

E-Marketing – Challenges and Opportunities

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Abstract - Electronic marketing or online marketing refers to advertising and marketing efforts that use the web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspaper and magazines. Though the internet provides a new means for conducting business but fundamental of doing business remain unchanged. This paper focus about the challenges and opportunities in e-marketing.

Keywords: Electronic marketing, online marketing, E-mail.

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INTRODUCTION

Email marketing has evolved rapidly alongside the technological growth of the 21st century. Prior to this growth, when emails were novelties to the majority of customers, email marketing was not as effective. In 1978, Gary Thuerk of Digital Equipment Corporation (DEC) sent out the first mass email to approximately 400 potential clients via the Advanced Research Projects Agency Network (ARPANET). This email resulted in \$13 million worth of sales in DEC products, and highlighted the potential of marketing through mass emails. However, as email marketing developed as an effective means of direct communication, users began blocking out content from emails with filters and blocking programs. In order to effectively communicate a message through email, marketers had to develop a way of pushing content through to the end user, without being cut out by automatic filters and spam removing software. This resulted in the birth of triggered marketing emails, which are sent to specific users based on their tracked online browsing patterns.

Historically, it has been difficult to measure the effectiveness of marketing campaigns because target markets cannot be adequately defined. Email marketing carries the benefit of allowing marketers to identify returns on investment and measure and improve efficiency.[citation needed] Email marketing allows marketers to see feedback from users in real time, and to monitor how effective their campaign is in

achieving market penetration, revealing a communication channel's scope. At the same time, however, it also means that the more personal nature of certain advertising methods, such as television advertisements, cannot be captured.

OBJECTIVES OF THE STUDY

1. To identify the challenges of the e-marketing.
2. To find the and opportunities of e- marketing.

CHALLENGES OF E-MARKETING

1. Marketing integration

Most major marketing efforts utilize multiple channel on-and offline. E-mail, web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign. The problem with these is that they are often handled as different parts of the work when they are supposed to serve a concrete and measurable goal as part of an integrated campaign.

2. Security and privacy

Most people do not completely trust Web companies and thus are careful about offering information about them selves on the cyberspace. This is especially true when companies that collect data exposed to spammers and scammers.

To address this, it is imperative for e-business to adopt a sound policy and implement a fool- proof security measure. Encryption systems, in particular, are a tool that online companies should seriously consider investing in.

3. Impersonal service

Business operating online often use electronic methods of providing customer service, such as emailing and posting information on the website to answer possible user questions. This may be perceived by customers as just too impersonal are uncaring.

4. Improving brand awareness

This particularly a big challenge for companies that primarily use the internet to sell their product and services.

OPPORTUNITIES OF E-MARKETING

- ❖ Internet marketing allows global marketing facility – Internet service is not for local purpose it allows global accessibility.
- ❖ It is less expensive – The cost involved in internet marketing is very less compared to other marketing strategies.
- ❖ It makes marketing easier – You can find out both buyers and sellers online.
- ❖ Through internet marketing, you can sell your products and services and encase your bills from anywhere. It increases the choice of products, services and sellers.

- ❖ Vast availability of information.

CONCLUSION

This paper was clearly states that the various options belonging to e-marketing. E-marketing is used to the society in number of ways. It gives platforms to conduct company and business also. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speed and low-cost manner and can provide promotion for a wide range of products and services.

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