

**E - MARKETING - CHALLENGES AND OPPORTUNITIES**

**Mrs. M. Sundarabharathi**  
Asst. Professor, Dept. of B.Com. (CA),

**K.Seetha Lakshmi**  
III B.Com.(CA), Jayaraj Annapackiyam College of Women, Periyakulam.

**Abstract**

*E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E-marketing means using digital technologies to help sell your goods or services. Electronic marketing is the youngest of the membership growth devices and has grown exponentially since mainstreaming a little more than two decades ago. E marketing created a means of doing business defying time and space. It established speed, information flow and access in buying and selling of products. This in turn created a virtual market for actual products globally. This paper traces the growth and the challenges in the process of e marketing.*

**Introduction**

Before the term e marketing evolved, the term 'digital marketing' was used in the 1990s. The rapid evolution of digital media created new opportunities and avenues for advertising and marketing. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term 'digital marketing' became popular over time, particularly in certain countries. E-marketing objectives define what you want to achieve through your e-marketing campaign. They set the reasons why your business wants to go online and allow you to estimate and monitor the progress of your online marketing activities. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives. Different businesses may develop different e-marketing objectives depending on their individual circumstances. A useful framework for developing effective e-marketing objectives is the five S's framework, which includes: Sell – Serve – Speak – Save – Sizzle

**CHALLENGES OF E-MARKETING**

- Marketing integration
- Security and privacy
- Impersonal service
- Improving brand awareness

**OPPORTUNITIES OF E – MARKETING:**

- Global reach
- Lower cost
- Trackable, measurable results
- 24-hour marketing
- Personalization
- More interesting campaigns
- Other Opportunities

**COMPETITIVE ADVANTAGE:**

- New Entrants/Substitution
- Suppliers & Traders
- Buyers:

- Competitive Rivalry
- Some of the typical skill challenges in the Indian context are:
- High illiteracy
- Access to computers and computer education is a major challenge.
- Lack of vocational education and training
- Training in English and other foreign languages.
- Training salesmen in communication skills and art of persuasion
- Need for laws and special jurisdictions
- Need for Software
- Unauthentic sites

### CONCLUSION:

This paper discussed the growth and the challenges in the ever expanding area of e marketing. This field needs constant learning. One cannot overlook the fact that it is a technology driven approach. There is a dire need to keep abreast of the latest in the field of computer science and information technology. Poorly created and executed programs create mistrust between clients and marketers. Spam, identity theft, intrusive advertising, technical snags, not keeping terms with contract / agreements, gap between ordered products and actual deliveries have created deep mistrust in e marketing. Hence the growth of e-marketing depends also on the growth of business ethics on the one hand and consumer protection laws on the other. In other words, the relevance of 'credibility' in business in general and e marketing in particular is month which can be addressed with skill development in the field of information technologies .While one has to adopt caution, e marketing offers a world of opportunities.