

# An Overview of E- Marketing Problems and Prospects

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**Abstract:** e- Marketing is the process of marketing a brand using the internet technologies directly to help connect their business their customers. This technique is the most important strategies to outline the information fraction of time to their customers any in the world. This technique is the most important strategies to outline the information fraction of time to their customers any in the world. Hence, many authors may also define e-marketing strategy is a new marketing mantra for achieving the goals and objectives of the company through the giving of goods and services for its publics like customer and society.

**Keyword:** e- Marketing, S- Sell, S-Service, S-Speak, Bluetooth, Technology.

## INTRODUCTION

Marketing has pretty much been around trading whale farm or another, since the day when the human started trading whatever it was that they first traded marketing. Marketing was the stories they used to convince other human to trade.

Humans has come long way since thus (well, we like to think, we have) marketing too.

The method of marketing has changed and it impressed now has new marketing mantra, we a lot more efficient, at telling our stories and getting marketing messages.

The present marketing strategies is called advanced marketing technique like e-marketing technique.

e- Marketing is the process of marketing a brand using the internet technologies directly to help connect their business their customers.

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E marketing can define as the process of marketing brand using the internet which includes both direct

and indirect response and marketing elements with the using a range of technologies for connecting their business with its society and customers.

e- Business described the use of electronic means and platform to conduct a companies business.

E-commerce nothing but a company or site offers to transfer facility the selling of goods and services online. Further e-commerce has give n rise in term to e-purchasing and e-marketing.

E-purchasing means deciding to purchase the goods and services and getting the information from varies suppliers through online by the companies.

Meaning of e-marketing

Electronic marketing is the component of e-commerce.

The strategic process of creating, distributing, promoting and pricing the goods and services to a latest market known e marketing. Over the internet is known e-marketing.

The digital tools as tablet PC's and Apple's Bluetooth technology used short-range wireless connections between the customer and seller is known as e - marketing.

General definition: E marketing can be described as process efforts to inform buyers. communicate, promote, and sell its process and services over the internet.

The term 'e' nothing but using of electronic / internet online. This term commonly used in a business like e-finance, e-learning, e-services, e-purchasing and e-marketing.

As per the above meaning and definition e-commerce can be concluded as follows.

The process which is applied by the common like internet online and etc. for the purpose of supplying of goods and services and sending the information to its consumers and publics a bout their goods and services uses quality benefits, features for the

creating the demand of their goods and services is known as e-marketing.

Importance of e-marketing:

There is great differences between traditional marketing and modern marketing strategy, in the olden days there was no advanced technology the business may connect with their customers with in the geographical conditions by the applying advertising, salesmanship and sales promotion etc. but in that system the company can send message to a limited people. present, era is a scientific, internet era anywhere this facility can apply after development of online system the entire world become a small city because of at same time in the same position the company can connect their business literally millions of people in every corner.

After liberalization there is a great competition between the companies within and outside the country "at the forefront of redefinition and way the business interact with their customers through the online is most useful present the messages to billions of people literally at the right-way and right-time in each and every corner of the world.

Features of e-marketing:

- E-marketing is the online if the marketing activities may be done wireless electronic system connecting with buyer, seller and customers electronically is also called e-marketing.
- Global reach: The internet eliminates geographical protections of local business. After development of e- marketing the seven billion people must get the information Immediately in the world.
- One-to-one: Marketing under on e-marketing system. The company can do the business personally like One-to-one. The selling process may be personalization.
- The production process begins under e-marketing when the company received order from the customer through PC's.
- E-marketing system creating the information with their customers, dealers, distributors and retailers directly.
- Right- time marketing: online system very fast under this system the marketing service can provide under right-lime and right-way any in the world.
- Integrated marketing: this system creating the cooperation of all promotional activities.

- E marketing is become a customers oriented promotional messages.

Benefits of e-marketing:

- Online system helps to send the messages to entire world.
- Online system helps to create the business to business from country to country or within the country.
- E-marketing system helps to company fix of the lower prices of their products and services with the minimizing marketing expenses.
- E-marketing is very connivance to the business through the online for sending the messages getting the orders and creating advertisement.
- E-marketing may also helps to build the relationship with consumer with in the country or over the country.
- It helps to cost reduction.
- E-marketing may be increased efficiency of large corporations
- E-marketing is the important marketing strategy computing with other companies.
- E-marketing provides a specific area of interest of Information.
- E-marketing acts an advertising media of other websites It develops online communications.
- The good website may establish a mission for the company site, purposes of site and helps to satisfy the customer's needs and wants.

Problems of e-marketing:

The following are the major problems

- E-marketing requires customers to use new technologies rather than traditional media.
- Low speed internet connections are another barrier of e- marketing.
- If companies buildup complicated website than Individual connected to delays content delivery.
- Problems of e-marketing constraints hinder performance especially under developing and developing countries.
- Cybercrime: many customers hesitant to purchase items over the internet, because they do not trust their personal Information will confidential.
- Recently some companies may send their data only to their customers for selling of goods, which means under e- marketing the companies inform only based opting out method.

- Online advertising technique has been dramatically affected by technological advancement in telecommunication Industry.
- Other problems of e-marketing
- Low e-marketing education: many people do not do the knowledge of e-marketing business to business.
- Under e-marketing strategy the preference will give only for foreign products.
- Less importance for non-essence products and services.
- E-marketing is causes for high cost of production.
- Inadequate Infrastructure specialty of Internet for people in under developing countries.
- There is the problem of rivalry competition.
- Political instability.
- Huge of rules and regulations by the government about e- marketing.

#### Prospects of e-marketing:

- Growing population: e-marketing is essential providing goods and services based on the growing population.
- E-marketing is the most useful prospect to satisfy the consumers' needs and wants of anywhere.
- To provide large unexplored markets and absence of competition.
- It most suitable marketing strategy for attract government incentives favorable for domestic and outside customers and its company. Incentives like profit tax holiday, free customs and excise duty and so on.
- E-marketing attracts for rapid economic development of the country.
- Other prospect of e-marketing is one to one approach.
- Beneficial to all people based on Geo targeting.
- E-marketing attracts following five 'S' like

S- Sell

S-Service

S-Speak

S-Save (cost reduction)

S-Sizzle (extant online business)

- To study the customer life cycle.

#### CONCLUSION

e- Marketing is the process of marketing a brand using the internet technologies directly to help

connect their business their customers. This technique is the most important strategies to outline the information fraction of time to their customers any in the world.

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