



## Recent marketing strategies in E- Commerce

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### Abstract:

There is a very drastic change in the marketing strategies in E-Commerce. In the beginning there are very less business on E-Commerce websites with very less customers also. So to bring people online to buy and sell the products or services many strategies being used by the E-Commerce websites. This paper shows that what different strategies are being used in e-commerce.

### Keywords:

E-marketing, M-marketing, Marketing 2.0, E-Commerce.

### 1. Introduction:

In the 90s when the E-commerce came into picture no one knows exactly what is it. But if we see today it gives one of the biggest platform for doing business. In the beginning there was only E-marketing i.e. internet marketing. So the customers were browsing the required product and were buying online. And the businesses also marketing on the websites by showing advertisement of their product. The people having computers was only able to purchase online. But this has changed recently, as the people got the small mobile devices which are very handy and works faster as computers. Which are available at very cheap prices. So today is the condition that almost everyone has the mobile phone. Internet also available at very cheap prices, because of this everyone is connected and doing a business has become very easy. E-commerce puts new demands not solely on support and delivery IT, however conjointly on the means business developments ought to be designed, deployed, and maintained. many individuals in numerous locations and with different hardware and software package resources might at the same time pledge purchase requests for identical product however with different choice criteria.

## 2. E-marketing:

E-marketing is a process of planning and completing the beginning, distribution, promotion, and pricing of products and services in a computerized, networked atmosphere, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands. It has two different advantages over old-style marketing. E-marketing provides customers with more convenience and more competitive prices, and it allows businesses to reduce operational costs.

As businesses proposal e-marketing and online shopping, customers can get market information from their computers or cell phones and buy goods or find services without leaving home twenty-four hours a day and seven days a week (24/7). They can read ads on the Web or from e-mail, get e-coupons, view pictures of goods, compare prices, and make purchases with a few clicks of their mouse, saving the time and money it would take to shop in person at a brick-and-mortar store. At the same time, e businesses can decrease costs in delivery channels and physical store space and thus pass the savings on to customers. There are diverse marketing strategies in e marketing as-

**Pointing:** This is different from the traditional segmentation because the customers come to you, they initiate contact, control information flow and control message content. Accessibility is primordial for customers. Market the Web sites through packaging or “click” from other companies’ Web sites. “Click” banner advertising is a sort of digital word-of-mouth which is becoming a solid means of the Web.

**Creation Strategy:** Brand recognition is made clear on the Internet but the number of purchase is not there yet. Sometimes the products are not available on the Web site and consumers hesitate before getting this particular product. To increase their confidentiality, recognized vendors should be mentioned on the Net. Authenticity is important for both sellers and products.

**Pricing Strategy:** In the long run, it will be good if firms can concentrate on present products with the unique characteristics. Online shoppers will discriminate by the benefits and quality of the products/services. Otherwise, a low price strategy should rely on cost advantage and high volume to be able to contest.

**Delivery Strategy:** There is a necessity of a direct-to-customer tool. The industry has to be the first providing unique services to always be ahead of competitors.

**Publicity Strategy:** This depends on the marketing research and consumer favorites. A “frequently asked questions” (FAQ) section should be provided in the Web site and high-level marketing officers should also be involved for a stronger marketing message for the company’s vision.

## 3. Social media marketing:

The widespread advent of Social Networking enthused a further development of marketing (Marketing 2.0) defining a new perspective connected to the symmetry of companies and consumers in their communication process. Indeed, consumers do not passively receive marketers’ messages; they actively express their needs, preferences and choices. All these issues stimulated the emerging of new marketing models with different features for successful marketing strategies such as: user information sharing and interaction, brand & corporate identity, search engine optimization (SEO) etc. In the new marketing on Social Networks, databases play a huge role in allowing the use and the combination of online tools. In particular they make it possible for consumers and companies to login and to have their own profile on a Social Networking site etc.; this give consumers and companies the opportunity to connect each other and to fulfil their specific needs for information sharing and interface and companies the possibility to outline the core concept of identity that, in the case of marketing strategies, can be extended to the analysis of the way in which consumers and companies develop their online profiles. This process can stimulate the presence of small enterprises on the market.

## 4. M-Marketing:

After the launch of 3G digital network, the mobile users started gathering information through their mobiles on internet. Soon the access to social media made mobiles a very easy tool. Due to the increasing in the usage of mobile; mobile marketing came into picture. Mobile marketing made getting customers look like a comparatively easy task. Different system like Android, Symbian and IOS supported applications. M marketing used application in their benefits. Mobiles soon started being seen as one of the popular network for marketing, it was an opportunity which the marketers were ready to grab. Due to the mobile portal many marketers were now able to reach end consumers with much lower costs as compared to the old marketing promotion and could build a relationship with the customer. This relationship was more one to one as marketers could now customize the message, or in other words 'customization'. They discovered customer not only in position of personal identity but also in terms of geographical location, commercial behaviour and social and communication patterns.

### Steps to create mobile marketing strategies:

#### Step-1 Make mobile buyer characters:

Understanding your audience is the first step to any marketing strategy, and buyer characters are a valuable tool to aid in that understanding. Buyer characters are simply fictional representations of your various types of customers. Make a profile that tells each one's background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase. It is easier to determine a network and voice for your marketing messages when you have a crystal clear picture of your target audience. Make a specific point to detail your target audience's mobile ways as well. How much they use mobile devices for web usage? Are they happy on finishing a purchase on a smartphone?

For better understanding of your precise target market, monitor Google Analytics for your site's mobile traffic numbers. You can also ask or review clients and prospects about their mobile web usage.

#### Step-2 Set Objective:

The key to defining any effective strategy is to first choose what success looks like. Get the key stakeholders together to map your mobile marketing strategy. Categorize goals by asking your team some of these questions:

- What are we currently doing for mobile? This will define your starting point, and make sure one and all is on the same page as you begin.
- If you are already doing mobile marketing, how are those creativities performing? This discussion will identify what is already working, what is not, and what's not even being measured.
- What are your main purposes for including mobile marketing in your overall? Discuss why you're seeing mobile now, what discussions have led up to this point, and what you suppose from M marketing.

#### Step-3 Establish Key Actors Indicators (KAI'S):

Just like your other marketing efforts, mobile marketing needs to be tested and enhanced. Determine which realistic, measurable KAIs define your mobile campaign's success. For example:

- Engagement—Provide content for potential customers who are looking for information about your industry or product. Make sure your website is mobile-reactive to improve mobile SEO.
- Achievement—Make sure lead development emails are mobile-friendly with clear calls-to-action. Buttons in emails should be near the top of the message and be big enough to simply tap in order to ease click. Then make it as easy as likely for someone to fill out a form on your mobile-enhanced landing page.
- Customer Service—In a connected, social marketplace, customer service is very much a marketing chance. Allow your customers to easily reach you through any stage they want, including simple click-to-call buttons for smartphone users.

#### **Step 4-monitor mobile criteria:**

Google Analytics can help observe mobile usage of your site:

- Mobile behaviour data discloses how well your mobile content engages your audience.
- Mobile conversion data will indicate whether or not some of your key landing stage pages still need to be enhanced for mobile browsing.

Adding the Device Category field to the Site Content console will display the quantity and quality of much mobile traffic to each separate page on your site.

The table on the Site Content dashboard includes criteria like page views and bounce rate. Add the Device Class by clicking the “Secondary dimension” menu above the first column and selecting “Device Category” from the “Users” submenu. The table will then display the most-viewed pages on your site, per device, so you can see how mobile actually disturbs your web traffic.

That information can hint at which search queries may be leading mobile traffic to your site, what content your mobile audience is most attentive in, and which pages to optimize for mobile browsing first.

#### **5. Future scope and Limitations:**

There are many strategies for marketing in E-commerce which can be used for increasing the sale of the products or services. So in this paper limited strategies have been discussed. Day by day technologies are changing. As the technologies are consumer’s needs are changing. So to target the consumer’s new strategies are being used for marketing. Hence there is a wide scope to add the new strategies further.

#### **6. Research methodology**

This research paper is based on the secondary data that we have collected from the already published research papers and journals. Our research is about the recent marketing strategies which has been practicing by the E-commerce websites.

#### **7. Conclusion:**

It is very easy to target consumers by having effective marketing strategy. As the evolution of mobile marketing has given many ways to reach to the consumers like by using social media. Digital marketing is increasing day by day. Now we are in the internet era where everyone is using the internet. The marketers have to use the different strategies for their products. Which leads them to get the customers. So in this paper selected strategies have been discussed which are used for marketing.

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