

## THE EFFECTIVENESS OF E-MARKETING ON INTEGRATED MARKETING COMMUNICATION

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### ABSTRACT

*An effective e-marketing process can be used to frame an appropriate Integrated Marketing Communication (IMC) strategy in which organization provides special attention to e-marketing along with the other techniques of IMC. The art of e-marketing involves finding the right promotional mix of strategies that demands to the target audience and will essentially interpret into auctions. The knowledge of e-marketing is the exploration and analysis that goes into both choosing the e-marketing strategies to use and gauging the success of those online marketing strategies. It includes social media marketing, search engine marketing, email marketing different types of display advertising (including web banner advertising) and mobile advertising. Similarly other advertising media, online advertising recurrently involves both a producer, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the producer's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.*

**KEYWORDS:** *E-marketing, IMC, Advertising, Internet, Social Media Marketing, Mobile Advertising.*

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### Introduction

E-Marketing is emerging as a dynamic IMC tool for advertisers and marketers. They can use online advertisement as people are now spending more time online; the Internet became another channel via which companies can market their offerings successfully. In the last few years or a decade, there has been a significant growth in the number of internet users and the awareness towards the World Wide Web has increased in India. The various prospects that IMC presents have been recognized and implemented in making strategies to include internet, e-commerce and e-business in their scheme of things. The awareness and interest in the web related activities have been fuelled by some factors, those are:

- Easy Access to the Internet.
- Reduction in the cost of procuring an internet connection.
- Reduction in the cost of Personal Computers.
- Reduction in the cost of web site hosting.
- Availability of tools that support the web site hosting effort.

The number of portals offering e-commerce facilities has also gone up. The portals have also launched massive marketing campaigns for their portals invariably spreading awareness towards the concept and the facilities offered by e-commerce. Thus, there has been a rapid increase in the number of internet users in India.

### Objectives

- To understand the concept of Integrated Marketing Communication.
- To understand the importance of E- marketing in current changing market scenario.

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- To know the reasons for growing popularity of e- marketing.
- To analyse the effectiveness of E- marketing as related to earlier adopted marketing strategies.
- To find the restrictions of E-marketing as IMC tool.

### **Research Methodology**

Pilot survey and Descriptive research design is being used for the study .Further for studies both primary and secondary data were taken into account. Secondary data provides essential academic information to the study which is collected either from published or unpublished sources. Information related to IMC, e-marketing & its consequence etc. was gathered through various secondary sources such as research journals, reference books, business magazines and websites. Primary data is collected under Survey method using questionnaire as the main research instrument. Since “Customer’s inclination towards E- marketing” is the main emphasis of the study, closed ended questionnaire and structured questionnaire has been prepared for customers only.

### **Review of Literature**

IMC does involve a process/plan aimed at providing consistency and impact through integration of communication via different mediums (Larich & Lynagh, 2009). Media has undergone an extensive phase of development in the last ten years. Marketers were previously focusing on promoting their product/service through traditional mediums like TV, Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009). Mohan Nair (2011) takes social media and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task.

Different marketing tools and techniques are mass-media advertising remains a prominent promotional tool for marketing. This includes paid messages designed and presented through television networks, radio stations, newspapers and magazines. Additionally, companies use support media in ongoing campaigns, such as billboards, directories, buses, aerial and point-of-purchase displays. Local radio and newspapers tend to be most affordable for smaller companies. Most important Internet (the contemporary tool of E-marketing), is important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to many communication models in digital media like blogs, social networks, wikis and other social media.

### **Benefits**

- IMC helps to create Top of Mind awareness with the aid of various marketing tools.
- IMC generates responsiveness, but, arouses the buying decisions as well.
- IMC convinces the consumers through different strategies by paid and unpaid promotional tools to buy the offerings provided by company or organisations.
- IMC helps to develop brand loyalty which outcomes in re-buying and gaining trustworthiness of product qualities and as a result they suggest others first time buyers to purchase the product of that brand.
- By using various techniques of promotion, IMC may help expanding the market from local to regional, regional to national, national to international.
- Different marketing tools may be aggressively used to block the competitor’s marketing efforts.

### **Limitations**

Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

- Online Promotion is not allowed as the cost of hardware
- software, web site design, online distribution costs, preservation of the concerned website and yes time, all should be issued into the rendering expenses of offerings and service.
- So many scams on the internet.
- Timing of updates is critical so it’s easy to have out-of-dated data online.
- Fear of website’s security.
- The majority of online markets lack inquiry response programs and customer service.

### **Conclusion**

Along with the old methods, they severely depend on modern marketing tool i.e. e-marketing. Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly. The internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online.

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