

A Study On Emerging Challenges In E-Marketing Communication

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ABSTRACT

Integrated marketing communications (IMC) has become a significant model of development in the marketing control. The necessitate for an business to properly manage its marketing communication strategies in order to convey plain, reliable, competitive messages about itself and its products has become greatly vital today for every result driven group. It has influenced thinking and acting among all types of companies and organization facing the realities of competition in an open economy. The stages of IMC have been origin from passive consumption to active participation and mobile web marketing.

Keywords: Marketing strategy, E-Marketing communication Media, Mobile marketing.

1. INTRODUCTION

First defined by the American Association of Advertising Agencies in 1989, IMC was developed mainly to address the need for businesses to offer clients more than just standard advertising. The 4As originally coined the term the "new advertising, " however this title did not appropriately incorporate many other aspects included in the term "IMC" - most notably, those beyond traditional advertising process aside from simply advertising. Overall, an influx of new marketplace trends in the late 20th century spurred organizations to shift from the standard advertising approach to the

IMC APPROACH



FIG NO 1

The number of text messages sent and received, every day exceeds the population of Earth.

DECREASING MESSAGE IMPACT AND CREDIBILITY

The growing number of commercial messaging made it increasingly more difficult for a single message to have a noteworthy effect.

DECREASING COSTS OF DATABASES

The cost of storing and retrieving names, addresses and information from databases significantly declined. This decline allowed marketers to reach consumers more effectively.

INCREASING CLIENT EXPERTISE

Clients of marketing and public relations firms became more educated regarding advertising policies, procedures and tactics. Clients began to realize that television advertising was not the only way to reach consumers.

TECHNOLOGY HAS CHANGED TOO

MOBILE MARKETING

The number of text messages sent and received, every day **exceeds** the population of earth. We influence each other differently From Celebrities + Public Figures



FIG NO 2

Mobile marketing is promotional activity designed for delivery to cell phones, smart phones and other handheld devices, usually as a component of a multi-channel campaign. Some mobile marketing is similar to advertising delivered over other electronic channels such as text, graphic and voice messages. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. In a more theoretical manner, academic Andreas Kaplan defines mobile marketing as "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device".

MOBILE WEB MARKETING



FIG NO 3

Google and Yahoo! as displayed on mobile phones, Advertising on web pages specifically meant for access by mobile devices is also an option. The Mobile Marketing Association provides a set of guidelines and standards that give the recommended format of ads, presentation, and metrics used in reporting. Google, Yahoo, and other major mobile content providers have been selling advertising placement on their properties for years already as of the time of this writing. Advertising networks focused on mobile properties, SMS resellers and advertisers are also available.

INTEGRATED MARKETING COMMUNICATIONS

The co-ordination of communications channels to deliver a clear, consistent message, How do internet marketing communications differ from traditional marketing communications?

- Interactivity
- Intelligence
- Individualization
- Integration
- Industry restructuring
- Independence of location

An approach to achieving the objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other. AS defined by the American Association of Advertising Agencies, integrated marketing communications "recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact." The integrated marketing communications were vital to our success with regards to the business because we were able to maintain close contact throughout. The creative director asked his copy writers to create an integrated marketing campaign using integrated marketing communications. They would employ these strategies through multiple marketing communications. This meant creating print advertisements that would be reinforced with radio and television ads, along with guerrilla advertising.

CHARACTERISTICS OF INTERACTIVE MARKETING COMMUNICATIONS

Coherence, Consistency, Continuity, Complementary, IMC is a cross-functional process for planning, executing, and monitoring brand communications, the goal is to profitably acquire, retain, and grow customers.

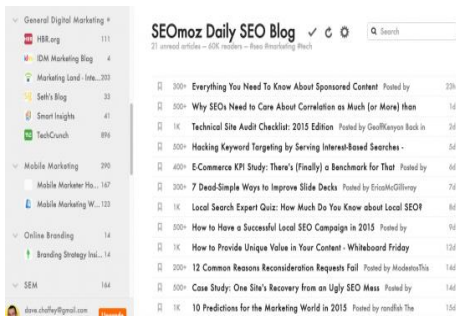
INTERNET MARKETING TOOLS MARKETING COMMUNICATION TOOLS

Marketing communication consist of both planned and unplanned messages between firms and customer and among customers. E-Marketers can enhance marketing communication by using innovation technologies. Internet marketing communication may include advertising, sales promotion, marketing public relations and direct marketing.

MARKETING COMMUNICATION MEDIA

The Internet is just one of many media used to carry marketing communication messages. Based on their ability to reach increasingly narrower audiences, electronic media can be viewed as

- Broadcast (TV and radio)
- Narrowcast (Cable TV)
- PointCast (Internet and cell phone)

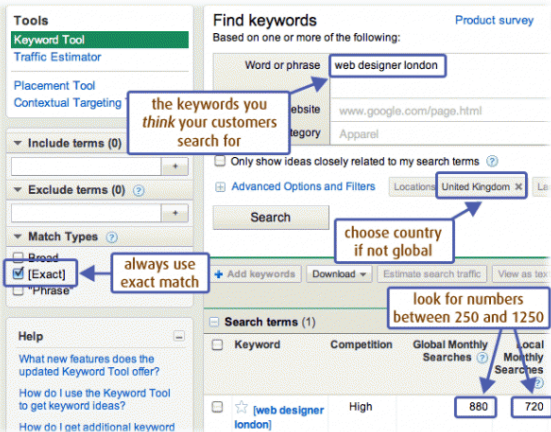
REVIEWING THE LATEST DEVELOPMENTS	
	There still isn't a better alternative than Google Alerts for reviewing mentions of your brand name, competitor or sector names by entering keywords, so it's widely used.
MANAGING SOCIAL MEDIA UPDATES	
	Social networks and reviewing what others are saying for nearly five years now after using Tweetdeck back in the day - Twitter killed that one off for general use. But none come close. The paid version is worthwhile IMO for adding campaign tracking and extra reports.
FINDING INFLUENCERS	



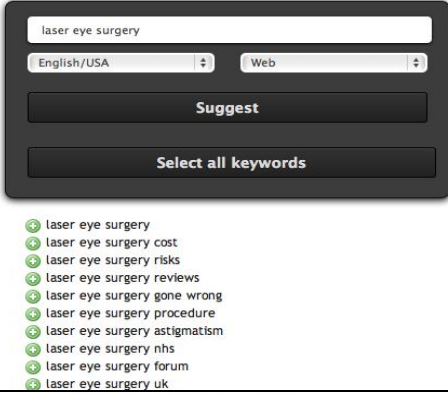


There is no single free tool that works well for this - please suggest alternatives. Find that the use of Twitter autofollow means that this often skews the results.

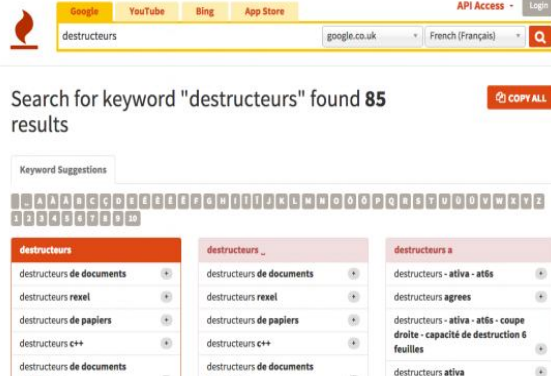
UNDERSTANDING CUSTOMER SEARCH BEHAVIOR



With search still driving the majority of visits, leads and sales for most businesses online, SEO need to understand different types of customer behaviour when searching to help develop strategies for getting visibility AND creating content and messages to help meet consumer needs.

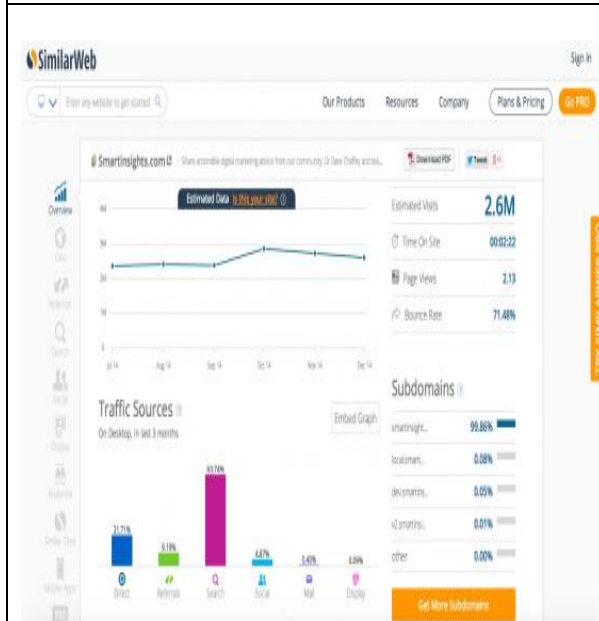


Google Insights for search has now been folded into [Google Trends](#) essential for understanding seasonal search behaviour trends in different countries. Google also has additional [SEO analysis tools from Google Webmaster Tools](#).



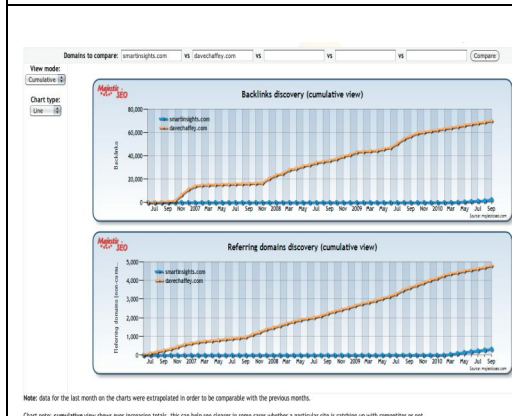
a new 'Tool on the Block' for keyword analysis - check out [KeywordTool.io](#). It's like UberSuggest, but with better formatting - I often use this to show how local consumer behaviour differs.

COMPETITOR SITE BENCHMARKING



It used to be that Google AdPlanner was unbeatable for comparing audience size and dimension. That's been folded into AdWords as the Campaign Planner and now limited to media sites, but still useful for finding size and quality of audience for partner and media sites and don't forget about the related Google Placement Targeting Tool useful for remarketing and research.

OFF-PAGE BACKLINK ANALYSIS FOR SEO



Lots of tools in this category, see our comparison of [best backlink analysis tools](#). Of these, Majestic and Moz Open Site Explorer have to be the “must use” tools.

ON-PAGE MARKUP ANALYSIS FOR SEO

The screenshot shows a digital strategy article titled "Using the Smart Insights RACE marketing funnel to develop a Digital Strategy" by Dave Chaffey. The article discusses the importance of digital media and technology in 2015 and provides a RACE system for digital strategy development. The RACE system stands for Research, Act, Check, and Engage. The article also includes a sidebar with a call to action to get free marketing planning templates.

Hubspots Site, now [Marketing Grader](#) for reviewing on-page for SEO is often mentioned as a useful tool by people on courses. For reviewing on-page markup like headings and also mobile screen resizing

2. CONCLUSION

Integrated marketing communications is the key to effectively structure and maintaining relationships and increase brand wakefulness. IMC ensures the message from the company is reliable and thus improves relationships with the target market. Despite the many benefits of integrated marketing communications (IMC) there are also many barriers. Here's how you can ensure you become Google Analytics for social media marketing. Finally, IMC saves money as it eliminates duplication in areas such as graphics and photography since they can be SEO analysis tools from Google Webmaster Tools which you can embed into Google Analytics, keyword analysis, Ad Words as the Campaign Planner, and best backlink analysis tools.

3. REFERENCES

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