

From Traditional to E-Marketing: Issues and Challenges

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The way of doing Business in all sectors is going through some changes due to emerging technologies. Now a day's market is witnessing a drastic change in its performance and growth as well as investment pattern. Both Brick Mortar business pattern and online business players are experimenting with new business formats using E- Marketing. Due to emerging technologies and usage of E-marketing online business is growing rapidly and facing drastic changes in its growth and performance. In this paper the concept, types and benefits of Electronic marketing; issues and challenges from traditional marketing to Internet marketing has been discussed with relevant examples.

Keywords: E-Marketing, E-commerce, traditional marketing, video marketing.

Introduction

Today the concept of E-Commerce is known to everyone as the business trends are shifting from traditional to modern formats of business; E-Commerce is growing rapidly due to the drastic and dynamic changes in technologies. If we discuss what E-Commerce is, E-Commerce or Electronic commerce can be defined as business done by an individual, group of people or organisation with the help of technology using internet/Electronic network to reach across the globe.

Internet is a new marketing tool which can be used by companies in order to reach their customers.¹ Electronic Marketing/online marketing means to do trading of products and services using Electronic media. These technologies are embellishment for traditional marketing methods, whatever the company or business pattern may be. Internet marketing is defined as “the application of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept”.²

Marketing fundamentals remain the same i.e. to give the right information to the right persons, what has developed or changed in number of opportunities we have.

Businesses using traditional marketing methods will continue as they have been in the past however, Internet Marketing will add an additional element to current marketing mix. Many business models

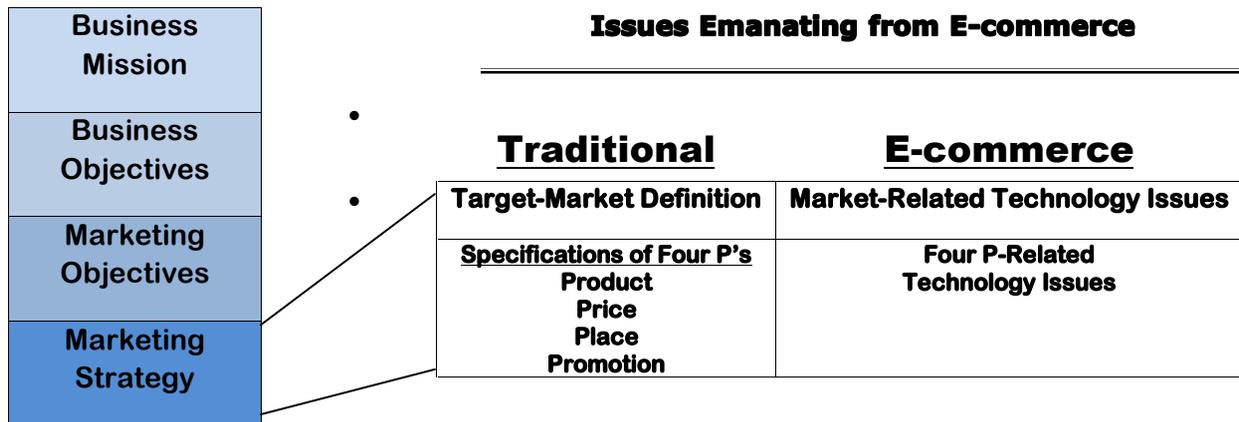
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1 Hoffman and Novak, 1995

2 Chaffey, 2000

are bringing out unexpected results by using electronic marketing due to its flexible and cost-effective nature and especially for those who are starting with new business model or business having small size of operations find it very supportive and suitable.

Concept of Traditional marketing: Marketing is considered to be a collective process where individuals or groups can exchange goods or services based on their needs and wants.³ This process of 4P's was presented as marketing mix by Neil Borden for the first time in 1953, presenting the mixture content of useful elements for traditional marketing. This theory of marketing mix has been analysed and rewritten by different authors from time to time. One of the authors that have written about this theory and explained his point of view about the elements of marketing is Philip Kotler. He considers the marketing mix, as a mixture of different tools or instruments for pursuing a marketing plan.⁴ In traditional marketing the wants and needs of customers are being discovered and satisfied, through traditional channels of communication such as face to face communication, magazines, catalogues etc. The aim is to create products and services which sell themselves by being what customers need and want.⁵ "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives."⁶



From Traditional to E-Marketing: Changing Pattern

In Electronic Marketing marketers not only plan and describe how to promote and implement the marketing strategy but also suggest ways to monitor its effectiveness. Electronic Marketing refers to the use of the Electronic network (Internet) and digital/Electronic media to help sell products and services.

These technologies are a valuable addition to conventional marketing approaches regardless to the size and type of business. Electronic Marketing is also referred to as Internet marketing (I-marketing),

3 Philip Kotler, 2014, Marketing Management

4 Van Waterschoot Walter, Van den Bulte Christophe, Journal of marketing 1992

5 Philip Kotler, 2014, Marketing Management

6 Philip Kotler, 2014, Marketing Management

online marketing or web-marketing. Online marketing consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers via internet.

The scope of Electronic Marketing is supposed to be broad in nature, because it not only refers to marketing and promotions over the Internet, but also includes marketing done via Internet Media and Digital media. Electronic Marketing also works with the management of electronic consumer data and electronic customer relationship management (ECRM) and several other management functions.

Electronic Marketing or I-marketing works with both technical and creative features of the digital/ internet media, which includes: designing, developing, advertising and sales. It involves the usage of internet media in combination with online advertising techniques such as social medial marketing, search engine marketing (SEM), interactive online ads, e-mail marketing, online directories, viral marketing, and affiliate marketing and so on. The electronic technologies used as communication and delivery mediums within the nature and scope of Electronic Marketing includes:

- ❑ Internet media such as e-mail and websites'
- ❑ Digital media such as satellite, wireless, cable and mobile

DETERMINANTS OF E-COMMERCE MARKETING STRATEGY

Role and Benefits of Electronic Marketing over Traditional Marketing:

In today's internet / electronic media age, making an online presence is required for all businesses to be in competition. Electronic marketing makes businesses accessible to mass markets at a reasonable and affordable price and helps them to undertake a personalised marketing approach. The flexible and cost-effective nature of Electronic Marketing makes it particularly suitable for small businesses and start-up business setup.

OLD MARKETING	NEW MARKETING
<p>You look for customers</p> 	<p>Customers look for You</p> 
MARKETING METHODS	
<u>TRADITIONAL METHODS</u>	<u>MODERN METHODS</u>
<ul style="list-style-type: none"> ➤ Trailers (Cinema, DVD, TV etc.) ➤ Premiers ➤ TV Interview ➤ Print Campaign (Posters, Magazine/Newspapers, billboards etc.) ➤ Music Video 	<ul style="list-style-type: none"> ➤ Website ➤ Email promotions ➤ Blog reviews ➤ Social media page ➤ Product endorsement ➤ Viral marketing campaign

The arrival and development of Internet has transformed entirely many equations. Now the marketers can approach their target consumers in few seconds that is communication which marketers want to make about their product and services can be communicated to thousands of potential customers instantly.

Following are some of the benefits of Electronic Marketing over Traditional Marketing for marketers/businesses:

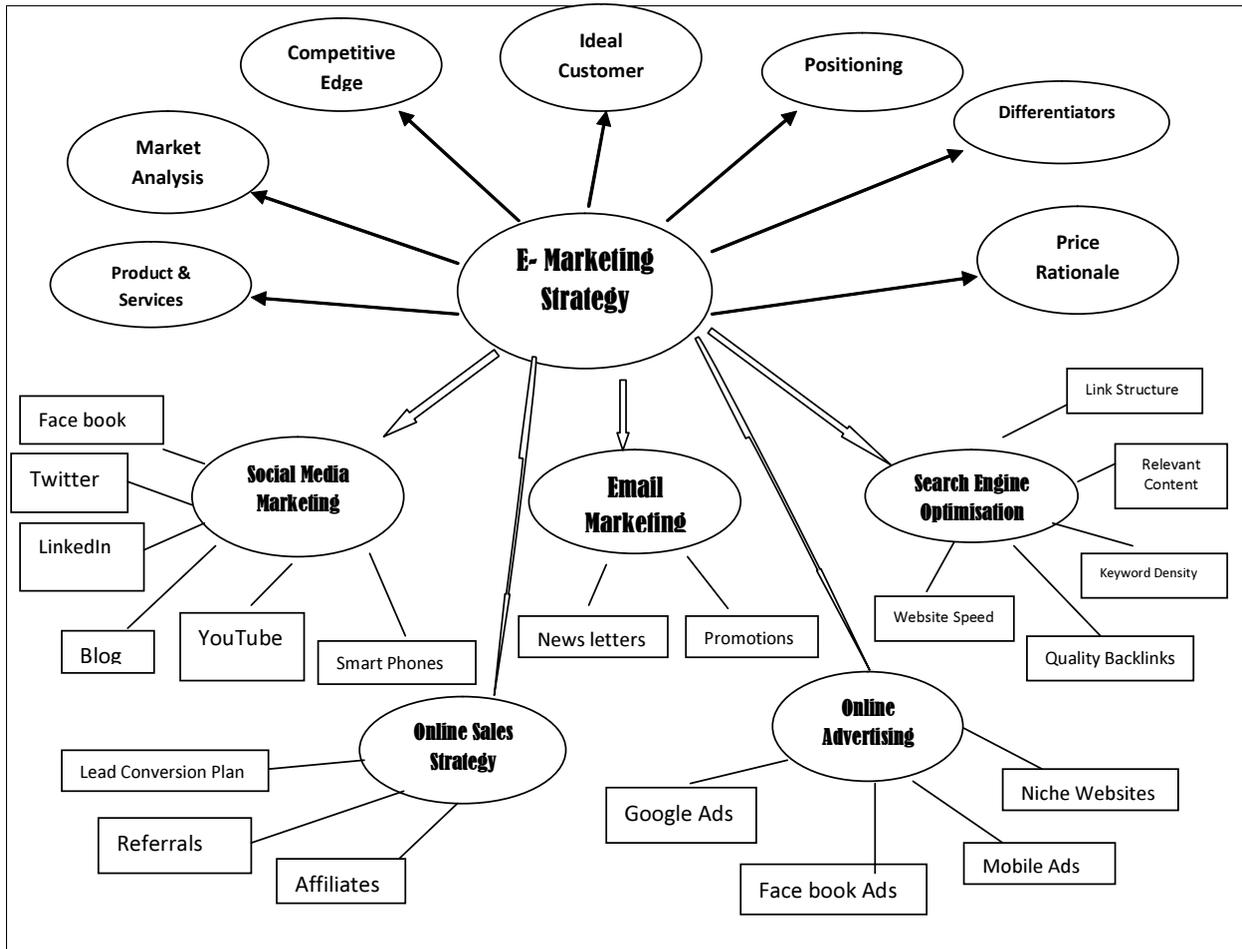
- ❑ **Wider reach** – As the internet has become part of everyone’s life. So for any product or service we want to offer, there exists market already on the WWW (World Wide Web). Through electronic marketing, with a minimum investment marketers can find new markets and can reach worldwide where as in traditional marketing wider reach is not possible.
- ❑ **Economical approach** – A properly planned and effectively targeted Electronic Marketing campaign can help marketers business to reach their target customers at a much lower cost compared to traditional marketing methods. Electronic Marketing makes business economical, specifically in the areas of digital media channels, customer service and transactional costs. Traditional marketing is costly if we compare with E-marketing. Digital and traditional marketing have different **price tags**. One is definitely more costly than the other. Digital marketing is definitely a lot cheaper than the old-fashioned, traditional way.
- ❑ **24×7 marketing** – Due to internet, customers can find out about any products and make purchases where as in traditional marketing physical (bricks & mortar) stores are closed and marketers don’t have physical access to customers 24/7.
- ❑ **Personalised marketing (one-on-one marketing)** - Electronic Marketing allows marketers to reach people who want to know about their products and services instantly. It is time consuming process in traditional marketing to reach a person who wants information about marketers’ products or services.
- ❑ **Interactivity** – Electronic Marketing allows marketers to make increased interactive campaigns using music, graphics and videos. With the help of two-way communications, interactive games or quizzes, marketers can attract their potential customers and make them feel greater involvement and control over their web/internet experience. Marketers
- ❑ **Increased ability to track results** – Electronic Marketing makes it easier to measure how successful marketers’ campaigns are. It allows marketers to gather precise and specific information about customers’ reaction and feedback to the advertising, with the help of techniques such as pay per click or pay per action, etc. It’s not easy process to track result of successful marketing campaigns as data is collected and computed manually so chances of errors are more in traditional marketing method.

Types of Electronic marketing strategies and methods

Marketing is all about gaining loyalty, reaching to customers, seeking attention and achieving/bring in leads for business.

1. Market dominance strategies
 2. Innovative strategies
 3. Positioning strategies
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4. Development strategies
5. Loyalty strategies



E-marketing Strategies

Integration of different Electronic Marketing Strategies and Techniques Ensures the best Results of integrated Marketing Campaign. Implementing effective online marketing strategies makes sure that a marketer’s site achieves long-term attraction of customers across the Web. The outcome of different online marketing strategies and techniques differ, but using a combination most of the strategies gives the excellent long term results.

- ❑ **Attention Marketing** – The idea is just to attract attention of customers to communicate organisations message – it can be a title, an email subject line, article’s first Para, and the first words in a radio or television advertising. Strategies are only to capture the attention of consumers and maintain them.
- ❑ **Article marketing** – In this article is written related to business-related industry, which is a type of advertising. These articles made available for distribution and publication in the market. For free distribution well written material and articles of work are distributed for improving credibility in the market and seeking attention of new customers. These articles often syndicated by other websites, and many are published on different websites.

- ❑ **Brand marketing-** Branding is to distinguish between an excess of media communication and creating visibility for brand using PR and electronic marketing channels. The brand positioning, media relations, product launches, special events, and special operations are part of Brand marketing.
- ❑ **Cause Marketing-** In this method of marketing company and its products and services links to a social subject or issue for increasing connectivity with people.
- ❑ **Digital marketing-** Through Internet connection marketers can easily reach consumers using all forms of digital advertising channel to promote brands to consumers who are usually available online. The video channels, Internet radio, mobile phone, display or banner ads (digital) on the road are some techniques of digital marketing.
- ❑ **Email marketing-** In this Marketer communicates messages to customers as a means of electronic mail (email) that uses a form of direct marketing; this encourages repeat business and prevents customers' relations by increasing their interest and loyalty. E-mail marketing is one of the most powerful E-marketing tools available it is extremely cost effective, highly personalized, and precise.
- ❑ **Search Engine marketing (search marketing / SEM) -** Search Engine Marketing (SEM) plays an important role in Internet marketing. The most important objective of e-marketing is to get marketers site identified by the Search Engines by using search engine optimization, paid placement, contextual advertising, and paid inclusion. By use of SEM organisation's visibility on search engine increases.
- ❑ **Social media marketing-** Social media marketing programs usually focus on efforts to make message that attracts customers' attention and motivate them to share the advertisement message across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet. Social media marketing is the process by which marketers tries to attract internet (website) attention or traffic using social media.
- ❑ **Video marketing –** Video marketing is a new type of Electronic marketing and advertising strategy in which marketers prepares two to five minutes small video clips about particular product or service using details from marketers' message/articles. The videos are then shared on different video sharing sites like YouTube.
- ❑ **Viral marketing –** It is form of marketing that increase brand awareness or self replicating viral processes produced for other marketing objectives (such as product sales) to achieve social network that uses marketing techniques. This word-of-mouth delivered or can be enhanced by the effect of the Internet network. Viral promotions include video clips, interactive Flash games, e-books, images, or even text messages. Paid advertisement forms (e.g. Pay on per click or every shared message etc) are used to encourage customers to share the marketing message to make to product or service popular among the internet community. In this marketer tries that message spreads as fast as it resembles the speed of virus.

Observation & Recommendations

E- Marketing is playing an important role in current trends of Business and growth of business World-wide. As we all know internet and digital media is growing rapidly and bringing drastic changes in the way people are doing business and marketing for the same. In today's internet/ electronic media age, building an online presence is necessary for all businesses to be in competition. An Electronic Marketing makes business accessible to mass markets at a reasonable and affordable

price and helps them to undertake a personalised marketing approach. The flexible and cost-effective nature of Electronic Marketing makes it particularly suitable for small businesses as with very less investment it is possible to reach mass customers worldwide.

Now a day's if we want to purchase anything first option comes to our mind is e-commerce, as internet has become part of our routine life and all facilities are available to us with the help of Electronic Marketing. It includes the use of an internet media like website in combination with online promotional techniques such as search engine marketing (SEM), social medial marketing, interactive online ads, online directories, e-mail marketing, affiliate marketing, viral marketing and so on. With the help of online marketing, business prospects have reached to a higher level where it is easy for the marketers to reach targeted customers with minimum efforts and better usage of E-marketing techniques.

There are customers who are not interested in the latest technological changes coming in life. They may also not be interested to communicate with social media or it could be that they are aged/old to understand how technologies works, and don't have the patience or time for it, so traditional marketing is still being used. But it is very hard to predict how longer traditional marketing will be around; especially as it is costly in comparison to E-marketing to company's who use it.

After comparing E-marketing with traditional marketing it's not possible to generalize and suggest which approach is better than the other. Depending on companies' goals, products and target group etc. the right choice of marketing tools can be decided. Both of these approaches have different positive qualities that can help a company reach its target group and gain revenue. As mentioned above, Internet is a channel for communication. It still seems to have kept its main purpose but it has developed and is more versatile now. It is to some extent considered as a marketing tool that cannot be taken away without negative consequences.

It seems to be a developing and more opportunity giving part of promotion which has added value to traditional marketing. There are many sides and different ways of marketing, the merits and demerits that marketers can have. There can also be different goals to achieve and different types of target groups to reach, which can affect on the right choice of marketing tools. Even though it can seem confusing but it appears as all aspects in the marketing process depends on each other and affect the decisions made about marketing approaches used. There is no meter to measure the efficiency and success of either way of marketing to give a 100% correct answer. All that is available is theories that support specific ideas about this subject, some marketers' experience and point of views.

It has become more and more clear that the combination of both traditional marketing and Internet marketing would be the most effective approach but if there is a need of making a choice between the two, a company should consider what is to be achieved and which approach would be appropriate specifically for reaching that goal and target group. In a battle for supremacy, traditional marketing is falling further and further behind. But that doesn't mean that it's down and out. Marketers/businesses still needs real world promotions to succeed. Placing both traditional marketing and Internet marketing against each other to figure out the more effective one is difficult because they

complement each other. There are different kinds of benefits in using either one which makes it difficult to weight them against one another.

Based on the gathered information in this paper, Internet marketing does not seem to be a contemporary version of traditional marketing but it appears to be complementary to traditional marketing. Internet as marketing tool has added value to the marketing concept in general which makes the process of marketing more complete together with the traditional tool.

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