



EMERGING MARKETS – TRENDS, CHALLENGES AND OPPORTUNITIES FOR E-MARKETING

Rajendra Dhanger,

Asst. Manager (Sales), BEML Limited, India, raj.elex@gmail.com

Dr. Shyam Shukla

Professor, Bhartiya Vidhyapeeth, IMED, Pune, India, drshyamshukla@yahoo.in

ABSTRACT:

With the evolution of technologies the target market has gone wider and the world has become the market. The last two decades has seen the tremendous changes in the marketing. Now with smart phones in every body's hand, E-marketing has become the most Powerful Marketing weapon.

After the COVID Pandemic the lockdown like situation worldwide has increased the use of E-Marketing tools to reach the customers and run the business online even during lockdowns. Further the customer's requirement to door step deliveries of products has increased opportunities for Business through E-Marketing.

The use of Artificial Intelligence has added its advantages. AI has the power of analyzing the data in a fastest pace. This aids to design Marketing contents to suite the requirements of specific customer, based on his previous search, buying pattern, interest etc. This will help to reach the right customer with right Products or Services

The new era has definitely brought some challenges for Marketing but there are lots of opportunities also.

KEYWORDS:

E-marketing, Online Marketing, Artificial Intelligence, Trends, Mobile, Consumer, Social Marketing, etc.

OBJECTIVES OF THE STUDY

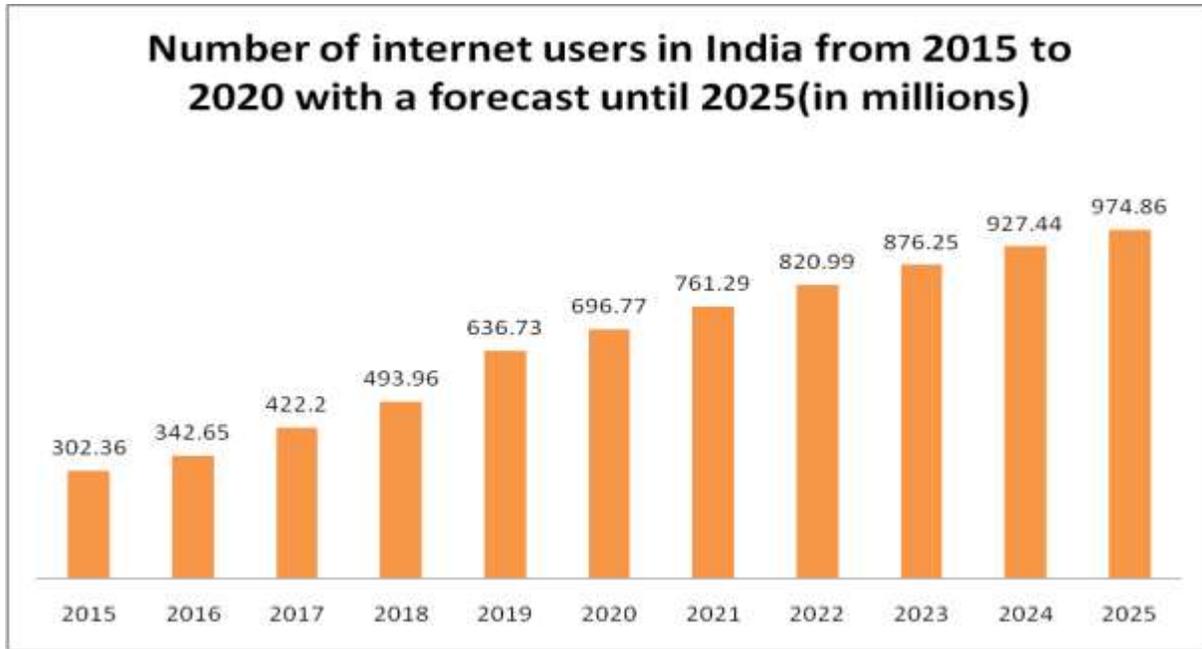
- 1- To define the meaning of E- Marketing.
- 2- To understand the types of E- Marketing
- 3- To analyze the benefits and challenges of E-Marketing.
- 4- To study the growth of E-Marketing in India.

- 5- To analyze the opportunities for E-Marketing.

INTRODUCTION:

Internet has become such a critical thing we cannot assume life without it. We are carrying smart phones with internet all the time. The easy accessibility of internet has given an opportunity to E-marketing to emerge as a

New Trends of Marketing with better reach to consumers.



E-marketing is a process, which consists of planning, distribution, promotion, and pricing of products in a electronic atmosphere, like the Internet and the World Wide Web. This is done to facilitate exchanges and satisfy customer demands. E-Marketing has certain advantages over traditional marketing, it gives convenience and competitive prices to the customers as well as it reduce the operational costs for the seller.

NEW TREND OF MARKETING

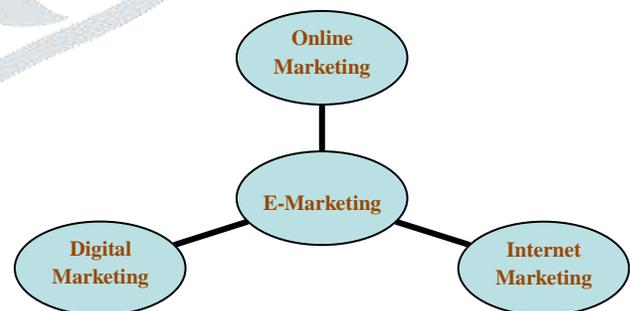
In the past few decades consumers have become aware, educated and more demanding towards the Products and the tradition Marketing got less effective due to its following limitations:

- Increased competitions.
- Less differentiation over competitors' products

- Demanding consumers
- Consumers concern towards privacy

In the same time evolution of internet has become a light of hope for Marketing and given birth to New-Trend of marketing i.e. E-Marketing.

E-Marketing also known as Internet Marketing or Digital Marketing or Online Marketing is the New Trends of Marketing. The Process of Marketing Products or Services though Internet is called E-Marketing.



TYPES OF E-MARKETING

Companies are using internet in various ways for marketing. Some ways of e-marketing works alone and others which work in conjunction with others. Here is a brief:

Search Engine Marketing (SEM): The SEM works on the concept of visibility in Search Engine Results. By ensuring the visibility of a website through use of proper keywords, marketers can promote their Brands.

Search Engine Optimization (SEO): SEO is an advancement of SEM, its works for increasing the visibility on Search Engine Result pages by improving the rankings of a web page in search engines search results. By using SEO the higher ranked web pages will appear first in search results presented to users of search engines such as Google, Bing, Yahoo!, and others.

Display Advertising: It is the electronic form of ads in Newspaper or magazines. Ads which may be image or write-up or some art or consist of all these is displayed in Set Space in various web sites

Pay Per Click Advertising: In this advertising advertiser has to pay only for the numbers of times the ad was clicked by anyone. Marketers place their ads, which will be displayed in search engine result or in the home page of website.

Social Media Marketing: Social Media is one of the most popular electronic medium with largest footfalls. Marketers are promoting their products in social Media by creating pages on the social sites or posting a event or program or offer.

E-Mail Marketing: E-Mail Marketing is marketing the product through E-Mail messages. These messages can be a combination of texts, pictures or videos or a hyperlink to the website with detailed information. E-Mail can be used to contact the direct target or prospect with specific information also.

Referral Marketing: In Referral Marketing one satisfied customer refers the product or the brand or the company to others through social media or referral links or through other electronic means, and it makes the chain reaction or referrals from one to other and from individual to groups.

Affiliate Marketing: In affiliate Marketing the customers is referred to a specific web by a third party, which is called "Affiliates". They promote their own products as well as have links to other websites, not related to their site. Sometimes they may have common interest.

Video Marketing: Videos can be used to better explain the products. Like TV advertisement, Video advertisements are uploaded in the sites like YouTube, where ads are displayed.

Viral Marketing: This is the online version of "Word Of Mouth" of Traditional marketing. In Viral Marketing the content which may be a write-up or image or video is made viral through internet, so that it reaches to the maximum audience.

Article Marketing or Guest Blogging: This is another very popular form of online marketing, where blogs are written about specific topics or niche and these blogs build backlinks to the site or direct traffic to an affiliate product. Blogging became more effective if the blogger is someone famous or renowned personality.

Mobile Marketing: According to one report six out of every seven people in the world are using a mobile phone, that is about six billion people in the world are using Mobile phones. There are more people active on Facebook through mobile devices than desktop. The Mobile Marketing Association (MMA) defines mobile marketing as "a set of practices that enables organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network".

BENEFITS OF E-MARKETING

E-Marketing is as one of the most economic method of marketing and some of the advantages of E-Marketing are as below:

1. **Interactivity:** Internet gives more interactivity to its consumers over traditional Marketing.
2. **Immediacy:** Customers can view or compare or purchase products round the clock, E-marketing gives immediate access to Products offered by seller over internet.
3. **Higher return** on investment as compared to traditional marketing.
4. **Wider reach** due to increased numbers of internet users worldwide.
5. Marketing campaign can be **customized** and even better as per customer preferences, based on his/her search pattern, likes, previous purchases etc.
6. E-marketing means **reduced marketing campaign cost** as the marketing is done through the internet with involvement of less manpower.
7. web tracking capabilities for **Easy monitoring** make E-marketing highly efficient

CHALLENGES FOR E-MARKETING

E-Marketing has various advantages over traditional Marketing; however it has got its own limitation due lack of knowledge of technologies with many of the consumers.

1. **Non-internet Users cannot be influenced:** Though Internet users are increasing day by day, however relatively few people are really online.
2. **Network related issues:** Even the Internet users are facing slow connections problem and data limitations.
3. **Limited Accessibility:** Anything that you put online has to be accessible to the lowest common denominator.



4. **Computer Skill:** Basic computer skills are generally quite limited, so online content has to be clear and easy to use; otherwise, customers will find it time consuming and may simply give up.
5. **Privacy – or its slow erosion** – is a big concern for web users. There is a thin line between Personal and public life and any breach can affect the loss of personal data.
6. Lack of **Interpersonal Relationship** as in Traditional Marketing. E-Marketing gives almost no chance for human interaction as all the communication happens online. This virtual communication may lessen the customer interest and may result in disconnection also. It is therefore, necessary that the online interaction must be backed by offline promotional efforts.
7. **Ad fatigue:** The Online advertising is a very familiar phenomenon. Most of the internet users find it irritating and they have learned how to handle it. Some of the web users have even installed programs like AdBlock Plus to block it altogether. It is responsibility of a Marketer to find out some innovative way so that web-advertisement be interesting and not-annoying to the cautious web-viewers.

OPPORTUNITIES WITH E-MARKETING

1. Local to Global

The biggest opportunity that E-Marketing provides is its unlimited geographic boundaries. The Product can be offered to any customers at any corner of the world.

2. Established Customer Base

Customer, Market as well as competitors are already online. If one wants to sell his products or services, he just need to offer his products online, a established customer base and market is ready to be served.

3. Customer higher expectations

Now Customers have become more educated and therefore more demanding. They expect highest convenience and all the information about their required products in fingertips. E-Marketing can only help to meet all these expectations of consumers.

4. Pandemic

Covid-19 has really shaken the world and people have spent more than a year in lockdown like situations. People scared to come out from their places and want to avoid crowd. People are even ready to pay premium prices to the seller which provides them online facilities. These situations have given opportunity to E-Marketers to sell their Products online and provide door step deliveries.

5. Govt. Initiatives:

Govt. is also promoting digital transaction and also encouraging with rewards and discounts. Govt. of India has come up with “**GEM Portal**” for Marketing Products & Services online.

All the tax collection, bill payments can be done online. All the establishments have made provision in their website or app so that customer can make online payments. Other Services are also available online.

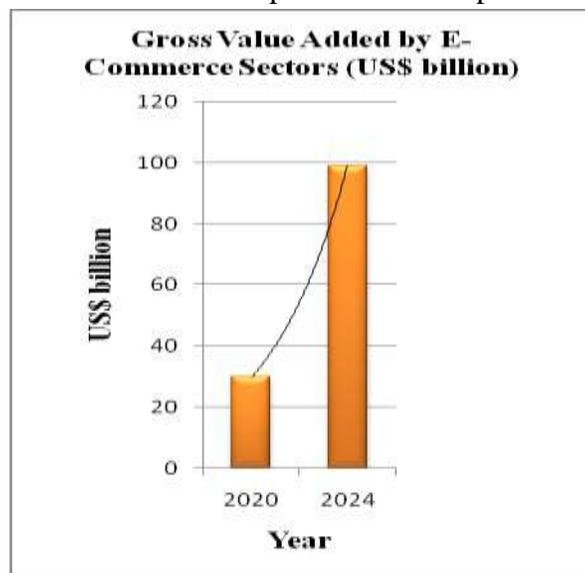
6. Freedom of Expression:

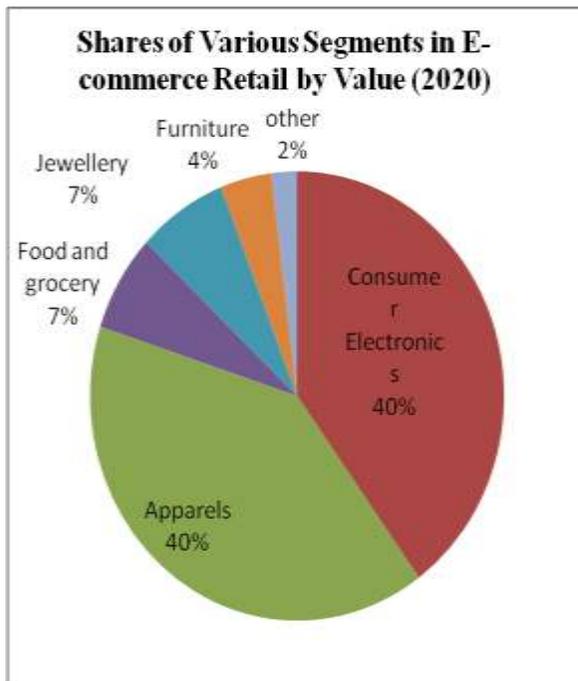
Today it is a brand not the product that Marketers sell. Brand creates its own identity. The Electronic platform like web pages provides marketers an opportunity to place their brands in more interactive way.

The E-Market gives freedom of Expression to the Marketers to build his Brand in his own way by creating online contents.

7. Segmentation and Targeting :

Unlike Traditional Marketing virtually all online advertising is targeted to reach specific readers whereas broad-strokes targeting is done in traditional marketing (placing an advert in a relevant magazine, for example), web targeting can be extremely precise. Ample data is available of Personal and usages details, with the help of this targeting can be done more accurately, automatically and extremely successfully.





CONCLUSION

It is evident that E-Marketing has various advantages and limitations also. However, the growing use of Internet and higher customer expectations has brought lots of opportunities for marketers to sell their Products or Services over internet.

Though the Future is unpredictable and the world will witness the actual future of E-Marketing, but two things are certain:

1. The field of E-Marketing is growing and is going to be the largest and most important marketing sector in coming years.
2. The growth will be driven by new innovations in technology like AI (Artificial Intelligence). E-Marketing will be more user-friendly. As web users are becoming more aware and computer savvy, and their attention spans are shortening as desirable content becomes ever more quickly available.

REFERENCES

1. eMarketing: The Essential Guide to Online Marketing by Rob Stokes
2. <https://www.encyclopedia.com/finance/finance-and-accounting-magazines/e-marketing>
3. Internet Marketing by Alex Trengove, Anna Malczyk and Justin Beneke
4. <https://www.statista.com/statistics/255146/number-of-internet-users-in-india>
5. <https://www.ibef.org/industry/ecommerce/infographic>