

AUTHOR
Arti Singhal
Research Scholar

E- Marketing As A Stretegic Tool For Marketing in The 21st Century

ABSTRACT

E-marketing is a relations management tool. It is a powerful tool for acquiring new customers. It is a global electronic super highway of computer networks that is accessible to people worldwide. The e-marketing is a reflection of those activities which transforms the consumer's unpleasant and painful experiences into pleasant and happy moments as it does not include the place or time based boundaries marketing strategy provides the sound frame work for the marketer to vary the marketing mix to develop the relationships and increasing customer life time value.

1. INTRODUCTION

E-marketing best supports the marketing activities. E-marketing has a growing impact on business-to-business and business-to-consumer markets. E-marketing includes any activity that is conducted through the interest from customer analysis to marketing mix components. The web enables a company to focus on a specific target market and offer a marketing mix specially devised for that target market. It leads to innovative high quality products that make life easier and more enjoyable.

E-marketing is one of the most effective ways to keep in touch with customers. It is generally cost-effective and if done properly, can help build brand awareness and loyalty. At a typical cost of only a few cents per message, it's a bargain compared to traditional direct mail at \$ 1 or more per piece. In addition, response rates von e-mail marketing is strong, ranging from five- to 35 percent depending on the industry and format. Response rates for traditional mail averages in the 1-3 percent range. One of the benefits of E-marketing is the demographic information that customers

provide, when signing up for your e-mail newsletter. Discovering whom your customer's really are- age, gender, income and special interests, for example can help you target your products and services to their needs.

2. PILLARS OF AN E-BUSINESS MODEL

It is obvious that the four pillars, given in the following table, are interrelated and mutually supported. As for the business strategy, it is worth stressing that e-commerce initiative is not an activity that might or should be developed an implemented independently and separately.

It has been suggested that it is necessary to have a strategic approach to e-commerce as a medium to accomplish the business aims. Therefore marketing in the electronic era requires innovative strategies (See table-1)

3. EFFECT OF STRATEGIC E-MARKETING IN RETAILING

Information Technology has greatly contributed to the retail revolution, which is

Table-1 : Pillar of an E-Business Model

Pillars	Contents and Components
Product Innovation	The Products and service a firm offers, representing a substantial value to customer and for which he willing to pay.
Infrastrurcture Management	This element describes the value system configuration that is necessary to deliver the value, the relationship between them, the in - house resources and the firm's partner network.
Customer Relationship	The relationship capital the firm creates and maintains with the customers in order to satisfy him and generate sustainable revenue.
Financial Aspects	It is transversal because all other pillars influence it. This element is composed of the revenue model and its cost structure. The revenue model determines the firm's profit model and therefore is survive in competition.

sweeping the entire world. What used to be fragmented industry has got to be consolidated due to the sophisticated use of its systems. Large retail chairs are gobbing up small town retailers. Retailing has now become a global business, thanks to sophisticated systems being used by them. Typically, owner all along operated the retail stores, but currently the shift is towards system-driven stores. The major shifts that are taking place in the retail industry are summarized in the table-2.

Retail store chains are becoming more powerful than the manufacturing companies.

- They directly compete with manufacturers
- by introducing store brands. These private
- label brands typically offer more value for
- money, as they are priced low in relation to
- the company brands. The days of mass
- marketing are over. The retailers are now
- moving away from the traditional segmented
- approach of marketing to customizing
- relationship with individual customers. With
- the introduction of tele-shopping, on-line
- shopping and virtual shopping malls, the
- retailing wards of the future are not likely to
- be fought in the market place, but rather in
- the virtual market space, which are given in
- the table-3.

Table-2 : Retail Revolution

From	To
Fragmented	Consolidated
Local	Global
Low Technology Use	High technology
Owner-operated	System-driven
Traders	Retail brand managers
Mass Marketing	Individual relationship customization
Market place	Market Space

Table : 3
Interent Penetration of The Home Market By Top-Ten Countries

Country	Active name users (million)	Active time spent per month	Active number of sessions per month	Active name users as a % of total population
United States	101.4	9 hrs.58 min.	18	36
Japan	15.4	7 hrs.57 min.	16	12
Germany	12.8	8 hrs.16 min.	17	15
Great Britain	11.2	6 hrs.	12	19
Canada	9.00	10 hrs.48 min.	20	29
Italy	7.5	7 hrs.5 min.	13	13
Brazil	4.5	7 hrs.6 min.	12	3
France	5.6	6 hrs.32 min.	15	9
Australia	4.5	7 hrs.8 min.	12	24

Source: Compiled from Nielsen/Net Ratings, www. Nielsen-Net Ratings. com.
(March 15, 2006) and Vs. Buroao of the Census, International Data Base.

4. E-BUSINESS STRATEGY OF IBM

IBM's declared strategy is to transform itself into an e-business in order to provide business value to the corporation and its shareholders. IBM views e-business as being much broader than electronic commerce because it serves a broader constituency and variety of web-based processes and transactions. To assure successful implementation, IBM formation independent division called enterprise web management that has the following goals:

- To lead IBM's strategy to transform it self into an e-business and to act as a catalyst to help facilitate that transformation.
- To help IBM's business units become

- more effective in their use of the internet both internally and with their customers.
- To establish a strategy for the corporate internet site.
- To leverage the wealth of e-business transformational accumulated case studies to highlight the potential of e-business to customers.

The major goal that IBM has set is to become the premier e-business. That means being a leader in each of the business process areas. Leadership in these areas will improve customer satisfaction and will allow it to grow more profitably. As a recognized leader in e-business, IBM also adds tremendous credibility to its e-business marketing campaign.

5. CONCLUSION

E-Marketing includes any marketing activity that is conducted through the internet, from customer analysis to marketing mix components, by virtue of rather low costs, wide geographic reach and many marketing roles the internet should be

• a key part of any firm is marketing strategy-
• regardless of the firm's size of
• characteristics. The impact of internet and
• reason why the Internet is such a valuable
• marketing tool because of its multifaceted
• user.
•
•

REFERENCES

1. *Electronic Commerce- A Managerial Perspective*, ' by Efraim Turban, Jae, Lee, David, King, H. Michael Chung.
2. *E-Marketing-Top 10 E-Strategy issues is available at: <http://www.marketing-insights.co.uk/unimallhim>.*
3. Kotler, P. and Armstrong G. (2005), *Principles of Marketing (8th edn.)*, New York, Prentice Hall.
4. *Marketing in the 21st Century Chapter 7 Marketing and the Marketing in the Newmillennium Internet*, By X Xavier.
5. Vlachopoulou, M. (2005) *E-Marketing Internet Marketing (2nd edn.)* Athends, Rosili Publications.