



Marketing vs E-Marketing

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Abstract

Marketing is a societal process, which discerns consumer's wants, focusing on a product or service to fulfill those wants, attempting to mould the consumers toward the products or services offered. With change in time, marketing also affected positively with advance technology. E-marketing have added thrill in marketing professionals. This paper aims to provide an overview of Traditional Marketing and E-Marketing with their pros and cons.

Key Words

Traditional Marketing, Online Marketing, E-Marketing, Internet Marketing.

I. INTRODUCTION

Marketing is a critical and complex business operation with the simple goal to maximize revenue and sustain operations. With such a broad goal, marketing integrates an array of business processes, technologies and strategies.

Globally growth is one of the main objectives of every company. Marketing policy have effective role to achieve the organization's success. Having marketing team with enough knowledge about marketing strategy will raise the business growth.

Due to the internet, a key happening across industries today is the emergence of a global marketplace just a mouse click away. Nowadays organizations are trying to move towards electronic environment (Taherdoost, et al. 2012a; Taherdoost, et al. 2012b).

Progress in technology also affect on marketing. Internet Marketing/Online Marketing/E-marketing as some type of marketing based on internet. The reputation of Internet Marketing is developing very quickly in all variety of business (Taherdoost, et al. 2012c; Taherdoost, et al. 2013a). Awareness is the most important things that one should have to do the internet marketing.

Electronic marketing with applying new technologies and facilities is the newest way to attract new customers. Digital technology and electronic media is used in E-marketing for trading or selling goods whereas Traditional marketing used to increase attracting customers to buy their requires. (Taherdoost, et al. 2013).

Selecting traditional marketing or online marketing depends on business/product/service type, objectives, target market, capability, efficiency and budget. This research tried to explain an overview of traditional marketing and E marketing with their advantages and disadvantages.

II. WHAT IS MARKETING

Marketing is a communal progression, which recognizes consumer's desires, concentrating on a merchandise or service to realize those needs, trying to purse the consumers toward the merchandises or services suggested. In fact, marketing is essential to any businesses development. The marketing teams (marketers) are tried to make consumer understanding of the goods or services during marketing procedures. The businesses reach to success if it considers the merchandise, services and consumer's needs. Fundamentally, marketing is the procedure of making or conducting an organization to sell product or service that people not only need, but also are eager to buy. Therefore, ability to make a proposition or benefits for customer that gains the value from products or services are the features of good marketing.

One phrase requires to be expressed is viral marketing, which is a perception that have enlarged with the appearance of the Internet. During social relations viral marketing has been expanded and is stated as a new version of word of mouth marketing. Whether funny, surprising or with deep impact many small texts, pictures or even videos are sent from one user to another for various reasons. Viral marketing will be discussed in detail later (Eriksen and Hemmingsen 2014).

III. TRADITIONAL MARKETING

Many components are considered as traditional marketing like business cards, print ads in magazines or newspapers. Furthermore, posters, commercials advertise on media, billboards and brochures are also included. Overall, traditional marketing include anything except digital tools to brand product, service or logo. Another overlooked tool of traditional marketing is once people discover a meticulous trade through a appointment or a network and ultimately you construct a connection with them.

Traditional marketing certainly has its place and value. Examples of traditional marketing vehicles include a sales force (internal and independent), direct mail, buying leads, referrals, print media, trade shows, radio, and TV (Onishi 2011).

A. Benefits of Traditional Marketing

The biggest benefit of traditional marketing is remarketing and brand awareness. When a company produces a new product in order to enter to the market need to have a lot of marketing efforts until to keep on the customer mind and then can move towards new market

In order to reach to the special group of customer's traditional method can be more useful compare to other ways. For example, if a company would like to retire CEOs, no need to utilize the internet or social media channels.

One types of traditional selling is Person-to-person. This selling is the most common and effective way to market a product or service.

Traditional marketing recommends hard copy objects. There is something to be said about handing a consumer some tangible printed material they can flip through at their leisure.

Thus, in brief, traditional marketing has four advantages namely; personal communication (face-to-face), direct response, reaching a specific audience and tangibility.

B. Disadvantage of Traditional Marketing

Traditional marketing is more familiar for people because of the durability. Discovering ads in journals, newspapers, or reading billboards are still the work that people like to do that. Usually, traditional marketing is making only a local meeting albeit it is not confined to one. Therefore, just small number of people who will observe it may in fact be eager to use product and service.

After that the difficulty to quantify the results of marketing is the next concern for traditional marketing. How much novel production did the ad breed? In reality, traditional marketing is much like to throw things against the wall and hope to stick.

And maybe the main shortcoming of traditional marketing is stagnant which means there is no way to intermingle with the viewers. It's more like organization is dropping information in the presence of people and hoping that they make a decision to do act.

Moreover, purchasing advertising for media can be very expensive and unaffordable to most small companies. In addition, printing matters, buying advertisements in media all oblige to hire outside aid, which increase the cost.

lastly, traditional marketing is regularly compel the consumer, they don't essentially ask for it.

IV. INTERNET MARKETING

E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The idioms E-Marketing, online marketing and Internet marketing , are regularly swapped, and can be considered

synonymous as well.

The process of marketing a brand is considered as E-Marketing. It comprises both direct and indirect response marketing and utilizes a variety of technologies to assist relate industries to their consumers. By such a definition, E-Marketing includes all the operations a business accomplishes by the use of the worldwide web with intention of focusing new business, maintaining present business and expanding its brand individuality.

Internet Marketing is an amazing new channel for marketing the technology's architecture supports better tracking of Return on Investment. With using internet marketing companies are able to expand their attainment and filter their sentiments.

The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Distinctively, digital marketing is parallel to traditional advertising, however applying digital devices. Conversely, digital marketing is considered a form of inbound marketing and its goal is for people to find suppliers. Examples of Internet Marketing: Purchased Leads, Google Adwords, SEO, Yelp, Google Local, Facebook/Twitter, Article Marketing, Content Marketing, Email Marketing.

A. BENEFITS OF E- MARKETING

the results of electronic marketing is easier to appraise compare to traditional marketing; and another advantages is that a digital operation can achieve an unlimited viewers. Besides that it is possible to adapt a digital operation to achieve a local audience although it can also be applicable on the web and attain the whole globe when suitable. Electronic marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very valuable consumer feedback. 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

B. DRAWBACKS OF E- MARKETING

In spite of the advantages of E marketing as has been mentioned above, some disadvantages can not 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.

V. DISCUSSION AND CONCLUSION

For doing marketing internet is one tool that can be used. Increasingly businesses are incorporating the Internet into their business-to-business marketing strategies. In order to have successful marketing it is better to apply strength of media to prove traditional marketing in novel ways. Traditionally the four Ps of marketing, Price, Product, Place, and Promotion, have been considered the keystones of a firm's marketing strategy. The use of the Web as a business-to-business or business-to-consumer marketing tool includes what many see as the fifth P of marketing, 'People' and fits within this traditional framework.

Athwart, other traditional marketing methods, Online marketing company offers 24/7 availability to consumers who are searching, researching and purchasing decisions about products or services, which, depending on the type of products or services, it can be done without interference. digital marketing and traditional marketing is beyond debate whether or not digital marketing can overcome the traditional marketing , It is recommended to appraise and compare this two types of marketing via decision maker of marketing policy.

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