

E - Marketing: New Way of Marketing

Dr. Pramod R. Botre

Associate Professor

HOD, Dept. of Commerce

Mahatma Phule Mahavidyalaya, Pimpri, Pune -17

Abstract:

In the today's business world marketing of goods and services through electronic media has played a vital role. The most recent channels for direct marketing are electronic channels. The term E-Business also called as an E-commerce. It describes a wide variety of electronic platform, such as sending order to suppliers through electronic data interchange, use of ATM, Smartcard, debit card to facilitate payment and obtaining digital cash, the use of fax and E-mail to conduct transaction and the use of internet and online services. In entire population the internet population is a younger, more sophisticated and more affluent and good educated. But as more people find their way on to the internet, cyberspace population is becoming more main stream and diverse. In online marketing the consumer and not the marketer gives permission and controls the interaction. E-marketing is a part of direct marketing method. Internet Marketing promotes virtual marketing.

Key Words: Electronic Marketing, Internet, E-commerce, Commerce, E-Banking.

Introduction:

E-Marketing stands for Electronic Marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing i.e. generally promotion of products or services over the Internet. In other words Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management systems are also often grouped together under internet marketing. E-Marketing stands for 'electronic marketing'. Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales. E-marketing can be simply defined as "Achieving marketing objectives through use of electronic communications technology." In short e-marketing is nothing but it is a subset of e-Business that utilizes electronic medium to perform marketing activities and achieve desired marketing objectives for an organization. Internet Marketing, Interactive Marketing and Mobile Marketing for example, are all a form of e-Marketing.

Objectives of the Study:

1. To study the tools of electronic marketing.
2. To study and understand the merits & demerits of E-marketing.
3. To study and examine the new trends in E-marketing.

Research Methodology:

The present research study uses the most recent available published secondary data. The secondary data was also used from various reference books related to Electronic Marketing, E-commerce, Customer Relationship Management, Marketing, Banking, Finance, Commerce, Management and Economics. For the said research study the data pertaining to the above objectives was collected and reviewed the literature on the topic concerned. The literature was thus collected by visiting various libraries & Websites.

1st July, 2017

Web: www.irjms.in

Page No: 25

Email: irjms2015@gmail.com, irjms.in@gmail.com

