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# An Exploratory Study to Find Effectiveness of E-Marketing Techniques and Its Importance

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**ABSTRACT:** With the rapid growth of the World Wide Web, the Internet has become the new medium for commercial transactions. There is much advice to be found, and some of it is quite useful. With reference to eCommerce previously used and implementing an eCommerce giants like Amazon, Flipkart and Snapdeal eCommerce prototype website this paper defines researching applicable but contrasting eMarketing techniques used of relying on web services that are provided by a limited number of online organisations and customer what other eCommerce techniques can be equally effective for a market research Although research is initially theoretical, to evaluate and compare different eCommerce techniques, research mainly focuses on the tool and practical implement on digital marketing and used mobile application. Although some analytic techniques may not be fully implemented, this paper has the ability to expand on its conclusions by incorporating results derived from other evaluations and comparison.

**KEYWORDS:** Ecommerce methodology, e-marketing Challenges, E-Loyalty, Real-time Analytics

### I. INTRODUCTION

With the rapid growth of the World Wide Web, the Internet has become the new medium for commercial transactions. There is much advice to be found, and some of it is quite useful. E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Online marketing or online advertisement is a form of marketing that can be done only over the internet. Some examples of online marketing are banner ads, keyword related ads on search engine result pages (SERPs), dynamic ads, online classified ads, blogging, email marketing, social media ads etc.



Fig : e-marketing tool steps



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## II. LITERATURE SURVEY

E-marketing was first used in the 1990s, but digital marketing has roots in the mid 1980s. Christopher Westland (2001) introduced research topics related with internet and e-commerce including intelligent technology and their impacts. Peter Drucker (2005) proposed modern marketing techniques and marketing automations and their measuring results..

### **Influencing the online consumer's behaviour**

Based on an extensive review of research work done in this field these researchers identified trust constructs reflecting "...both institutional ... With the exception of digitized products (music, software, e-books, etc.) easily delivered online, for all other types of product.

### **From Brand Loyalty to E-Loyalty**

"Online community" has the unique advantage of peer-to-peer brand related communications as well as the unique 24/7 (24-hour/7-day a week) access and global reach of the Internet. Major factors that determine customer satisfaction, which in turn influence the decision to design a sites. Content of the site has to match the preferences of its targeted customer group.

### **Product and Site Comparison**

While doing any business market survey is very important .Popularity, rating and competition compare tool presented in pictorial format like pie chart, bar chart etc. Site Comparison service allows you to compare two pages using multiple seo aspects. Use this *pages comparison* service to compare some of the most important elements on your webpage opposed to your main competitors.

### **Ecommerce giants**

Ecommerce firms such as Amazon , Alibaba, Flipkart and Snapdeal are losing hundreds of crores of potential business every month because a tax diktat by Uttar Pradesh has forced them to virtually stop shipping expensive items to consumers in the state, ecommerce executives said .It is the world's largest retailer as of April 2016 surpassing Walmart with operations in over 190 countries as well as one of the largest Internet companies. Alibaba has been the most dominant retailer in the world, generating more revenues than Amazon.com and eBay combined. Its online sales & profits surpassed all US retailers (including Walmart, Amazon and eBay) combined in 2015.

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## III. METHODOLOGY AND DISCUSSION



Fig : E- marketing Technique

**Display ad-** You can post banner ads/dynamic ads on third party websites/blogs to attract their visitors towards your website and increase business.

**SEM (search engine marketing)-** It's a form of marketing that tries to promote websites by escalating their visibility on SERPs. It can be done using non paid SEO techniques and paid contextual advertisement. For instance, you can insert important keywords in your website to help Google find it quickly and publish articles on reputed blogs to acquire quality links.

**SMM (social media marketing)-** It's the process of gaining consumers' attention via social media websites such as Facebook, Twitter, Google+ etc. For instance, you can create a fan page and publish regular updates about your company to increase sales.

**Email marketing-** Directly sending a promotional mail to mass audience. For example, when you launch a new service, you can send a customized mail to all your loyal and potential customers informing them about the benefits of your service and pricing details.



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**Referral marketing-** It's the process of promoting a product/service to new consumers through referrals. For instance, if you are launching a new ecommerce site, give an ad like this in your site "refer 5 of your friends to join our site and get \$2 gift coupon for each successful referral." Since people trust their dear ones' suggestions, your site will immediately get some positive response.

**Affiliate marketing-** It's a marketing strategy where you must take help from one or more affiliates and give them rewards for their efforts to bring new customers to your site.

**Inbound marketing-** For inbound marketing, you have to create informative content and share it freely over internet to convert prospective customers into regular buyers. For instance, if you run a web design company, share latest web design and development related news in your blog to establish your expertise and encourage readers to check the services you offer.

**Video marketing-** For video marketing, you need to create engaging videos that will encourage buyers to visit your site to get more information/purchase option. For instance, if you have developed a game, you can create a demovideo and upload it on YouTube to create a buzz in the market. You can also upload the video on your website's homepage for customer interaction.

## IV. ONLINE MARKETING CAMPAIGN PAYMENT MODELS

Advertisements can be purchased in three ways- CPM, CPC and CPA.

- CPM stands for Cost per 'mille', alternatively known as CPT or cost per thousand. 'Mille' is in fact a Latin word meaning thousand. CPM is a common parameter in advertising and it is the result obtained by dividing the price paid for placing an ad by the count of the impressions generated. Impression means estimated views of the ad which is expressed in thousands.
- CPC or Cost Per Click, alternatively known as PPC or Pay Per Click. In this online marketing payment model advertisers are required to pay the ad publisher (mostly the particular website owner) once the viewer clicks on the keyword targeted advertisement. The ads are placed on Search Engine Result Pages (SERPs) and websites.
- CPA or Cost Per Action, alternatively known as Pay Per Action. This performance based pricing model is used by the affiliate marketers when they are 'selling' a product/service of a third party through publishing ads in their (the affiliates') websites. The advertiser pays the ad publisher or the affiliate marketer when an action such as purchase or form submission is completed. For instance, if your affiliate is running an ad of your site "Buy iPod at 20% discount from xyz.com" then you have to pay him for every customer coming to your website clicking on that ad and actually buying something.

## V. E- MARKETING CHALLENGES

- The competition in the market is extremely high. By the time people notice your banner ad or PPC; they may have gone through several other ads and taken a buying decision.
- Since prices of your products/services are often revealed through ads, your competitors can start offering lower rates.
- Distributing timely information is very important and to do that you need a dedicated online marketing team. For instance, some companies send "24 hour sales" promotional e-mails to the consumers to boost revenue overnight.
- Online marketing is completely dependent on technology. If your server is down, you may lose thousands of potential buyers.



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- As you already know, online marketing is powered by internet. If your target consumers are not very internet savvy, they will never notice your marketing campaign.

Online marketing might have some disadvantages, but it is worth a try due to its tremendous reach, given the increasingly tech savvy consumer base. People are spending a lot of time browsing the net to search for relevant information, suitable products/services, or simply to get connected through social networking. So it's indeed wise to leverage the internet for boosting your visibility factor. This strategy pays off in the long run for small, medium and even large businesses. However, to get the most out of your online marketing strategies, hire professional online marketers to maximize return on investment.

## VI. TECHNOLOGICAL ENHANCEMENT

### *Site Optimization with Lazy Loading*

This particular technology allows elements on a page to be loaded when they're needed during scrolling. Basically, only the elements that the user actually sees get to be loaded. With this approach the whole page isn't loaded at once and hence your visitors experience better page performance. If you combine this with, for example, Cloudinary image optimization, your pages will load even faster. This tech is great for sites that employ long pages with tons of blocks that the user needs to scroll through. Here are some solutions that work specifically with Magento:



1) Lazy Load by Mgt-Commerce

2) Lazy Image Loader

### *Embrace Mobile Marketing*

As you know, mobile marketing is on the rise for many reasons. The younger generations that are now becoming the driving force of consumption are all used to doing things with a mobile device. It's no longer just communication. It's shopping, more than anything.

Even if you're selling to a more mature audience, it's time to think about the actual penetration of mobile tech through your target audience. Of course, responsive design is a must in today's world. But it's not everything you can do to cater to a mobile audience. Apps can be a great tool, especially with properly utilized push notifications. You can create a custom app for your store or product. But, depending on your requirements, it can be quite pricey. That's why there are tons of great solutions that help you create apps for your marketing needs for just a fraction of the cost. Here're some tools that work great with Magento:



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- 1) Mofluid
- 2) Mobify
- 3) Elite mCommerce

### ***Social Media Ad Buys and Integration***

No, we're not talking about the usual Facebook Ads that aren't that effective for lots of businesses, especially if you compare to Adwords or other search engine platforms. We're talking about other platforms that you haven't considered before. Tools that aren't that popular or haven't yet entered the mainstream of social media marketing. But first you need to make sure that your store is connected to social networks. Social Suite offers integration with the most popular social media platforms. There are alternatives, which you can check out that are free or less expensive. Here're two advertising platforms that you might have missed before:

Pinterest Ads - an alternative to Instagram advertising, which could work better for you.

Reddit Advertisement - thousands of communities that cover practically any niche of human interest, from quantum physics to bronies. Great place to find people interested in your product.

### ***Exit-Intent Technologies***

These solutions allow you to register visitor's activity on the page and predict whether they're going to abandon your website. Usually this is done by tracking their mouse movements on the screen or other signals. Based on their activity you can then offer them something: a discount, a sample product or an opportunity to sign up for your newsletter, etc. There are tons of solutions and they use different algorithms to predict these events. But, usually, they're very effective at giving you a second chance to convert a visitor, who might have been lost at that point. The following solutions work great with Magento, as well as other eCommerce platforms:



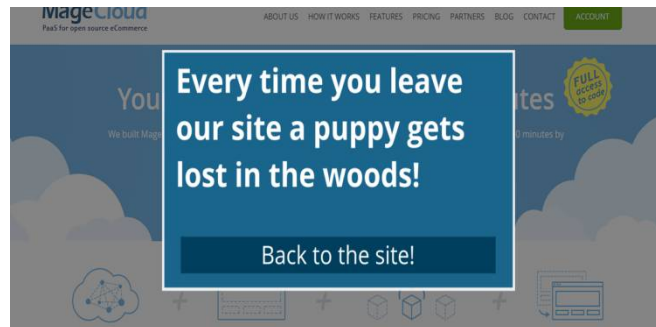
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1)[Optimonster](#)

2)[Sleeknote - Magento](#)

3)[Optimonk](#)

Why are these any better than regular popups that you could do yourself? These tools offer better analytics, design/ modification options and usually come pre-packaged with best practices for these types of marketing tactics.

## ***Real-time Analytics***

You've probably seen one or another form of real-time analysis. For example, Google Analytics offers real-time reporting. Over the past couple of years, a lot more tools have developed, which allow you to gather analytical data from your website in real time. So what are the applications of this technology? Think of it as weather reporting. Imagine, if meteorologists weren't able to predict upcoming storms or hurricanes? That would cause a lot more damage than it normally does. Meteorologists do exactly this - take a look at large sets of data (winds, cyclone patterns) and predict their further development and vectors. This approach could be crucial for your day-to-day business practices. For example, real-time analytical tools work great for retailers that bank on holiday sales or specific events, like Black Friday. This data allows you to better manage your stock and, in general, make more accurate management decisions on the spot. This is also true for new promotions that you may be launching, because it allows you to determine right away, if specific tactics are valuable and lead to conversions/ sales. Some of these tools also allow you to record customer activities and visualize their behavior on your pages. Some great real-time analytical tools, which you should check out:





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Clicky

KISSMetrics

Yandex Metrics

GoSquared

You still have plenty of time until the next high-sales period (winter holidays, summer holidays) to make the necessary adjustments and test these tools properly.

## ***Beacons***

This technology is a mix of brick-and-mortar sales with mCommerce. You've probably heard of iBeacon by Apple. The terms 'beacon' and 'ibeacon' are practically interchangeable. Here's a short and sweet article that explains this technology. If you're selling offline then this tech is definitely worth trying out. It allows you to interact with your customers on a whole new level by offering them highly targeted ads and promos that should greatly improve your offline conversions. Some tools that are worth checking out, if you want to try out this technology:



1) EasiBeacon

2) Kontakt

3) Google Beacons

Some of these make their own beacons - the hardware necessary to run this technology. But you can easily find manufacturers online.





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## VII. IMPORTANCE

- Marketers can publish promotional content anytime, anywhere. All you need is an internet enabled computer to promote your business.
- Quite cheaper compared to print/TV ads.
- Marketers can measure the success of online marketing campaign easily using Google Analytics.
- Brand marketing gurus can engage with a specific segment of audience. For example- A sports equipments company can target 15-30 age group consumers using Pay-Per-Click (PPC) campaign.
- Using keyword research tools it's easier to know what your target customers want and then you can place the ads on proper search engine result pages. Print media and television don't provide such flexibility.

## VIII. CONCLUSIONS

This paper proposed the methods or e-marketing techniques and its importance for driving more and more users to a website. Ecommerce Technique is really useful tool in present era of web. There are many shopping boats available in market, but most popular Alibaba, Amazon, Flipkart and Snapdeal . So for getting topmost results in web, we have to use E-Marketing technique m-Commerce business opportunity. As a future work we would to develop tools which can add a site to a user navigation. After covering some types of online marketing, which included email marketing and social media marketing, we reviewed some of the common trends and shifts that resulted from this advancement. The main point that was highlighted was how unique modern internet advertising is, as compared to its traditional counterparts. Internet marketing is all about being available whenever and wherever customers may need you, rather than just popping up once in a while for attention. E-marketing technique is convenient for all mankind.

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