E-Marketing & Role Of Cloud Applications In E-Marketing: A Conceptual Study

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ABSTRACT

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. This paper discusses the problem of impact of electronic environment on marketing process. In the first part, utilization of various tools and techniques is presented and analyzed. Second part of the paper is focused on challenges emerging in the new reality. Next part briefly discusses opportunities arising for marketers with electronic environment development. Finally conclusions are provided. Here the researchers have analyzed to find out the opportunities and challenges of E-marketing.

Now-a-days Cloud Computing is widely used in various fields of service industry. Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. In other words, Cloud computing provides everything in the form of service as per convenience.

Cloud based application can be useful for e-marketing and it will be useful for business, consumers, media and service providers.

KEY WORDS: e-marketing, internet marketing, digital marketing Cloud Computing, marketing cloud, Cloud Applications, cloud-based marketing.

Introduction

E-Marketing can include information management, public relations, customer service, and sales. The development of e-marketing has been one of the most important and influential trends in the field of business, marketing and Information Technology offer the past decade. It has revolutionized the manner in which certain businesses market their products and the advent of social media offers the potential to revolutionize the manner in which businesses and consumers interact in the future. This paper will define the importance of emarketing, examine how e-marketing helps businesses to reach their customers, highlight some of the most important advantages and disadvantages of e-marketing.

Cloud Computing is now widely used in several fields. Basically, Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. In other words, Cloud computing provides everything in the form of service as per convenience of user. Cloud computing technology provides three types of services viz IaaS, PaaS & SaaS. We are focusing on SaaS i.e. Software as a Service also called as cloud based applications. These Cloud based applications are useful in almost all sectors especially in service sector.
Marketing sector is one of the important parts of any industry and it is having direct impact on growth of the organisation. Effective and qualitative marketing is a challenging job for developing country like India. Cloud Computing can satisfy several needs of digital marketing in less cost and more effective way.

E-Marketing Definition

E-marketing means using internet and social media to improve sell of 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 style of marketing and approach to customer. Though businesses will continue to make use of traditional marketing methods, such as advertising, physical promotion, e-marketing adds a whole new element to the marketing mix. Many businesses are producing great results with use of e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses.

Objectives of E-Marketing

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:

1. Sell – using the internet to sell products and services
2. Serve – using the internet to serve customers
3. Speak – using the internet to communicate with customers (both existing and potential)
4. Save – using the internet to save/ reduce cost
5. Sizzle – using the internet to build brand identity

When setting your e-marketing objectives, you need to make sure that they are:

- Specific – specify what is to be achieved.
- Measurable – expressed in measurable terms such as key performance indicators, outcomes, numbers, percentage, dollars, etc.
- Action-oriented – state which actions need to be taken and who will take them.
- Realistic – achievable with the resources available.
- Time Specific – establish specified time frames.

Benefits of E-Marketing

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. Specific benefits of e-marketing include:

- Global reach – a website can reach anyone in the world who has internet access. This allows you to find new markets and compete globally for only a small investment.
- 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.
- 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 customer responses to your advertising.
- 24-hour marketing – with a website your customers can find out about your products even if your office is closed.
Personalization – if your customer database linked to your website, then whenever someone visits the site, you can greet him or her with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

One-to-one marketing – E-marketing lets you reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. Combine this with the personalized aspect of e-marketing, and you can create very powerful, targeted campaigns.

Effective campaigns: – E-marketing lets you create effective and interactive campaigns using music, graphics and videos.

Challenges for e-Marketing:

1. Developing IT Infrastructure:
   For e-Marketing, we need to provide adequate computing facilities to marketing executives. It requires huge investment in hardware. Developing such kind of computer lab itself is big challenge for education sector. Most of the Institutions cannot afford investment in such IT hardware infrastructure. This infrastructure is very rarely utilized with its full capacity.

2. Software Licensing:
   After developing sufficient IT Infrastructure, next step is provide software applications to marketing executives. It includes effective CRM, Automated email system, social media management, etc. Periodic renewal of these software licensing is necessary for continuing use of software.

3. Effective Administration:
   Administration in marketing sector is always a challenging job. We need to handle the information from enquirues to customer satisfaction. This information has to be maintained for long period of time and frequently some of this information is required in different format. Additionally every management has to deal with other issues like Marketing Mix, Demand and Supply, effectiveness of advertisement, target achievement, executive performance, support staff management etc.

Cloud Computing: New style of providing services
Cloud computing in its simplest form is a model for allocating compute and storage resources on demand as shown in fig 1. It offers new ways to provide services while significantly altering the cost structure underlying those services.

Benefits of cloud computing:

1. Rapid Elasticity: Elasticity is defined as the ability to scale resources both up and down as needed.

2. Measured Service: In a measured service, aspects of the cloud service are controlled and monitored by the cloud provider. This is crucial for billing, access control, resource optimization, capacity planning and other tasks.

3. On-Demand Self-Service: The on-demand and self-service aspects of cloud computing mean that a consumer can use cloud services as needed without any human interaction with the cloud provider.
4. **Ubiquitous Network Access**: Ubiquitous network access means that the cloud provider’s capabilities are available over the network and can be accessed through standard mechanisms by both thick and thin clients. Because of above features cloud computing results in **Lower computer costs, Improved performance, Reduced software costs, Unlimited data storage capacity and increased data reliability: & Device independence.**

**Cloud Computing application for e-Marketing:**
We can use cloud computing in e-marketing to overcome challenges.

1. **Infrastructure arrangement from cloud:**
   Cloud computing provides concept of IaaS (Infrastructure as a service). In this case, marketing Authorities can take infrastructure like storage, processing units, etc from cloud service providers. Here you can pay only as per your usage.

2. **Software Licensing:**
   No need to purchase any software. Cloud service provider can give you software as per your demand. Even we can use operating systems as per requirement. It is possible through SaaS (Software as a Service).

3. **Cloud based application for e-Marketing:**
   We can develop a cloud based application for providing facilities required in e-Marketing. It may contain
   a. **Resource Sharing:** We can share resources like product information, brochures, common customer base, etc.
   b. **Effective administration:** This cloud application can be accessed through browser just like a web application and it can also store data. This application will manage all administrative activities like enquiries, quotations, demos, order generation, delivery after sales support, target achievement, market research and executive performance.
   c. **This application can be used as a communication channel for sales team. We can also use online customer feedback system through this cloud app.**

**Limitations of Cloud Computing:**
- Requires a high-speed internet connection.
- If the cloud servers happen to be backed up at that moment, or if the Internet is having a slow day, we would not get the instantaneous access we might expect from desktop applications.
- With cloud computing, all data is stored on the cloud so it runs the risk of security.

**Conclusion:**
Cloud will continue to evolve as the foundation for the future internet where we will be interconnected in a web of content and services. Cloud computing application will be useful for e-Marketing in any type of organisation. Most of problems in e-Marketing can be reduced and can be handled properly with implementation of cloud computing.

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