

## E-MARKETING: SIGNIFICANCE, MERITS AND DEMERITS

Dr. A. K. Shinde,  
HOD Commerce Department,  
K.S.K.W. Arts, Science & Commerce,  
College, Cidco, Nashik-422008

Prof. Smt. Nayan D. Kale,  
Asst. Professor,  
K.S.K.W. Arts, Science & Commerce,  
College, Cidco, Nashik-422008

### Abstract

*E-Marketing refers to the use of the internet and digital media capabilities to help selling of goods and services. E-marketing is the process of marketing a product or service using the internet. It not only includes marketing on the internet, but also marketing done via E-mail and wireless media. It uses a range of technologies to help connect the business to their customers. These digital technologies are a valuable addition to traditional marketing approaches. At the initial stage technology of E-marketing was used by military only. It includes direct response marketing and indirect marketing elements and uses a range of technologies to help connect business to their customers. E-marketing helps to reach millions of people instantly and easily. E-marketing is also called as “Internet marketing”, “Online marketing” and “Web marketing”. Many businesses are getting great results with E-marketing due to its flexibility and cost effective nature. E-Marketing includes all those strategies and techniques which utilized online ways to reach target customers. There are millions of internet users that, they are daily access different web sites using a variety of tools like smart or android mobiles, computers, laptops, tablet etc. There are many free as well as economical way on internet to promote business, considering all above facts taken into account the researcher thrown light upon significance, merits and demerits of E-marketing. For this purpose researcher gathered information from various sources, books and web sites of E-Marketing.*

**Key words:** E-Marketing, Digital technology, Online promotion, E-media, online promotion

### 1. Introduction

E-marketing has evolved rapidly alongside the technological growth that has occurred throughout the 21<sup>st</sup> century. E-marketing is the use of electronic channels of communication to spread marketing messages. It is the World Wide Web and personal information devices offer an extraordinary blend of wide reach and personal targeting. E-marketing uses digital technologies to

help to sell goods and services. E-marketing uses the internet technology to promote online message to the customers. E-marketing examples are E-mail or social media advertising, web banners and mobile advertising. The rise of E-media that mandated mass marketing. New developments in technology make mass customized production possible. E-marketing is related with creative and technical aspects of the internet including- design, development, advertising and sales. It includes the use of a web site in combination with online promotional techniques like social media marketing, E-mail marketing, online ads and so on.

## 2. Objectives of the study:

E-marketing objectives define what researcher wants to achieve through E-marketing campaign. Business may develop different E-marketing objectives to sustain long term. The main objectives of the present paper are as follows:

- To know significance of the concept E-marketing.
- To study the merits and demerits of E-marketing.

## 3. Significance/need of E-marketing:

Internet marketing or online marketing or web marketing is becoming a turning point for every kind of business today. Though, it takes time to decide what kind of internet marketing strategy will work for company or business. As we see, internet is widely used by organization to promote the business and as sophisticated as it may seem, online promotion is one of the most effective and economical techniques of marketing for business. More than 1.2 billion people access the internet through their mobile phones. In terms of business to business sale (B2B), linkedIn and facebook have proved that they are most excellent driving factors. More than 85% small to medium business or companies say that social media has helped them a lot to grow over the past years.

The most imperative benefit of this kind of marketing is that business or companies can overcome the boundaries of distance, not only sales but promote goods and services. E-marketing also enables business, companies or individuals take advantage of the growing importance of social media like Facebook, twitter, blogging etc. with the accessibility of online marketing business/companies can track their customers and make contact with them. E-marketing helps to reach product easily at right customers at a much lower cost than traditional marketing methods.

## 4. Merits of E-marketing :

Now-a-days E-marketing becomes the essence of modern economy. So the use of E-

marketing takes the fast growth among the young generation. Following are the merits of E-marketing:

- Internet provides 24 hours and 7 days “24/7” service to its users. So business or companies can build and make customers relationships worldwide and customers can shop or order product at any time.
- The cost of spreading message about goods and services on internet is nothing. Many social media sites like Facebook, twitter, Google allow business freely advertise and promote.
- A properly planned and effectively targeted E-marketing can help business to reach target customers at a much lower cost compared to traditional marketing methods.
- E-marketing presents a strong business case in cost savings particularly in the areas of transactional cost, customer service, digital media channels, print and distribution.
- E-marketing helps to reach towards every customer called as personalized marketing along with marketing strategies like music, graphics and videos background to attract customers.

#### 5. Demerits of E-marketing:

- If business wants strong online advertising campaign then business/company have to spend money. The cost of web site design, software, hardware, maintenance of business site, online distribution costs and invested time all must be factored into the cost of providing service or product online.
- Almost over 60% of households now a day shopping online, while that numbers are continuously growing.
- Some people prefer the live interaction when they buy any product. If having small business with one location this may also deter customers from buying who lives on long distance.
- Business/ company should have updated information on web site, this requires research and skills thus timing of updates is also critical.
- There are many incorrect stereotypes about the security of the internet. As a result, many visitors of web site will not want to use their credit/ debit cards to make purchase. So there is a fear in the minds of visitors of having their credit/debit information stolen.

**6. Conclusion:**

E-marketing is fast growing market, which always changes with time. Therefore always update with new technology as well as upcoming latest technology or software's for taking more advantages of E-marketing. Effectively marketing strategies have potential to reach customers in a speedy and low cost manner.

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