

INTERNATIONAL EDITION

E-Marketing

Fourth Edition



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FOURTH EDITION

E-MARKETING

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***This book is dedicated to
Cyndi and Malia
Tarik, Waleed, Eman, and Noor
Raymond Jr., Luke, and David***



Preface

Marketers have been using electronic tools for many years, but the Internet and other information technologies created a flood of interesting and innovative ways to provide customer value. Blogs for Web site content; short text message coupons to cell phones based on user location; consumer behavior insights based on offline and online data combination; inventory optimization through CRM-SCM integration; a single-minded focus on ROI and associated performance metrics are all on the cutting edge of e-marketing in 2005. Further, e-marketers are about to experience the next *wave of disruption*: huge changes in several industries due to Internet technology and receiving appliance convergence. The Semantic Web, the current brain child of the Web's architect, Tim Berners-Lee, is about to completely change the way digital text, graphics, audio, and video are retrieved and delivered over the Internet. Thus, the more the Internet settles into mainstream business, the more it spawns innovation and more change. In this environment, how can firms leverage new technologies to maximum benefit? How can marketers make the most effective and efficient uses of Internet technologies in their marketing programs? Is our ROI on target for that Internet project? In this book, we attempt to answer these and many other questions.

E-marketing is traditional marketing using information technology but with some twists. The Internet and other technologies affect traditional marketing in three ways. First, they increase efficiency in established marketing functions. Second, the technology of e-marketing transforms many marketing strategies. Finally, it has fundamentally changed consumer behavior through a power shift from firms to mouse-holders. The marketing transformation results in new business models that add customer value, build customer relationships, or increase company profitability. The Internet also serves as an efficient marketing planning tool for both secondary and primary data collection. In addition, electronic technologies affect the 4 Ps:

- **Product:** Internet technologies spawned a variety of innovative products for creating, delivering, and reading messages as well as services such as reverse auctions, business-to-business (B2B) market exchanges, and interactive games. What's next? Keep your eye on the wireless market! It has taken off in Japan and Europe, while the United States lags.
- **Pricing:** The Net turned pricing strategies upside down. Bartering, bidding, dynamic pricing, and individualized pricing are now quite common online.

Shopping agents create transparent pricing for identical product offerings at various online retailers.

- **Distribution (supply chain management):** E-marketers use the Net for direct distribution of digital products (e.g., news stories, music, and live radio) and for electronic retailing. But tremendous value occurs behind the scenes: Supply chain management and channel integration create efficiencies that can either lower customer prices or add to company profits. Online retailers line the dot-com graveyard, but today's e-marketers have learned their lessons and show profitability in the online channel.
- **Promotion (integrated marketing communication):** The Net assists with two-way communication: one-to-one Web pages, e-mail conversation, short text messaging, and e-mail conferencing via newsgroups and mailing lists. The Net is also an advertising medium in its own right, but it has not realized the revenue promise predicted in the late 1990s, and we explain why. E-marketers also use the Net for promotions, and sending electronic coupons and digital product samples directly to consumers.

One of the most important applications of electronic marketing involves customer relationship management. Companies are experimenting with a myriad of technologies to discover and meet the needs of these savvy and demanding customers.

The book you have in your hands is the fourth edition of *E-Marketing* (first edition was named *Marketing on the Internet*). We tightened the content from 16 to 14 chapters based on reader feedback. Notably, we heard that many marketing students couldn't relate to the third edition's "Leveraging Technology" chapter, so we split it into "Let's Get Technical" boxes placed near relevant e-marketing strategies. As well, we dropped the country profile chapter, because the information changes so quickly, and now have one chapter on global issues. The book uses a strategic perspective and presents many important practices not covered in earlier editions, such as Blogs, social networking, online branding, and search marketing. The book also discusses many offline electronic marketing techniques that employ information technology, such as point-of-purchase scanning devices and databases; however, it focuses on the Internet due to its widespread and increasing use for e-marketing.

Several popular books shed light on the problems, opportunities, and techniques of e-marketing, and we have used them in our classes with some success. This textbook is different in the following important ways:

- We explain electronic marketing not as a list of ideas and techniques, but as part of a larger set of concepts and theories in the marketing discipline. In writing the book we discovered that most new terminology could be put into traditional frameworks for greater understanding. To this end, we present **new visual models** that show the concept relationships for each part and chapter in this edition. We strongly believe that new electronic strategies are more likely to succeed if selected using the marketing planning process, especially as the Internet continues to change.
- The text focuses on **cutting-edge business strategies** that generate revenue while delivering customer value. As well, we reflect current practice by devoting many pages to **performance metrics** to monitor their success.

- We highly recommend that **marketers learn a bit about the technology** behind the Internet, something most of us are not drawn to naturally. Although it is not necessary to be able to set up e-commerce servers, knowledge of the possibilities for their use will give savvy marketers an advantage in the marketplace. This book attempts to educate marketers gently in important technology issues, showing the relevance of each concept.
- This book describes e-marketing practices in the United States, but it also takes a **global perspective** in describing market developments in both emerging and developed nations. Much can be learned from other industrialized nations that lead in certain technologies, such as wireless Internet access.
- This book does not cover Web site design. It is a topic we love to teach, our students enjoy learning, and one that is included in many Internet marketing courses. Unfortunately, it is beyond the scope of this book.
- The Web site that accompanies this text is an important part of the work (www.prenhall.com/strauss). Designed as an instructor's manual, it contains important information about designing and teaching an e-marketing course.
- As instructors, we present Internet marketing in a format that we believe will enhance learning. We organize chapters to parallel principles of marketing texts and provide learning tools such as chapter objectives, summaries, and exercises. We have used this format successfully since 1996 in our Internet classes, and we hope it will work well for you, too.

A Moving Target

We might as well raise a flag from the start and mention that this book is a snapshot of e-marketing techniques in the summer of 2004. The Internet is a rapidly changing medium; enterprising entrepreneurs constantly have cool new ideas, and, thus, some things in this book will be out of date before it is off the press. The potential to become outdated is especially true for the statistics, Web site references, and screen captures we used, although much less changed since the third edition than between previous editions. We encourage readers to explore on their own, checking out the veracity of our remarks in the light of a moving target. To assist in this process, we give reference to Web sites and reference materials throughout.

Audience

We wrote this book to assist every student of electronic marketing who wants to learn this topic one step at a time. This intended audience primarily includes graduate and undergraduate university students, but the book also will aid other individuals who want to learn more about electronic marketing. Important background includes basic marketing and computer knowledge, although we provide short explanations of terminology and concepts to be sure all readers are up to speed. Various sections of the book should appeal to those with differing levels of experience. For example, the chapter body starts at the beginning of a topic and builds, eventually integrating sophisticated concepts.

Book Organization

This book elaborates on e-marketing planning and marketing mix topics from a strategic perspective. Part I begins with setting the context for marketing planning. Part II discusses legal and global environments (the technology environment is now integrated throughout the book). Part III begins the e-marketing strategy discussion in depth, and Part IV continues with marketing mix and customer relationship management strategy and implementation issues. The following table displays the book's organization, and the next paragraphs provide primary learning objectives for each chapter.

Part I: E-Marketing in Context	Part II: E-Marketing Environment	Part III: E-Marketing Strategy	Part IV: E-Marketing Management
1. Convergence	4. Global Markets	6. Marketing Knowledge	10. Product
2. Strategic E-Marketing	5. Ethical and Legal Issues	7. Consumer Behavior	11. Price
3. The E-Marketing Plan		8. Segmentation and Targeting Strategies	12. The Internet for Distribution
		9. Differentiation and Positioning Strategies	13. E-Marketing Communication
			14. Customer Relationship Management

Part I: E-Marketing in Context

Chapter 1: Convergence

The key objective of this chapter is to develop an understanding of the background, current state, and future potential of e-marketing. You will learn about e-marketing's important role in the firm's overall integrated marketing strategy.

Chapter 2: Strategic E-Marketing

The main goal of this chapter is to understand strategic planning and the way companies seek to achieve their objectives through strategies involving e-business and e-marketing. You will become familiar with common e-business models implemented at different organizational levels and with the application of metrics to monitor progress toward objectives.

Chapter 3: The E-Marketing Plan

The primary goal of this chapter is to explain the importance of creating an e-marketing plan and present the seven steps in the e-marketing planning process. You will see how marketers incorporate information technology in plans for effectively and efficiently achieving e-business objectives such as increasing revenues and slashing costs.

Part II: E-Marketing Environment

Chapter 4: Global Markets

The primary objective of this chapter is to gain an understanding of the main country-by-country differences in Internet access, and usage as a foundation for segmenting

and targeting specific markets. You will learn about some of the barriers to Internet adoption and e-commerce in emerging countries and see how these barriers are being addressed. You will learn how consumer behavior and attitudes, payment methods, technological issues, and both economic and technological disparities within nations can influence e-marketing in less developed countries.

Chapter 5: Ethical and Legal Issues

In this chapter we explore the ethical and legal issues that e-businesses face in marketing online. You will learn about the current and emerging issues that cause concern among a variety of stakeholders, including e-businesses and consumers.

Part III: E-Marketing Strategy

Chapter 6: Marketing Knowledge

Chapter 6 develops an understanding of why and how e-marketers turn marketing research into marketing knowledge. You will learn about the three categories of Internet data sources, consider the ethics of online research, look at key database analysis techniques, and explore the use of knowledge management metrics.

Chapter 7: Consumer Behavior

The primary objective of this chapter is to develop a general understanding of the online consumer population. You will explore the context in which online consumer behavior occurs, the characteristics and resources of online consumers, and the outcomes of the online exchange process.

Chapter 8: Segmentation and Targeting Strategies

This chapter examines the various bases for market segmentation, the classifications and characteristics of market segments, and the main coverage strategies for targeting selected segments. You will also gain a better understanding of the size and growth of various market segments on the Internet.

Chapter 9: Differentiation and Positioning Strategies

Chapter 9 provides an overview of how and why e-marketers use differentiation and positioning. You will learn about the differentiation strategies used by online businesses and the bases for positioning or repositioning companies, products, and brands on the Internet.

Part IV: E-Marketing Management

Chapter 10: Product

In Chapter 10 we analyze the development of consumer and business products that capitalize on the Internet's properties and technology by delivering online benefits through attributes, branding, support services, and labeling. You will become familiar with the challenges and opportunities of e-marketing enhanced product development and Internet product classifications.

Chapter 11: Price

This chapter looks at how Internet technology influences pricing strategies. You will gain an understanding of both the buyer's and the seller's perspectives of pricing online, consider whether the Net is an efficient market, and learn about fixed pricing as well as the return to dynamic pricing.

Chapter 12: The Internet for Distribution

This chapter helps to develop an understanding of the Internet as a distribution channel, identify online channel members, and analyze the functions they perform in the channel. You will learn how the Internet presents opportunities to alter channel length, restructure channel intermediaries, improve the performance of channel functions, streamline channel management, and measure channel performance.

Chapter 13: E-Marketing Communication

This chapter provides an understanding of the Internet as a tool for efficiently and effectively exchanging marketing communication messages between marketers and their audiences. You will learn how each marketing communication tool can carry messages over the Internet and how marketers buy and use promotional space on the Net as a communication medium.

Chapter 14: Customer Relationship Management

This chapter presents an overview of the purpose and process of building a company's relationship capital through customer relationship management (CRM). You will learn about CRM's benefits, its three facets, and the eight building blocks needed for effective and efficient e-marketing CRM.

End-of-Chapter Material

The end of each chapter includes both review and discussion questions to enhance learning. Chapter summaries are also provided.

Important End-of-Part Resources

Special sections at the end of each of the four parts include activities and Internet exercises to allow deeper exploration of chapter material, plus a list of savvy Web sites for further research. As well, accomplished CEOs and top-level managers working in the business of e-marketing wrote "Practitioner Perspective" pieces. These discussions feature issues important to those on the front line, and some take a stab at predicting the future of the Net. They are truly incredible and interesting: Don't miss them.

Pedagogical Features

We included many features in *E-Marketing* to enhance learning. Based on our cumulative years of teaching experience, we've identified the best practices in university teaching and integrated items that work well for us.

- **Marketing concept focus:** In each chapter we review several marketing concepts and then tell how the Internet is related to the concept. This technique provides a bridge from marketing principles that the student already knows and presents

material in a framework for easier learning. In addition, as things change on the Net, students will understand the new ideas based on underlying concepts.

- **Learning objectives:** Each chapter begins with a list of objectives that, after studying the chapter, students should be able to accomplish. Given our active learning preference, the objectives are behavioral in nature.
- **Best practices from real companies:** A company success story starts each chapter. Students will find these to be exciting introductions to the material. Numerous new case histories for this edition offer current examples of firms that do it right.
- **Graphical frameworks in each chapter:** We created unique e-marketing visual models to show how each chapter fits among other chapters in the entire part. In addition, several chapters feature models for within-chapter understanding.
- **Chapter summaries:** Each chapter ends with a summary of its contents. Although these summaries capsule the chapter guts, they were not created so that students can read them in lieu of the chapter content.
- **Key terms:** These terms are set in bold text within the chapter to signal their importance.
- **Review and discussion questions:** Questions at the chapter end are aimed at both knowledge-level learning and higher levels of application, synthesis, and evaluation.
- **Exercises:** When students become actively engaged in the material, learning is enhanced. To this end we include several activities and Internet exercises at the end of each part.
- **Glossary:** Most people don't brag about a glossary, but we were unable to find a comprehensive glossary focusing on e-marketing, so we included one in this book. The Internet has spawned an incredible amount of new terminology, and we want to help readers understand the landscape.

Instructor Support Materials on the Web Site

This book is a fourth edition text about a moving target. No one has quite laid out the territory the way we have in *E-Marketing*. To assist in developing courses, we've designed a Web site to serve as an instructor's manual.

Web site location: www.prenhall.com/strauss

1. **Web site:** The Web site serves as instructor's manual. On the site are traditional instructor's manual items as well as class assignments, links to Internet marketing syllabi, and other materials to enhance teaching from this book. Contact your Prentice Hall representative or the authors to gain password access to protected areas.
2. **Test bank:** An electronic test bank is available to faculty adopting this textbook. Question items focus on chapter learning objectives and other important material. They include items at all levels of learning from knowledge through application and evaluation.
3. **PowerPoint Slides:** The Web site holds files containing improved slides for lectures to accompany each chapter. This aid is for those who want to present book material in class lectures.
4. **E-mail the authors:** We encourage e-mail from faculty using this textbook. Send questions, suggestions for improving the text, and ideas about teaching the class.

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The most pleasant task in this project is expressing our appreciation to the many individuals who helped us create this work. We are always amazed that the scope of the job requires us to request, plead, cajole, and charm a number of folks into helping us. Our gratitude is enormous.

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Other individuals contributed significantly to this book's content. Brian O'Connell contributed the interesting and timely "Ethical and Legal Issues" chapter, and Al Rosenbloom wrote the fascinating chapter on "Global Markets." Many practitioners wrote essays on cutting-edge topics, and you'll find their names and work at the end of each part to the book. We appreciate the fact that they took time from their busy days to contribute to student education.

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About the Authors

Judy Strauss and Raymond Frost have collaborated on Web development, academic papers, practitioner seminars, and three books since 1995. They also developed a new course in 1996, “Marketing in Cyberspace.” This book grew out of that course and has significantly evolved along with changes in e-marketing. For this and the third edition of *E-Marketing*, Adel I. El-Ansary joined the team. He brings significant experience and expertise in e-marketing and marketing strategy, both from academic and practitioner viewpoints.

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