

# E-Marketing and E-commerce

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## Abstract

Internet Marketing Online defines the online marketing strategies taken for promotion of your business. If you feel that internet marketing methods employed by you are not yielding desired results as per your expectations for your business. Team believes that your business is our business and success of your business definitely spells our success of our online internet marketing strategies. Internet marketing is the component of marketing that deal with the planning, pricing, promotion, and distribution of your products and services online. Good Internet marketing strategies clearly communicate a firm's unique selling proposition, or the unique collection of benefits that creates value for its customers. Everything you do to promote your business online is Internet marketing.

Marketing your product or service online offers the opportunity for increased communication with your target market through techniques such as interactive websites, email newsletters, online surveys and forms, blogs, and discussion groups. The Internet allows you to collect immediate feedback from your client base with little out-of-pocket expense.

**(Keywords: Making, Maker culture, Electronics, Crafting, Tools, Diversity, teriality, Design.)**

## Introduction

Finding success online is no different from

finding if offline. Choosing the right product or service and designing offline. Choosing the right product or service and designing an appropriate online and off-line marketing mix are key to successful Internet marketing.

No matter what your business, Internet marketing should form part of your marketing mix-how large a part will depend on your particular needs and budget. The tools you use to develop your online presence and drive traffic to your website will also depend on your particular business and target market demographics. Internet marketing is a fast-changing industry that readily adapts to improvements in technology. Therefore, there are always new marketing tools available to small businesses.

Designing and building a website is only one aspect of bringing your business online. With billions of websites on the Internet, it's just as important that you ensure people can find your website. And, since most website traffic still comes from search engines and directories-98% of Internet users claim they use search engines regularly-you may want to focus your initial web marketing efforts on search engine optimization. Search engines such as Google and Yahoo index billions of web pages and rank them according to complex algorithms that assess a page's accessibility, its relevance based on specific search terms or keywords, an importance indicated by the number of sites that link to it. Search engine optimization refers to the work that is

done to a website to ensure it gets noticed and ranked highly by search engines. Ideally, you want to strive for a top ten ranking, because studies have shown that most search engine users don't scroll past the first page of results.

Building a website using “search engine friendly” coding techniques that minimize the use of Flash and frames. Researching appropriate search terms-called “keywords” or “keyword phrases” –that fit the target market. Incorporating keyword-rich content into a website's domain name, meta tags, title tags, alt tags, headings and overall content, and ensuring that content is updated regularly. Submitting the website address to search engine. Developing reciprocal linking strategy with other websites to grow quality inbound links to the site.

### **Target Markets:**

The groups of customers and potential customers most likely to want what you offer. Segments you can serve most profitably. Approaches that will deliver higher margins. Ways you can outmaneuver your competitors.

### **Marketing Objectives:**

The specific behavior changes that will produce the business results you're looking for. With numbers attached, because we believe you get what you measure.

### **Positioning:**

The best way to position your company that clearly defines your differences-and helps people understand why those differences matter to them.

### **Communications Strategies:**

Messages that will compel your target audiences to re-think your product or service and change their behavior.

### **Contact Strategies :**

The most effective and cost-effective ways to convey your messages to the most productive

audiences.

### **Marketing Plan :**

Continue to get relevant sites to link to yours. Social media marketing involves a long-term commitment to establishing and nurturing mutually-beneficial reciprocal online relationships that will help you improve your products and services, strengthen your reputation, and drive traffic to your site that you may otherwise have to concede to your competitors.

It's already become clear that social media marketing will be one of the most important factors in the success of 21<sup>st</sup> century small businesses. If you're determined to excel in your online competitive environment, you will make a long-term commitment of time and creative energy to social media marketing. For small businesses and organizations, this commitment doesn't need to involve significant financial outlay.

After the fundamentals are in place and your new business website has been launched, you have to make your website come alive. There are now ways to get much more traffic on your site than you could ever expect if your only concern is search engine optimization:

Collaborating with customers? Establishing communities? Nurturing relationships? What's next, holding hands, singing, and swaying back and forth? Small-business owners and managers who are just trying to make a living in this economy may think they don't have time for this kind of thing.

### **Internet Marketing :**

Internet surfers use search engines to find information online. Nearly 60 percent of adult Web surfers have shopped for travel-related services on the Internet in the last six months. Competition for these consumers is fierce. Are your Internet Marketing efforts bringing you any of this business?

- Let us perform a web site analysis for you.
- You will receive our suggestions without any commitment on your behalf and we will not share the information with anyone outside our business. You can use our we advice any way you prefer, do it yourself, or get estimate from us, built on your specific requirements.

Don't rely on automated submissions or generic package offers. More likely than not they will not fulfill your specific requirements. Submission by itself will not do much for your business. Some companies will offer you submission to 1000's of search engines.

### **Internet Marketing Approach :**

1. We always start with a web site analysis. Without understanding what you have and are trying to accomplish we can't do a good job for you. After we analyze your web site we will give you suggestion
2. on content, features and general effectiveness of the site and what needs to be done to improve your web site traffic. If you don't have a site we will not attempt to start designing one until we understand what you are trying to accomplish and help you formalize you Internet marketing strategy.
3. Keyword Research, finding the most popular and appropriate keyword search phrases used by the public on the Search Engines for your products or services.
4. Optimize the site for search engines to improve web site ranking on the search engines and online directories.
5. Submission of the site to all major search engines and directories.
6. Linkage Research and Interactive Advertising management. Negotiate the

most effective online partnership and advertising online to create a greater online presence and higher traffic.

7. E-Newsletter. The E-newsletter allows you to build and maintain awareness while communicating news of special deals. will design, develop, distribute and track the response rate, plus automate the maintenance: subscriptions of your mailing list.
8. Email marketing is one of the simplest and most cost effective ways to communicate to your users. Whether you send one e-postcard or develop an entire yearlong campaign, we can design, distribute
9. and track to response rate and ROI of your e-postcard mailings, and even help you manage your email marketing database.
10. Online press release can be used as effective promotion, to reach trade media and the public.

### **Internet Marketing Analysis:**

At NDDW we take care of all these. Our internet marketing services also extends from the range of search engine optimization to viral marketing and quite a few steps in between. Some of our services are geared for average websites and some are strictly internet marketing services that only enterprise level accounts can conceive. Our aim is give you the best internet marketing services to do successful online business.

We look at your objectives and goals and make an analysis of the person you are trying to reach with your efforts. Once a complete analysis of your buying public has been established we evaluate exactly what type of internet marketing services will be most appropriate for the desired end result. We then utilize these services to give you the best

internet marketing services.

## Conclusion

Our wide range of services includes RSS feeds, blogging, article submission, participation in forum discussion to popularize your site and much more. Search engine marketing covers a great deal of disciplines and rituals which we shake up and for this we need to search the newest of the new trends on the market. We will do what is required for your website according to the latest trends.

Many companies and products look the same in its first look. Having the distinct identity is very important for your site and this is one us to do the rest for you. To differentiate your site from the rest of the crowd we use the suite of internet marketing services.

Do you have any idea about how your site is performing in the web. If no idea about this, then you have come to just the right place. We keep track of how your business is doing and what plans are required to what you exactly want to do for your business.

Once you get the proper view of how your business is doing then we can assist you in doing what you need to do to get your site to the top.

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