

Chapter 17

Understanding E-Marketing Strategies

María de la Soledad Zapata Agüera
Universidad Politécnica de Cartagena, Spain

ABSTRACT

Using digital channels allows you to transcend traditional constraints such a geography and time zones to connect with a much wider audience. For this author, e-marketing is important because the market is global and wider, and it is necessary to be able to reach a segment with precision using the digital marketing that gives us this option. The purpose of this chapter is to explain in a simple way the strategies related to e-marketing, both research, segmentation, targeting, and product positioning. All the contents are explained with examples that are easily understandable.

INTRODUCTION

The aim of this chapter is to ensure that the reader understands all the elements that make up a digital marketing strategy in a simple way so that this is successful. Will delimit the activities of digital marketing and the strategies. It is necessary to conduct market research to develop strategies. In this sense, will show the different sources of information from which can obtain the data needed to make the right decisions, without forgetting that the basis of e-marketing is the connection with the client. For it will introduce the different tools that can use to achieve the engage consumers. It is essential for any strategy to execute the segmentation, targeting, differentiation and positioning strategies. All these elements are explained with actual and real examples for better understanding of the chapter. Finally, conclusions and future lines of research will be developed.

BACKGROUND

The new economic evolution based on the internet and digital, because breaks the limits of space and time. This is the basis of e-marketing. For Damian (2016), using digital channels can transcend traditional constraints such a geography and time zones to connect with a much wider audience. For this author

DOI: 10.4018/978-1-5225-6307-5.ch017

e-marketing is important because the market is global and wider and it is necessary to be able to reach a segment with precision using the digital marketing that gives this option.

Online promotion strategies have “become a very important channel for retailers over the last two decades, driven by the quick delivery, lower prices, and faster purchasing time that it enables” (Wu & Ke, 2015, p. 94)

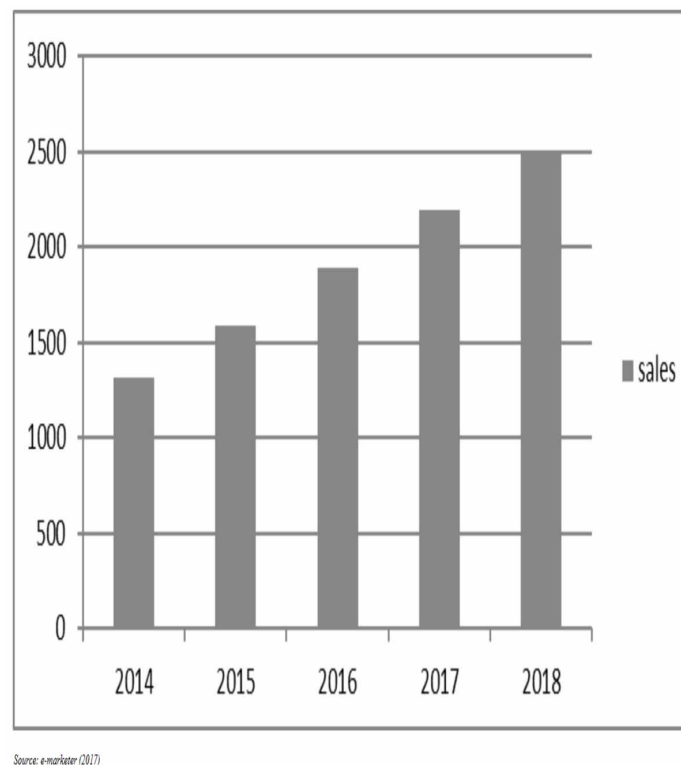
In the Figure 1¹ where show the date of the sales made online, these each year have been increased from 2014 to 2018. There is no doubt observing these ciphers are a booming tool as shown by the sales data, organizations must use it since it is a very important source of income and in constant growth.

In the figure 2² that include below, can observe the evolution that digital marketing has undergone, without this evolution it would have been impossible for e-marketing to have developed in the way it has done, since it needs technology to be able to be realized. As Rivera & Méndez (2017) argue, digital platforms represent the opportunity to generate a true brand experience that builds long-term business value.

These technological changes lead to changes in the market, which according to Molenaar (2016) are due to: Well-informed customer, the vigorous growth of buying on the internet, the extra services that internet suppliers could provide, lower costs of the web-bases shops (making the prices lower than the physical shops); direct communication such as email, etc.; the ability to analyses the viewing, clicking and purchasing behavior on internet buyers.

A possible definition of E-marketing it could be that is only one part of an organization's e-business activities and consist in the use of information technology for the marketing activity, and the processes

Figure 1. Worldwide e-commerce sales 2014-2018



33 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/understanding-e-marketing-strategies/215207

Related Content

Fuzzy Clustering of Web User Profiles for Analyzing their Behavior and Interests

Stanislav Kreuzer and Natascha Hoebel (2012). *Fuzzy Methods for Customer Relationship Management and Marketing: Applications and Classifications* (pp. 91-114).

www.irma-international.org/chapter/fuzzy-clustering-web-user-profiles/62180

Managing Digital Bonds in the Buyer-Supplier Relationships

Jari Salo, Giuseppe Pedeliento and Robert Wendelin (2015). *Trends and Innovations in Marketing Information Systems* (pp. 107-128).

www.irma-international.org/chapter/managing-digital-bonds-in-the-buyer-supplier-relationships/139910

Encouraging Engagement in Game-Based Learning

Nicola Whitton (2012). *E-Marketing: Concepts, Methodologies, Tools, and Applications* (pp. 878-887).

www.irma-international.org/chapter/encouraging-engagement-game-based-learning/66637

Relationship Between Factors of Online Marketing and Student Enrollment Decisions in Higher Education: An Analysis Using Structural Modeling Techniques

Sailaja Bohara, Ashulekha Gupta and Diksha Panwar (2022). *International Journal of Online Marketing* (pp. 1-18).

www.irma-international.org/article/relationship-between-factors-of-online-marketing-and-student-enrollment-decisions-in-higher-education/299395

A Study of Online Co-Creation Strategies of Starbucks Using Netnography

Preetika Sindhwani and Vandana Ahuja (2014). *International Journal of Online Marketing* (pp. 39-51).

www.irma-international.org/article/a-study-of-online-co-creation-strategies-of-starbucks-using-netnography/110174