DIGITAL MARKETING – NEW AGE OF MARKETING

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ABSTRACT

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Therefore E-marketing/Digital marketing by its very nature is one aspect of an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

As such an aspect, E-marketing/Digital marketing has its own approaches and tools that contribute to the achievement of marketing goals and objectives. Digital Marketing /E-marketing is achieving marketing objectives through use of electronic communications technology.

Keywords: Return on Investment; Electronic Customer Relationship Management; Information and Communication Technologies; Social Media Marketing; Return on Investments; Business to Business; Business to Customer/ Consumer; Customer to Customer

INTRODUCTION

In today’s 21st century each & every task is done fast & quickly using the Technology. Now a days, every technology is become basic need of human beings. & therefore if says that there are Four Basic Needs of Human Being i.e. Food, Shelter, Cloths & Technology then it’s not getting wrong.

Because Today in each & every second we all are using Technology from grinding grains in kitchen to connecting the peoples. & then how the business is exception to this it is also using technology of internet through Web Sites, Software & different applications on mobiles. Because today’s nature of business functions like Production, Finance, HR Related activities & Marketing are changed with technology. In case of Marketing of business usually apply Traditional Marketing ways like Brochure, Newspaper Advertise, Audio campaigns through Auto/ Van in Rural Areas, Campaigns at Crowded Places, Banners, Pamphlets, Door to Door Marketing, etc. It is not effective in today’s life because according to C.K. Pralha’s Rule

Change is Inevitable Nature & who do Survive, Who doesn’t perish

According to it, nature of each function is changed with the help of technology like same ways of Marketing is also changed & done with the help of technology & it has given people ultimate freedom of choice and of products/services at 24X7 When there are no monopolies and constrictions, interrupting people's lives is not effective marketing anymore.

In the form of efficiency and cost effectiveness to deliver return on investment from advertisements and promotional campaigns through acts of an on line shop increasing the sales & Advertising driving more users to the web sites this new way of marketing is known as Digital Marketing. Digital marketing is another term similar to E-marketing.
This concept arises due to rise of E-Commerce. It means all business & it’s all functions are done with Internet.

E-commerce is mainstream — enabling businesses to sell products and services to consumers on a global basis. As such, e-commerce is the platform upon which new methods to sell and to distribute innovative products and services electronically are tested.

**Generally, it meaning is exchange of goods & services via Internet.**

It is a general concept covering any form of business transaction or information exchange executed using information and communication technologies (ICT’s)

- It includes electronic trading of goods, services and electronic material.
- It takes place between companies and their customers, or between companies and public administrations.

Digital Marketing involved promotion of a product on the company’s website available on the internet online. These sites express the company’s products, offers, variants, features, and price, take orders online. It is a way to B2B (Business 2 Business), B2C, and now C2C (Customer 2 Customer) marketing. Companies are using social websites like Facebook and twitter to interact with the customers. These trends are started in 1990’s end.

In the year of 1999-2000 when internet use is in booming period at that time Mr. Jeff Bezos starting his Online Book Store/Shop. Which is known & famous with the name of www.amazon.com It is a world’s first Online Store & due to which in short period it becomes very popular & then other also continuing that concept of using Internet for business & its other functions like Money Transfer, Online Shopping & Payments & for Sales & Marketing.

**OBJECTIVE OF STUDY**

1. To Study the Overview & Scope of Digital Marketing
2. To understand the purpose /Advantages of Digital Marketing.
3. To understand the Online Marketing Methods/ Ways
4. To discuss the difference between Traditional & Digital Marketing
5. To study the concept of Digital Marketing Strategy
6. To understand the basic concepts/components which are must consider before foundation of digital Marketing Strategy.

**Meaning of Digital Marketing**

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cellphones, tablets and game consoles to engage with stakeholders.

Digital Marketing is the promoting of brands using all forms of digital advertising Means to reach consumers

Digital marketing applies technologies or platforms such as Websites, E-mail, Apps (classic and mobile) and Social Networks. Social Media Marketing (SMM) is a component of digital marketing. Many organizations use a combination of traditional and digital marketing channels; however, digital marketing is becoming more popular with marketers as it allows them to track their ROI (Return on Investment) more accurately compared to other traditional marketing channels.

Today most of the businesses used these new digital technologies/ Types of digital marketing for advertising & promoting the product/services & for reaching to the targeted Customers/Consumers. There are following types / new technologies used in digital marketing
Scope of E-Marketing

Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales. Internet marketing offer the possibility to tracking almost every action a visitor or potential customer takes in response to marketing messages and how they navigate through their buying cycle. One of the most desirable aspects of Internet marketing is low barrier to entry.

E-Marketing/Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital Customer Data and Electronic Customer Relationship Management (ECRM) systems are also often grouped together under internet marketing.

Most of the Digital Marketing Process is done with the help of Website & at the time of creating that Marketing Web site the following 7 C’s are most important & that are

Seven key Elements (7C’s) in Designing Effective Marketing Website

Rayport & Benard J Jaworski introduced seven key elements to be considered in designing an effective marketing website.

C1 Context: - Layout & Design of the Website
C2. Content: - Text, Pictures, Videos, Site Information.
C3 Community: - Easy Interaction between Users & sites
C4 Customization: - Allow users to personalize the site
C6 Connection: - Degree with which site is linked to other sites
C7 Commerce: - Site’s ability to make commercial Transactions

Types of Digital Marketing

There are so many technologies used for marketing of product & services in today’s business world. Now a day’s businessman / seller find new ways using new technologies for reaching to the target customers/ consumers. From these few technologies which are used for digital Marketing is

Smart Phone Apps, CRM Systems, Social Media, E-mail & Blog, Online Banner Advertising, Search Engine Marketing

Smart phone Apps: Smart phone are mostly using by peoples & Smart Phone is the device from which person can operate any work from any place. & it become basic things of people & therefore this Smart Phone is the new device to provide the information & therefore according to technologies of Smart phone i.e. Android/ Windows the application is build / apps is created & used for providing different services to new customer as well as existing customer.

CRM: Customer relationship management systems use technology to organize, synchronize, and automate business practices. CRM systems for marketing help the enterprise identify and target potential clients and generate leads for the sales team. A key marketing capability is the ability to track and measure multichannel campaigns, including Email, Search, Social Media, Telephone, and Direct Mail. Metrics monitored include Clicks, Responses, Leads, Deals, and Revenue. In a web-focused marketing CRM solution, organizations create and track specific web activities that help develop the client relationship. These activities may include such activities as free downloads, online video content, and online web presentations.

A certain amount of marketing information is being gathered all the time by companies as they engage in their daily operations. When a sale is made and recorded, this is marketing information that's being
gathered. When a sales representative records the shipping preferences of a customer in a firm's CRM system, this is also marketing information that's being collected. When a firm gets a customer complaint and records it, this too is information that should be put to use. All this data can be used to generate consumer insight. However, truly understanding customers involves not just collecting quantitative data (numbers) related to them but qualitative data, such as comments about what they think.

**Social Media Marketing:** Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing involves using peer recommendations, building brand personality, and addressing the market as a heterogeneous group of individuals. It also uniquely encourages customers to create their own content and buzz around a product. In other words, programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Hence, this form of marketing is driven by word-of-mouth; this means it generates results in earned media rather than paid media.

**Some examples of popular social media sites are:**

**Facebook** - Facebook profiles are more detailed than Twitter. They allow a product to provide videos, photos, and longer descriptions. These also can include testimonials, as other followers can comment on the product pages for others to see.

**Twitter** - Twitter allows companies to promote products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. Messages can link to the product's website, Facebook profile, photos, and videos. This link gives followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities.

**LinkedIn** - LinkedIn, being a professional business-related networking site, allows companies to create professional profiles for themselves as well as allowing their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, on their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners.

**Email & Blogs** - Blogs as a part of Social Media Networking have many platforms as Word press, Blog Log which allow a designer to turn a blog into a Website yet retain all the linking potency of the original blog & due to sign up / Login information of existing customers as well as new customers company automatically create Digital Customer Data and Electronic Customer Relationship Management (ECRM). Due to which company having customer’s record & they can provide all promotional schemes to them through E-mail.

**Search Engine Marketing** - It is a form of internet marketing seeks to promote websites by increasing their visibility in search engine like Google results through use of Pay per click campaigns (PPC)

**Advantages of Digital Marketing**

There are many advantages of digital marketing, including:

- It's more affordable to deploy than traditional marketing and advertising.
- Digital marketing goes from planning to execution more quickly.
- Digital marketing gives fans/viewers/readers a chance to share your content.
- Digital marketing campaigns are easier to attach to other campaigns & growth in customer’s base.
- Digital marketing campaigns have longer shelf lives & access to wide international markets.
- Digital marketing gives the brand more time and space to tell its story.
- Small Firms can market themselves internationally.
A well planned and targeted digital marketing campaign can help business reach your target audience at a lower cost compared to traditional marketing tactics.

Websites, E-mail & Blogs, Smart phone Apps is available to target audience 24/7 due to which also improved customer’s relations.

Social media provides the perfect platform to build customer loyalty and build strong online reputation.

Provides the possibility for an immediate response and feedback from today’s connected consumer.

Track your online campaign’s success in real time due to which it’s measurable.

Online transactions, payments and order placements are done easily.

**Digital Marketing V/s Traditional Marketing**

The debate continues as to whether digital marketing is overpowering and surpassing traditional marketing or not. Many think that for the most part, digital marketing has taken over and traditional marking barely exists, if at all. Recent occurrences such as the magazine giant, Newsweek switching to totally digital publications cause ripples throughout the marketing arena. Over the last year or so traditional marketing had fallen nearly 160% while in the same time frame expenses for digital marketing increased over 14%. Are there any real advantages to using digital marketing over traditional means? And what is the big difference between these two anyway?

**Defining Traditional Marketing** - There are many facets of traditional marketing and examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures. Traditional marketing is anything except digital means to brand your product or logo. Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.

**Defining Digital Marketing** - The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices. However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find. People may conduct an organic online search, a paid search; find your business on a social network or by reading content that has been published online such as a blog or an article. The more they see you or your content, the more familiar they will become with your brand and they will eventually develop a trust and a rapport with you through this online presence.

**Traditional Marketing’s Advantages and Disadvantages** - Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time. Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one. One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all. In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It’s more like you are throwing information in front of people and hoping that they decide to take action.

**Digital Marketing's Advantages and Disadvantages** - One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience but it can also be used on the web and reach the entire globe when appropriate. Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very
valuable consumer feedback. One of the disadvantages to using digital media marketing strategies is that it can take some time to realize measurable success.

**Is there a realistic balance between the two?**

The world has transitioned into a very digital environment. Not only are magazines going digital, we perform many of our daily tasks such as banking online and much of our reading is done on e-readers. Because of the rise of the digital age, it just seems like common sense to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in our digitally based world. For today’s businesses, it is imperative to have a website and use the web as a means to interact with their consumer base. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing so as to keep up in today’s world.

Some philosopher’s say’s about using of internet that

“India’s 80-90% Teenage & Young generation is Internet Addicted who can’t live without it”

The users of internet are increasing a day by day in India from metropolitan cities to rural areas due to the Mobile phones & Social media sites.

**Accordance to the survey of TCS Generation-Y- 2013-14**

- 6 out of 10 Youngers are made Online Shopping from the Age group of 12 to 18
- 4 out of 10 Youngers are made online shopping of Cloths & Accessories
- & 68% Youngers from 14 Cities of India is made Online Shopping

**Source:** Lokmat News Paper Supplement – Oxygen dated 25th July 2014

Percentage of Using of E-marketing throughout the year by year In India from the year of 2000 to 2014 the users of Internet is increased in various proportionate. The details are as follows:-

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<th>Year (July 1)</th>
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<th>User Growth</th>
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**Note:** * estimate, ** Internet User = individual who can access the Internet at home, via any device type and connection

**Source:** Internet Live Stats (www.InternetLiveStats.com) Elaboration of data by Internet & Mobile Association of India (IAMAI), International Telecommunication Union (ITU), World Bank, and United Nations Population Division.
Methods of Digital Marketing

Due to which the businessperson starting the new way of Marketing through Internet as follows

1. Create free page of Institution or organization on Social Media sites likes Facebook, LinkedIn, and Twitter.
2. Video advertisements on YouTube, Facebook, LinkedIn, twitter
3. Promotional Email sending with collaborating with Mail Service providers like Gmail, Yahoo, Rediff etc.
5. Advertisements on Websites through flash videos, News & pages.
6. Creating & developing Mobile Apps for different Mobile OS for communicating with customers.
7. Sending SMS to peoples though tie up with Mobile Service Providers like BSNL, IDEA Vodafone & others.
8. Creating & updating E-commerce Websites for selling the products/services
9. From the record of (ECRM) Electronic Customer Relationship Management company retargeting (remarketing) to Customers.

The above methods of e marketing are beneficial & useful for the each & everyone including from Distribution Channels (including Raw Material supplier & Manufacturer) to Customer/Consumer. It means through the E marketing the transaction of B2B (Business to Business) & B2C (Business to Consumer) & C2C (Consumer to Consumer) are take place on the basis of proving information & advertising the product/services.

There are various companies/ Organization from Small Scale to Large Scale which are using different E-commerce websites & other above methods. The most popular websites are

**For The purpose of B2B & B2C**

http://www.amozon.in
http://www.flipkart.com
http://www.Snapdeal.com
http://www.junglee.com
http://www.Jabong.com
http://www.ebay.com & others

**For The purpose of C2C**

http://www.olx.com
http://www.quiker.com

As well as through the most visited mailing web sites the advertiser made advertise through flash (moving pictures / running videos) or through displaying labels etc. for reaching to the customer for marketing of their products/services.

Digital Marketing Strategy

The purpose of any marketing strategy is to address a business or brand challenge or objective that has been revealed. An effective strategy involves making a series of well-informed decisions about how
the brand, product or service should be promoted; the brand that attempts to be all things to all people risks becoming unfocused or losing the clarity of its value proposition.

It means to know what do people really want from your brand, and what would convince them that business offer this.

Once business have a clear sense of what the it’s challenges or objectives are and business have defined how its marketing strategy will work towards fulfilling the objectives/challenges, then business can start thinking about its digital marketing strategy

Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should be constantly iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimizing and improving their online marketing efforts.

User-centric thinking, which involves placing the user at the core of all decisions, is vital when looking at building a successful digital marketing strategy. The digital marketing strategist of today is offered not only a plethora of new tactical possibilities, but also unprecedented ways of measuring the effectiveness of chosen strategies and tactics. Digital also allows greater opportunities for interaction and consumer engagement than were possible in the past, so it is important to consider the ways in which the brand can create interactive experiences for consumers, not just broadcast messages.

The fact that digital marketing is highly empirical is one of its key strengths. Almost everything can be measured: from behaviours, to actions and action paths, to results. This means that the digital marketing strategist should start thinking with return on investment (ROI) in mind. Built into any strategy should be a testing framework and the ability to remain flexible and dynamic in a medium that shifts and changes as user behaviours do.

If business defined strategy as ‘a plan of action designed to achieve a particular outcome’, the desired outcome of a digital marketing strategy would be aligned with your organization’s overall business and brand-building objectives or challenges. For example, if one of the overall objectives were acquisition of new clients, a possible digital marketing objective might be building brand awareness online. But at the time of implementation of digital marketing, there are some basic concepts/components which are must consider before foundation of digital Marketing Strategy & that are:

**Know your business:** At the time of making of digital marketing strategy the answer of the following questions are must be searched by businessman? The questions are

1. Is business ready to embrace digital marketing?
2. Are the products or services suited to online promotion?
3. Do you have the right technology, skills and infrastructure in place?
4. How will digital marketing fit into existing business processes, do those processes need to change, and are you and your staff ready to accommodate those changes?

**Know the competition:** There is also need to observe the competition as well as competitor of the business products/services & the attitude/vision to check all following matters about Competitors as well as competition & the matters are

1. Who are your main competitors in the digital marketplace?
2. Are they the same as your offline competitors?
3. What are they doing right (emulate them), what are they doing wrong (learn from them), what aren’t they doing at all (is there an opportunity there for you?)
4. How can you differentiate your online offering from theirs? Remember, competition in the digital world can come from just around the corner or from right around the globe. The same technologies that allow you to reach out to a broader geographical market also allow others to reach into your local market. When you venture online you’re entering a global game, so don’t limit your analysis to local competition.

**Know your customers:** After taking the consideration of existing strategy & change if any & competitors the next component is most important because this all are done for him it means customer of business & for judging this side the following points are considered & they are

1. Who are your customers and what do they want from you?
2. Are you going to be servicing the same customer base online, or are you fishing for business from a completely new demographic?
3. How do the customers you’re targeting use digital technology, and how can you harness that knowledge to engage in a productive and ongoing relationship with them?

**Know what you want to achieve:** It means the objective/goal of businessman is clear & better know & understand to him & his coordinators. Businessman must know that what he want to get out of digital marketing? Setting clear, measurable and achievable goals is a key part of your digital marketing strategy. Are you looking to generate online sales, create a source of targeted sales leads, and improve your brand awareness among online communities, all of the above or perhaps something completely different? Your goals are the yardsticks against which you can measure the progress of your digital marketing campaigns.

**Prospects of Digital marketing**

Prospects of Digital marketing in Developing Economies Despite the numerous problems confronting Digital marketing in developing countries, there exists prospects and opportunities for future growth and development of Digital marketing as the pivot of developing economies. These prospects are explained as follows:-

**Growing Population:** Before multinational companies establish their hold in any country they expect to have a ready market for their products and services. No business flourishes where people are not living or where it is not habitable by people. Developed countries with their small population and saturated domestic markets prefer E-marketing/Digital Marketing their products and services to emerging markets in developing countries. India being one of the most populous nations which is a ready market for both domestic products and foreign brands. This is because Digital Marketing/E-marketing does not operate in a vacuum but requires a large population of people with the willingness to do business and patronize businesses. Therefore the high and growing population of developing countries is an attractive incentive, as they represent large potential markets.

**Absence of Competition and Large Unexplored Markets:** By virtue of their large populations and underdevelopment, developing countries have large markets that are not yet served or are partially served. Thus they are not as saturated as those of developed countries. Hence, there is hardly any form of intensive competition especially amongst serious manufacturers. The economies of these nations hold great opportunities for innovators, investors and marketers to enjoy booms in their markets with much challenge from competitors within and outside.

**Attractive Government Incentives:** Trade policies in most developing countries are becoming quite favourable to both local and foreign investors. These incentives include profit tax holidays, reduced or even free customs and excise duties, liberalization of immigration and profit repatriation laws for foreign investors. There are also improvements in infrastructural facilities that will ginger the performance of E-marketing in these economies. According to Pearce (1998) liberalization encourages the adoption of policies that promote the greatest possible use of market forces and competition to coordinate both E-marketing and economic activities.
One-to-one approach: The targeted user is typically browsing the Internet alone therefore the marketing messages can reach them personally. This approach is used in search marketing, where the advertisements are based on search engine keywords entered by the user. And now with the advent of Web 2.0 tools, many users can interconnect as "peers."

Appeal to specific interests: Internet marketing and geo marketing places an emphasis on marketing that appeals to a specific behaviour or interest, rather than reaching out to a broadly-defined demographic. "On- and Off-line" marketers typically segment their markets according to age group, gender, geography, and other general factors. Marketers have the luxury of targeting by activity and geolocation. For example, a kayak company can post advertisements on kayaking and canoeing websites with the full knowledge that the audience has a related interest.

Internet marketing differs from magazine advertisements, where the goal is to appeal to the projected demographic of the periodical, but rather the advertiser has knowledge of the target audience—people who engage in certain activities (e.g., uploading pictures, contributing to blogs) — so the company does not rely on the expectation that a certain group of people will be interested in its new product or service.

The 5 S's of E-marketing of Smith and Chaffey 2006

The 5s of Internet Marketing

Smith and Chaffey (2006) distil the situation of a business using Internet as part of its business under the following 5S's:

Sell - Grow sales and attract business using digital technologies.

Serve - Add value through the benefits of the Internet such as speed.

Speak - Get closer to customers by making your business available to them at home, work or on the go with mobile technologies.

Save - Reduce costs by using information technologies to make your business more efficient.

Sizzle - Extend the online brand (or create a new one) - remember sell the sizzle not the sausage i.e. the benefits, aesthetics or value of a product or service rather than its features.

CONCLUSION

According to change, the technique & way of working & doing things like Accounting, HR & Marketing is also changed. & who adopted the change that person will be succeed in his life & if he don’t then will be kept aside. So according to change each & every technique of life / Business function it must be changed.

Today, the nature of business function is changed according to time from Sending Message through Post to E-mail. Like the same performing each function of business is also changed from traditional ways to Modern ways i.e. Purchasing/Selling/advertising Online instead of direct selling through door to door/ advertising using traditional methods. & there is no barrier/restriction free from geographical areas of selling the product/ advertising of product. So using new ways of advertising/ Marketing through internet will be profitable & affordable for each & every business.

REFERENCES