indian Marketers plan to increase their investment in E-Marketing Activities by more than 21% in 2017
Maximum Customer Engagement 2016	Social Media Marketing (40%) and Email Marketing (32%) delivered the Maximum Customer Engagement in 2016.
Analytics & Tools	60% India Marketers integrated Google Analytics to analyze their emails. Although a majority of India Marketers receive subscribers from Gmail (78%)
Content Marketing Blogs & Newsletters	Content Marketing Blogs & Newsletters (68%) and Social Media (65%) form a major part of India Marketers. Content Marketing initiative with Brand Awareness (69%) and Engagement (62%)
Mobile Marketing	89% India Marketers have adapted their Email Marketing and Websites to accommodate the Smartphone savvy customer. 46% India Marketers believe that more than 50% consumers will view their emails on smart phones in 2017

[Source:7th Annual Report of Digital India 2017]

#### 4. CONCLUSION

E-Marketing is a specific concept under digital marketing. E-marketing has no boundaries. It is cost effective and also have great commercial impact on the business. It provides strategies, even for small businesses it is a very cheap and efficient way to implement e-marketing strategies for his/her products or services. Businesses are able to reach targeted market with least efforts and are able to compete with bigger companies on equal footing. Beneficial advantages of the e-marketing completely changed face of marketing and strategies of marketers.

Company can use any marketing strategies under e-marketing through devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, search engine optimization, videos, content, e-mail and lot more to promote their company and its products and services. E-marketing may succeed more if it considers user needs as a top priority.

Therefore, in order to put themselves in the driving seat, all the Indian marketers have to be well-versed with e-marketing in order to represent the country in the global marketplace.

Thus, in these 21st century E-Marketing has become an essential part of marketing strategy of many companies. In this research the changes undergone from traditional marketing to e-marketing were studied. Also, digital India report displays that E-marketing is completely dominating the marketing strategies in India. E-marketing has tremendous scope in future, considering Indian scenario because of enhancement of internet, rapid growth of internet, supporting policies and regulations by government will create more space for growth of e-marketing year by year.

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