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State-of-the-Art: E-Marketing Types, Practices, Emerging Trends and Technologies

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Abstract: Basically E-Commerce is an integral combination of EDI, E-Marketing and Internet Commerce. E-Marketing is one of the components of E-Commerce. Primarily we have focused exclusively on E-Marketing aspects. The purpose of this conceptual paper is to discuss E-Marketing concept including its types, practices, current trends and technologies, its challenges also have singularly important that has been taken care of. E-marketing is the fastest way to communicate with customer through Internet to satisfy their needs and requirements. The various E-marketing types are E-mail marketing, mobile marketing, digital marketing etc., are discussed further thoroughly. The practices which are running during the process of E-marketing are explained that helps for improvement of E-Marketing strategies. This study also highlights the various business opportunities in terms of emerging trends and technologies for understanding their influence. The reviews of the research have discussed about its types, different practices, trends and technologies but there is no specific state of the art of E-Marketing given yet in the existing literature that has been consolidated here.

Keywords: E-Marketing, E-mail Marketing, Mobile Marketing, Viral Marketing, Digital Marketing, Content-Marketing

I. Introduction

E-Commerce system includes commercial transactions on the Internet. It can be classified by application type as Electronic markets, Electronic Data Interchange (EDI) and Internet Commerce has been depicted below:

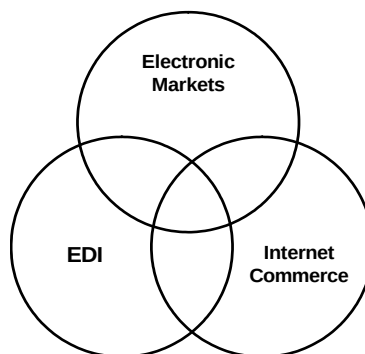


Figure 1: Classification of E-Commerce

E-Marketing, means the marketing of products or services over the Internet. It's a redefinition of how businesses interact with their customers. The terms like E-Marketing, Online marketing and Internet marketing are generally interchanged, and can be considered as synonymous. E-marketing usually stated as a new approach and modern realistic involvement with marketing of goods, services, information and even ideas via Internet and other electronic media (El-Gohary 2010). E-marketing strategies encompass existing utilities and combine them with communication and data network to form a relationship with the organization and its customers through Internet environment. E-marketing (Smutkupt, Krairit, & Esichaikul 2010) includes mobile phones, Intranet and Extranet environment etc. E-marketing helps e-business to improve and overwhelmed the problem of traditional businesses where Internet plays a dynamic role. The distribution channel consists of wholesaler, retailer, consumer and the set of processes which link these elements with the help of information communication and technology to identify and define marketing opportunities called market research. The outcome of this research

used to generate, refine or evaluate marketing action such as supervising performance of market and help to improve understanding of marketing as a process. The information generated through marketing research further utilize to address different issues, develop new method for collecting information, manage and implements the data collection processes, examine the results and transmit their findings and inferences. It is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The objective of marketing research is to determine and evaluate how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes (Berthon., Pitt, Plangger, & Shapiro 2012).

Classification of marketing research is either by

a) Target market:

- Consumer marketing research, and Business-to-business (B2B) marketing research also,

b) Methodological approach:

- Qualitative marketing research, and Quantitative marketing research

II. Types of E-Marketing

Now a days, E-marketing strategy is often used to grow business in a dynamic way using Internet and other media. Internet plays an important role in managing marketing tools and activities within concerned business. Electronic marketing via Internet, Extranet, mobile phones may create lot of opportunities for a business as well reduces a lot of threats. Banner advertising, is the most popular form of advertising recently used which is placed on the website with the appropriate content. There are different types of E-Marketing such as E-mail Marketing, viral marketing, digital marketing, blog marketing, affiliate marketing, search engine marketing, content marketing etc. few of them are explained below with respect to recent development.

A. E-mail Marketing

The web can be used as a powerful Internet marketing tool to promote Online businesses and reach target audience across the globe in different ways. E-mail marketing used for E-marketing, it is one of the primary way to strengthen the association with customer. It is an effective way to retain your customer, it saves time and paper. But, most of the articles focused on studying consumer responses w.r.t. e- mail marketing but no study was conducted from a behavioral point of view and lack of individual analysis using single- subject design method for e-mail.

The understanding of the effects of e- mail on consumer behavior is highly trademarked because it is conducted mostly by firms and therefore it is not published. Chittenden and Rettie (2003) recognized the factors affecting the response rate in e- mail text. As per findings, there is a significant connection between the response rate and subject line, e- mail length, incentive, and the number of images. Use of color in e-mails shows a difference as per Zviran, Te'eni, and Gross (2006) and if used correctly, can prompt the recipient to respond as the sender planned. Marinova, Murphy, and Massey (2002) have investigated e- mail marketing as a means of targeted promotion. A complete collection of execution elements have been observed by Ellis-Chadwick and Doherty (2012) in a sample of permission-based e-mail marketing promotions. For testing purpose 1000 promotional e-mails were written to U.K. e-retailers over an 18-month. (Rossiter 1981). Sigurdsson *et al.*, (2013) have found that the uses of e- mail and other Online tools have been applied on behavior analysis should be examined, for example, exploring the usefulness and indicating best practices for education era in near future.

B. Mobile Marketing

Marketing on mobile device such as smartphone is Mobile marketing. It is explained as an marketing activity accompanied with the use of network to which customers are frequently connected using a personal mobile device. More research is needed on how mobile technology changes should guide retailers. Due to the advancement in technology, retailers should prepare themselves with applications not just mobile-ready, but also mobile-savvy to grab business opportunities (Shankar *et al* 2010). Over the past few years mobile marketing has opened up new opportunities for firms to communicate and engage with their target audience in a more effective way. Organizations should focus on the power of the personal nature of mobile devices that distinguish mobile marketing from other forms of marketing with respect to fully utilize the mobile marketing features (Smutkupt *et al* 2010).

Mobile Marketing (Tripathi, S.N. 2008) is relatively at a nascent stage in India, customers are looking for customized marketing messages as per their requirement. Therefore customerization is an important aspect for this type of marketing. Customerization basically means that companies interact their customers on one to one basis and give them a customized service, product or a message as per their requirements. This can be done using artificial intelligence such as "Intelligent Mobile Software Agents" this enables the firms to completely customize the marketing messages as per the customers' needs. There is a potential downside to the

development of new digital channels. In a Forrester report companies using SMS expressed fear for invasion of consumer privacy (80%) and negative consumer reaction (60%) as disadvantages of the media. So a crucial question for marketers is that should they go ahead with implementing this strategy or should focus back on their traditional ways of marketing?

A mobile being a portable device has its own set of pros and cons. However mobile as a marketing device is relatively new and the list below illustrates the distinctive features (Smutkupt et al 2010):

- Ubiquity: Ubiquity is a primary advantage of the mobile medium. It refers to the ability of users to receive information and perform transactions wherever they are and whenever they want.
- Personalisation: The mobile phone can be seriously “customized”. While business professionals would use the device for emails and other business deals. Young teenage students can use Office applications, SMS, GPRS, Edge, 3G and MMS features. This enables the marketing team to design and execute marketing design effectively and efficiently.
- Two way Communication: The mobile phone is a two way communication device. This helps in understanding the customer needs. This feature enhances the CRM (customer relationship management). Eventually it helps serve customers better.

C. Viral Marketing

Viral marketing is based on social media. It can be considered as a promotional tool for marketing. The major problem faced by the viral marketing industry is the lack of formal quantitative and qualitative comparisons between viral marketing tool and traditional tools, also the inadequacy of organized methods for optimizing viral marketing campaigns.

Viral marketing distinguishes itself from other marketing strategies as it is built on trust among individuals. The growing popularity of many Online social network sites, such as Facebook, Myspace, and Twitter, presents new ways for succeeding large-scale viral marketing (Chen et al; 2010). Ho and Dempsey (2010) have observed some unknown factors of viral marketing which is related to Internet users' motivations to pass along Online content and their relationship. Conceptualizing means communication behavior through consumption of Online content. It is identified that noble users, tend to forward more Online content than others.

- Social Media has a growing effect in many perspectives: from one standpoint, it reverses the way how and why users communicate with each other. From other standpoint, it permits the extension of marketing communication opportunities, both in a business-to-business (B2B) and a business-to-consumer (B2C) aspect. E.g. Facebook, Microblocks, Social News websites, Collaborative projects, Content Communities etc.
- Web 2.0 discussed by Berthon., Pitt, Plangger, & Shapiro (2012) have raised to social media as well as allowed creative consumers to put their own choices e.g a shift in activity location from desktop to the web.
- Social media is determined by three major things about a country (Berthon., Pitt, Plangger, & Shapiro 2012).
 - Technology, i.e., the infrastructure which enables social media.
 - Culture, i.e., shared values
 - Government, i.e., government rules and regulations.

D. Digital Marketing

Chaffey (2013) has states that digital marketing makes use of technologies to help marketing activities in order to improve customer knowledge by matching their needs. Customers can read reviews and write comments about personal experiences through blogs, which can be used as a tool for digital marketing, which helps to increase sales revenue. In order to find the effectiveness of digital marketing in Pakistan, Khan and Siddiqui (2013) have collected data using questionnaire method for analysis purpose and author uses descriptive statistics and factors analysis methodology. It is observed that digital marketing is one of the new ways of promotion, but is misleading and not useful for word of mouth (WOM).

E. Content Marketing

Content marketing means creation and sharing of media and publishing content in order to acquire customers. It can consist formats as videos, photos, Power Point presentations, info graphics, white papers, case studies, webinars, and pod-casts. It focuses primarily on communicating with customers/readers/viewers rather than selling to them directly. Forouzandeh et al (2014) used content marketing where instead of introducing goods, content of goods are presented for marketing. Pulizzi and Yoegel (2012) have emphasized content marketing means a marketing process of creating and properly allocating the content in order to attract, make communication with, and understand other people so that they can be motivated to do helpful activities. Donath, J. and Boyd, (2004) have stated that There some reasons for failure of Online Marketing such as users remain

unaware of the advertised goods and their advantages, nonexistence of information about users and their tastes, go for product without inspecting them and their behavior in the system.

III. Practices

E-Marketing strategy primarily focused on various practices but few of them have been discussed below:

A. Triangulation method

El-Gohary (2010) has provided detail study of different methodologies adopted by researchers to study the concept of E-Marketing through extensive literature review between the periods 2003 to 2010. The existing methodologies have evaluated to identify the new method for future study. Triangulation method is suggested for future research in E-marketing, in which combined research strategy like a survey and case study strategy collects quantitative and qualitative data using questionnaire and interview method. A quantitative strategy will help to identify the relationship between research variable (what) and a qualitative strategy will identify the reason for relationship (why). This approach helps researchers to increase the validity and credibility, generalization ability of the research result.

B. Support of ERP

E-Commerce means buying and selling products using Internet and achieved through Online transaction. E-commerce include E-messaging, electronic data exchange, electronic funds transfer, electronic e-mail, electronic news sharing, Online services and other electronic transmission for commercial purpose. Ionescu and Serban (2012) have identified a model which interconnects concept of ERP and e-business for better improvement of an organization from technology point of view. Integrating business processes using E-business supported by ERP systems. This helps to redefine business processes and requirements.

C. Risk Identification

It is important for an e-Business to understand the legal threats that business may have and develop strategies to avoid and eliminate the legal risk. There are many guidelines that E-marketing industry have to follow. "Advertising Standards Authority", a regulatory body, manages the laws of Marketing. It is important for an e-Business to understand the legal threats and develop strategies to avoid and eliminate legal risks. In this regard Iqbal et al (2013) have presented a novel approach to promote risk management culture in organization. Risk mitigation strategy, educating people and use of information technology is being considered for risk management.

D. Customerization

The relationship between the mobile marketing and consumer can be very well understood during the study of mobile marketing. But mobile marketing do not have a significant impact on the purchase or brand decision of the customer. It is observed that the mass marketing approach is being used by the companies it hardly depend on mobile marketing messages to mobile users. Hence the need of the hour appears to be Customerization (Tripathi, S.N 2008) for the potential effective and efficient implementation of this plan. Operationally driven mass customization and customized marketing in customerization so that the company would able to respond to an individual customer by customizing its products, services, and messages on a one-to-one basis. Customer prefers session based messages, which would self-delete after a given period of time.

IV. Emerging Trends and Technologies

A. Role of ICT

Information communication technology (ICT) has changed the way of conducting business with the use of Internet and communication media. It also leads to increase use of E-marketing, the easiest way to reach customers and identify their requirement and set the goals for businesses. It is the much cheaper, useful method suitable for producers and suppliers all over the world. Email Marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audience (Salehi Mirzaei et al 2012).

Salehi Mirzaei et al (2012) have observed that Information Communication Technology (ICT) translate business over the Internet which creates new growing electronic channels for marketing. Different types of modern marketing i.e., Internet marketing, email marketing, and Online advertising plays very important role. Customer can have look and feel to product through traditional marketing, whereas e-marketing increases the scope and boundaries for new goods and services. Due to the use of Internet, E-marketing is much more advantageous than traditional marketing which is cheaper, faster and convenient way for marketing.

B. Business Opportunities

E-marketing is the most reasonable, economical and faster method to reach to customer or to provide service to the customer at door step. In traditional marketing, the domain of effect is low, whereas E-marketing exceeds

the boundaries and brings in products and services to the demographic of Internet users. Rath and Samal (2013) have provided an overview about significance of E-commerce used for product promotion by organizations as well. They discuss about new tools and trends used for promotion purpose. Businesses use Internet for better product promotions and also to enhance business plans and economical health with the help of E-marketing strategies.

B1. Market orientation

E-marketing helps in relationship with market orientation (Tsiotsou and Vlachopoulou 2011). Market orientation is found to contribute to performance through a dual mechanism in that it contributes both directly and indirectly, through e-marketing, to the relationship. Market orientation means a business culture which accelerates firms in achieving sustainable competitive advantage. Market orientation is important to improve business performance.

B2. Component-wise approach

It is observed from the findings that several tourism firms in various countries are not effectively using the Internet for web-based marketing and e-commerce (Cheng & Krumwiede 2012). Earlier component-wise approach used for examining market orientation, so future study should examine the individual effects of the market orientation components on performance and other marketing activities.

V. Conclusion

Current status or state of the art of E-Marketing with respect to its types, practices and trends and technologies have been elaborated and discussed thoroughly in the above sections. Its current status need to be strengthened by focusing on following aspects:

Currently Inter-industry and inter-ecosystem opportunities and trends are available specific to particular market but not from global market perspective. E-Market Value addition is available at National and International level up to some extent but that needs to be extend at co-operative and urban level with ICT infrastructure. Open and closed networked business models need to enhance at root level by using the concept of Information kiosks systems where layman can handle the system with minimal effort addressing the end-user's needs, wants and desires.

VI. Future Scope

As per the findings, there is no such specific study currently focusing on inter-relationship between E-marketing and its market orientation. Also their influence has impacted on business performance need to be taken care off.

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