Analysis On Challenges And Opportunities Of E-Marketing
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Abstract
E-marketing means using digital technologies to sell your goods or services. The evolution of E-Marketing has been one of the most important and influential trend in the business sectors, plus this trend is complement to the traditional marketing methods. E Marketing helps selling of goods and services using digital technologies. These technologies are creating a competitive advantage to the brands and companies while the traditional marketing methods are still followed. The basics of marketing remain the same - creating a strategy to deliver the right information to the right people at the right time. It has revolutionized the process of marketing the goods and services with the advent of social media to reduce gap between the consumers and businesses. The paper review the opportunities and challenges of E- marketing with the development of electronic environment in the global market, discussing about the drawbacks with final conclusion.

Key words: -Electronic Marketing, Online Marketing, E-Marketing, E-Commerce and Internet Marketing

Introduction
Many marketers believe that despite the internet bubble burst a few years ago, the future is still bright for e-commerce. The 20th century was shaped by the Industrial Revolution, and became the age of the automobile and the television. The 21st century is shaped by the Technological Revolution, and has become the age of globalization. The internet impacts all aspects of business. In this century, e-business is no longer an option for businesses - it is a necessity. At the beginning of the internet era, in late 1960s, the internet was used by the U.S. Department of Defense and other related organizations as a communications tool. In the 1970s, the internet technology became more public and was utilized by educational institutions and commercial users. By the late 1980s, e-commerce became an integral part of business-to-business transactions. In 1992, the World Wide Web arrived, and made e-commerce economical, since small businesses could now reach large audiences more easily (Trepper, 2000).

As the popularity of the internet was increasing, online users were evolving. At the beginning, internet users were limited to World Wide Web navigation and email. The next stage introduced the capability of using the internet to search for information. Now, at last, web users are engaging in e-commerce by purchasing online. There are still many barriers to overcome in order to recruit more customers in worldwide. Privacy and security are growing concern to many internet users. Various surveys have indicated that online shoppers are concerned about their privacy, in particular the confidentiality of the personal data they provide to online retailers (Kobsa, 2004).

As Internet becoming more widely available and used, Electronic commerce and e marketing have become most popular. Well over one third of consumers who have Internet access in their homes report using the Internet to make purchases. E-Mail marketing, as the word itself suggests marketing through electronic mails, is becoming more predominant in recent times for most of the companies as they are using it for their benefit. It is a form of direct marketing for commercial communicating or fund raising messages to audience. The core of e-mail marketing conceder very email sent to potential customers or a targeted client. (Ibid)

Statement Of The Problem
Every day, dramatic changes are occurring in the marketplace. The technology boom has created a digital age. The explosive growth in computer, communications, information, and other digital technologies has had a major impact on the ways companies bring value to their customers. It has also brought a new wave of communication, advertising, and relationship building tools. However, probably the most dramatic new digital technology is the Internet. It is a vast public web of computer
networks that connects users all around the world to each other (Kotler & Armstrong 2010, 49). The Internet is changing the way business is conducted and its use is becoming extremely critical to the success of business organizations. It is a powerful tool that a business can use in order to attain a competitive advantage (Yannopoulos 2011, 1). It also has created a newest of rules in many ways with greater transparency, cost efficiency, more consumer power and choice, strategic alliances’ as well as new partnerships (Gay et al 2007, 2).

Online marketing is “the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties” (Mohammed et al 2001). According to the Greg Satell’s article in Forbes, the life for marketers used to be simpler. Even though marketing has never been easy, technology has made it a lot tougher. “What used to be a matter of identifying needs and communicating benefits now requires us to build immersive experiences that engage consumers. That means we have to seamlessly integrate a whole new range of skills and capabilities” (Satell 2013). Nowadays marketers need to make “creative and innovative use of information employing both technology and intuition to tease out trends and opportunities” (Gay et al 2007, 6).

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 business and consumers interact in the future. The benefits of using Internet marketing are for different company sizes. It is a new medium for advertising. In addition to this, Internet marketing offers new opportunities for developing new international markets without the existence of representative or sales offices and agents. The Internet also provides new methods to improve customer services and is considered as the most cost-effective marketing tool as it reduces paper works and number of staff as well as by passes operating offices.

Objectives Of Study

- To review the present scenario of E-Marketing
- To Identify Challenges of E-Marketing, and
- To Identify the Opportunities of E-Marketing

Review Literature

The Internet is spreading rapidly across borders and into an online world which is already inhabited by over a billion customers. It is a big part of the future for many businesses as it offers great benefits to both customers and businesses themselves. Nowadays, more and more customers are spending a big part of their lives in the online world. They are using different online tools to find products or services that best meet their needs and requirements. Thus, it is essential for marketers to analyze demand by customers for online services as well as respond to their needs in this new wired-up world (Chaffey & Smith 2008).

Digital marketing,

E-marketing and online marketing are the same terms which refer to marketing online either via web sites, online ads, opt-in e-mail, interactive kiosks, interactive TV or mobiles (Chaffey & Smith 2008). E-marketing is at the heart of e-business which means getting closer to customers and understanding them better, adding value to products, widening distribution channels and boosting sales through running e-marketing campaigns using digital media channels (Chaffey & Smith 2008). E-marketing plan is a strategic document developed through analysis and market research that aims at achieving marketing objectives via electronic medium. The idea is very similar to the classical marketing plan as they both aim to support a general business strategy (Smith 2011).

Digital marketing consists of various activities to attract and engage potential and existing customers online. First of all, the Internet is extremely powerful nowadays; billions of people spend a significant amount of time in the World Wide Web every day. It allows businesses and customers to get closer, increases sales and general awareness of current happenings in the business world. Second of all, many small or medium sized companies have limited marketing budgets so it is likely that the
costs will be decreased as digital marketing tools are added to the mix. Third of all, search engine marketing substitute’s cold calling – the possibility to reach out to potential customers. With digital marketing, it gets easier as business customers are becoming more proactive by seeking out companies’ products/services and contact information from Google or any other web search engine. Moreover, migration from trade advertising to web advertising is cost effective too. For instance, placing a banner on an industry-specific website will target similar customers and save money on print ads. Direct mail operations is a must for most of medium companies. Today, all the mails can be shifted to the Internet. Instead of sending all the flyers, newsletters and catalogues via post, they can now be sent online for free and are immediately received by customers. Last but not least, social media is most effective way for notifying customers of important news, events and other happenings. For example, instead of sending out calls and SMS to all the clients, it can be simply tweeted on Twitter or posted on a Facebook page that creates instant communication (Miller 2012).

According to the ”Marketing Mix, Key Challenges, and Predictions for the Road Ahead” survey conducted by Ipsos OTX and commissioned by Google, the Internet is the number one channel believed by marketers to be utilized by target audiences for business purposes. In Google’s study, eight of the top ten most effective media channels for reaching the audience are digital. Email, SEO, Social Media, and online content tend to be the most effective whereas SEM and SEO are the most effective channels for gaining new leads. Meanwhile, Email marketing ranks as the best way to maintain customers (Kalonatchi 2013).

Search Engine Marketing

Search engine marketing (SEM) is a type of internet marketing that encourages click-through to a website from search sites, such as Google or Yahoo, in order to increase traffic for the site. To improve the website’s performance and get noticed in the search engines, e-marketers have two key techniques, which are pay-per-click (PPC) or Search Engine Optimization (SEO) (Colborn 2012). Search engine optimization (SEO) is an art of increasing traffic to a website by helping it rank higher in non-paid organic search results. It is possible to achieve higher search engine rankings in the search engine results pages as well as obtain a website capable of maintaining the revenue goals (Clay 2015). Page rank can be improved by both optimizing the keyword list and generating back links via articles, social media, blog posts, discussion boards and so on (Bluehost 2012). Pay Per Click (PPC) refers to the ads appearing within and alongside organic listings on a search engine results page. It is a paid service and the cost for having ads appear on result pages is based on both cost-per-click (CPC) and keywords. The CPC is set by the cost of separate keywords that exist as part of a larger bidding system. Some keywords are more expensive than others thus PPC keyword research is essential for identifying certain target keywords (Clay 2015).

Affiliate marketing

Affiliate marketing is a pay-per-performance, commission-based arrangement where the merchant only pays when they make the sale or get a lead. It is a process of earning a commission by promoting other company’s products (Chaffey & Smith 2008). According to Ryan and Whiteman (2000), online sponsorship is ‘the linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button or other standardized ad-unit’.

Interactive Advertising

Interactive advertisements can help build site traffic as well as brand recognition. Rich media and large format ads are effective in targeting visitors through placements on specialized portals and dynamic or behavioral ad targeting (Chaffey & Smith 2008, 319).

Opt-in Email Marketing

E-mail is an effective push online communications method. It is essential that email is opt-in otherwise it is illegal SPAM. The opt-in list is “the list of email addresses of people who have agreed to subscribe to your mailing list”. Emarkers can freely send various marketing campaigns such as newsletters, promotions, and brochures, to the opt-in list (Dulac 2012). It is good way to attract new clients as well as retain existing ones.

Social Media Marketing
Social media marketing is a discipline that requires research, planning, strategy and tracking in order to ensure a solid return on investment, in terms of time and money. Social media marketing option varies depending on the industry and size of the company either for commerce, community building or internal affairs (Clay 2015).

Social media has become a platform that is easily reachable to anyone with internet access. The communication between the business and the customers help to improve brand awareness and build a better customer service. When interacting with followers, the chance of them visiting the website or tell others about the company is increasing. “The most successful companies on social media cultivate a sense of enthusiasm amongst their followers by asking questions or posting content that encourages followers to think or react. The enthusiasm based on positive social interactions is contagious and followers will share their experiences through word-of-mouth advertising” (Hicks 2014).

**E-Business Models**

According to Susan (2001) the evolution of internet technologies launched new types of electronic business, or e-business models. Such as:-

1. **Electronic Order Taking**
   The most basic e-business model that enables the use of the internet to conduct business electronically, it consists of the ability to take orders reservations through email or an online form on a company's website, In this model, e-business is conducted without the transfer of payment.

2. **Accepting Electronic Payment**
   The second e-business model extends the first model by incorporating the ability to accept electronic payments online.

3. **Storefront Selection and Payment Automation**
   The third e-business model maintains the implementation of online payment taking, and expands the use of a company's website by utilizing an online storefront.

4. **The Fully Integrated e-Business Solution**
   The fourth e-business model encompasses all of the details incorporated into third model, and involves systems integration -the integration of online business with all or some of backend systems.

   Additionally, the advancement of technologies and influx of e-business models has lead to a innovations in electronic marketing. E-marketing is a relatively new rapid growth area, both in business-to-business and business-to-consumer market (Susan, 2001)

   E-business marketing is a concept and process of adapting the relevant and current technologies to the philosophy of marketing and its management. Focused attention on the areas of e-commerce, business intelligence, customer relationship management, supply chain management, and enterprise resource planning provide a framework for effective adaptation. Although the electronic environment experiences rapid changes, the reliance on proven marketing models, in these areas, ensures continuity of the marketing process both online and off-line. The above concept of e-business marketing leads to the realization that traditional marketing tools and approaches have to be transformed into electronic media. The following section discusses the technology-enabled transformation of the marketing tools, from the traditional to the internet based (Albert and Sanders, 2003)

**Methodology**

The purpose of this study is to examine challenges and opportunities of E-marketing. According to the nature of study and document analysis explanatory research design is allowed to describe its nature, because of its high degree of representativeness and the ease in which a researcher is to obtain output from the opinions of different articles (Polit& Beck 2004).

**Analysis And Results**

The document analysis in enable to show the challenges and opportunity of E-marketing, thus according to the analysis the following summaries are listed as follow
Challenges of E-marketing: - summery

- **Concern on internet security:**
  Internet security is important both to companies and consumers that participate in online business. Many consumers are hesitant to purchase items over the internet because they do not believe that their personal information will remain private. However, some companies do offer the option of safeguarding consumer's personal information and not saving it on their database. But most of the consumers are still not aware of this particular option and still have this traditional belief of their personal data being stolen by companies.

- **Mismatch in the products ordered and delivered:**
  This is the kind of discrepancy that is usually seen in online shopping websites and companies. Many times this discrepancy is experienced by the consumers who purchase any goods online and then there is always a kind of suspension in their heads with regard to the products that will be delivered. Another major concern that consumers have with e-commerce merchants is whether they will receive exactly what they purchased. This can be heavily experienced in the fast moving goods that are being sold on e-commerce stores.

- **Problem of integration**
  one of major problems with marketing campaigns is that they take up several offline and online promotional channels such as press, brochure, catalogue, TV, cell phone, e-mail, internet, social media etc, while lack a comprehensive, harmonizing marketing structure. Each item is used separately and accomplished as a different task not as a part of an integrated campaign aiming at the realization of specified and particular objectives. This deficiency can be compensated for by taking a holistic come up to which synchronizes the different traditional and internet age modes of marketing communication as moments of an integrated organization. With respect to the practical, online component of an integrated marketing what is "also worth noting (or reminding) is that like offline marketing, all aspects of online marketing are inextricably connected- and in many cases mutually dependent.

- **Lack of face-to-face contact**
  Internet dealings involve no alive, personal interaction and that is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store. They like better to talk to store personnel in a face to face conduct, touch the related product with their hands, and socialize with other customers. Virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction. To be more specific "for the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate.

- **Lack of trust**
  "Online trust includes consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands". These days in spite of the rapid growth of online dealings a number of people still suspect electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand
occurrence of online fraught has made customers hold negative or doubtful attitudes towards online transactions.

**Opportunities of E-Marketing:**
In the digital age, Internet marketing is more important than ever before, thus the opportunities of E-Marketing is summarized as follow

![Opportunities of E-Marketing](image)

- **Reaching more customers:**
  If you have an Internet presence, it will allow you to reach more customers. If you are a small business, you want to reach customers in your area. You can do this through Internet marketing by creating local places listings on popular sites. Your business will then appear in search results when a consumer uses search for you. Having an online presence will first bring your business to the potential customer's attention. If your online presence is complete with positive reviews and a professional, customers will see that you are reputable and will be more likely to choose you for the products.

- **Developing a Social Media Presence:**
  Prominence of social media networking with a good online marketing strategy, not only focus on business websites but also on social media such as Facebook, Twitter, Google +, etc…Hence, developing social media presence is the strongest way of improving one’s own outreach of products and services.

- **Creating Brand Recognition:**
  While large corporations attract and retain customers because their logos are consistently recognized and trusted, Once you commence e-marketing your products and services, your brand automatically becomes recognized and the talk of the town if and only if the marketing is carried out in an impactful manner.

- **Cost-Effective Advertising:**
  Traditional marketing strategies can be quite costly. By harnessing an effective E-marketing campaign you can reach out to the wider audience using free tools such as Twitter, Facebook, Blogs, or E-mailing. Advertising on the web and maintaining your online presence is one of the most cost-effective ways of reaching customers, which in turn increases sales for very little investment. One can also sell products online in addition to marketing one’s product online.

- **Higher customer appeal:**
  The businesses have the advantage of appealing to consumers in a medium that can bring results quickly. Internet marketing gives them a range of choices to market their business to the selected audience. Thus the strategy and overall effectiveness of marketing campaigns depend on business goals and the amount the business wish to invest in internet based marketing.

**Conclusion**

The paper clearly shows that E-marketing impacts in various numbers of ways upon businesses. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion to a wide range of products and services. The development of e-marketing and social media advertising has led to many businesses opportunities in recent years. Despite globalization speed and the extent of information that can be
gained from E-marketing, it is filled with many complicated challenges that can put you off track. Successful internet marketing requires dynamic intelligent, and flexible; that will provide with a firm, workable framework within which you can build a successful business. At the same time, these rules will leave you with the flexibility to remain responsive and to come up with dynamic responses to dynamic problems, and that build efficient online marketing business. Thus surely help the business to develop, when implemented properly. On the other hand the technology driven approach of E-marketing leaves certain businesses vulnerable and overly dependent upon technology.

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