

## ADOPTION OF E-MARKETING IN DIFFERENT FIRMS AND ORGANIZATIONS BASED ON MARKETING STRATEGY

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### Abstract

In a worldwide view, Electronic Marketing (E-marketing) characterizes as disposition and sensible present-day contribution by promoting products, administrations, data, and even thoughts through the web and other electronic means. E-marketing has a more extensive degree, while internet marketing alludes to web things like the Internet, the world wide web (www), or electronic mail. There are plenty of ways for the adoption of e-marketing in different firms and organizations. Several business orientations are spread globally and are accepted by several researchers and scholars. The strategies and procedures utilized for web-based marketing incorporate e-mail, social media, display advertising, search engine optimization, Google AdWords, and more. E-mail marketing tools are utilized by different firms and organizations for creating, sending, testing, optimizing, and reporting on their E-mail sites. The most commonly used E-marketing tool is the Email-service provider. The Internet is mainly considered the ultimate search tool which is used by different organizations and firms. Moreover, it is reported that organizations which have adopted the strategy of E-marketing are more diverse than those which are hesitant to apply this concept. A theoretical framework was adopted for the current research. The review uncovered that the top e-showcasing devices utilized in the past were: messages, web-based entertainment, and sites. The discoveries from the writing investigation upheld the essential recommendation that there is a positive certification for the contribution of E-marketing.

**Keywords:** E-marketing, Internet, Online, Organizations, Business, Firms, strategy,

### Introduction

In the era of technology and global networking services, implementing an effective business plan matters greatly in organizing and running different firms and companies. These mere changes are all due to the attributable impact of marketing strategy. Nowadays, the economy of a specific firm or company must not only be related to goods but also has a beneficial effect on employment, economic wealth, and value creation. Networking media is not only a place for individuals to conduct various transactions but also increases the global economy's enhancement by relating different marketing strategies to it (Bostanshirin, 2014).

The era of the 21<sup>st</sup> century has the highest rate of technological advancements when associated with the previous generations. In a worldwide view, Electronic Marketing (E-marketing), for the most part, characterizes as another disposition and sensible present-day contribution by promoting products, administrations, data, and even thoughts through the web and other electronic means (Barnes and Scornavacca, 2004). E-marketing has a more extensive degree, while internet

marketing alludes to web things like the Internet, the world wide web (www), or electronic mail. Simultaneously, E-marketing incorporates all devices like cell phones, intranet, extranet, etc. Then again, E-business and Web-based businesses have a considerably more extensive degree than E-marketing (Jaas, 2022).

E-marketing procedures include existing utilities and join them with correspondences and information organizations to make a relationship with the firm and clients through communication in the web climate. E-marketing includes utilizing data innovation that is applied to customary advertising practice. Thus, electronic advertising and every one of its systems added client esteem farther than conventional promotion could acquire. E-marketing, according to the perspective of E-business, has started to improve and reevaluate the significance of customary business (Reynolds, 2004). The web plays had a fundamental impact on this cycle. Marketing through electronic gadgets was the principal part of incorporating data innovation and promoting attributes. Enhanced objects, incrementing the nature of administrations, working with the connection among firms and clients, having an excellent idea of the commercial center, and so forth are choices presented by this practically new peculiarity of carrying on with performing their work (Adam et al., 2008).

### ***The Business Orientation of Organizations***

A considerable substantial impact of E-marketing has triggered all of the firms and organizations of the world. Understanding the basics and fundamentals of E-marketing adoption has become mandatory if its implementation is exploited in diverse associations. Many different definitions explain the concept of E-marketing. For example, Reedy and Schullo (2004) explain that E-marketing is "The process of situation analysis, marketing planning, and marketing implementation activities, conducted mostly online, to facilitate electronic commerce." In the same context, another well-known definition has also been used by different researchers, which explains the conceptual framework of E-marketing which is "The use of electronic data and applications for planning and executing the conception, distribution, promotion, and pricing of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."(Shaltoni, 2017)

There are plenty of ways the adoption of e-marketing in different firms and organizations. An organization's tactical decisions and strategies that influence the primary philosophy of E-marketing are based on business orientations. These business orientations are spread globally and are accepted by several researchers and scholars. These business orientations are "production orientation, sales orientation, and market/marketing orientation." Following these, some other business orientations are also established but to a lesser extent. These business orientations are "eco-orientation, customer orientation, competitor orientation, and quality orientation." It has been suggested by many scholars and researchers that these orientations should be stated as mutually exclusive if only one of these orientation strategies is implemented by the organization. Other researchers regarded these orientations as not mutually exclusive and stated that they should be employed with different orientations of dissimilar degrees (Kumar et al., 2000; Shaltoni, 2017).

Firms and organizations worldwide have different strategies and decisions and their own way of handling and managing a business. For instance, companies with a background in sales assume that if not appropriately convinced, the client or consumer will not be interested in buying different products until and unless promotional effort and determined and audacious exertion is undertaken (Reynolds, 2004). In contrast to product-oriented companies, they focus on the ongoing improvement of their products as they have a concept of belief and benefit of the doubt that their reliable patrons prefer performance and products of high quality. Hence, it all depends on adopting the correct and appropriate E-marketing strategy that varies in its orientation, having all different levels of E-marketing adoption (Shaltoni, 2017).

### **Theoretical Background**

E-organizations are considered as the movements that utilize advanced innovations and data innovation in dealing with associations' organizations to carry out typical promoting applications. Like this, E-promoting incorporates advances that empower the association to oversee client connections, arrange assets, oversee supply chains, send instant messages, and that's just the beginning. Thus, a successful web business needs powerful marketing that incorporates every one of the components beginning from an unmistakable marking system, the pursuit words utilized by the clients to look for your items, and to promote the internet business site on the web indexes to guarantee that the site appears to every one of the likely clients, and, subsequently, accomplish the most noteworthy conceivable income from your internet business webpage (El-Ansary, 2010). It is worth focusing on that one of the main objectives of shopping is to distinguish the requirements and wants of the objective business sectors and to acquire the ideal fulfillment more really and effectively than different contenders. Furthermore, assuming the portrayal of electronic marketing is added, the Web space consolidates with all such innovation that has empowered correspondence between people (El-Gohary et al., 2008). Aside from the abovementioned, the expansion in worldwide web clients has likewise prompted the extension of the applied fields for its utilization, particularly in the areas of business marketing. Thus, marketing science is, as of now, not the equivalent as it was in the past because of the enormous improvement it was exposed in the logical and mechanical fields and the receptiveness of business sectors to one another, which this way prompted presenting clients to a colossal measure of marketing messages (Kiang et al., 2000). Hence, E-marketing is the work of informal organizations for showcasing and marketing in organizations, as it becomes a method for communication between the organization and clients and deciding the requirements and ways of behaving of every individual client, through which the relationship with the client is reinforced. Thus, Web advertisers can spread data about their items and organizations more effectively and uninhibitedly than other customary marketing (Obeidat, 2021).

### **E-marketing Perspectives**

Internet promoting is the act of utilizing online channels to spread a message about an organization's image, items, or administrations to its possible clients. The strategies and procedures utilized for web-based showcasing incorporate e-mail, social media, display advertising, search engine optimization, Google AdWords and more. Interaction of different technologies which are

used for the generation and meditation between customers and organizations involves the employment of E-marketing. Chong et al. (2010) have stated that E-marketing is a way of utilizing electronic-based techniques that are used to satisfy and maintain the relationship between customer and organization. Two scientists named Dlodlo and Dhurup (2010) linked E-marketing that it is "the use of electronic data and applications for planning and executing the conception, distribution, promotion and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives." The definition of E-marketing may vary with the viewpoint of different researchers, but it is clear that E-marketing uses Internet and electronic tactics that are used for the enhancement and achievement of organizations' goals and objectives. Four main types of E-marketing tools have been identified by a scientist named Gopaul (2015). These four E-marketing tools are as follows:

### **1. Content marketing**

For the attraction of customers towards E-marketing, the creation and sharing of media along with valuable and relevant content been published is involved in content marketing.

### **2. Social media marketing**

Various social media sites like Twitter, Facebook, and LinkedIn are used for the increment website trafficking and acquiring plenty of customers towards it.

### **3. Search engine marketing**

This type of marketing includes the promotion of the relevant website of companies or firms by improving their visibility through search engines which can be either through paid inclusion or optimization.

### **4. E-mail marketing**

The E-mail messages strategy is used in this type of E-marketing that involves direct communication between prospective and current valuable customers.

In today's age, Internet has become an ultimate platform for gaining information for all the individuals who have access to it. This is the reason that the utilization of E-marketing tools in any organization is becoming more momentous in the current period (Apăvăloaie, 2014). Organizations that are incorporating E-marketing have come to realize that it is really important to implement an E-marketing strategy if they want to survive in the competitive environment of businesses organization (El-Ansary, 2010). Small and medium-sized enterprises (SMEs) and other organizations and firms have to utilize the strategy and tools of E-marketing if they want to compete with firms and enterprises which are on a higher level, regardless of insufficient infrastructure and resources (El-Gohary et al., 2008). Many SMEs have devotedly incorporated E-marketing. There is a significant impact of SMEs on the world economy, but it only comprises 50 or less than 50 employees. They are termed the "lifeblood of modern economies" as they have the ability for the creation, innovation and stimulation of jobs for the expansion of the economy.

## **The Use of E-Marketing Tools**

E-mail marketing tools are utilized by different firms and organizations for creating, sending, testing, optimizing and reporting on their E-mail sites. The most commonly used E-marketing tool is the Email-service provider. Nowadays, modern e-mailing focuses on segment, consent and personalization and has been moved away from typical one-size-fits-all mass mailings. It is thought by various organizations and firms that this is a time-consuming technique, but instead, marketing automation handles all the processes (Harper, 2022). A well-created and well-designed email-marketing strategy has the ability to acquire sales and helps in the building of the community and structure of organizations. Electronic advances are utilized to meet internet advertising objectives while arranging an e-Promoting effort. There are a few devices accessible to assist with e-Promoting. However, the firm doesn't need to utilize them all. An e-marketing procedure can be coordinated into a customary promoting effort or utilized as an independent web promoting exertion. A corporate site is a virtual e-Promoting instrument for each company (Krishnamurthy and Singh, 2005). Constructing images, advancing new things, and utilizing other eMarketing instruments on the site. A corporate site permits an association to draw in with clients and market to them straightforwardly. It likewise permits the organization to hold contact with the shopper. Online lead-producing structures might help a business in extending its client showcasing list. Such devices are, in many cases, conveyed on an organization's site, for example, welcoming clients to pursue a mailing rundown or bulletin on the organization's site as a trade-off for a coupon (Ellis-Chadwick and Doherty, 2012).

### **Importance of E-marketing**

An effective way to explain the importance of E-marketing is to understand how E-marketing emerges from the Internet and targets reliable customers by acquiring them with all the necessities and requirements of the marketing sector. Also, it assists the customers by providing products that comply with the requirements of customers, like the quality of design, specifications along with quality of conformity (Obeidat, 2021; Reynolds, 2004). The essential benefits of E-marketing are that it reduces cost and delivers better results to targeted audiences. PR Smith (2011) presumed that as compared to other marketing platforms, digital marketing platform has a lower cost when related to face-to-face communications, which are done by organizational employees. On the other side, Banerjee and Dash (2011) claimed that e-mail marketing movements, online directory ads, web signboards, telemarketing and various other interactive marketing techniques have more impact on the investment as compared to other ways of the typical ordinary marketing. The Internet is mainly considered the ultimate search tool which is used by different organizations and firms. Moreover, it is reported that organizations which have adopted the strategy of E-marketing are more diverse than those which are hesitant to apply this concept (Ellis-Chadwick and Doherty, 2012). On the grounds of this, the real benefits of E-marketing consist of "a faster time, higher response rates, global reach, affordable market access, more conversion rates, 24-hour marketing plus traceable and scalable communication campaigns". A researcher named Harridge-March (2004) stated that E-marketing has the efficiency to enable different organizations and firms to acquire customers and increase the efficacy and effectiveness of their company. Krishnamurthy and Singh (2005) reported that E-marketing has the ability for creating new business models like

virtual or online meetings, which becomes more convenient for individuals that work for companies.

### **Methodology**

A theoretical framework was adopted for the current research. A qualitative review of the literature concerning the chosen topic was carried out. An in-depth analysis of the studies regarding the topic has been done. Multiple open-access databases were utilized to gather the relevant information. Some of the major platforms used for extracting data included: ScienceDirect, Google Scholar, PubMed and other articles, books and research papers from some authentic sites. Moreover, the data was also searched using relevant keywords to the topic. The resources cited in the selected publication were further examined to get an inclusive understanding of the topic.

### ***Inclusion and Exclusion Criteria***

The inclusion criteria for the current research were the studies that in any way discuss the aspects of E-marketing that different organizations and firms utilize. The literature that has explored the utilization and significance of E-marketing and their role in various fields were all considered. However, the studies that did not adequately provide sufficient information and understanding of the current issue were excluded from the study.

### **Results and Discussion**

E-promoting alludes to involving the web and computerized media capacities for the purpose of advertising like sites, messages, online journals, virtual entertainment, and SMS/message informing. Involving e-showcasing devices can set out many open doors for SMEs yet additionally take out dangers and empower them to contend on a more significant level with bigger undertakings (MacGregor and Vrazalic, 2004). E-showcasing can assume a crucial part in leading promoting exercises and upgrades the venture's capacity to flourish in an undeniably thoughtful and competitive environment, no matter what its sort or size. Gilmore et al. (2007) notice that SMEs can extraordinarily profit from executing the web into their promoting system, showcasing items/administrations by giving web-based statements, publicizing in other business sectors involving e-mail as a showcasing device, and diminishing the expenses of printing materials like inventories and handouts. The review uncovered that the top e-showcasing devices utilized in the past were: messages, web-based entertainment, and sites. Other promoting devices utilized in the past which were not recorded in the survey were: online ads, Google, YouTube, and WhatsApp. Right now, the top e-promoting devices are still messages, virtual entertainment, and sites utilized before and appraised as the best. E-Advertising alludes to integrating the authoritative business reasoning and ways of behaving toward taking on e-promoting. The philosophical part of E-Promoting is recognized by how much decision-makers emphasize E-marketing (Tiancheng, 2010). Associations that see e-advertising as a significant mostly approach to their business sectors and put forth attempts to take on it very well may be portrayed as having elevated degrees of 'e-promoting direction. Therefore, they are supposed to be profoundly associated with e-showcasing. The outcome of e-showcasing requires fruitful vital preparation and choosing techniques appropriate for advertising action. Since e-showcasing techniques join arranging and correspondence innovation, this correlative relationship can assist associations with observing

possible issues and dangers while furnishing them with chances to accomplish greatness and gain an actual situation on the lookout. A few systems can be utilized in a similar association following the improvement of the association's interior and exterior climate. Nevertheless, the viability of the e-promoting procedure and many difficulties actually oblige strengthened endeavors to address the adverse consequences of laying out trust in clients, empowering them to get to their administrations, and imparting a culture of computerized communication (Kotler and Armstrong, 2012).

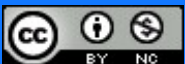
### Conclusion

E-Promoting presents new strategies in the overwhelming majority of advertising capabilities. A few examinations have attempted to comprehend e-showcasing adoption in associations. E-showcasing likewise holds dangers, for example, misrepresentation, security, startup costs, and a decline in customer fulfillment that can hurt an organization or enterprise. The SME proprietor should be positive and remain focused on the potential advantages that e-promoting holds. Subsequently, it is suggested that SME proprietors guarantee that preparation in e-advertising and execution of e-promoting programs occur inside the SME or that the SME procure the administrations of specialists in the field of E-showcasing. The discoveries from the writing investigation upheld the essential recommendation that there is a positive certification for the contribution of E-marketing. The literature indicates that many firms utilize many apparatuses to make client connections. Also, understanding which type and apparatus are more compelling can be vital in assisting firms with improving their deal productivity and using which type in their showcasing technique. Future investigation of this exploration could be breaking down the preferences of individuals of a particular district or country to see a better view of individuals of that particular region to use the electronic business as indicated by their sensation and taste.

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