chapter 9

E COMMERCE AND E MARKETING

E marketing is a part of e commerce.it simply means marketing through electronic devices such as internet,computer etc .it is the process of communicating,promoting and selling products and services through electronic devices and related digital technologies to achieve marketing objectives.

**E marketing" -Definition**

Chaffey.-emarketing is achieving marketing objectives through use of electronic communication technology"

**Nature of emarketing**

1.it is the process of identifying,anticipating and satisfying customer needs through electronic means such as internet,email etc

2.it includes internet marketing,email marketing,digital marketing etc

3.it is the process of keeping close to customers through electronic means

4.e marketing integrates online and offline marketing

5.it is an extension of direct marketing

6.it is highly interactive

7.personalisation is possible

8.transaction costs are less

**Types of E marketing**

**1.Telecom marketing**

marketing activities are done through mobile phone facilities

**2.dvd and cdS**

Tradionally most of the firms are depending on cds and dvds to make advertisements

**3.cable network marketing**

tv channels have expanded digital marketing.companies like tata sky,sun direct,dish tv etc are the main service providers under this

**4.onlinecretail store**

large business houses in india have entered online businesses to rexpand their market.

5.**kiosks/ATM/AVM**

it is the most iportant modern technology developed under the banking field.customers can collect and deposit money at 24×7 without approaching the bank

**6.IPTV(Internet protocol television)**

it is a system through which internet television services are delivered usingnetworking methods of internet protocol.

**7.Interactive marketing**

with the expansion of cable and DTH services customers can get information thruogh variety types of interactive marketing channels.

**7.FM radio**

marketing informations can also available through fm radios.radio listeners can use advantage of this.

9**.In game advertising**

advertisement banners are placed in different slots of video gaming back ground.

**Importance or advantages of e marketing**

**1.Reach**

potential customers can access marketing activities all over the world

**2.scope**

wide scope for marketing.offer wide variety of products and reach customersw wide range of ways

**3.interactivity**

easy communication between companies and consumers at any time

**4.immediacy**

it makes business hours at24×7

5.**demographics and targeting**

it facilitates personalised transactions to customers

6**.relationship building**

marketers can get feed back and make relationship with customets through followup

7.l**ower transaction costs**

companies can reduce more than 5% of maintenance,repair,and operation costs

**8.other benefits**

**Demerits**

1.security problems

2.lack of reliability

3.lack of skilled technical staff

4.setup and maintenance cost is high

5.information may misleading

6.no direct interaction between buyers and sellers

**Difference between traditional** **marketing and e marketing**

**Tradional marketing E marketing**

**1.ma**rketing through traditional devices marketing through electronic devices

2.limited interaction bw buyers and se high degree of interaction

llers

3.transaction costs are high transactioncosts are less

4.cost of collecting marketing informa cost of collecting marketing information is low

tion is high

5.same msg is passing to all customers Different communication msg

6.customer is a target customer is a partner

7.based on segmentation Based on communites

8.physical marketing No physical market

9.payment is made in cash Payment is made in digital cash

10.physical touch and feel not possible

is possible