

# IMPACT OF E-MARKETING USE BY SBE'S ON MARKETING SUCCESS

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**Abstract:** *Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. Electronic Marketing (E-Marketing) or online marketing can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means. Small business enterprises (SBEs) are considered to be the economic engine leading to worldwide economic development. They have attracted substantial consideration from researchers, academics and practitioners in the last three decades. Meanwhile, E-marketing (EM) has emerged as one of the key drivers in sustaining an organisation's competitive advantage. Yet, there is a lack of systematic empirical evidence regarding marketing activities that are affected by the use of EM in the (SBEs) context, and their consequent performance outcomes. Therefore, the purpose of this paper is to examine the impact of EM use by SBEs on marketing success.*

**Index Terms:** *small business, online marketing, and internet*

## INTRODUCTION

Internet marketing is defined as the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. Over the past decade, a growing number of companies, operating in various industries, have been moving online, with an increasing proportion of their revenues being generated there. The extensive use of the internet has had an effect on many traditional markets, by influencing levels of competition amongst firms and altering established market structures. Small medium enterprises (SMEs) are recognized as one of the main contributors to economic, development and employment growth. Despite it play a major role in today's world economy, SMEs is well known having limitation and acceptance barriers in adopting a new technology although the revolution of internet and communication channel has changed the way people conduct business today.

## RESEARCH OBJECTIVES

1. To study the impact of use of internet on the success of marketing by small business units.
2. To suggest various measures that can be adopted to make internet marketing more powerful tool.

## RESEARCH METHODOLOGY

The information in this paper is acquired through many textbooks, articles and websites by using qualitative research method and secondary data only.

## SMALL BUSINESS ENTERPRISES

### **New Definition for MSME approved by the Government in 2018**

- Micro enterprise are those Business with revenue up to Rs 5 Crore
- Small Enterprise are those Business with Revenue from Rs 5 crore to Rs 75 Crore
- Medium enterprise constitutes Business with revenue from Rs 75 crore to Rs 250 crore

A proposal to redefine the micro, small and medium enterprises in India has been approved by the government of India. The new categorization will be based on the annual revenue and will replace the current definition that relies on the investment in plant and machinery.

## TOOLS OF ONLINE MARKETING USED BY SBE'S

**Display advertising** - Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

**Web banner advertising** - Web banners or banner ads typically are graphical ads displayed within a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

**Frame ad (traditional banner)** - Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page.

**Pop-ups/pop-unders** - A pop-up ad is displayed in a new web browser window that

opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

**Floating ad** - A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

**Expanding ad** - An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

**Interstitial ad** - An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

**Text ads** - A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing.

**Search Engine Marketing (SEM)** - Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

**Search Engine Optimization (SEO)** - Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

**Sponsored search** - Sponsored search (also called sponsored links or search ads) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords.

**Social media marketing** - Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

**Mobile Advertising** - Mobile advertising is ad copy delivered through wireless mobile devices such as smart phones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, "advergaming," or application sponsorship).

**Email Advertising** - Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

## FINDINGS

1. Less than 8% of total B2B product sales are closed directly through the Internet, versus 15% for B2C products.
2. Studies show that between 70-80% of people research a company online before visiting the small business or making a purchase with them.
3. 28% of SMBs say word of mouth is the most effective way to attract new customers, and 20% say SEO is.
4. Most small businesses focus on increasing revenue (72%), but they also see a great value in establishing new customer relationships (60%), and marketing and advertising (46%). (Business Insider 2017)
5. 43% of SMBs (small to medium sized business) says that improving customer experience and retention is their top strategy to improve revenue growth.
6. 30% say that keeping up with technology advances is a major concern of small business owners.
7. Driving sales (51.3%) and building brand awareness (48.4%) are the two top digital marketing priorities for small businesses (2017)
8. Mobile usage per B2B worker is expected to increase from two hours a day to three by 2020, driven by millennials, Gen Z, and the increasing use of smartphones by older workers (Google, 2017)
9. Mobile drives, or influences, an average of more than 40% of revenue in leading B2B organizations (Google, 2017)

## SUGGESTIONS

- ✓ Use of blogs can increase the efficiency of e-marketing.
- ✓ Use of social networking sites is also essential to make products familiar with the public.
- ✓ Posting to Pinterest and Instagram can also be helpful in e- marketing.
- ✓ Leverage email marketing and email reminders, Press release and webinars can also be used for e- marketing.

## CONCLUSION

Everyone is browsing the internet in some shape or form whether they are updating a status, ordering a lunch, or browsing their emails. This is the opportunity for small business enterprises to expose to a wide range of internet users all around the world. Therefore in order to excel in market and to be successful in marketing, small enterprises have to use e-marketing otherwise they may be missing out on millions of prospective clients.

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