Mohamed Khaider University, Biskra

Faculty of Economics, Commerce and Management Sciences

Commerce Department

Module: English
Branch: Marketing
Level: Third year Bachelor

Lecture 14: E-Marketing

Learning Objectives

After teaching this Lecture the Students should be able to:

- *Understand basic knowledge of e-marketing*

- *Identify the main terms used in e-marketing*

- *Illuminating the different terms related to market*

The Lecture is about to know the Electronic marketing and with applying it, new technologies and facilities is the newest way to attract new customers. This Lecture tried to explain an overview of traditional marketing and E- marketing with their advantages and disadvantages.

1- Defining the E-marketing

Reedy and Schullo (2004) define it as: "*The process aimed at facilitating and conducting of business communication and transactions over networks*". On the other hand, McDonald and Wilson (1999) define it as: "*Any use of technology to achieve marketing objectives*".

Strauss and Frost (2001) define it as:-
"*The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives*"

2-Tools of E-marketing

The most commonly used tools of E-Marketing are: Internet Marketing, E-Mail marketing, Intranet Marketing, Mobile Marketing and Extranet Marketing.

- Internet Marketing

From a marketing perspective, the Internet can be defined as "an enabling technology and a powerful set of tools that can be used, wisely or unwisely, in almost any industry and as part of almost any strategy" (Porter, 2001; P: 64). The word itself simply means a "network of

networks". The Internet can therefore be considered as a global network of interconnected computers and servers operating by a standard protocol, or as a worldwide system of interconnected networks and computers, which allows data to be transferred between the different nodes of this network (The Internet Society - IS, 2009).

- E-mail marketing:

E-mail marketing is a format of an E-mail-based marketing activity in which advertisements, promotional and marketing activities are conducted through sending E-mails to a targeted list of recipients (usually current or perspective customers). The E-mail message (which may be a text, HTML, or rich media message) is more like a Web-based advertisement than a typical e-mail message. According to Galgano and La Mesa (2006) E-mail Marketing refers to developing marketing strategies that use electronic mail to communicate with current and prospects customers.

-Intranet Marketing :

The Intranet can be defined as: "*A private network within a single company using Internet standards to enable employees to share information using e-mailand web publishing*". Often people get confused when talking about Intranets and mix it up with the Internet. While there are a lot of similarities between the Internet and Intranets, the most noticeable difference is the facility to make internal company communications and information secure through an Intranet. Within this context, while the Internet is accessible to the global World Wide Web, whereas the Intranet is a private net operating within a company. Although both of them use some similar features like E-mail and typical World Wide Web standards, there are three main differences between them: -
- An Intranet is a closed accessed net and only authorised users of this Intranet can get access to it.
- The Intranet user can get onto the Internet while global Internet users cannot get onto an Intranet.
- An Intranet can be run without an Internet connection or link.

- Extranet Marketing :

An Extranet is an aspect of a corporation Intranet that can be accessed by some users outside the company itself. Vlosky, Fontenot and Blalock (2000) define Extranet as: "*A network that links business partners to one another over the Internet*" (Vlosky, Fontenot and Blalock, 2000; P: 3). External stakeholders such as customers, vendors, suppliers and business partners are examples of the types of people who can benefit from Extranets as a type of private networks. These external stakeholders can exchange huge amounts of data using Electronic Data Interchange (EDI), share exclusive information, cooperate with each other on joint business ventures, contribute to training programs and share services between different companies or enterprises. Based on that, an Extranet is more likely to act as a way of communicating and sharing business information securely without facing the worries related to security, or being intercepted, over the Internet. Extra security and privacy can be achieved with the Extranet by including firewalls and requiring usernames and passwords. Vlosky, Fontenot and Blalock (2000) found that Extranets have some general uses which include conducting electronic communications, allowing contacts with customer and vendors, enabling sales to customers and purchases from suppliers, and finally product and service promotion.

Similarities and differences between the Internet, Intranets, and Extranets

Element	Internet	Intranets	Extranets
Meaning	The information Super-highway	The use of Internet technology within a company or organisation.	A network that uses the Internet to link company Intranets in order to enhance B2B relationships.
Access	Open	Private	By agreement only
Users	Public	Organisation members	Business partners
Information	General	Proprietary	Selective

-Mobile marketing

Mobile Marketing is a more recent form of E-Marketing based on the explosive growth of mobile technology. According to Norcross (2008) Mobile Marketing is: "*The systematic planning, implementing and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products where the primary point of contact with the consumer is via their mobile device*" (Norcross, 2008; p: 2). Based on the previous definitions, Mobile Marketing can be conducted through: SMS (Short Message Service), MMS (Multimedia Messaging Service), WAP (Wireless Application Protocol) banner advertisements, mobile TV and Bluetooth. On the other hand, the use of mobile phones as well as its applications such as text messages or SMS messages is increasing at an enormous rate.

3. BENEFITS OF E- MARKETING

Below the advantage of E-marketing are listed:
- Targeted to desired Market through search words and audiences
- Results are much more measurable
- Money is being spent on funnel phases later then impressions
- Easy to change or pause marketing efforts
- Cheaper customer acquisition costs
- Creates residual traffic
- Decisions can be made using both real data and qualitative results
- The ability to drill down into your demographics to accurately reach your target market
- Social media, which is essentially word-of-mouth marketing
- Data and results are available immediately
- Accessible to any size business
- The ability to build direct relationships with customers

4. DRAWBACKS OF E- MARKETING

In spite of the advantages of E marketing as has been mentioned above, some disadvantages cannot be neglected. First of all, using digital media marketing strategies is that it can take some time to realize measurable success. Secondly, unsuccessfully implemented marketing can stay around perpetually. Last but not least, trust on consumers being highly interactive on the internet. For online marketing permanent content must be generated, revised, approved and published; states must be answered and sites and pages must be sustained.