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A NEW DISCIPLINE ESSENCIAL IN MARKETING: E MARKETING

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Introduction - Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was that they first traded, marketing was there. Marketing was the stories they used to convince other humans to trade. Humans have come a long way since then, (Well, we like to think we have) and marketing has too.

The methods of marketing have changed and improved, and we've become a lot more efficient at telling our stories and getting our marketing messages out there. EMarketing is the product of the meeting between modern communication technologies and the age-old marketing principles that humans have always applied.

Evolution of E Marketing - Electronic marketing first appeared under the form of various techniques used by companies distributing their products through online channels (Internet - based). That happened back in the pioneering age before 1995. These companies that opened the road were called "e-tailers", as opposed to the traditional retailers (also known as "brick-and-mortar" retailers). During their limited life, these electronic retailers began to develop and introduced new marketing techniques based on the support offered by the internet. The online technologies mentioned above developed in the context created by the e-tailers; they are widely used these days by B2C and B2B organizations. In other words, they evolved towards what we call now eMarketing.

What is Electronic marketing or EMarketing?

Very simply put, **eMarketing** or electronic marketing refers to the application of marketing principles and techniques **via electronic media** and more specifically the Internet. The terms **eMarketing**, **Internet marketing** and **online marketing**, are frequently interchanged, and can often be considered synonymous.

EMarketing is the process of marketing a brand

using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

By such a definition, eMarketing 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.

Why it is important?

When implemented correctly, the return on investment (ROI) from eMarketing can far exceed that of traditional marketing strategies.

Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's at the forefront of a redefinition of way businesses interact with their customers.

Many people prefer contact through email rather than through the mail. If you are looking for the best email marketing company to handle your business email advertising, we understand the importance of effective newsletter marketing, helping you reach more people who may need your products or services. EMarketing is a generic term utilized for a wide range of activities - advertising, customer communications, branding, fidelity programs etc. - using the internet. More than the simple development of a website, the eMarketing focuses on online communications, direct dialog with consumers who thus participate to the creation of new products, finding efficient methods to win customer's fidelity and ease their business-making process. EMarketing is the sum of activities a company makes with the purpose of finding, attracting, winning and retaining customers. At last, for those of you interested in a more scientific approach, we could say that

allowing allows relational exchanges in digital, networked and interactive environments Earlier in the history of marketing, it was conceptualized as being focused upon the exchanges, but today's practitioners suggest the exchange paradigm is a limited modality to define Marketing.

Online marketing or Internet advertising or online advertising

- Online advertising, also called online marketing or Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Coverage: Online advertising can reach nearly every global market, and online advertising influences offline sales.

Speed : Once ad design is complete, online ads can be deployed immediately. The delivery of online ads does not need to be linked to the publisher's publication schedule. Furthermore, online advertisers can modify or replace ad copy more rapidly than their offline counterparts.

Other Concepts useful in emarketing:

Display advertising Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. As advertisers collect data across multiple external websites about a user's online activity, they can create a detailed picture of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioral targeting. Advertisers can also target their audience by using contextual and semantic

advertising to deliver display ads related to the content of the web page where the ads appear. Retargeting, behavioral targeting, and contextual advertising all are designed to increase an advertiser's return on investment, or ROI, over untargeted ads.

Social media marketing - Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

Mobile advertising - Mobile advertising is ad copy delivered through wireless mobile devices such as smart phones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, "advergaming," or application sponsorship). The desired actions can be an email submission, a phone call, filling out an online form, or an online order being completed.

Email advertising

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Chat advertising

As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window.

Affiliate marketing

Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on

sales generated through their promotion. Affiliate marketers generate traffic to offers from affiliate networks, and when the desired action is taken by the visitor, the affiliate earns a commission.

Content Marketing

Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. This information can be presented in a variety of formats, including blogs, news, video, white papers, e-books, info graphics, case studies, how-to guides and more. Considering that most marketing involves some form of published media, it is almost (though not entirely) redundant to call 'content marketing' anything other than simply 'marketing'. There are, of course, other forms of marketing (in-person marketing, telephone-based marketing, word of mouth marketing, etc.) where the label is more useful for identifying the type of marketing. However, even these are usually merely presenting content that they are marketing as information in a way that is different from traditional print, radio, TV, film, email, or web media.

Targeting- Publishers can offer advertisers the ability to reach customizable and narrow market segments for targeted advertising. Online advertising may use geo-targeting to display relevant advertisements to the user's geography. Advertisers can customize each individual ad to a particular user based on the user's previous preferences. Advertisers can also track whether a visitor has already seen a particular ad in order to reduce unwanted repetitious exposures and provide adequate time gaps between exposures.

Adware - Adware is software that, once installed, automatically displays advertisements on a user's computer. The ads may appear in the software itself, integrated into web pages visited by the user. Adware installed without the user's permission is a type of malware.

Conclusion - EMarketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. EMarketing is a generic term utilized

for a wide range of activities - advertising, customer communications, branding, fidelity programs etc. - using the internet. When it implemented correctly, the return on investment (ROI) from eMarketing can far exceed that of traditional marketing strategies. Internet advertising is a one of the important term in e-marketing which is form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

Other Concepts useful in emarketing: Display advertising, Social media marketing, Mobile advertising, Email advertising, Chat advertising, Affiliate marketing, Content Marketing, Targeting, Adware etc.

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