

Paper –Marketing Management

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## **Topic- An Introduction to E-marketing**

The rapid growth of the Internet, the popularity of personal computers and the broadband all over the world have been making marketers scramble to determine how best they can use information technology profitably and to understand what technology means for their business strategies. Marketers want to understand which of their time-tested concepts will be enhanced by the Internet, databases, wireless mobile devices and other technologies.

E-marketing is the application of a broad range of information technologies in marketing functions, to achieve the following:

- Transform marketing strategies to create more customer value through more effective segmentation, targeting, differentiation, and positioning strategies.
- More efficient planning and execution of conception, distribution, promotion, and pricing of goods and services, and ideas.
- Create exchanges that satisfy individual consumer and business customer's needs and wants.

E-marketing is the result of information technology applied to traditional marketing. It increases efficiency in additional marketing functions. The technology of e-marketing transforms many marketing strategies resulting in new business models that add customer value and increase company profitability.

E-business is a term coined by IBM, meaning the continuous optimization of a company's business activities through digital technology (use of computers and the Internet). E-business involves attracting and retaining the right customers and business partners using digital technology. It permeates business processes such as product buying and selling. It includes digital communication, e-commerce and online research, and it is used by every business discipline: E-commerce is the subject of e-business focused on transactions.

E-marketing evolves from the company's overall e-business strategies and selected business models. It starts from the business environment, where legal, technological, competitive, market-related and other environmental factors external to the company create both opportunities and threats. Companies perform SWOT (Strength, Weakness, Opportunity and Threats) analyses to discover what strengths they have to deploy against threats and towards opportunities. This SWOT analysis leads to e-business and e-marketing strategies. Companies select e-business strategies and e-business models, and create e-marketing plans that will help the company accomplish its overall goals. The final step is to determine the success of the strategies and plans by measuring the results. Performance metrics are specific measures designed to evaluate the effectiveness and efficiency of the e-business and e-marketing operations.