

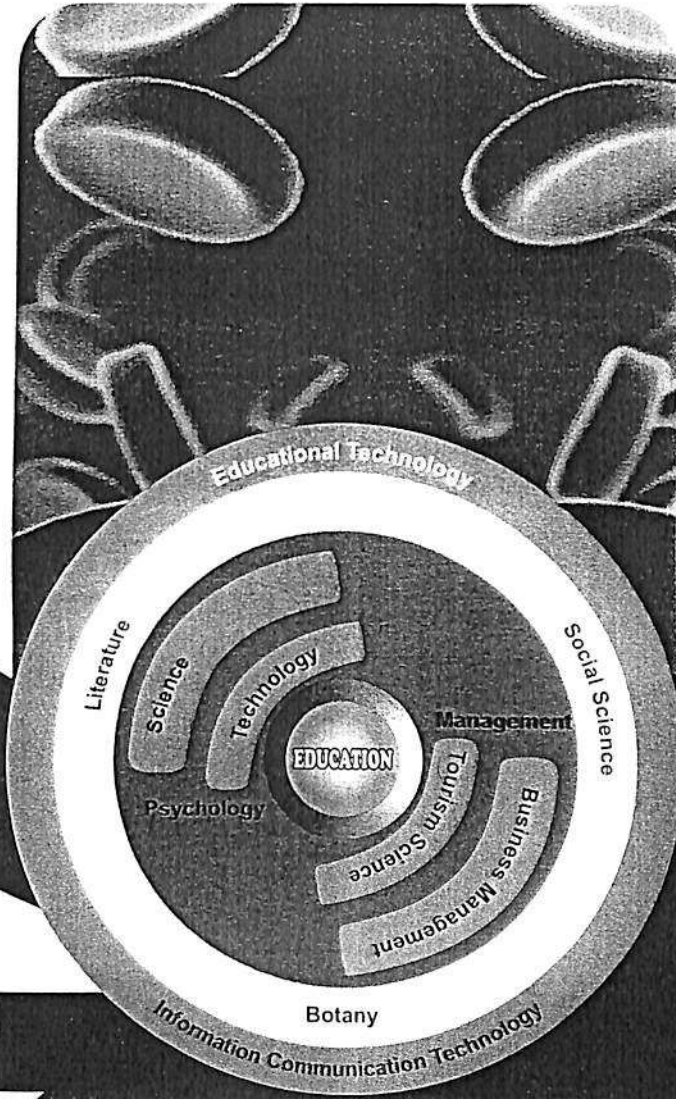
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E-MARKETING: A NEW AGE MEDIA

Dr. Kalamkar Rajendra Parvati

Asst. Professor, C.D. Jain College of Commerce, Shrirampur Dist. Ahmednagar

Introduction:

The last five years have been a great journey for India with respect online growth. The Online users in India double from 120 million users in 2011 to 278 million users in 2014. Mobile also showed remarkable advancement with 900 million mobile connections and 220 million smartphone shipments in India in 2014.

Meaning of Market: Market is an area, small or large, in which price making forces of demand and supply tend to operate freely through modern means of communication and where buyers and sellers can establish contents to carry on exchange of goods and services without formal personal meeting. This will include the whole country or the whole world.

Objectives of Study:

1. To study the meaning and definition of Market, Marketing and E-marketing.
2. To study the utility of e-marketing.
3. To study the Digital Media.
4. To study the present status of e-marketing in India.

Methodology: The study is based on secondary data only. The detailed information on e-marketing has been obtained from the Government Publications, books, research journals, newspapers and other published sources.

Meaning of Marketing: Marketing is usually understood as selling or distribution, but it is a wider concept. Marketing is a comprehensive term and it includes all resources and economic activities necessary to direct flow of goods and services from producer to the consumer.

Definition of Marketing: "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Philip Kotler.

Meaning of E-Marketing: E-marketing is the use of information technology in the processes of creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. It is the application of information technology to traditional marketing practices. The dynamic e-marketing environment offers opportunities to develop new products, new markets, new media, and new channels. E-Marketing is the process of marketing brand using the internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect business to their customers.

Utility of e-marketing: E-marketing give businesses of any size access to the mass market at an affordable price. E-marketing provides for a truly personalized marketing system. Following are some benefits of e-marketing.

1. **Global Reach:** Through e-marketing, an organization can reach anyone in the world who has internet access. This allows the organization to identify new markets and compete globally for only a small investment.
2. **24-hour Marketing:** When an organization has a website, the customers can find out about its products and services, round the clock.

3. **Lower cost:** A properly planned and effectively targeted e-marketing campaign can help an organization to reach the right customers at a much lower cost as compared to the traditional methods of marketing.
4. **Personalization:** If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
5. **One-to one Marketing:** E-marketing lets you reach your target audience at every point in time. Many people take mobile phone wherever they go. Combine this with the personalized aspect of e-marketing and you have very powerful, targeted campaigns.

Digital Media: The strengths of the internet include selective targeting with e-mail and Web content by using databases, ability to track advertising effectiveness, flexibility of message length and delivery timing, ability to reach global markets with one message and interactivity. The internet is the first electronic medium to allow active, self-paced viewing and it is the first and best medium for interactivity. Users can create their own marketing communication content for uploading to the internet.

Digital Media	Paid Media Space	Free Media Space
	Web page/blog ads. Paid search (e.g. keyword buys). Paid search site listing. Television program ads. Ads in e-mail. Sponsored mobile content. Video game placement.	Web site/blog. E-mail to list. Natural search. Free vertical search inclusion. Social network profile. Online community. Virtual world.

Following are many digital media categorized as paid/unpaid and physical/digital.

Integrated Marketing Communication (IMC) is a tool that can be used to communicate with the targeted markets via many types of digital media mentioned above. We add to this the newest digital media i.e. the social media. Social media in the online tool and platform that allow internet users to collaborate on content, share insights, experience and connect for business and entertainment.

Conclusion: As the internet is often compared to traditional media, marketers need to understand the major media characteristics as well as the digital media characteristic, so they can make appropriate choices when to buy or freely use promotional space. Electronic media include network television, radio, cable television, the internet, fax, cellular phone and many more.

It is helpful to view these media platforms to reach mass audiences, smaller audiences or even individuals and the information they disseminate as uniquely addressable or sent to the masses.

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