

# Chapter 17

## E-Marketing, E-Commerce, E-Business, and Internet of Things: An Overview of Terms in the Context of Small and Medium Enterprises (SMEs)

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### **ABSTRACT**

*Small and medium enterprises (SMEs) are often considered an economic engine. The digital boom that has happened in the recent years offers a variety of tools to these SMEs to reach out to their target audience in a very cost-effective manner. Automation of marketing is often related with the digitization of marketing, internet of things, and related activities. This mainly harnesses the use of internet and other electronic sources to communicate with their stakeholders. Terms like e-marketing, e-commerce, e-business, and internet of things (IoT) have gained prominence in the arena of modern business management. In this chapter, an attempt has been made to connect e-marketing, e-commerce, e-business, and internet of things in context of SMEs and marketing automation by performing bibliometric analysis of Scopus database and review of literature. This will help in understanding the way concepts have evolved in recent times. This chapter also attempts to differentiate the four terms in light of literature and theories.*

### **INTRODUCTION**

E-Marketing, E-Commerce, E-Business, and Internet Marketing are closely related terms that are often used interchangeably in the context of Small and Medium Enterprises (SMEs). These terms refer to the use of digital technologies, such as the internet, mobile devices, and social media, to market and sell products and services, as well as to manage business operations. In this overview, we will explore these terms in more detail and consider their implications for SMEs in today's increasingly digital market-

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place. This chapter deals with the concepts of E-marketing, important terms in the field of E-marketing, E-business, and E-commerce. As an attempt to understand and document the relationship between E-marketing, E-business, and E-commerce, diagrammatic representations have been made. Also, a brief bibliometric analysis of the E-marketing, E-business, and E-commerce and SMEs have been performed to check the status of researches in this field.

## **E-MARKETING**

Electronic Marketing (E-Marketing) used to be the business practice and philosophy associated with buying and selling of goods, services, information and ideas via the internet and the other electronic means. As per Frost & Strauss (2016) E marketing is the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. In the modern times it is considered to be synonymous to digital marketing i.e., is the process of promoting a product or service through electronic channels, such as the internet, mobile devices, and social media (Wymbs, 2011). However, E-marketing was found to be more popular word outside the USA as compared to Digital marketing (Shaltoni,2016). It is a fast-growing and ever-evolving field that has become essential for businesses of all sizes to reach and engage with their target audiences. The rise of digital technology and the internet has transformed the way businesses communicate with their customers (Sawicki, 2016). Traditional marketing methods, such as print advertisements and billboards, are no longer as effective as they once were. Consumers today have access to an abundance of information at their fingertips, and they are not limited to a specific location or time.

E-marketing allows businesses to reach a global audience and target specific demographics with precision (Dickey & Lewis, 2012). One of the major advantages of e-marketing is the ability to track and measure the effectiveness of campaigns. With digital tools, businesses can track the number of website visitors, conversion rates, and customer engagement (Bag et al., 2022). This data allows businesses to make informed decisions about their marketing strategies, such as which channels are most effective and where to allocate their budget (Bughin et al., 2010).

Today E-Marketing harnesses various digital platforms to reach wider population of audience. Social media is growing as a prominent platform offering variety of benefits discussed in the later part of this chapter. Another popular e-marketing channel is email marketing. Email marketing allows businesses to reach their customers directly, providing them with personalized and relevant information. E-marketing also includes paid advertising, such as pay-per-click (PPC) and display advertising (Szymanski & Lininski, 2018). E-marketing has become an essential part of consideration for any business business strategy. With the rise of digital technology and the internet, it has become necessary for businesses to reach and engage with their target audiences through electronic channels (Bala & Verma,2018). E-marketing allows businesses to reach a global audience, track the effectiveness of their campaigns, and make informed decisions about their marketing strategies.

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