

MULTIPLE CHANNELS FRAMEWORK FOR E MARKETING

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This dissertation is dedicated to my parents (Marzieh Hazratian, Kheirollah Torkaman) for their endless support and encouragement.

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ABSTRACT

With the rise of using internet some new trends like E-commerce, E-business, E-market, online shops are becoming the importance parts of new business in 21th century. Having a good framework for online marketing is the most important part of marketing strategy for any companies. World Wide Web appropriates effective tools for marketers such as Social Medias, Search engines, online advertisement, Email marketing, pop up Advertisement and etc. Many E-marketing frameworks exist for supporting E-marketing campaign by using only one tool or mixing some of them. Marketing expert's focused on Search engines optimization and social media as new emerging trends in online environment. This study will propose an optimized and effective multiple channels framework for E marketing by combining search engines optimization and social media networks with one of the oldest tools (Email marketing) to achieve better performance in E-marketing. The proposed framework named *Multiple Channels Framework for E-marketing*. In this study, some questions collected from users to know their favorites and their previous experiences during using internet. The proposed framework is based on result of survey, existing frameworks and articles about E-marketing. The proposed framework is evaluated and some future work is suggested at the end of this study.

ABSTRAK

Dengan meningkatnya penggunaan internet, terdapat beberapa trend baru seperti E- Perdagangan, E-Perniagaan, E-Pemasaran, kedai atas talian telah menjadi sebahagian penting di dalam perniagaan terbaru di abad ke -21 ini. Mempunyai rangka yang bagus untuk pemasaran di atas talian adalah sangat penting untuk strategi pemasaran di setiap organisasi. Jaringan Luas Sedunia menyediakan aplikasi yang efektif untuk peniaga seperti Media Sosial, Enjin Pencarian, iklan di atas talian, pemasaran Email, iklan 'pop-up' da sebagainya. Kebanyakan rangka E-Pemasaran wujud untuk meyokong kempen E-Pemasaran dengan menggunakan alat atau gabungan nataranya. Pakar di bidang pemasaran fokus kepada mengoptimumkan enjin pencarian dan media sosial sebagai trend baru yang sedang membangun di dalam dunia atas talian. Kajian ini akan mencadangkan rangka yang optimum efektif rangka saluran yang berbagai-bagai untuk E-Pemasaran dengan menggabungkan enjin pencarian yang optimum dan jaringan sosial media dengan menggunakan salah satu cara yang agak lama (Pemasaran secara email) untuk mencapai pencapaian yang lebeih baik di dala E-Pemasaran. Rangka yang dicadangkan adalah dinamakan Rangka Kepelbagaian Saluran untuk E-Pemasaran. Di dalam kajian ini, soalan dikumpul daripada pengguna untuk mengetahui pengalaman yang menjadi kesukaan mereka ketika menggunakan internet. Rangka yang dicadangkan adalah berdasarkan keputusan survey, rangaka yang telah sedia ada dan recana tentang E-Pemasaran. Rangka yang dicadangkan akan dinilai dan kajian masa hadapan akan dicadangkan pada akhir kajian ini.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

With the rise of the internet and its usages, e-commerce exhibits new perspectives of marketing. E-commerce occasions that companies promote their products through the internet.

E-commerce motivates new subdivision of marketing based on internet, and e-environment that we call it E-marketing. E-products have some different characteristics in compare with traditional products as follows:

1. **Production:** The production of e-products is always associated with a huge fixed cost and negligible margin cost (Grzywaczewski, 2010).
2. **Public goods:** E-products have some consumption characteristics off public goods, such as non-exclusiveness and non-rivalry (Zhang &Jiang, 2001).

3. Network externality: Contrary to the basic principle of traditional economics e-products with positive feedback abide by the principle of more abundant, more precious" (Shapiro &Varian, 2000).
4. Attrition-free: Once produced, they will exist forever with the same quality. Furthermore, the competition must spread between new E-products and second-hand e-products.
5. Changeability: The content of E-products can be changed or customized easily (Wang,2002) manufacturer after downloaded by users cannot control the integrity
6. Replication: It is most meritorious that e-products can be shared, replicated, stocked and transferred easily. It is important for marketer to define the characteristics of the E-products that s/he wants to sale because: Different marketing strategies may be applied to different types of E-products due to their unique characteristics (Goi , 2006) .

There are many tools for E-marketing such as emails, online advertisements, search engines, social networks and etc. Nevertheless, the most important point is which one of them is suitable for our case and how to use it. This study will focus on how to design efficient multiple channels framework with combining search engine, social network and Email marketing for E-marketing.

1.2 Problem Background

A marketing framework is a written document that details the current marketing situation, threats and opportunities, marketing objectives, and the strategies for achieving those objectives. A marketing plan can be written for each product, service, brand, or for the company as a whole. An e-marketing plan is a bit more focused than the traditional marketing plan. Although it often includes some of the same topics as a traditional marketing plan, it is more centered on the marketing opportunities, threats, objectives and strategies of the Internet. (Embellix Software group, 2000)

Free from all marketing strategies that marketer may use such as 4P (product, place, price, promotion), 4S (scope, site, synergy, system), 4C (convenience, cost, communication, and customer) and etc, how to use e-marketing tools and objectives of them has a condign impact on their business to success or fail. For instance, inopportune usage of email marketing can be illegal. Sending emails as spam has culpability in many countries. If marketer has not accurate aim and exact calculations, inopportune using of PPC will be so expensive and less benefits. Hence possessing accurate strategy, observing correct method and care of the feedbacks are necessary for good marketing and will move the company towards success. And also the wrong social media marketing strategy could put company at a viral social disadvantage (“put foot in mouth”).

So having a good framework is necessary to reduce disadvantages and risks of incorrect using of E-marketing tools. The problems like as illegal mails, damaging brand awareness, expensive and unnecessary costs. A perfect framework optimizes marketing campaign and avoids of becoming marketing campaign expensive and uninfluenced.

1.3 Problem Statement

The E-marketing framework gives marketer a legible map to success his business and achieve company goals. Using a good e-marketing framework is a complete understanding of online tools and the effects of them to reach success during marketing process. *“How to design multiple channels framework for E marketing by combining search engine optimization, social network and email marketing?”*

1.4 Project Objectives

1. To study and analyze E-marketing tools, frameworks and models and their issues associated to search engines optimization, social networks and Email marketing as e-marketing tools.
2. To propose a framework for E-marketing by combining search engines optimization, social networks and Email marketing for E-marketing.
3. To evaluate proposed framework with questionnaire by E-marketer experts about applicability and efficiency of proposed framework and comparing proposed framework with existing frameworks.

1.5 Project Scope

- 1 Focusing on E-marketing models and frameworks.
- 2 Focusing on E-marketing tools and channels.
- 3 Developing the proposed framework for E-marketing.
- 4 Focusing on Iranian postgraduate students for data gathering.

1.6 The Project Importance

Making a good framework for marketing is the most important part of e-marketing strategy for any company. This research will propose an optimized, low cost and efficient framework for marketing through Internet, by combining search engines optimization, social media networks, and email as tools. Specific benefits of proposed framework include:

- Global reach
- Lower cost
- Tractable results
- Using newest technology
- Optimized workflow
- Better conversion rate
- Brand awareness
- More connections with customers

1.7 Summary

This chapter discussed the overview of this study, which is brief introduction to new framework of E-marketing by combining search engines optimization, social media networks and email marketing as tools for e-marketing campaign and optimizing e-marketing process. There are several marketing frameworks that using search engines optimization, social media marketing or both of them. But this study is going to make more benefits quality by adding email marketing to those new trends of E-marketing. Besides, it includes the problem background of this study and the main challenges to design framework for E-marketing.