

## **E-Marketing; A revolution in modern marketing**



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## **Introduction**

The business world is changing faster than ever. Now the old models and approaches have changed and the digital world has affected various aspects of business, retrieval and marketing mix. In this era, customers have started to improve their choices and have a continuous presence on the sites and online space. Focusing on online customers creates real added value and ultimately profitability and repeat business. But the problem is that most organizations only have their online marketing capabilities at the initial stage of development, but to succeed in this market, it is necessary to use all the electronic marketing techniques discussed in this book.

Electronic marketing is not limited to the use of websites and electronic mail, but also includes interaction with customers through other access devices such as television, interactive digital, digital radio, mobile phones, kiosks, etc. Therefore, we need to be on the lookout for new tools so that we can use them when necessary. In this book, an attempt has been made to explain how electronic marketing is planned in this environment and its tools and techniques in a simple language in order to guide web experts, marketing managers and digital marketing specialists who seek to identify the correct approaches to electronic marketing business for support. from the strategy of their organization.

# **Chapter 1**

## **Marketing**

Most people believe that it is mostly an experimental process that they can easily acquire. However, it has been one of the most sought-after academic fields in prestigious universities in the world for years, because this science has led to a variety of careers for its graduates.

The expansion of this science and related businesses led to the creation of the American Marketing Association (AMA), which is a professional center consisting of marketing professors. According to Philip Carter (the father of modern marketing and one of the professors of the AMA Association): "The science and art of Seeking, creating and delivering value to meet the needs of a specific target and thereby achieve profit".

Marketing is a set of institutions, activities and processes that are related to the creation, communication (informing and obtaining information), delivery and exchange of offers. Exchanges that are considered valuable for customers, partners and on a larger scale, society.

### **History of marketing**

Marketing is one of those branches in which great people have been active. Its step-by-step evolution has made it one of the most powerful areas for sales today, to the extent that anyone who has a product should know this science.

This science is as old as human civilization. You may have seen movies about the history of ancient Greece or Rome that have images of busy stalls and active merchants engaged in buying and selling. Certainly, these traders did not call their activities marketing.

The term "marketing" is used to describe business activities that involve the buying and selling of products or services, and came into general use in the late 19th century, as well as the study of the history and marketing itself as an academic discipline in the early 20th century. It was raised and discussed in scientific meetings.

Marketing is the activities that companies do to increase the purchase or sale of their products or services. Marketing includes activities such as advertising, selling and delivering products or services to consumers or other businesses. Professionals who work in different departments of a company seek to attract the attention of their customers in various ways, including advertising.

So, if you are asked what marketing is, you can give an accurate answer with this section. Marketing is important in any business. Because it helps you sell your products or services.

The ultimate goal of all businesses is to make money, and this is a very important channel to achieve this goal. In fact, many businesses would not exist without marketing!