"CHALLENGES AND OPPORTUNITIES OF E-MARKETING"

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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. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The basics of marketing remain the same – creating a strategy to deliver the right messages to the right people. What has changed is the number of options you have. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail and PR, e-marketing adds a whole new element to the marketing mix. Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses. Very simply put, e - Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e - Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. The present paper on marketing highlights the challenges and opportunities that come in the way of e-marketing.**

I. CHALLENGES IN MARKETING

A. Building a Quality Website - This is an obvious place to start - when a business decides to go online, the first challenge they have is building the best website possible. Most small businesses start looking for professional web designers, who can make sites that both look pleasing aesthetically and navigate properly. This is extremely significant considering business metrics are greatly affected within the first-glance of your site. In fact, 46% of people say a website's design is their number one criterion for determining the credibility of a company (Business2Community). Although these are very important things to look for in a website, they are just the tip of the iceberg when it comes to quality website design. The best web designers build websites that not only look great and function flawlessly, but are also designed to perform well for business - i.e. gaining clients and making money.

For instance it is obvious that the cost of launching an ad online is far less than placing an ad in a magazine or on a billboard. The cost of establishing one's virtual presence, networking with other institutions and communication with consumers is significantly low. Consequently internet marketing

Enables the companies to save their resources, an aspect which is highly appreciated by companies since the online marketing campaigns don't require massive investment.

B. Marketing integration - Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign.

C. Security and privacy - Most people do not completely trust Web companies and thus are careful about offering information about them on the cyberspace. This is especially true when companies that collect data are exposed to spammers and scammers. To address this, it is imperative for e-businesses to adopt a sound policy and implement a fool-proof security measure. Encryption systems, in particular, are a tool that online companies should seriously consider investing in.

D. Impersonal service - Businesses operating online often use electronic methods of providing customer service, such as emailing and posting information on the website to answer possible user questions. This may be perceived by customers as just too impersonal or uncaring. To address this problem, merchants must develop efficient checkout procedures for selling goods via the Web. They may also consider hiring call handling services, so that customers can talk to real people when they have inquiries or problems that need instant answer.

E. Improving brand awareness - This is particularly a big challenge for companies that primarily use the Internet to sell their products and services. This is because unlike traditional advertising (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers' will, online adverts can be shut off by users they are more averse to it, too. Web companies are therefore challenged to be more innovative in their advertising strategies.

F. Problem of integrity- Integrated marketing has been a central theme of the profession. On the other hand one of major problems with marketing campaigns is that they employ several offline and online promotions channels such as press, brochure, catalogue, TV, cell phone, e-mail, internet, social media etc, while lack a comprehensive, harmonizing marketing framework. Each item is used in isolation and accomplished as a different task not as a component of an integrated campaign aimed at

realization of specified and particular objectives. This deficiency can be compensated for by taking a holistic approach which synchronizes different traditional and internet age modes of marketing communication as moments of an integrated structure. With respect to virtual, online component of an integrated marketing what is "also worth noting (or reminding) is that like offline marketing, all aspects of online marketing are inextricably linked- and in many cases

G. Interdependent- Therefore none of the element marketing
Should stand in isolation. The website will never be visited if there are no links to it; viral marketing requires email or social media websites to communicate the message and search engines are useless without websites to link to it. So it is that in any internet marketing strategy all components must dovetail together.

H. Lack of face-to-face contact- Lack of personal contact is another deficiency of online marketing which has been addressed in online marketing research and literature. Internet transactions involve no embodied, personal interaction and that is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store. They prefer to talk to store personnel in a face to face manner, touch the related product with their hands, and socialize with other customers. Virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction. To be more specific for the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate. Face to face contacts is not important just in the case of special types of products; here culture is also a relevant variable. For example Rotchanakitumnuai & Speece (2003) can be referred who have highlighted the lack of personal contact in online transactions. Among other things, they refer to Asian cultures in which personal relationships are of a prominent value and that this, together with the transaction context, is often plays a crucial role in ensuring the success of financial deals.

I. Security and Privacy- Information privacy is among major topics to be taken into consideration in today's evolving electronic world. It is clear enough that nowadays customers' data can easily be shared with other companies without asking for their permission. Moreover their more crucial personal data such as usernames and passwords are not immune from hackers. Another related problem is spas and pop-up adds which considered by majority of online customers an instance of intrusion of privacy. These security and privacy issues are among challenges in the way of online marketing. Effective internet marketing, therefore, depends on resolving the related problems in this regard. The major dimension with

respect to privacy is the choice or consent. This dimension has its roots in this belief that consumers whose data have been collected by the respective company should have control over the ways in which their information is used.

J. Lack of Trust- Closely related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth. And it is the reason why online trust is growing in importance as a topic of study and its influence on internet marketing strategies is increasing. Online trust includes consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands. Today despite the rapid growth of online transactions several people still mistrust electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand prevalence of online fraught has made customers hold negative or doubtful attitudes towards online transactions. So much more clearly remains to be done to build up the trust and convince the customers that interactions which take place in the virtual world are as real and honest as those happen in the real, offline world. No doubt, it is an ongoing, long process and needs more time to realize. It should be stressed that unless this trust has not been built, internet marketing cannot be taken advantage from to its fullest potential.

So it is imperative for those in charge of online marketing to understand the reality of new virtual world. One of the prominent realities of this new world is that today trust and customer power have partnered to revolutionize marketing. Marketers and IT managers are challenged with the task of changing the online climate in order to gain retain online consumers. This has generated tremendous interest in learning about online trust and in developing new site designs to respond to the increased power of customers.

II. OTHER CHALLENGES

A. Low percentage of computer penetration
B. Internet connectivity.
C. Low percentage of surfers entering into online transaction transactions.
D. Cyber crime.
E. Dealing with the IT Department
F. Intellectual Property
G. Bad Marketing

III. OPPORTUNITIES IN E-MARKETING

There are many more opportunities of internet marketing that helps the online business more efficient. E-marketing gives businesses of any size access to the mass market at an affordable price and unlike TV or print advertising, it allows truly

personalized marketing. Some of the advantages of e marketing are:

A. Global reach – a website can reach anyone in the world who has internet access. This allows finding new markets and competing globally for only a small investment.

B. Lower cost – a properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

C. Trackable, measurable results – marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customers' responses to your advertising.

D. 24-hour marketing – with a website the customers can find out about their company's products even if the office is closed.

E. Personalization – if the customer database is linked to the website, then whenever someone visits the site, one can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

F. Speed: messages are delivered straight to the recipients› inboxes, instantly.

G. More interesting campaigns – e-marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz whatever you think will interest them.

I. OTHER OPPORTUNITIES

A. Internationally more than 33% of surfers buy online.
B. E Marketing reduces prices.
C. Huge potential for growth (70% rural population).
D. E Intermediaries.
E. Affordable computers and internet connectivity.
F. Desire of the customers.

II. CONCLUSION

Internet has revolutionized every aspect of life including economy and marketing. Introducing major techniques and methods of online marketing, this paper has shed light upon opportunities and challenges of e- marketing. The major advantages internet has are its Empowering effect, Elimination of geographic barriers, 24 hours / seven days availability, Cost-effective, Track ability, and Personalization. However, implementation of Internet in the field of marketing involves special disadvantages such as Problem of integrity, Lack of face-to-face contact, Security and Privacy, Lack of trust. Unless these dual characteristic of Internet have not been taken into consideration, it cannot be deployed to its full advantage. An online marketing framework informed by insights from such a consideration would guarantee its financial objectives.

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