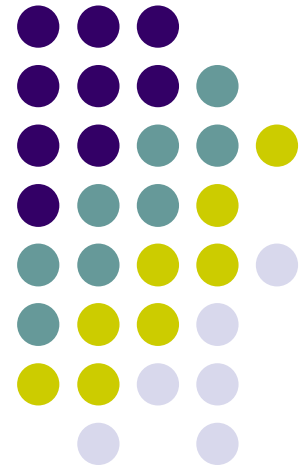


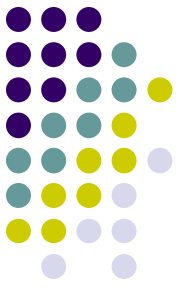
E-MARKETING

(INTERNET MARKETING)

DILMUROD AZIMOV
LECTURER



E-MARKETING



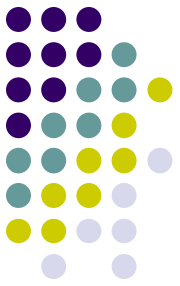
Marketing:

- A comprehensive process that involves every aspect of a business from designing its products, setting the pricing strategy to analysing sales statistics and collecting customer feedback.

E-Marketing:

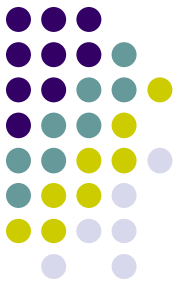
- Refers to using technology such as the internet, website and email, sms, including its wide variety of options and tools to conduct your marketing activities and achieve your marketing objectives.

E-MARKETING TOOLS



E-Marketing tools and strategies include:

- Business websites;
- Search Engine;
- Email;
- Online newsletters/e-zines;
- Online catalogues;
- Online press releases;
- Online surveys;
- Online customer service;
- Banner advertising;
- Affiliate marketing.
- Mobile telephone marketing;
- Online Community (Friendster, YouTube) - new
- Web Log (Blog) - new

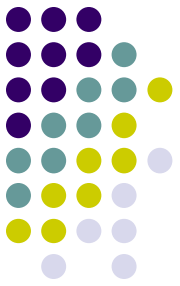


The e-Marketing Concept

The objectives of marketing are to:

- get the right product
- promoted in the right way
- sold at the right price
- distributed at the right place
- **profitably**

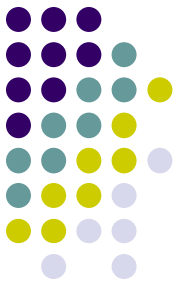
THE E-MARKETING CONCEPT



Examples of e-Marketing include:

- online surveys to conduct market research
- web site to display and sell your products
- internet advertising to promote your business
- software to collect and analyse your customer information

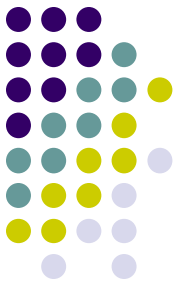
THE E-MARKETING CONCEPT



The Key to e-Marketing:

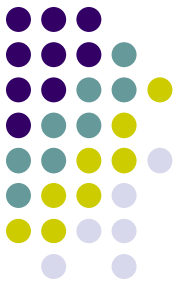
- The key to successful e-Marketing in today's business environment is to place your clients in control. Allow them to choose how often and what type of messages they receive, thus creating a more meaningful relationship with your business.
- This is commonly referred to as Permission Marketing.
- Your e-Marketing messages and tools should aim to deliver information that the consumer wants - that they perceive to be valuable.

INTEGRATING E-MARKETING INTO YOUR BUSINESS



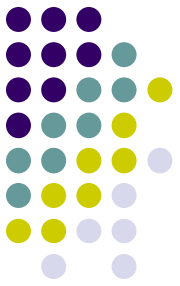
- e-Marketing is not an alternative to your existing Marketing Plan, in fact you may already have a "Marketing Plan" that identifies your marketing objectives, outlines your key strategies designed to achieve those objectives, and guides your daily marketing activities.
- With e-Marketing you can develop techniques to enhance this existing plan to make your marketing activities more effective (smarter) more efficient (cheaper) and you may even find that you can tap into new markets both locally and overseas.

HOW WOULD E-MARKETING ENHANCE MY EXISTING MARKETING PLAN

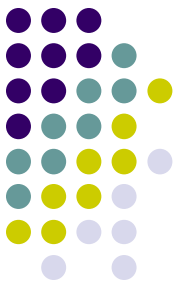


- With the use of internet-based product catalogues you can reduce your printing costs and maintain a higher quality of product information for your customers.
- By utilising marketing information systems you can analyse your sales information to make more informed decisions and customers all over the world can view your products with a website.

CAN MY BUSINESS AFFORD E-MARKETING?



- The cost of e-Marketing depends on which strategies you choose to implement.
- Any business can start using simple e-Marketing techniques such as email, newsletters, computer based data management and internet research by purchasing a computer and connecting to the internet which can be achieved for less than \$2,000.
- Businesses can also spend many thousands of dollars utilizing the services of a professional e-Marketing firm to create and implement a complete e-Marketing package. The choice is yours!



The Marketing Process

- A comprehensive marketing process and resulting Marketing Plan is critical for the success of your business.
- An effective marketing process should provide you with the information, strategies and solutions to any and all obstacles you might encounter along the way in building and running a successful and profitable business.