



## Dimensions of E-Marketing - Indian Scenario

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**Abstract:** E-marketing includes email, websites and micro sites, search engine advertising, search engine optimization, co-registration, mobile marketing, and other technology-driven tools. Being a part of top digital marketing companies in India is a dream come true for millions of youngsters looking to pursue their careers in Digital Marketing Industry. This growth story is the result of increase in the number of internet users. Internet users in India were estimated to be 300 million in 2014. India has an internet user base of about 250.2 million as of June 2014. However, many India marketers continue to deploy repetitive, time-consuming, manual, and often 'batch and blast' emailing practices. Consumers are racing ahead in terms of adopting technology, and India marketers need to reduce the gap in terms of how to effectively use automation on online platforms.

**Key words:** E-marketing, batch and blast, Digital Marketing, Industry

**Introduction :** Information and Communication Technologies can enhance the transformation of work culture by serving a variety of ends, better delivery of government services to citizens, improved government interactions with business and industry, citizen empowerment through access to information and participation for decision-making and more efficient government management. Globally, people are very busy with their daily transactions and also unlimited. These transactions are cross borders of the nations. Thus, time and price is major determinants of the in this regards. Digitalization of the transactions is supporting to speedy trade practice. Digital media marketing has burst upon the business scene with a big bang, making entrepreneurs to sit up and take notice. While some consider it as temporary or passing fantasy, there are others like me who see it as a definite

advantage to over many businesses. In reality, digital media marketing has a tremendous potential to increase sales but has not been utilized fully due to the lack of inherent knowledge among businesses about the right way to implement marketing strategy. Internet Marketing today has become an integral part of people's lives. When internet was first introduced not a single business house recognized the huge potential it had in store as a marketing tool.

### The concept of e-marketing

In common sense, Internet 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 Web sites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television,



newspapers and magazines. In other words, online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet. When trading in products or services takes place by using computer networks, such as the Internet, it is known as Electronic commerce (E-commerce or e-Commerce). Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online-transaction, inventory-management-systems processing, electronic data interchange (EDI), and automated data collection systems. Modern electronic commerce typically uses the World Wide Web

although it may also use other technologies such as e-mail. E-marketing includes email, websites and micro sites, search engine advertising, search engine optimization, co-registration, mobile marketing, and other technology-driven tools.

**E-commerce involves the following aspects:**

1. Enabled by website, create virtual shops.
2. Create customer data bank.
3. Provide for business-to-business exchange of data.
4. Contact customers by e-mail or fax
5. Use business-to-business buying and selling.
6. Defies all barriers of time and space.

**Figure 1: Structure and Flow of e-market**





**Digital Trends that are going big in the recent:**

**1. Mobile Apps in Daily Life:** Mobile apps are being used for each and every activity today. All thanks to improved Internet connectivity these days Roti, Kapda, Makaan & Gaadi all can be accessed with a single tap. The latest round of huge fundings provided to grocery apps proves that both corporates and consumers are set to allow these apps to be part of our Daily lives. Moreover these apps provide such an exclusive services & experiences that local vendors never thought of offering before.

**2. Marketing Automation:** It's time to say good bye to your favorite CRM software as they are obsolete. The latest name in the game is "Marketing automation". How it's Different from a CRM. Whereas, CRM only focuses on a small part of buyer journey called Purchase & Loyalty Marketing Automation Software enable you to control entire marketing (Awareness, Consideration, Purchase & Loyalty) across different platforms such as website, SMS, Whatapp, Call data & Emails all activity and insights can be integrated together. All major corporates have already started updating their marketing machineries with Automation and experts in this field are being hired in numbers.

**3. Social Conversions and ORM:** With the world becoming more transparent & interactive due to advent of social media, Brands can't ignore the voice & opinions of their customers. Appearance of their favorite movie stars in ads doesn't impress Prospects today, though a positive story about a brand or a positive product review from their friend online influences their buying behavior directly.

Hence, it's important for brands to make their customers the hero of their social presence and promote the stories around them.

Online Reputation Management (ORM) primarily focuses on managing conversations about a company/brand that are happening online. Responding to queries, Resolving consumer issues and collecting positive stories is the primary KRA's of a ORM specialist. On the bigger level developing strategies to come out of digital crisis is also that comes under ORM.

**4. Content Marketing:** Nobody likes to call & talk to your sales representatives about features of your products, USP's, Price etc. today. Why? Because before even making a First Call to a business, most of the prospects have completed their 60% of research online. Moreover they believe that sales agent will always deliver biased information. Hence world wide web(Internet) needs lots and lots of content created around your buyers journey including answers to their FAQ's, Content that can influence them, content that can encourage them and content that can make you stand out and create trust in your brand. Writing for web requires you to have a dedicated team of content writers or managers that work together to create & Manage different forms of content such as blogs, E-books, Webinars, Explainer Videos, Testimonials etc. etc.

**5. Location Based Advertising:** Location based advertising is an advanced level of mobile advertising in which you can target individuals around a specific radius of your store. Generally ads are shown in partner apps that people use on the go. Such marketing will be boon for local businesses that can't spend lots on



digital marketing budgets. Imagine a scenario where you are shopping in CP and you immediately see an ad on your favourite news app “walk into the store in front of you in next 60 seconds and get 50% off”. Imagine how much walk-ins can that Ad create and that ad is only running to mobile app users that are between the distance of 10-20 meters from that shop.

#### **Growth factors of e-marketing:**

Individual or business involved in e-commerce whether buyers or sellers rely on Internet-based technology in order to accomplish their transactions. E-commerce is recognized for its ability to allow business to communicate and to form transaction anytime and anywhere. Whether an individual is in India or overseas, business can be conducted through the internet. The power of e-commerce allows geographical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. Several factors have contributed to the growth of e-marketing in India. There is a sea change in the life style of the burgeoning middle class. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. Rising standard of living has not only increased the level of consumption but also the pattern and quality of consumption. Busy urban lifestyles, lack of time for shopping, desire for variety and convenience and comfortable disposable income has changed the way Indian consumers prefer to shop today. Some other factors helping the online retail industry seeing good growth include smartphones offering accessibility to online shopping, aspirations of tier II & III cities, women becoming more tech savvy, evolving perception around

branded products, impulsive buying and logistical convenience.

#### **Scope and development of e-marketing in India:**

E-marketing has universal applicability. It permeates all kinds of business namely, agricultural, industrial, medical tourism, governance, Education and so on. Some of the common applications of e-marketing are: Document automation, payment systems, content management, group buying, Online banking, shopping and order tracking, Teleconferencing, Electronic tickets which have become common with large and small businesses alike. The history of e-marketing can be traced back to:

1. 1971 or 1972: The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of e-commerce.
2. 1979: Michael Aldrich demonstrates the first online shopping system.
3. 1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.
4. 1996: India MART B2B marketplace established in India.
5. 2007: Flipkart was established in India.

#### **India is one of the world's fastest growing e-commerce markets**

This growth story is the result of increase in the number of internet users. Internet users in India were estimated to be 300 million in 2014. India has an internet user base of about 250.2 million as of June 2014. The penetration of e-commerce is low compared to markets



like the United States and the United Kingdom. India's e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013. In 2013, the e-retail market was worth US\$ 2.3 billion. About 70% of India's e-commerce market is travel related. India has close to 10 million online shoppers and is growing at an estimated 30% CAGR vis-à-vis a global growth rate of 8–10%. As early as 1993 it was just a tool used for emailing & data transfer. The best of the business units had declared it unfit for marketing purposes. Then in 1995 Netscape the ISP went public and bought the online world into prominence by exploring its commercial potential. The wide reach, cost effectiveness, capabilities to measure the spending and easy accessibility made internet as the most feasible marketing tool.

India being the second largest Internet Population already and Internet Industry growing at the rate of over 20% Year over Year offers a huge opportunity for those who are planning to get into this industry. With a PM that is supporting the digitization of everything with campaigns such as Digital India and e-governance, improving technologies such as 4G penetrating into market and fact that we are biggest youth population that loves to spend most of their time on internet we can compare this Digital Marketing ERA to be bigger than Computer revolution of Early 90's and Communication Revolution (Mobiles) in Early 2000's. In 2015 we are right in the middle of Decade that belongs to Digital Marketing and today we can truly say that market is ripe for those who want to go big in this Industry.

### India e-Marketing

Figure 2: e-marketing network in India





The e-Commerce industry in India still remains at the forefront of creation and adoption of all new digital marketing strategies. The aggression to reach the customer is evident from a survey conducted which tells that the top e-Commerce websites in India (For e.g. Amazon, Flipkart) currently send at least 3 promotional (excl. the transactional) emails a week to each of its customers. The BFSI industry also needs to pump in more efforts to acquire and retain customers as the use of payment wallets like Paytm, Ola Money etc. is increasing. Also a set of newly licensed Payment Banks are posing serious competition to the existing banks. Email Marketing forms the primary way of connecting 1:1 to online community as most of the internet usage in the world happens for communication purpose. With erudition of consumers and high risk of being marked as spam, it is getting tougher to connect with and engage the consumer. Despite of these challenges, 85% of our respondents plan to increase their marketing budget for Email Marketing. The surging smartphone usage has also prompted marketers to send mobile responsive emails. 59% of the respondents have designed emails especially for mobile devices. It thus emphasizes the use of emails and their adaptability to mobile devices as one of the key areas of focus for 2016 marketing activities.

#### **Some of the typical skill challenges in the Indian context are:**

1. High illiteracy in India is a barrier to growth of e marketing. Access to computers and computer education is a major challenge. 2. Lack of vocational education and training limits 'ICT Literacy'. Knowledge of web designing and techniques of product display and

promotion is essential. 3. Training in English and other foreign languages to market online in global markets is must. 4. Training salesmen in communication skills and art of persuasion should be a continuous program because e-commerce doesn't allow the user 'to touch' the merchandise before purchasing it. 4. There is dire need for laws and special jurisdictions to address high levels of fraud in product quality, sale and actual delivery, and use of credit cards. 5. Many users still don't trust the electronic methods of paying. Software programmes need to be developed which prevent hacking, phishing and misuse of credit card details. 6. Unauthentic sites are a major risk. Software providing security systems to prevent hacking of websites and stealing valuable data from systems is the need of the hour.

#### **Conclusion and recommendations**

Internet Marketing today has become an integral part of people's lives. When internet was first introduced not a single business house recognized the huge potential it had in store as a marketing tool. India is a mobile first country where the users are using internet with the smaller and portable screen. 95% of new online users every month are connecting through mobile devices. Yet we see that for most of the campaigns, content and creatives is first developed and tested on large screens (desktop) and then deployed on mobile platforms (responsive design). This approach has to change in 2016 to mobile first (design, develop and deployment) with optimized experience for the desktop.

There is a lot of time consumed by marketers in sending or pushing customer communications-or what we call 'campaigns'. This is also borne out of



research where most marketers are not using tracking mechanisms effectively. However, many India marketers continue to deploy repetitive, time-consuming, manual, and often 'batch and blast' emailing practices. Consumers are racing ahead in terms of adopting technology, and India marketers need to reduce the gap in terms of how to effectively use automation on online platforms. Being a part of top digital marketing companies in India is a dream come true for millions of youngsters looking to pursue their careers in Digital Marketing Industry.

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