

The Development of e-Marketing Strategies: A Conceptual Approach

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Abstract: *E-marketing is more than just the creation and maintenance of a website. It involves the whole procedure involved by the company so as to create and promote a product, by an organization which exists in reality. The strategy of the E-marketing includes the advertising of the products using the websites with the help of search engine marketing and social media. The use of the Internet has increased in recent years remarkably. Many research findings confirm and support being of positive effects of e-marketing on an enterprise's competitive advantage. The research will start by understanding the mission and goals of the company. Then it will continue in exploring the internal and external environment of the company. This conceptual paper attempts to address this deficiency via the development of a new framework that is based upon two key dimensions: type of product and level of integration. Analysis indicated that the effectiveness of these strategy variables varied, depending on the strategic orientation adopted by the firm. Further in the research we will see how the company recognizes every need in the market and how it offers products for different customer segment. The study will finalize by analyzing consumer perception on the marketing strategy used by the company. The focus of the study is the formulation of marketing strategies for the company's future expansion into strategically important markets.*

Keywords: Distribution strategy, Communication strategy, Perceived usefulness of internet technologies, E-price strategy, Development

1. Introduction

The Internet is assumed to be an important channel for marketing and distribution of products and services. This is, among other things, due to the cost effectiveness of the Internet and the convenience for customers. With the Internet marketers can reach out to a broad customer base, locate target customers, identify their needs and communicate with them at a relatively low cost. Marketing, especially international marketing is a great challenge even for private corporations, which are often regarded as specialists in marketing practices [1]. The process of change from the old economy to the new global economy has brought tremendous changes and development to the services being offered by the industry. In this industry, of fierce competition, the companies have been forced to come up with very creative technological innovation and winning marketing strategies. Part of the changes brought by the global competition within these industries is new economics, new market structure, and new marketing strategy through the "internet" as well as new technological structures.

Marketing can be described as commercial, cause-related or social depending on the locus of benefit, the objective / outcomes desired and the focus of exchange. Social marketing has been described as the application of marketing technologies designed to influence the voluntary behavior of a target audience to improve personal and societal welfare [2].

When customers are uneasy or confused, they become transactional customers. What organizations want are relationship customers. No one survives in business without a strong reputation and referral customers. These types of customers are the ones that trust us to serve their needs.

In a fast growing industry, time is everything and every company wants to possess most innovative technology and products before its competitors. Wael Pharmacy Co W.L.L. was formed in 1966, and is able to respond to opportunities presented by a changing and demanding environment, and is committed to supplying high performance equipment at competitive prices. Areas of business are pharmaceutical, medical equipment, laboratory, surgical and medical disposable.

2. Methodology

Research methods are important to provide a systematic approach to certain study. This study utilized descriptive type of research. This particular method is chosen because of its appropriateness to the problem. It is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation through quantitative and qualitative description of status, traits and specific interest and also supplies both factual and practical information used to evaluate conditions whether it exist or not. The research is distinguished as descriptive because it aimed to describe the extent of application of e-marketing strategy and the assessment of the said strategies as basis for identifying the level of effectiveness and the status of these strategies in the company through its frequent flyer programme. It focused on the current analysis of the assessment of frequent flyer programme in the Kingdom of Bahrain. The use of descriptive studies will seek to find answers to who, what, when and where and sometimes how questions [3].

The questionnaires were distributed and then collected. Slovin Formula was used to compute the respondents for managers, employees and frequent flyer members.

Using the Slovin's Formula:

$$n = N / (1 + Ne^2)$$

Where:

n = Number of samples

N = Total population

e = Error tolerance

The many features of SPSS are accessible via pull down menus or can be programmed with a proprietary 4GL command syntax language. It is among the most widely used programs for statistical analysis in social science because it has the benefits of reproductibility, simplifying repetitive tasks, data manipulations and analyses. It places constraints on internal file structure, data types, data processing and matching files, which together considerably simplify programming SPSS datasets with two dimensional table structure where the rows typically represent cases, such as individual or households and the columns represent measurements such as age, sex or income. All data processing occurs sequentially case-to-case through the file. Files can be matched one-to-one and one-to-many.

3. Scope of the Study

With the growth and development of internet, its scope has significantly increased in the last few years. Thus, people have divided it into different categories like web marketing, direct response marketing, email marketing and so on.

Customers who visit the company website are looking for meaningful information to distinguish the company's products and services from your competitors. Provide them with the information they need to know about the company, like products and services in order to make an informed buying decision. Tracking the number/percentage of site visitors that request additional information is one way to determine if the website is meeting this objective.

As it appears the future of online marketing is indeed affirmative and there is hardly any doubt about the fact. With all these avenues and much more, the future of online advertising truly beckons more opportunities and even more advancements.

4. Title and authors

The fact is that any consumer is influenced by different factors in his or her decision making process of purchasing products or services. Many customers feel confident to make an order only when they have made a few purchases. They are afraid their privacy can be revealed and misused without their acknowledgment. If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions [4]. In addition, e-marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and contrast products and services before giving their final decisions.

Their work named "Gender differs: assessing a model of online purchase intentions in e-tail service" figured out how important the role of gender was in online retailing. They concluded that female consumers tended to give lower evaluation to the effortlessness of online purchasing than male consumers. It means that if a company wants to retain and increase number of male customers, it should pay attention on user-friendliness seriously [5].

The two main issues for conducting business online are privacy and security. Various surveys have indicated that online shoppers are concerned about their privacy, in particular about the confidentiality of the personal data they provide to online retailers [6]. Many potential customers are still worried about carrying out transactions on the internet for security reasons. For internet relationships to succeed, trust is required for: Internet, website, information on website, and fulfillment of website promises [7]. The partnering as a marketing strategy for internet business works well when synergies are created, especially when it occurs between offline and online companies. Similar to the permission marketing, partnering heavily depends on the trust, but this time, the trust must exist between the partners that are involved in this type of co-marketing [8].

5. Figures and Tables



Figure 1: A conceptual framework of the relationship between e-marketing strategy and performance

This theory depends on the best strategy across situations. Performance levels result from the co-alignment among strategy and the firm's context (i.e., the internal and external forces). Each strategy may be, or not, the best depending on the nature of the marketing forces. The question challenging today's entrepreneur is not whether to have a web site but how to become the winner in Internet competition. The strategy chosen by the company is its answer of management to the perceived environment. Afterwards, the company communicates and implements a business strategy by stipulating specific performance goals, criteria and actions. Strategy as a general direction of the company, reflects its response based on information from the environment

Table 1: Respondents' Assessment of the Status of the Company's E-Marketing Strategy Relative to Distribution Strategy

Indicators	Employees/ FFP Members (n=35)	Managers (n=15)	Both Respondents	
	Mean	Mean	Mean Ave	Interpre- tation
1. The customers can purchase product to the sales office.	4.33	4.44	4.38	Agree
2. The customers can purchase product with any branches	4.30	4.42	4.36	Agree
3. Their are satisfied about the products and services on online through Internet	4.38	4.39	4.39	Agree
Standard Deviation	.667	.560	.614	Agree
Overall Mean	4.34	4.42	4.38	Agree

All of the indicators based on the e-marketing strategies of the company in relation to distribution obtain the overall mean of 4.38. It meant that from the indicators presented the status of e-marketing strategy in terms of distribution strategy was to a great extent and customers could purchase their products at all the available means there is in the market. Internet and sales office located at the heart of the Manama.

We now arrive at the third marketing mix tool- distribution. Firms rarely work alone in creating value for customers and building profitable customer relationships. Instead most of these channels are only a single link in a larger supply chain and marketing distribution channel. As such, an individual firm's success depends not only on how well it performs but also on how well its entire marketing channel which competes with competitors' channels [9].

6. Conclusion and Recommendations

Practically, the status of e-marketing strategies relative to Distribution strategy, Marketing communication strategy, Strategic marketing, Competitive marketing strategy was agreed by all the respondents and therefore minor development is needed in building any strategy. Managers should revisit their day-to-day operations and consider the present situation in the global market and learn from it to further improve their business operations. Include a link in every e-mail to an online form that allows customers and prospects to keep their contact information up to date.

7. Other recommendations

Studies other than assessment of status and level of effectiveness of the e-marketing strategies of the company should be conducted to strengthen and further improve. Specific techniques should enhance the status and effectiveness of e-marketing strategies is necessary to improve the net income of the company as a whole.

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