

E-marketing – Methods and Application – For Successful Marketing in Global Marketing Scenario

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INTRODUCTION

There has been rapid penetration of Internet in India in recent years and Internet users are growing many fold. According to Internet and Mobile Association of India, there were close to 60 million internet users in the country. As media clutter and segmentation become more, the rule than the exception along with growing youth brigade of Indian consumers, 'E-marketing' is gaining prominence among marketers and ad agencies.

OBJECTIVES AND IMPORTANCE OF RESEARCH

- (1) Emphasize the importance of using modern technology (internet & mobile phones) as advertising and interactive media for enhancing sales of marketers of all sizes (Big and SMEs)¹.
- (2) Utilization of 'e-marketing' tools for assisting and enhancing the ability of sales and marketing department for catering to the needs of growing consumer base in India.
- (3) Optimizing and balancing e-marketing medium along with traditional media as it is more difficult to convince consumers with 30 second slots in TV apart from creating awareness and attention among target audience in present advertising scenario of channel proliferation, media clutter and segmentation.
- (4) Interpretation of various e-marketing methods available and suggesting suitable methods for various industrial sectors.

E-MARKETING CONCEPT

It is the process of using modern technology such as 'internet' and 'mobile phones' for providing information to the consumers regarding products and services by companies and then listening to their input and feedback to modify the information to suit the individual needs of consumers there by increasing the chances of sales of the company, by presenting information that matches individual consumer needs.

ILLUSTRATION

Consider a consumer durable manufacturer involved in selling durables such as refrigerators, washing machines for consumers. It may use internet for promoting its products. After segmenting the target audience based on age, it may send e-mails to individual prospects in each group for selling refrigerators.

Table I: Segmentation of Consumers Based on age Group

GROUPNAME	AGE GROUP
Group A	25 to 35
Group B	35 to 45
Group C	45 & Above

After sending e-mails, it should refer to the feedback and inputs of each group. For example, Group A may be attracted by design and style and look for products of latest design and technology, Group B may be looking for products that provide required benefits and value for money, Group C may desire durability, easy to operate products that satisfy long-term needs of the family. **After carefully assessing the inputs and requirements of each group, the company should prepare and send attractive e-mails having product information, benefits, financial options, offer details that will match the individual needs of each group. This will result in consumers of each group getting attracted towards product offerings resulting in increased sales for the company.**

Sending e-mails after getting individual prospect details is a simple 'e-marketing' tool, today with modern web tools, marketers can mesmerize and attract individual target audience using animated banners, fascinating puzzles (viral ads) etal whenever they access internet. Various e-marketing methods are discussed in the following pages. The marketers may also use 'mobile technology' to target consumers individually by sending SMS and voice calls through mobile phones.

The main advantage of 'E-marketing' over traditional marketing tools is **'personalized targeting' and**

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¹ SMEs - Small and Medium Enterprises.

'interactivity' that is listening to feed back and inputs from individual consumers apart from initial attraction towards products. Through traditional medias such as television or Newspapers attracting attention(AIDA Model) can be done easily, but after attracting attention for successful action by converting prospects into consumers, e-marketing tools will play a vital role and have advantage over traditional medias because of its 'interactivity' and 'personalized targeting' considering increasing number of internet users everyday.

I. METHODS OF E-MARKETING

1. TRADITIONAL METHODS IN INTERNET

- A. Banner-Ads
- B. Rich Media banners
- C. Pop ups
- D. Interstitials

2. MODERN METHODS IN INTERNET

- A. Webisodes
- B. Viral Marketing
 - i) Interactive Games or Puzzles.
 - ii) Bribes (Discounts and offer information through e-mails).
 - iii) Viral E-mail Campaigns.
- C. Search - Engine Marketing

3. MARKETING THROUGH MOBILE PHONES

This paper focuses on web based methods.

1. TRADITIONAL METHODS OF E-MARKETING IN INTERNET

A. BANNER-ADS

This is equivalent to posters in real world. Posters will be of certain size with specific length and breadth, similarly banner ads will be of specific length and breadth and it will appear on the top of a website. These banners will display ad information and when clicked, it will lead to the advertiser's website. Banner ads are starting point in web advertising.

B. RICH-MEDIA BANNERS

This is an improved version of banner ads. Rich media banners utilize modern animation and graphic technologies to attract the attention of internet browsers and to make them click these banners when they are accessing a website. The Rich-media banners may have attractive displays like 'rain showers' or 'a swan moving' within the banners along with brief product information. When clicked, it will lead to the advertiser's website.

C. POP-UPS

Pop-ups will provide advertiser's information in a separate window. When we are browsing the internet using internet explorer or any other browser, a separate window will appear on the browser providing advertiser's information, you have to either close or minimize the window to proceed further. This is called a pop-up.

SIFY EXAMPLE FOR POPUPS

Pop-ups are common in sify internet browsing outlets. As people are browsing the internet in a sify café, after 20 minutes, a separate window will appear on the screen promoting Bangalore and provide tourism information about the city. The internet browsing person, if interested, will enter and access the information provided in the window; else he will have to minimize or close the window to proceed further. These advertisements are called Pop-ups. These will appear in specific time intervals on the screen of internet users attracting their attention.

D. INTERSTITIALS

When internet users are uploading a website in a browser (say internet explorer), a menu will appear on the browser providing advertiser's information, Internet users have to close the menu for continuing the uploading of the website in the browser, this menu is called interstitial.

INTERSTITIALS EXAMPLE

For example, when a student is uploading Bharathidasan University's website in internet explorer, a menu having book publisher's advertisement for availability of books related to the university will appear on the browser. The

student if interested, will be attracted by the information and log onto publisher's website through the menu that appeared on the browser or he will close the menu for continuing the uploading of the website. These menus are called 'interstitials'.

The difference between pop-ups and interstitials is that pop-ups will appear as a separate window after the internet user had logged on and having uploaded his website. In the above example, after the student had uploaded the Bharathidasan University website and started accessing the information on the website, the book publisher's ad information will appear as a separate window on the screen if it is a pop-up, whereas Interstitials will not allow the student to upload the university's website by interrupting with the menu containing the book publisher's ad information. The student had to read the information in the menu before getting access to the website.

2. MODERN METHODS OF E-MARKETING IN INTERNET

The methods mentioned above indicate evolution of E-marketing. As the number of internet users is increasing manifold, all multinational corporations, Indian Incs and even medium and small business enterprises are realizing the potential of internet as a modern and powerful advertising medium. All companies are finding innovative ways to attract the internet users towards their market offerings; this had resulted in a number of modern methods of E-Marketing.

A. WEBISODES

Webisodes are websites created with an objective to 'hook' the consumers and then charm them to continue coming back to the website and then into the brand itself.

(I) ILLUSTRATIONS FOR WEBISODES

(i) SUNSILKGANGOFGIRLS.COM

This website was created by HLL targeting teenage girls and young women. This website instead of giving normal 'about us' information welcomes girls with hair and beauty tips, how they can become popular in workplace, quizzes, opinion polls, blogs on hot flavour of this season and even provide hot job offers. The website is similar to the online version of a women magazine along with interaction.

The company instead of promoting the brand through its television ads, promoted its website attracting the teenage girls and young women to log on to the website. Once the new user logged onto the website, **she was fascinated by the information provided on the website, get hooked to it and visit the website again and again and finally come to the brand itself because of positive associations.** This website was a huge hit among its target audience.

(ii) MATRIMONYDAIRY.COM

This was Bharat Matrimony's newly launched portal. This allows young couples to announce their wedding to the world. Engaged couples can create their own domain name like X weds Y.com and share the news with near and dear ones. All they have to do is register with Matrimony Diary and get their own wedding site free. Members can post photographs and have the option to keep their page public or private. **This creates excitement among target audience as they get publicity at no cost and will lead to indirect promotion of the service to their known circle because of positive association with the brand.**

B. VIRAL MARKETING

It is the electronic equivalent of 'word of mouth'. Virus spreads from one human being to other human being so rapidly; similarly information about interesting advertisements in web spreads in internet community very rapidly and gains popularity through sms and e-mails. It facilitates consumer to consumer (C to C) promotion at a rapid pace in internet.

(i) TYPES OF VIRAL MARKETING

Viral Campaigns in the form of

- i) Interactive Games or Puzzles.
- ii) Bribes (Discounts and offers information)
- iii) Viral e-mail marketing campaign.

(1) INTERACTIVE GAMES OR PUZZLES

Bluffmaster.com: Rohan Sippy created 'Bluffmaster' viral campaign in the form of an interactive game to promote the Hindi movie. The user of internet could play on the slot machine that appears on the screen and on

pulling the lever thrice they were informed they had won Rs.2,00,000/-, later user will receive e-mail informing that this was a bluff. If they wanted to find who had bluffed them they could follow the link that will take them to 'Bluffmaster' movie webpage. If the users want to bluff their friends, they can forward the game to them.

The film maker managed to bluff about a Lakh people in a short time. On the web 'word' spreads faster than 'fire'. If the content is good and interesting, its popularity grows potentially. Web technology enables rapid spread, after all what consumer had to do is click on 'forward' and then add ten addresses of their close friends and finally click 'send' and its done.

(2) DISCOUNTS AND OFFERS INFORMATION THROUGH E-MAILS (Bribes)

Discounts and offer information through web technology is called 'bribes' because companies should leverage web technology to offer interesting games, puzzles or attractive graphics to hook the consumers, if the company cannot do that, it will simply offer discounts to attract the consumers and promote products. 'Bribes' should be used if the competition is intensive and the company has no other option to increase the sales. Much dependence on "Discount and offer mails" will deter innovation and creativity in E-marketing.

PEPSI'S EXAMPLE OF DISCOUNT AND OFFERS

The classic example of discounts and offer was when in 2000, Pepsi opted to partner with leading portal Yahoo to offer 'Pepsi Stuff Points'. The points earned by the consumers were printed as 'code' onto Pepsi and Mountain Dew bottles they purchased. Customers had to log on to 'PepsiStuff.com' site, registered and typed in that code to find out how many points it equated. The points could be redeemed for goods in the usual way or else used to get discounts on a range of goods that could be purchased at Yahoo shopping. There was a further digital twist, those who wanted to use their points for instant rewards could download songs or screen savers.

DISCOUNT AND OFFER E-MAILS FOR (C TO C) PROMOTION

Discount and offer e-mails can also be used to provoke "C to C (Consumer to Consumer Marketing) among target audience. A personal care marketing company can send e-mail to a consumer informing that if he purchases products worth Rs.200/- and promote products worth Rs.750/- through e-mail or any other means to his friend circle, he will be eligible for a prize or free products. Thus it is similar to Amway Company's worldwide successful 'C to C' promotional strategy but done through e-mail. Technology makes 'C to C' promotion simple for consumers. After all, what a consumer has to do is simply type the email addresses of friends and click 'forward'.

(3) VIRAL 'E-MAIL' MARKETING CAMPAIGN

HOTMAIL E-MAIL CAMPAIGN

'Hotmail' is the classic example of successful **viral e-mail campaign** that involved less marketing expenditure in mass media and spread through 'word of mouth' and had a growth of user base from zero to 12 million in just a year and a half. Its total marketing spend was less than Rs.50, 000.

Hotmail founders, Sabeer Bhatia and Jack Smith had the idea for Hotmail after struggling to access their conventional e-mail accounts while on the move. They hit a financial model which was to offer e-mail service freely to their users, and recoup revenue by offering advertising space on the pages. Having established the technology and business model, they were left to market the service. The way they hit on to do this was 'simplicity' itself. They would add an advertising tagline to every e-mail sent using hotmail. Each e-mail carried the words "Get your free e-mail at hotmail" to the receivers of e-mail.

The point was that every outbound message told the receiver that the sender used hotmail, with the implicit suggestion that this 'new service' offered a free means of keeping in touch with that sender; usually a friend or family member. Because the sender spread the messages after getting signed up to use the site himself, every new user in effect became a sales agent for the service, and the sales network instantly spanned the globe, without any local market spend whatsoever. It was not only individuals but corporates also started using the e-mail services to solve the inter-departmental and inter-organizations problems when involved in mergers and acquisitions. On July 4 1996, Hotmail was launched and within a month it acquired 1, 00,000 subscribers; in less than six months it had crossed the million mark.

The marketer can create fascinating puzzles and allow spreading among target audience or providing discount and offers and provoking C to C promotion among web users. The marketers can also tie-up with e-mail service providers such as hotmail or yahoo for viral e-marketing campaign. Thus viral marketing can be implemented successfully.

(C) SEARCH ENGINE MARKETING WORKING METHODOLOGY

Every time when a user runs a search for a key word (e.g. 'Cheap Hotel') in google or any other search engine, it will throw up a number of results, the order of the results of websites is determined by a number of factors including reputation, ranking etal. Advertisers cannot do any thing to alter the ranking of websites in which the search engine displays the results of search but use sponsored results column.

SPONSORED RESULTS COLUMN

This column appears on top or top right of the page in which the search engine show results for keywords. The advertisers pay for their ads to come in the sponsored results column every time certain word or phrases are searched.

If a user is searching for a cheap hotel in Goa, in the searchbar, he may type the keyword 'cheap hotel'. The search engine will throw up results in the sponsored column. It will have a list of hotels in Goa, online travel sites, or travel related firms. The order in which the results in the column are shown depend on which advertiser has bid the highest amount for the specific key word.

PRICES OF KEYWORDS

Key words are priced any where between Rs. 2.50 /- and Rs.2, 500/- in India. The price of the keyword is directly proportional to the number of advertisers. It is based on supply demand factor. More the demand for a keyword, higher the price and vice-versa as similar to stock market. The highest bidder will receive the top position in the sponsored results column of the display page followed by others based on range of bidding. For the key word 'cheap hotel', if the highest price is Rs.2, 500/- , the advertiser who had paid it will get the top position and another advertiser who paid Rs.2400/- will get the next slot and the list continues based on bided price range. Some popular keywords in the Indian online industry are 'flight', 'MBA', 'laptop', 'cheap', 'discount'.

SEARCH ENGINE MARKETING SCENARIO IN INDIA

Search Engine marketing is growing by leaps and bounds in the country as it is world wide, the global figure has crossed \$ 10 million mark in 2006 and is on its way to hit \$23 billion by 2010. Search Engine marketing is as of now Rs.230 crore in India. It looks pale for comparison with global figures but one must remember that for an industry which barely got off the ground a couple of years ago, this is a huge leap. Indian people conduct about one billion searches every month. Out of this, 308 million searches resulted in display of sponsored lists link and there are over 4.8 million clicks on sponsored links displayed in sponsored results column by Indian users every month. The biggest spenders in key word advertising in India are retail, travel, banking and financial services sectors. Citi bank, ICICI, HSBC, Yahoo travel, Lufthansa and Make My Trip are widely using search engine marketing in India.

ADVANTAGES OF E-MARKETING

(A) GENERAL ADVANTAGES FOR ALL PLAYERS

1. WIDER REACH

Marketing through internet will not only reach the target audience within the state or country but will have a global reach across the borders. Even within a state or country, the scope of reaching more number of consumers is high as internet browsing is becoming a daily habit among Indian people.

2. PERSONALIZED TARGETING

E-marketing, particularly through 'viral e-mail campaigns' and 'discount & offer' mails can be used for personalized targeting of consumers. The e-mail messages can be modified to suit individual needs of target audience.

A retailer selling apparels can send e-mail messages offering higher discount rate for large volume buyers. Similarly insurance and financial service providers can send e-mails containing product details to suit individual requirements of target audience such as professionals, businessmen, working women, married couple etal. This is not possible through traditional medium which is for mass communication.

3. INTERACTIVITY

Consumer Input & Feedback:

It is only through the internet that we can 'listen' to consumers for their requirement inputs and feedback. All

traditional mediums such as TV or print medium lacks interactivity. **It is vital to 'listen' to consumers to market a product successfully; most sellers provide information regarding products through traditional medium for sales. Even through Internet they don't listen to consumer needs. Marketers should use internet's interactive capability to listen to the consumers.**

A marketer's website should have the provision for getting inputs and gathering personal details of internet users accessing the website. Internet users can directly give their inputs on a website after registering on the website or through e-mails and blogs.

INTERACTIVITY THROUGH BLOGS

Nowadays, contributing their views about a product or a topic through blogs is rampant among internet users. 'Blogging' in internet is an online forum where people can give their views on a particular topic. All the views on one particular topic are summed up as blogs and given titles such mba.blog or teach.org.blog. Any user can access

SUGGESTIONS

Table 2: Suitable 'E-marketing' Methods for Different Industrial Sectors

S.NO	INDUSTRY	*SUITABLE E-MARKETING METHODS	TARGET AUDIENCE FOR SUGGESTED METHODS	ADVANTAGES
1	Automotive (Cars & MUD)	1. Pop-ups combined with Webisodes or Viral Marketing (games, e-mail campaigns and animated screen savers)	Affluent and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity
2	Two-wheelers	1. Viral Marketing (games, e-mail campaigns and animated screen savers) 2. Rich Media Banners	Middle income and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity
3	Aviation	1. Interstitials 2. Pop-ups 3. Webisodes 4. Search Engine Marketing. 5. Mobile phone marketing	Affluent and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity 4. Measurability.
		1. Viral Marketing - Viral e-mail campaign - Discounts & offer mails	Corporate and Institutional Consumer Groups	
4	Banking & Financial Services	1. Interstitials 2. Pop-Ups 3. Viral marketing (viral e-mail campaign, Discount and offer e-mails) 4. Search Engine Marketing	Higher income, Middle income and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity 4. Measurability
6	Consumer- durables	1. Pop-ups combined with Webisodes and Viral Marketing (Games, Viral e-mail campaign, Discount and offer e-mails)	Middle income and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity 4. Measurability
7	Food & Beverages, FMCG	1. Pop-ups combined with Webisodes and Viral Marketing (Games and Puzzles)	Middle income and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Interactivity 3. Measurability
		1. Marketing through mobile phone and rural internet kiosks using Banner ads, Pop-ups, Interstitials and Animated Screen Savers in future.	Rural Markets having purchasing capability and telecommunication Penetration in market.	
8	General & Life insurance	1. Interstitials 2. Pop Ups 3. Viral marketing (viral e-mail campaign, Discount and offer e-mails) 4. Search Engine Marketing	Higher income Middle income and Aspiring urban consumer group that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity 4. Measurability
		1. Marketing through mobile phone and rural internet kiosks using Rich media banners, Pop-ups, Interstitials and Animated Screen Savers in future.	Rural Markets having purchasing capability and telecommunication Penetration in market.	
9	Retail	1. Webisodes 2. Viral Marketing (games, e-mail campaigns discount and offer e-mails) 3. Search Engine Marketing	Higher income, Middle income and Aspiring urban consumer groups that have access to internet in either office or home	1. Wider Reach. 2. Individual Targeting. 3. Interactivity 4. Measurability

*E-Marketing methods are explained above

the blog to see the views of other people on the particular topic and also to present their views. Companies can create 'blogs' and invite consumers to give their views on their yet to be launched products and existing brands thus creating discussion among target audience.

Interaction can also be done through e-mails attracting audience interest that is widely practiced.

4. MEASURABILITY

Internet is the only medium where a marketer can identify the number of consumers visiting his website and also obtain their e-mail and browser details to communicate back. An advertiser can measure the number of audiences visited through the number of hits in the website and trace the consumers using cookies and other web solutions. Thus, an E-marketer can measure the advertising effectiveness of his marketing program and take corrective measures from time to time to increase the efficiency.

(B) ADVANTAGES OF E-MARKETING TO SMEs (Small & Medium Enterprises) AND SMALLER BRANDS

SMEs particularly involved in marketing industrial products can use internet for cost effective marketing. These players cannot afford an extensive dealer network but use internet to access global market through its own websites and third party sites such as e-bay and rediff. These third party sites are online brokers facilitating sales between buyers and sellers and receiving commission for sales and also provide Internet based auction facilities. The sellers can list their offerings in e-bay for nominal charges and get a world wide reach of target audience for its products. This was not possible earlier, particularly, for smaller players through traditional marketing mediums and techniques.

ILLUSTRATION OF SMALLER PLAYERS USING 'E-MARKETING' SUCCESSFULLY

(a) 'Solkar solar' makes products powered by solar energy all of which are hosted on the company's website. It has also listed five products on e-bay that enabled the company to get orders from abroad apart from local market at lower costs.

(b) ITZ cash cards - a small company wanted to target B and C class consumers beyond metros is using internet that reduces the distribution expenses giving wider reach. Internet also provides every possible sales option such as fixed price, bid, and auction etal.

As on June 2008, India ranks third in terms of value of goods sold for e-bay in the Asia-Pacific region according to company sources. This epitomizes the SMEs that have initiated the use of e-marketing tools for reaching global markets.

STEPS FOR SUCCESSFUL IMPLEMENTATION OF E-MARKETING

STEP1: PLANNING THE AIM OF E-MARKETING

Before commencing on the 'planning' part, an e-marketer should ask himself why a consumer should want to know more about his company, brands and his campaign. Then he should clearly fix the aim or what he wants to achieve using the e-marketing method.

Some of the aims of e-marketing may be:

1. Is it simply to drive web traffic to an existing site?
2. Is it a branding exercise to create image or association? (Eg. Sunsilkgangofgirls.com)
3. Is it to create brand awareness? (E.g. Film websites such as Bluffmaster.com)
4. To create awareness about particular product function or benefit that will match target audience expectation thus leading to relationship marketing? (E.g. A holiday resort also booking flight tickets for its regular customers by having tie-up with airlines or travel agents; also booking hotel room by having tie-up with hotels for its customers through its website and creating awareness of this 'unique service' through e-mails to target group).

STEP2: INTEGRATING WITH OFF-LINE ADVERTISING MEDIUM

A marketer successfully using other off line mediums such as TV or Newspapers cannot simply shift to 'e-marketing' rather, he has to go for parallel implementation of e-marketing methods to reap higher benefits. Instead of spending huge amount in television commercials for promoting products, they can promote the website along with products in television commercials and hook the consumers to visit the website repeatedly by providing valuable information and thus enhancing long-term relationship (Eg. Sunsilkgangofgirls.com on page 11 for details).

Even small and medium enterprises should allocate some advertising budget for traditional medium for initial

attraction and creating awareness about its website among target audience. They should use every communication as a tool for making the consumer access the website, giving information such as 'for further interesting details log on to our website www.sssss.com'. Once the prospect had logged onto the website for the first time using different methods of e-marketing, SMEs can continuously attract the consumers towards company and its products and build long-term relationship through e-marketing techniques and reduce the dependence on traditional medias; thereby controlling cost of promotion.

Example of successfully balancing online and offline marketing techniques for credibility and reaching a wider target audience:

Jeevansathi.com started as an online player for marriage alliances had opened offline counseling centre to address the concerns of those visiting the website. The popular Naukri.com for job seekers started its offline presence by opening naukri cells to help consumers in resumé writing. Thus balancing on-line marketing with offline will increase credibility of organization among website visitors and also reach the segment that could not have internet access.

STEP3: E-MARKETING AS A SUPPLEMENT TO DIRECT SELLING; NOT A SUBSTITUTE

E-marketing can only be used to supplement salespeople to increase their efficiency and cannot replace them.

For example, a company dealing with financial products and insurance appoints a sales person for its products. Traditionally, the sales person would go for door to door canvassing after getting background information about the prospect if possible. It is a known fact that selling insurance is a tough task, in some houses the sales person may be received warmly but in most houses where the product is not required; there will be hostile reception and treatment for the sales person. To overcome this embarrassment, the sales person can be provided with e-marketing tools that will help him to avoid 'hopeless' prospects and focus his efforts on others.

E-Marketing Tools for enhancing sales person's ability

Let us see how E-marketing tools come to the rescue of the sales people. After gathering background information of prospects including e-mail id, the sales person should send interesting e-mails having product details to attract the attention of prospects and draw his interest. Some prospects may even mail back for further enquiries and clarification. Then the sales person (depending on the situation) can meet the prospects directly in person and offer products that will match the customer's expectation thus increasing the chances of selling the product and saving time and energy from prospects that don't have intention to buy the product. The same can be done through 'webisodes'. Internet users will pay repeated visits to 'webisodes' if it provides interesting and valuable information, personal details and product requirements can be collected during their visits and sales people can be directed to finish the sales.

From the company's point of view, implementing e-marketing methods will motivate its sales people by avoiding embarrassment and unnecessary prospects during field visits and helps them to achieve higher targets in the given time period by focusing their efforts on business giving prospects.

STEP4: DRIVING TRAFFIC TO THE WEBSITE

Driving larger number of regular internet users and even occasional users to the advertiser's home page or website is crucial for the success of 'e-marketing' strategy.

Targeting Regular Users

Regular internet users can be stimulated by rich media banners or banner ads when ever they are accessing their usual sites. Pop-ups and Interstitials can also play an important role in attracting both regular and occasional users since it intrudes the user's browsing. Web rings can also be used to drive traffic to the home page, it is a method where similar or like minded sites recommend each other. A university website having links of its major book publishers and suggesting users to visit publisher's site for useful books or having links of digital libraries is a classic example of 'web rings' to drive traffic to book publisher's website.

Targeting Occasional Users

Occasional users and non-users of internet can be targeted initially through TV or Newspapers for inviting them to access website of the company and from there, on hooking them continuously using various methods of e-marketing.

STEP5: HOME PAGE AS A TOOL OF ATTRACTION FOR REPEATED VISITS AND BASE FOR PRODUCT PROMOTION

The website is at the heart of most e-marketing strategies. It should try to provide information that users cannot get

from other media. There should be a reason for a consumer visiting a website repeatedly, it may be games or humor or information. It should not be simple replicate of print broucher with few pictures and text. After drawing attention to the home page, the advertiser should use creativity and various e-marketing methods for repeated visits of internet users and have long term association with target audience. The e-marketer or advertiser should have clear provision for receiving inputs and feedback from consumer on the website. He should use the 'interactive' ability provided by internet to 'listen' to consumers rather than using it for only providing information as any other traditional medium.

'Listening' to consumer inputs and feedback is important to any marketer for increasing the prospects of getting first time sales and also enhancing long term relationship with consumers.

Both small and large business houses should identify professional website developers to develop and maintain the website of the organization. It is essential to invest substantial amount of money on home page development and constant upgradation as it is the heart of most e-marketing strategies. Web-site developers may be chosen depending on financial capacities of the originations that want to implement e-marketing strategies.

STEP6: CONVERTING HOME PAGE VISITS TO SALES

After having caught the consumer's attention and drawn them to the home page, consumers will be frustrated if the advertiser has not given provisions for buying with safety and security online. **Never ever invite any one to submit credit card details on home page or using e-mail because most of the consumers feel insecure.**

Instead, an e-marketer can use various other options:

(a) **Call back buttons:** This button, when clicked, will allow the consumer to enter his contact number and time of convenience so that the marketer can call back and give final details of prices including transportation charges and finish of the sales. Most consumers wanted to use phone for finalizing sales. For this, call back buttons will be a convenient option.

(b) **Sales people assistance:** Big companies in the market can use sales people to finalize sales, also to provide finer details of product and give feel and experience of products if it is books or other smaller products. In the case of big size products, sales person can arrange a visit for the consumer to the nearby dealer and give an experience of the product to finalize the sales. Provisions should be given on website for the consumer to enter his address and pin number if he is interested in the product so that the sales person nearest to the consumer can immediately contact and finalize the sales.

(c) **Retailer Assistance:** Companies that cannot afford sales persons can use direct retailer assistance option. Here the company should clearly give the final price of a product chosen by consumer including transportation charges or final retailer price. The company's website should furnish the details of nearby retailer and his contact number if the consumer is interested in the company's product and enters his contact address and pin number on the website. The consumer can use the retailer information provided by the website to contact the nearby retailer and finalize the sales. Even the nearby retailer can also be informed regarding interested prospects so that sales can be finalized.

STEP7: RECORDING, REPORTING & ANALYSIS

The advantage of web is its ability to collect rich data about consumers, number of visits to a website, cost per click, effective yield, click- paths through sites(from which site the consumer started and the path through which he finally arrived at the e-marketer's website) and even geographical location of users. It is important to record this data and analyze to improve the e-marketing strategy and controlling the wastage of resources.

Big corporations can outsource this function to specialists if the amount of money invested in e-marketing medium is high. Smaller players depending on the financial capacities can utilize the in house IT department or analyze data on a monthly basis using IT people. If companies don't want to invest in software for data recording, analysis and data reporting, they can utilize the new emerging concept called **Software as a Service on demand (SaaS) provided by software developers**. In this arrangement, a company can subscribe to various application packages such as CRM or ERP of software developing companies and access the same through web instead of buying them. This will be particularly beneficial to SMEs since they have to pay a fraction of total cost of software package as subscription fees and get their job done instead of investing on owning software and necessary infrastructure.

STEP8: MANAGING E-MARKETING INTERNALLY (within the company)

No new strategy can succeed without employee participation and co-operation. If a company is going for implementation of e-marketing methods to market its products, first it should also allay the apprehensions of sales people and marketing department by communicating clearly how e-marketing will enhance their ability to achieve targets and earn more incentives and not replace them (see step 3 for details). It should motivate the employees of the marketing department by giving proper training in various e-marketing methods to be deployed, how to monitor e-mails from prospects, immediate response and contacting method ,etal.

Table 3: Crux for the Success of E-marketing implementation for any organization

S.No	Crucial steps for success	Page No. details for reference
1	Driving traffic to website	See step 4 for details in page no.23
2	Home page attraction for repeated visits.	See step 5 for details in page no.23,24
3	Listening to consumer inputs and requirements	See Point No.3 for details in page no.16, 17 in advantages
4	Provisions in website for converting 'website visits' to sales	See step 6 for details in page no.24, 25
5	Managing E-marketing internally and motivating Marketing department.	See step 8 on page 26

CONCLUSION

E-marketing for enhancing Man Power Ability:

As telecommunication department is focused on implementing 3G and wi-max technologies in India, there is greater scope for internet and mobile phone penetration in the country. These technologies cannot only enable E-marketers to enhance existing 'e-marketing' methods, but also innovate new methods such as user created commercials for internet (YOU TUBE).Already these methods are in vogue abroad and entered India recently.

As companies are going for latest technology in all functional areas of business to overcome competition, they should understand that 'Technology' is a 'Double Edged Sword'. Technology is essential to overcome the threats in a business environment, tackle competitors to monitor and improve employees' performance for long-term survival of the organization in the market and at the same time it should not be overused to substitute and replace manpower that too in a country like India where man power is abundant. This will lead to economical problems and increase in crime rate in the long run.

Dell, the computer manufacturing giant of US that pioneered online distribution without middlemen in U.S. had appointed resellers in India for enhancing sales and distribution. Thus companies should cautiously design policies for balanced use of technology to motivate its employees, utilize and enhance the ability of manpower available to serve larger target audience of growing population. Thus it will enable employees to reap higher benefits for their efforts and bring higher profit for the organization rather seeing technology as a threat to their job profile.

Cyber crime and Security in transactions are key issues hampering online selling and purchasing of products by consumers in web. If a consumer goes for online purchase using credit card numbers in a particular website and loses out money because of cyber crime and security issues, he will never visit the advertiser's again. This will lead to 'lose situation' for all. To overcome this hurdle, internet and mobile phone can be used as an 'interactive medium' for providing information regarding products, getting inputs and requirements from consumers, to understand their individual needs and obtaining personal details of interested consumers.

At the next stage, company's sales force and retailers can be used for offering products that will match consumer expectation, finalizing sales and completing the transactions in a secured manner. Thus E-marketing will ensure personalized targeting of consumers yielding higher sales when compared to traditional advertising mediums and results in '**win situation**' for all stakeholders' consumers, marketing and sales departments, company and public.

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