

# **Dissimilarity of E-marketing VS traditional marketing**

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## **Abstract**

The revolution of information technology (IT) and communications has changed the way people conduct business today. Nowadays, most of the businesses are related to electronically instruments especially internet. Implementation of E-marketing can change the shape of business all over the world. Because of the rapid proliferation of the Internet, the World Wide Web (WWW) and electronic communication has created fast growing new electronic channels for marketing. If we surf through the internet, we will find many advertisements which their goals are to persuade visitors to purchase their goods or use their services. The new method to advertising and selling goods in the globe which is much cheaper, useful and suitable for producers and suppliers is using the internet. Different types of modern marketing like internet marketing, email marketing, and online advertising are all drive businesses to be successful. Nowadays, there is no need to entering a market place to find our needs. We can find whatever we need, neither wasting time nor wasting cost, just with a quick click and use internet search engine.

**Key words:** E-marketing, e-mail marketing, traditional marketing, internet marketing

## **1. Introduction**

Electronic Marketing (as a new marketing phenomenon and philosophy) to grow in a very dramatic and dynamic way. Small business enterprises have an important role in the world economy, and they are well-known as one of the crucial factors in the development of economy. In the other hand, in the era of globalization and technology, the way of communicating among people has changed. These changes also appeared in the way of conducting business among the nations. In recent years, increasing numbers of business have

been using the internet and other electronic media in their marketing efforts giving the chance for electronic marketing to grow in a very dramatic and dynamic way.

## **2. Background**

Probably one of the most interesting issues in business relations is marketing; because producers and consumers could not make trade without finding each other. This is the reason the marketing tactic helps humans to reach their needs eliminators. Internet Marketing is a form of targeted marketing, assisting websites by increasing the number of visitors and to introduce product or services through internet. Marketing is a story which used to encourage and convince humans to trade. Marketing has two basic methods which are traditional and modern. Traditional marketing used to speak more and more attracting customers to purchase their goods or services. Modern marketing is the new method of attracting consumers by using modern facilities and technologies. E-marketing is a term that refers to use of the Internet/Web and related information technologies to conduct marketing activities (Krishnamurthy, 2006). In fact E-marketing is using digital technology and electronic media specifically the internet for trading or selling goods.

### **Objectives of study**

Our study is based on the following aims and objectives:

- 1) Is E-marketing the new, modern tool, and suitable tool for attracting customers? Why?
- 2) Affects of modern marketing and compare it with traditional marketing.
- 3) Define the types of E-marketing and evaluation of their advantages.

#### **2.1. Motivation**

Hopefully, the majority of people can access to internet in these days and some of them use it in their business and trade. So, to have a better business, traders need to access to the latest technologies in order to be successful in their career and business. People prefer to choose Electronic marketing to have a convenient and successful business in this era. With this definition we could look briefly to the world's market and feel the necessity of using new objects to solve the business problems and reduce the cost of transactions of trading. In the term suppliers will be able to introduce their goods or services in an easy access place and also costumers could find their needs in the right place.

## **3. Literature review**

There are many researches and studies about the comparison between traditional marketing and modern marketing and also advantages and disadvantages of E-marketing, which shows the performances and efficiencies of it. Chaston and Mangles (2003), examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted

depending on a survey strategy through mailed questionnaires on a sample of 298 UK small firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10-50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship-orientated firms, when compared with transaction ally-orientated competitors, exhibit differing perceptions about the nature of online markets.

In this modern age of internet almost every progressive business have web presence, some of people think that website is just a commercial requirement but others think that it is mandatory to run their company activities. These different theories about internet have been discussed a lot in recent marketing literature. In the past decade marketers have been arguing about the role of internet in marketing. In the start marketers used internet as communication tool but as time passed they realized the true potential of internet and the idea of e-marketing evolved. According to Hoge (1993), Electronic marketing (EM) is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force.

Hoge's (1993) idea of E-marketing is simple but it does not touch the important aspect of customer relationship. Strauss and Ansary (2006) defined E-marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders. This explanation tells that e-marketing is not only about selling products or providing services through IT but it is lot more than that. It is not just traditional marketing using the information technology tools but it's a strategic model to achieve brand value and provide customer satisfaction. Idea of E-marketing can be derived as type of marketing in which objectives are achieved through use of electronic communication tools like internet, interactive TV and mobile phones. Generally people do confuse e-marketing with online or internet marketing, where online marketing is just limited to the use of internet technology to attain marketing objectives.

Dave Chaffey (2002) defines E-marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs. (<http://www.wnim.com/archive/issue2904/emarketing.htm>, 2006). Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.

#### **4. Findings**

E-marketing is a new form of marketing which marketers use the new factors like electronics media, digital technology and internet to reach their business goals. Email Marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audience. It is one of the oldest and still one of the most powerful of all E-marketing tactics. In the small businesses, success relies on maximising the sales while minimising the expenses. Email allows people to do both. A good email marketing campaign can help people:

- **Increase their Sales Conversion**  
That means how goods or services are, because at the first visit of the website, visitors would not purchase the product quickly.
- **Generate Repeat Sales**  
As we know the price of repetition of advertisement is too high, so with email marketing this price will be reduced and adverts will be sent subsequently.
- **Up-sell and Cross-sell Products and Services**  
By email we can introduce the new products or services while up to date.
- **Gain Valuable Feedback from Visitors**  
By using email as a feedback tool we can adapt to what the market wants and improve business.
- **Drive Web Users to Make Offline Purchases**  
If we run a conventional offline business we can use email marketing to drive foot traffic through the door.

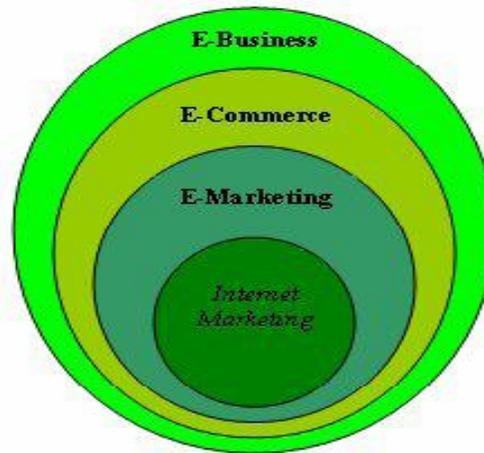
#### **Immediacy**

Internet marketing has this ability to provide an immediate impact. For example while reading a magazine we see a double-page advert for some new products or services, maybe BMW's latest luxury sedan or Apple's latest iPod offering. With this kind of traditional media, it's not that much easy for a consumer to think about a real value of a product. With E-marketing, it's easy to get information, meaning that within a few short clicks we could book a test drive or order the iPod.

#### **Demographics and targeting**

Generally, demographics of the Internet visitors are a marketer's aim. The Internet creates the perfect environment for niche marketing to targeted groups.

Figure1, Differences between Internet-marketing, E-marketing, E-commerce and E-Business



**Figure1**

As we see in the figure 1, internet marketing is a subset of E-marketing and E-marketing by own is the subset of E-commerce. So we can say E-marketing is a part of E-business which is drive activities to a performable business.

## 5. Conclusion

Comparing both types of marketing, Internet Marketing is more economical and faster way to reach out to buyer directly, and is the ideal ways for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of E-marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of E-marketing are quit greater than advantages of traditional marketing.

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