E – MARKETING – CHALLENGES AND OPPORTUNITIES

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ABSTRACT
Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet. It includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet. These are the valuable complement to traditional marketing methods whatever the size of your company or your business model. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail and PR, e-marketing adds a whole new element to the marketing mix. Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses. This paper discusses the opportunities and challenges of E-marketing and the ways to overcome the problems faced. In the first part, the basic concept of E-marketing is presented and analyzed. Second part of the paper is focused on challenges emerging in the new reality. Next part briefly discusses opportunities arising for marketers with electronic environment development. Finally conclusions are provided to find out the opportunities and challenges of E-marketing.

INTRODUCTION
E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing, Web marketing, Digital marketing, Online marketing and Search engine marketing are frequently interchanged, and can often be considered synonymous. E-Marketing is the process of marketing a brand using the Internet. It includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet. E-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. In this paper we develop a framework that help researchers to find out the opportunities and problems related to internet marketing. E-marketing objectives define what you want to achieve through your e-marketing campaign. They set the reasons why your business wants to go online and allow you to estimate and monitor the progress of your online marketing activities. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives. Different businesses may develop different e-marketing objectives depending on their individual circumstances.

A useful framework for developing effective e-marketing objectives is the five S’s framework, which includes:
1. Sell – using the internet to sell products and services.
3. Speak – using the internet to communicate with customers (both existing and potential).
5. Sizzle – using the internet to build brand identity.
OBJECTIVE OF THE STUDY

- The primary objective of the study is to identify the challenges and opportunities of the internet marketing.
- The another objective is to find out the ways to overcome the problems faced in e marketing.

CHALLENGES OF E-MARKETING

Since the boom of the Internet in the late 1990s, Web-based companies have been starting up every day. What is more, new opportunities for growth emerge daily, expanding the reach and capabilities of the cyberspace. However, for all its benefits and advantages, e-marketing faces some problems that are unique to the industry. That is, Web-based enterprises have a special set of challenges that traditional brick-and-mortar businesses do not have. Some of the challenges faced by the businesses and the ways to overcome them are presented below:

1. Marketing integration: Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign. The problem with these is that they are often handled as different parts of the work when they are supposed to serve a concrete and measurable goal as part of an integrated campaign.

2. Security and privacy

Most people do not completely trust Web companies and thus are careful about offering information about themselves on the cyberspace. This is especially true when companies that collect data are exposed to spammers and scammers.

To address this, it is imperative for e-businesses to adopt a sound policy and implement a fool-proof security measure. Encryption systems, in particular, are a tool that online companies should seriously consider investing in.

3. Impersonal service

Businesses operating online often use electronic methods of providing customer service, such as emailing and posting information on the website to answer possible user questions. This may be perceived by customers as just too impersonal or uncaring.

To address this problem, merchants must develop efficient checkout procedures for selling goods via the Web. They may also consider hiring call handling services, so that customers can talk to real people when they have inquiries or problems that need instant answer.

4. Improving brand awareness

This is particularly a big challenge for companies that primarily use the Internet to sell their products and services. This is because unlike traditional advertising (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers’ will, online adverts can be shut off by users—they are more averse to it, too. Web companies are therefore challenged to be more innovative in their advertising strategies.

Other Challenges:

- Low percentage of computer penetration
- Internet connectivity.
- Low percentage of surfers entering into online transactions.
- Cyber crime.
- Dealing with the IT Department
- Intellectual Property
- Bad Marketing
**Lack of Trust**

**OPPORTUNITIES OF E–MARKETING:**
There are many more opportunities of internet marketing that helps the online business more efficient. E-marketing gives businesses of any size access to the mass market at an affordable price and unlike TV or print advertising, it allows truly personalized marketing. Some of the advantages of e-marketing are:

- **Global reach** – a website can reach anyone in the world who has internet access. This allows finding new markets and competing globally for only a small investment.
- **Lower cost** – a properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results** – marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customers’ responses to your advertising.
- **24-hour marketing** – with a website the customers can find out about their company’s products even if the office is closed.
- **Personalization** – if the customer database is linked to the website, then whenever someone visits the site, one can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Speed**: messages are delivered straight to the recipients’ inboxes, instantly.
- **More interesting campaigns** – e-marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz – whatever you think will interest them.

**Other Opportunities:**
- Internationally more than 33% of surfers buy online.
- E Marketing reduces prices.
- Huge potential for growth (70% rural population).
- E Intermediaries.
- Affordable computers and internet connectivity.
- Desire of the customers.

**COMPETITIVE ADVANTAGE:**
- **New Entrants/Substitution**: Reduced entry cost; New sales channels; New service opportunities.
- **Suppliers & Traders**: Cost reduction; Quick response.
- **Buyers**: New sales channels; Information; No intermediaries.
- **Competitive Rivalry**: Cost leadership; Differentiation; Focus.

**CONCLUSION:**
In conclusion, this paper has clearly shown that e-marketing impacts upon businesses in a number of important ways. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods. The development of e-marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. However, despite the global reach, speed and the extent of information that can be gained from e-marketing, there are a number of important disadvantages to this type of marketing that businesses must
bear in mind. The technology driven approach of e-marketing leaves certain businesses vulnerable and overly-dependent upon technology. It also empowers dissatisfied consumers to a far greater extent than ever before and can lead to bad reviews that have the potential to greatly destabilize certain e-marketing campaigns and operations. However, despite these problems it is reasonable to conclude that e-marketing is on the whole a positive development for businesses and that despite certain dangers its impact upon businesses has been largely positive.

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