



## What's the online marketing ?

### **E-Marketing :**

**E-marketing is considered one of the general branches of marketing, and it is also called (digital marketing), or (network marketing), which is the strategy that is used to organize the methods of modern communication technology, by transforming the virtual market into a tangible reality. An important part of the modern comprehensive marketing strategy, as it is considered an important type of marketing method that seeks to achieve its goals via the Internet, and is also described as the process of applying the general principles of marketing science through the use of electronic media, in particular the use of the Internet**

- **Advantages of email marketing**
- **Ways to succeed in e-marketing**
- **Types of email marketing**

## **Advantages of e-marketing**

- **The possibility of developing a relationship with customers significantly, where continuous interaction is available, although some customers resist this, and consider it intrusive and a negative privacy, but the use of voluntary reporting techniques is becoming more and more acceptable among people, especially among those who frequent commercial sites.**
- **The use of e-marketing in order to win customers to achieve a great benefit in order to sell on a site and gain customer loyalty.**
- **Ease of obtaining any information related to the product, the possibility of obtaining the required commodity in a short period of time, and crossing borders regardless of the location of the commodity, which leads to the entry of the commodity to the world and its popularity in a rapid manner.**
- **Opening the door for everyone to e-marketing, and this is not limited to well-known large companies, but the ordinary individual or small company can easily participate in marketing. Low cost and ease of implementation compared to traditional marketing.**
- **The possibility of ordering the commodity directly by sending a request through the website related to the company. As for traditional marketing, the commodity cannot be ordered**

**directly through customers.**

- **Ease of displaying all the company's goods and services through the website, and this is difficult to happen in traditional marketing because of the need for a large place to display them.**

### **E-marketing success:**

**The quality of the product and service that can be marketed, as e-marketing contains many methods, so the appropriate one must be chosen.**

- The budget set for e-marketing operations through the Internet, on the basis of which the marketing campaigns for the commodity are carried out.
- The marketer's experience in terms of how he deals with e-marketing mechanisms, and the continuous development in the use of e-marketing science in a digital marketing environment.

### **Types of email marketing:**

1. E-marketing is through the following:
2. Free online advertising sites.
3. Specialized forums, and general.
4. site pages.
5. Website directories and indexes.
6. social media.
7. Email campaigns.

8. through the videos.

9. blogging.

10. newspapers and magazines.

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