Chapter 17
Understanding E-Marketing Strategies

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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

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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)

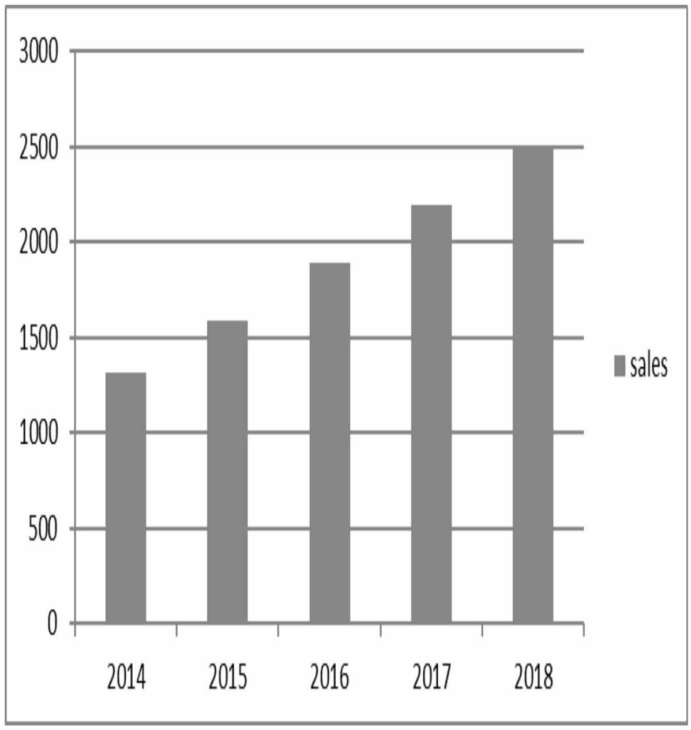
In the Figure 1[1] where show the date of the sales made online, these each year have been increased from 2014 to 2018. There is no doubt observing these ciphers are a booming tool as shown by the sales data, organizations must use it since it is a very important source of income and in constant growth.

In the figure 2[2] 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-commerace sales 2014-2018



Source: e-marketer (2017)

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