E-MARKETING IN INDIA – A MODERN TOOL TO ATTRACT CUSTOMERS

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ABSTRACT

Marketing has been on the road towards development since a long time, though changes have taken place in its form. There has been a tremendous proliferation in the methods of marketing. E-Marketing is the resultant of an amalgamation between modern communication technologies and traditional marketing principles. E-Marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. E-Marketing encompasses all the activities of a business conducted via the world-wide web (www) with the aim to retain the current business, attract new business and develop its brand identity in the process. Although India has made a delayed foray into the field of E-Marketing, the trend is surely on the rise. More and more firms nowadays have incorporated the latest Information Technology tools in their functions which have given a fillip to the growth of E-Marketing in India. Through this medium, Indian companies can help build a solid relationship with their customer base. This paper throws light on the current status of E-Marketing in India and the latest E-Marketing strategies being followed by Indian companies in order to enhance their market share.

KEYWORDS: E-Marketing, Information Technology.

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