

E-Marketing Awareness in Rural Areas

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1. Introduction

Meaning

E-marketing is referred to those strategies and techniques which utilized online ways to reach target customers. There are millions of Internet users that daily access different websites using a variety of tools like computers, laptops, tablet and smart or android phone devices, and the number of internet users are increasing very rapidly. So every business seems to be jumping on the internet marketing bandwagon. The internet is most powerful tool that can put any business on solid footing with market leaders companies. There are many free as well as economical way on internet to promote your business. Successful companies must ask themselves some tough questions about how they will promote their business online? What their company expectations are? And what will be their plan to meet those expectations? After answer all these questions a company should design an effective marketing plan.

Definition

E-marketing also known as online or internet advertising which uses the internet technology to promote online message to customer. E-marketing examples are email or social media advertising, web banners and mobile advertising.

2. Advantage of E-Marketing

- Internet provides 24 hours and 7 days “24/7” service to its users. So we can build and make customers relationships worldwide, and our customer can shop or order product at any time.
- The cost of spreading your message on internet is nothing. Many social media sites like Facebook, LinkedIn and Google plus allow we freely advertise and promote our business.
- We can easy and instantly update our registered customers or subscribers through email.
- Visitors or potential customers of our website can get up to the minute information on each visit.
- If we are having a sale, our customers can start shopping at the discounted prices literally as soon as they open their email.
- If a company has an information sensitive business, like a law firm, newspaper or online magazine, that company can also deliver its products directly to customers without having to use a courier.

3. Disadvantages of E-Marketing

- If we want a strong online advertising campaign we have to spend money. The cost of web site design, software, hardware, maintenance of your business

site, online distribution costs and invested time, all must be factored into the cost of providing your service or product online.

- Almost over 60% of households now a day shop online. While that numbers are continuously growing, your company needs to reach maximum people.
- Some people prefer the live interaction when they buy any product. And if your company has a small business with one location, this may also deter customers from buying who lives on long distances.
- Our company should have updated information on our site. This requires research and skills and thus timing of updates is also critical.
- There are many incorrect stereotypes about the security of the internet. As a result, many visitors of your business web site will not want to use their credit card to make a purchase. So there is a fear in the minds of your visitors of having their credit card info stolen.

4. Scope in E-Marketing

- Easy way of pitching the People
- Interested people Response
- Inter Continental
- Service Marketing (e.g. Education)

A. Easy way of pitching the people:

The E-Marketing which targets the Right people based upon the criteria. Here the e-Marketing through e-mail which helps very much and a lot in this Scenario. While an organization is Targeting for the customer through e-Marketing, they will collect the data (e-Mail Addresses) from the resource factor and they filter based on their desire product or services. Finally they pitch the Customer.

B. Interested people Response:

Another way of e-Marketing is through providing the advertisements in the popular websites or placing banners in such sites. This creates the awareness among the People. By Clicking the Advertisement the customer can respond to the e-Marketing, they both will get mutually beneficial.

C. Inter Continental:

It's not necessary to place the marketing agency in all the countries. Just the Organization gathers their customers through electronic data processing. Even a Small village and every knock and corner of the globe will be getting marketed by the marketer.

D. Easy Service-Oriented Marketing:

Both tangible and in tangible products get marketed through e-Marketing. Many Universities from Abroad, Marketing based on this Service-Oriented Criteria. Through the e-Marketing they can capture the Students easily from the Rural Area.

5. E- Marketing Services to Public

E-Marketing can cause a profound change in rural India in key service areas such as government services, banking, education and health. It promises to provide faster, better, cheaper and more flexible service delivery and this is irrespective of where the customer resides.

Online education is a new channel for delivering traditional distance education services, with the bonus of immediacy, interactivity, and easy access to a wealth of online information resources, including bibliographic databases. Discussion groups allow students to share information and debate ideas with each other, enhancing the learning process through peer-support and active engagement with the material. This is particularly important for geographically isolated students who are unlikely to have anyone physically available who is studying the same subject.

Telemedicine promises to give rural and remote communities a new way of accessing high-quality, real-time interactive health advice and assistance. Potential services include consultations with specialists via videoconferencing, electronic exchange of medical records and diagnostic tests, and general community access to an extensive range of online health information. The rurally-based GP can also benefit in terms of a reduction in professional isolation: via access to current "best practice" information.

6. Challenges of E-Marketing in Rural Areas

The challenges of e-marketing in rural areas include:

- Understanding the rural customer
- Making the right technology and marketing choices
- Having a compelling proposition for rural customers

Marketing is all about identifying, anticipating and satisfying customers need profitably. Tackling the challenges of e-marketing in the rural areas and being effective with digital marketing in those areas requires the following:

A. Understanding the Rural Customer

The rural customer will definitely be different from urban customers. Their needs are definitely different and how they buy and use the product might be different.

The challenge that needs to be tackled might be that conventional means of understanding online customers might not directly apply to rural customers. We need to be come up with ways that will be effective for this group. Face to face communications might be most effective for this group.

B. MAKING THE RIGHT TECHNOLOGY AND MARKETING CHOICES

To successfully understand the rural customers we are now faced with the challenge of making the right technology and marketing choices.

Probably the only channel that could be effective for e-marketing in rural areas might be mobile. A decent population of those within working demographics in the rural areas might be mobile perceptive and could be marketed to using SMS. Integrating mobile with other offline marketing might be effective for such customers.

7. How Will Digital Marketing Helps the Rural People?

10 years back, it was very difficult to get mobile network in rural India. With rising competition in telecom industry, need of increasing customer base and high band width, mobile usage has grown in villages. Number of mobile users in rural India has emerged. Though feature phone volumes are higher than smart phone volumes, we can easily observe the shift towards smart phones with entry of next generation in rural employment.

Also, rural market brings lot of demand for consumer products and has grown by 13% annually. Incomes in rural India will rise steadily and it will become difficult for companies to grab the available market. For such cases, digital can be a good option as people using internet will become influencers in most of the villagers as people using smart phone and internet are considered as smart and intelligent ones in the village. Companies, especially in consumer goods place, should start targeting people with smart phones and internet connections who in turn will spread word of mouth across locations.

Online merchandisers can extend their services for such products so that they can be sold in cities. In long term, digital will help to increase the consumption in rural India and will also create employment opportunities; thereby increasing disposable income this in turn will have positive effect on economic growth of the country. To understand the rural customers we have made the right technology and marketing choices for them, we are now faced with the challenge of having a compelling proposition for them. For the rural customers to adopt e-marketing, there has to be something significant in it for them.

Digital might be quite disorderly to the norm they are used to and if we are to be successful we will need to consider what will trigger the desired response from them.

8. Conclusion

The power of e-Marketing for regional communities is that it eases the constraints of distance and isolation on business, employment and access to services. In order to successfully confront the challenges posed by e-commerce, regional communities will need to muster strategic vision and leadership, foster initiative and enthusiasm, and take a

proactive approach to ensuring that they have all the resources they need to take maximum advantage of the information economy. We also need to make sure that appropriate support is provided to the corporate for such initiatives.

More such initiatives are needed to be taken, not only by corporate but also by government as the next stepping stone to

the success of India is the growth of rural economy and to make its dream come true of growing at 10% rate, this is the thing which is of utmost important. There is immense potential in terms of the services that can be provided to rural India as shown above but it needs to be seen as to how far this potential is realized.