Chapter 4

Analysis of the Variables which Determine a Good E–Marketing Strategy:
The Techniques Most Used During Times of Crisis

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ABSTRACT

Internet marketing covers all aspects related to the promotion and sale of a product or service through the Internet. This chapter demonstrates how adequate planning is fundamental in a Small and Medium-sized Enterprise (SME) to increase sales. The objective is to analyze the aspects which must be taken into consideration when developing a good e-marketing strategy and to study some of the different alternatives that the Internet and e-marketing make available to us: e-mail marketing, viral e-marketing, geomarketing, and positioning within search engines. Also the concept of Customer Relationship Management (CRM) will be analyzed. The leap into the global market is not easy and the reduction in budgets has inspired marketing professionals to adopt strategies which can be measured and the results controlled, pointing out that the online tactics and tools used by the vast majority of marketing professionals in their strategic plan are banners, search engines, and e-mail.

INTRODUCTION

E-commerce is linked to e-marketing or on-line marketing. Just as in traditional marketing, marketing on the Internet is the coming together of techniques and operations which allow us to contribute to the development and increase in sales. However it differs from traditional marketing in that we use the tools and techniques that the Internet makes available to us (Sainz, *et al.*, 2010).

This includes all activities carried out from the point when we decide to sell a product up to the after-sales or customer service. However e-marketing is not limited to the study of various forms of promotion or publicity. It involves a broader concept that brings together all the sales operations, even though the publicity is the most attractive and popular side.

The study of the market, the products to be sold, pricing, competition, publicity, discounts and the various forms of distribution also form a part of marketing and equally must be taken into account with Internet marketing. All this information allows us to best define the design of the website according to the visitors (what is it that they are looking for in the site), whether they find it (how do they arrive at the site) and finally their level of satisfaction.

The objective of this chapter is to analyze the aspects which must be taken into consideration when developing a good e-marketing strategy such as the administration of virtual shops, the creation of automatic mailing lists, the creation of newsletters, the profile of the consumer, swift and easy access, empathy, confidence and personalized treatment amongst other things.

Once the variables with which one can "play" when developing an e-marketing strategy have been analyzed, some of the alternatives that the Internet and e-marketing present us with are studied. Of these, there are four which are of most interest and on which we will focus, being those that are most readily accepted by businesses and end-users: e-mail marketing, viral e-marketing, geomarketing and finally positioning in search engines.

Also in this chapter the concept of Customer Relationship Management (CRM) will be analyzed. More than a novelty it is the natural evolution of another highly accepted concept within the marketing world: relational marketing. CRM is an important commercial strategy, as much for e-business as for traditional firms, when it comes to facing up to a market which is increasingly competitive and demanding. The objective must be based on providing a series of processes aimed at the client through different departments and channels, in order to be able to attract and retain customers.

Finally the current economic situation is analyzed and how the reduction in budgets has inspired marketing professionals to adopt strategies which can be measured and the results controlled. In 2009, positioning in the search engines, e-mail marketing, social networks and pay-per-click campaigns will take centre stage.

A PRIMARY APPROACH TO THE CONCEPT OF E-MARKETING

In 1973, Dr. Peter Drucker (1910-2005), perhaps the greatest business consultant that the world has known, and the creator of modern Management, said: "The purpose of Marketing involves making the sale easy, or rather knowing and understanding the client so well that the product or service satisfies their needs and sells itself, practically without promotion or publicity".

The origins of e-marketing are found at the beginning of the ´90s in the form of simple web sites, which only contained text, and which offered information on products. Later came publicity banners complete with graphics. The most recent step in this evolution has been the creation of entire businesses which operate through the Internet in order to promote and sell their products and services.

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