

SYNOPSIS

Title: SCOPE OF E MARKETING

ABSTRACT

The customer relationship management (CRM) is essential and vital function of customer oriented marketing. Its functions include gathering and accumulating customer-related information in order to provide effective services. E-CRM is a combination of IT sector but also the key strategy to electronic commerce. E-CRM is a combination of software, hardware, application and management commitment. Aim of e-CRM system is to improve customer service, develop a relationship and retain valuable customers. E-CRM is a concern for many organizations especially banking sector. The purpose of this study is to gain a better understanding of the benefits e-CRM to customers and organization in banking industry. To justify the purpose two research questions have been addressed and on the basis literature review, a frame of reference was developed which helped us to answer the research questions and collect data. A qualitative research approach was used for this study. Empirical data was collected through in-depth interviews were conducted with two Swedish banks and a group of their customers. In the last chapter findings and conclusions were drawn on the basis on research questions. Our findings indicate that Swedish banks are well aware of the benefits and applications of the e-CRM and use the system to maintain good relationships with their customers. Our findings also indicate that with the implementation of e-CRM and the latest technologies. We have found that both the banks seem to have same description about the benefits of e-CRM. We found that both banks have maintained good relationships with customers due to the usage of e-CRM. Our finding indicates that with the implementation of e-CRM and the latest technologies banks have ensured full security for the transactions of their customer's. E-CRM facilitates the organizations to provide one to one services and also maintain the transaction security of the customers.

INTRODUCTION

Also known as **web marketing**, **E-Marketing**, **webvertising**, or **e-marketing**, is referred to as the marketing (generally promotion) of products or services over the Internet. 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.

Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, email marketing, content marketing, mobile advertising, and Web 2.0 strategies.

When Internet Marketing includes designing the company's website, social media sites, mobile and other interactive media for specific [business] goals, the terms Digital Marketing is then used because it helps the company position itself not only on the Internet but on Digital Media or the Digital World.

Internet marketing initiatives for the same company are usually tied together in the company's Internet (or Digital) Strategy, which is design specifically for each client based on its business needs and goals.

In 2008, *The New York Times*, working with [comScore](#), published an initial estimate to quantify the user data collected by large Internet-based companies.

Growth of Internet usage and E-marketing:

According to the research report of Goldman Sachs, India has emerged as the second largest Internet market in Asia after China with 100 million users in 2005. It estimates that Indian Internet Users will increase by 130% compounded annual growth rate (CAGR) from 0.5 million users recorded at end of 1998. Also the figures of the number of Internet Service Providers (ISPs) is expected to increase by leaps and bounds and March 2006 see at least 30 private

international gateways.

In today's technology driven world, an e fast paced digital economy is emerging. In the near future, it wouldn't be surprising to see that there are companies that exist only inside computer networks. Most business transactions will be made electronically, directly from the producer to the consumer, by passing the supply chain. In the digital marketing environment, the consumer becomes an integral player in the development of the product.

As per preliminary findings of the NASSCOM survey, the total volume of E-commerce transactions in India was about Rs.131 crore in the year 1998-99. Out of this volume, about Rs.12 crore were contributed by retail Internet or Business-to-Consumer transactions, and about Rs.119 crore were contributed by Business-to-Business transactions. The survey also revealed that E-Business transactions in India are expected to exceed Rs.300 crore during 1999-2000. Out of this, about Rs.50 crore could comprise of retail transactions.

For Business-to-Business transactions, Indian industries are expected or search

NEED OF THE STUDY –

1. Should companies integrate various marketing tools to communicate about its brand?
2. How do consumers get awareness about different brands?
3. How E-Marketing plays important role in companies' marketing strategy?
4. What are the reasons for growing popularity of E-Marketing among consumers?
5. How is E-Marketing advantageous over traditional marketing?
6. What are the loopholes in E-Marketing?

OBJECTIVES

- To study the conceptual framework of internet marketing
- To identify the various tools involved in internet marketing
- To compare the trust level of traditional advertising and online advertising (consumers point of view)

- To find the effectiveness of internet advertising (reach and creation of awareness)
- To find the reliability of internet advertising (recall and remembrance)

Research Design:

Definition: "A research design is the arrangement of condition for collection and analysis of data in a manner that to combine relevance to research purpose with economy in procedure".

Research design is a conceptual structure within which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with minimum effort, time and money. Research design stands for advance planning of methods to be used for collecting the relevant data and the techniques to be used in their analyses. Preparation of research design should be done with great care as any error may upset the entire project. Therefore it is imperative that an efficient design must be prepared before starting research operations. The design helps the researcher to organize his ideas in a form whereby it will be possible for him to look for flaws and inadequacies.

The following questions have to be answered in a research design:

1. What is the study about?
2. Why is the study being made?
3. Where will the study be carried out?
4. What type of data is required?
5. Where can the required data be found?
6. What periods of time will the study include?
7. What will be the sample design?
8. What techniques of data collection will be used?
9. How will the data be analyzed?

Sources of Secondary Data

- Data is being collected from Book –
- Data is taken From Websites
- www.wikipidea.com , www.google.com , www.fabmart.com .
- Information is collected from Encyclopedia.
- Some Data & graphs are taken from Magazines.
- Newspapers – HINDUSTAN TIMES, THE TIMES OF INIDA.

Limitations

- Due to wide spread information of the data, the scope of project becomes very wide.
- All the matter has been collected through secondary sources; hence the errors might have crept in.

SCOPE OF THE STUDY:

Advertisers are expected to spend Rs. 22,500 million in internet advertising in the year 2017 third only to TV and Print ads, which is around 5257% more than that in the year 2004, compound percentage increase of 124% over the last 5 years. This is the new age of advertising.

It is true that people have started realizing that internet can serve as a one stop point for all their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. This has led 70% of the ever users to glue themselves to the Internet and access it on a regular basis. This is an opportunity for advertisers to exploit this revolution. But, is it the end of traditional advertising? Is internet advertising effective and efficient compared to the traditional form?? Does it fulfill the basic objectives of advertising (create awareness, to generate sales, build positive image, etc...)???

The problem is that, volumes of consumers are online every day for their personal work, but do they notice the ads, banners etc. displayed on that webpage, most important what is their recall/remembrance value. What about the reach of online advertising, is it effective across over all target groups? We have trusted traditional advertising all these years and it's a 32 proven medium that fulfills all the objectives of advertising, can one have the same trust for online advertising

Literature review

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PREVIOUS STUDIES

7P's of Marketing on the Internet

The four P's-Product,Price,Place and Promotion have long been associated with marketing,but things have changed on the Internet.So along with a change in the nature of the four P's there are three new P's which are relevant to the internet marketer.

1. **The Product** on the Internet usually changes form online, and the user experience site electronically,in the form of text,images and multimedia.Physical goods are usually presented in the form of a detailed online catalogue that the customer can browse through.Technology allows the user to virtually touch and feel the product on the Internet-rotate it,zoom in or zoom out and even visualize the product in different configurations and combination. The example of the above can be seen at dell.com where the company offers the user to virtually feel every aspect of their product before they go into a buy decision.*Content* and *software* are two avatars of digitized products that can be even distributed over the Internet.On the Internet,E-marketing will be based more on the product qualities rather than on the price.Every company will be able to bring down the cost of its products andhence competition will not be on price.It will rather be on the unique of the product.

2.**ThePrice:**has been drastically changed over the Internet.It lets the buyer decides the price.Also it gives the buyers information about multiple sellers selling the same product.It leads to best possible deal for the buyers interms of price.A website named Price line.comics extremely popular as its compares the price of many airlines and offers the least price to the buyer.The very famous bazee.com now known as ebay.in follows the same principles.Pricing is dynamic over the Internet.

3. **The Place** revolves around setting up of a marketing channel to reach the customer. Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The elimination of the intermediate channel allows the producer to pass the reduced distribution cost to the customer in the form of discounts. Dell Computers have used this strategy very effectively and hence they have been able to reduce their prices of their laptops drastically and reap huge profits.

4 **Promotion** is extremely necessary to entice the customer to its website, as there are currently more than one billion webpages. Promoting a website includes both online and offline strategies. Online strategies include search engine optimization, banner ads, multiple points of entry, viral marketing, strategic partnership and affiliate marketing

5. **Presentation** The presentation of the online business needs to have an easy to use navigation. The look and the feel of the web site should be based on corporate logos and standards. About 80% of the people read only 20% of the webpage.

6.Processes Customer supports needs to be integrated into the online website.A sales service that will be able to answer the questions of their customers fast and in a reliable manner is necessary. To further enhance after sales service, customers must be able to find out about their order status after the sale has been made.Fore.g.FedEx(www.fedex.com),the overnight Courier Company allows its customers to keep track of the parcel and they are well informed about he present where about of their package.Similar variants have been used by the Govt of India for its Speed post and Registered Ad services where you can keep a track of your post by entering the code that has been issued to you.

7.Personalization Using the latest software from Broad-Vision and others,it is possible to customize the entire web site for every single user, without any additional costs.The mass customization allows the company to create webpages products and services that suit the requirement of the user.A customized web page does not only include the preferred layout of the customer but also pre selection of goods the customer may be interested in.Fore.g.Yahoo! (www.yahoo.co.in) entered the Indian cyber space and start edits personalized services.A registered user of Yahoo can now personalize the front page with all the information he needs.He can read the news of the world,adda tax calculator, see the weather forecasts of his city and listen of his favorite songs and all this simultaneously.

Internet Marketing Tactics

There are many different technologies to facilitate your Internet marketing strategy. Some of the most common and effective tools are:

Search Engines and Directories: Search engines are one of the most popular means of finding web sites, second only to following links on web pages.

Search engines help people find relevant information on the Internet. Major search engines maintain huge data bases of websites that users can search by typing in keywords or phrases.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

BIBLIOGRAPHY

LINKS

- http://en.wikipedia.org/wiki/Internet_marketing
- www.rediff.com
- www.fabmart.com
- <http://www.amnavigator.com/blog/2010/07/25/9-internet-marketing-magazines-to-subscribe-to/>