

E-Marketing: The Future of Marketing

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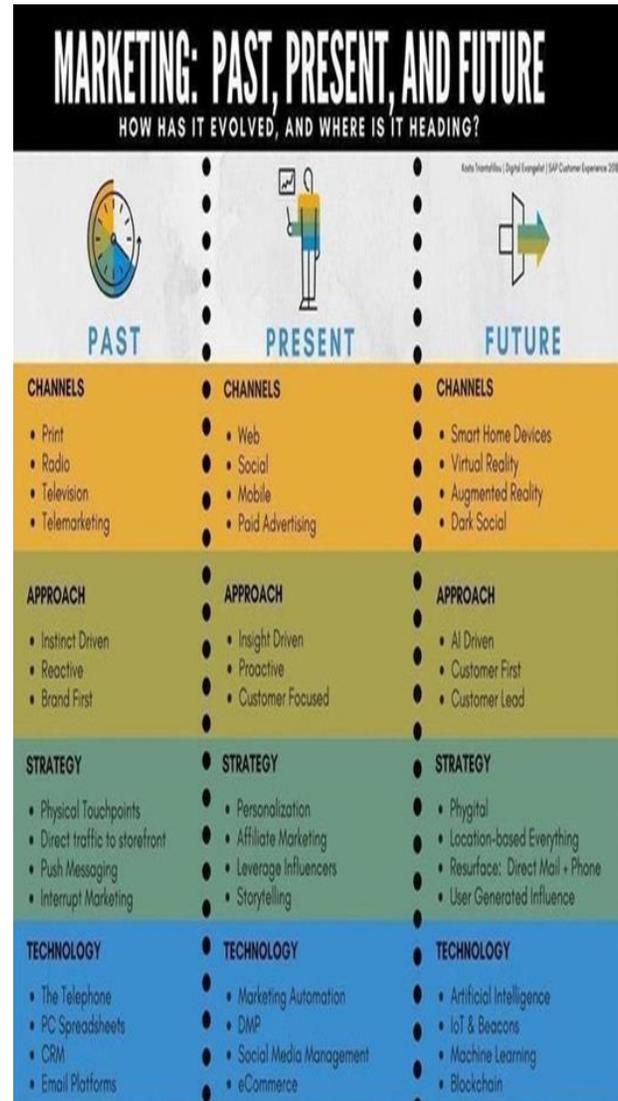
Abstract- “E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands. It has two distinct advantages over traditional marketing that are it provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs.

Indexed Terms- Conception, Distribution, Computerized, Convenience and Competitive

I. INTRODUCTION

Marketing in board definition is all about identifying and meeting human and social needs. In a short definition, marketing is “meeting needs profitably”. Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was, marketing has been there. Globalisation and technological improvements are imminent and those that embrace it today will be better prepared for tomorrow. E-marketing is growing at a dramatic pace and is impacting customer and market behaviours.

II. ELABORATIVE APPROACH



III. OPPORTUNITIES

1. Incremental revenues: - The internet is a level playing field in terms of sales and marketing. Everyone can attract new clients through very targeted and measurable marketing. Global distribution reach is available to all, not just the major brands that have global networks.

2. Reduced cost of sale: - A brand web site has the lowest cost of sale. Enables business to be “channel, such as travel agency or call centers.

CONCLUSION

This concludes that “e-marketing is the future of the marketing”. With common objectives, right method, any one that does incorporate e-marketing will be left with small percentages of people to market to, in the sense that the majority have moved on with technology and are using gadgets and smart phones. However, the view presented here is that the future belongs to e-marketing in the marketing field, but not limited to it. What do you think?

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