

E- MARKETING: THE NEW ERA INNOVATION IN MARKETING.

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Abstract:

E-marketing is an interesting topic especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning E-marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

Introduction:

An online marketer now needs to find where people are congregating online and needs to engage them in a meaningful way. Be it in matching with what they are looking for, watching how they interact and understand what they like or listening to their natural opinions on company or market and reacting to that.

E-marketing is also known as digital marketing, web marketing, and online marketing. As the name states, it is the advertising of products or services over the Internet. However, it also implies marketing through the wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing. E-marketing can be creative, as well as, technical through its design, development, advertising, and sales over the Internet. This paper is a secondary research regarding how E-commerce gradually forms part of our daily lives. It concerns different aspect of advertising in terms of electronic commerce.

Objectives of the Study:

1. To study the concept of E-Marketing.
2. To study the conceptual benefits of E-Marketing.
3. To study the Strategies of E- Marketing.