

ELECTRONIC MARKETING POTENTIALS

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Abstract:

Marketing is an operative process of specifying, forecasting and satisfying customers needs along with generating profit. The privilege of success in times when marketing has become a luxury matter, is also for marketing managers in smaller businesses – if they understand they do not need to search for cheaper version of sophisticated and widely used marketing but to find new ways of marketing.

The concept of intuitive marketing is based upon the principal advantage of small businesses – closeness to customers which provides them with greater sense for customer wishes and needs and allows them to respond without an expensive marketing apparatus.

The ability to rapidly revise corporate strategy, promptly react to changes in demand, moves of competitors and external influences is based on more than regular account sheets. A company needs a marketing information system. The task of electronic marketing is not only to collect market data, but also to promote the company, its activity and products. It should manage communication with customers (consumers). Such communication can be performed by electronic media as CD-ROM, DVD-ROM or by means of mobile communication, digital television and satellite systems of electronic business as well as the Internet.

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INTRODUCTION

Electronic marketing is a subject of research of many well-known authors as Brad Kleindl, Shauna J. Schullo, Cecil C. Hoge (6).

Nowadays totally new concepts and technologies in the field of electronic marketing are being introduced. Focus on customers is one of the typical properties of classical marketing. Unlike other approaches, marketing does not assess numerous events and tasks such as product, quality, price, packaging, utility from the expert point of view i.e. of producers, vendors or technicians, but from the crucial point – the point of customer. He/She is the one who decides whether the product will or will not be demanded.

MARKETING

Marketing is above all an operative process of specifying, forecasting and satisfying customers needs along with generating profit. It is essential to supply appropriately promoted product, at an appropriate price, to an appropriate place and in correct time. We can also say that marketing is a scientific discipline, which tries to understand principles of market subjects' behavior and ensure market success of the product, accomplish increasing quality, customer satisfaction and indispensability for the consumer (1).

It may seem to smaller companies that full usage of marketing is reserved for large companies. The privilege of success in times when marketing has become a luxury matter, is also for marketing managers in smaller businesses – if they understand they do not need to search for cheaper version of sophisticated and widely used marketing but to find new ways of marketing.

The concept of intuitive marketing is based upon the principal advantage of small businesses – closeness to customers which provides them with greater sense for customer wishes and needs and allows them to respond without an expensive marketing apparatus – and upon simple principles that are already elementary in our culture. It could sound surprisingly simple: an entrepreneur does not have to run costly marketing – it is enough to tune to customer helpline.

MARKETING INFORMATION SYSTEM

The ability to rapidly revise corporate strategy, promptly react to changes in demand, moves of competitors and external influences is based on more than regular account sheets. A company needs a marketing information system.

Marketing information system consists of following modules:

- customer database – in a customer database, not only identification data (address, TIN, bank connection) is stored, but also continuously updated information on contact persons, solvency, customer perspective, potential revenue amounts, relation to competitors, needs, management changes, expansion plans, products and other information that depicts a complex image of a customer,
- competitor database – contains same data as customer database, furthermore we analyze product parameters, innovation strategy orientation, capital structure changes, expansion plans and their financing, personal data on members of vending team and marketing department and further information relevant for guessing competitors intentions in various time horizons,
- statistical data – all available statistical data regarding our sphere of business and all sectors that form or influence the markets of our products and also stats of the development of economy,
- market researches – a systematic evidence of market researches performed by the company itself or by specialized agencies,

- price database – an extremely important module that contains price changes of our and competitors' products and services in product detail and in all distribution channels,
- report on revenues and operating profit – these reports are a fundamental roadmap for every marketing manager, they must be made available regularly and at a randomly chosen time period, all product detailed,
- revenues in territorial detail – this report comes in random time periods and contains data on each vending territory, it must divide customers in market segments,
- Revenues and operating profit per customer and product – such special report is intersectional between former two reports and allows manager to watch revenues and operating profit of each customer in total or in product detail and also revenues and operating profit of each product.

When a company does not dispose of the information mentioned above, it has to make “blind” decisions.

ELECTRONIC MARKETING

The task of electronic marketing is not only to collect market data, but also to promote the company, its activity and products. It should manage communication with customers (consumers). One of possible means of the external communication is customer electronic magazines. Communication with partners can be performed by video spots and at an increasing rate nowadays also electronic media as CD-ROM, DVD-ROM and of course Internet. Particularly product presenting or product carrier CD-ROM has lately gone huge.

In order to maximize electronic media usefulness for business it is necessary to make them efficient, appealing and at the same time synoptical and user-friendly. While printed products standards are well known and easily comparable, the electronic media standards have not been set yet. That does not imply that producers of such media do not have high demands – on content, design, animations, disposition, technical and

software condition for further utilization and on user comfort. However, the user (entrepreneur) who has such media prepared has less possibilities of comparing than in case of printed materials.

Electronic marketing is possible to use in following four directions:

- presentation
- education
- information
- Art and entertainment.

A presentation CD-ROM is used for multimedia presenting of a business or another company, its products, services and activities. Multimedia interactive works that present activities of business and production companies, associations, foundations and other organizations. They may contain e.g. annual reports, business catalogs, characteristic works etc.

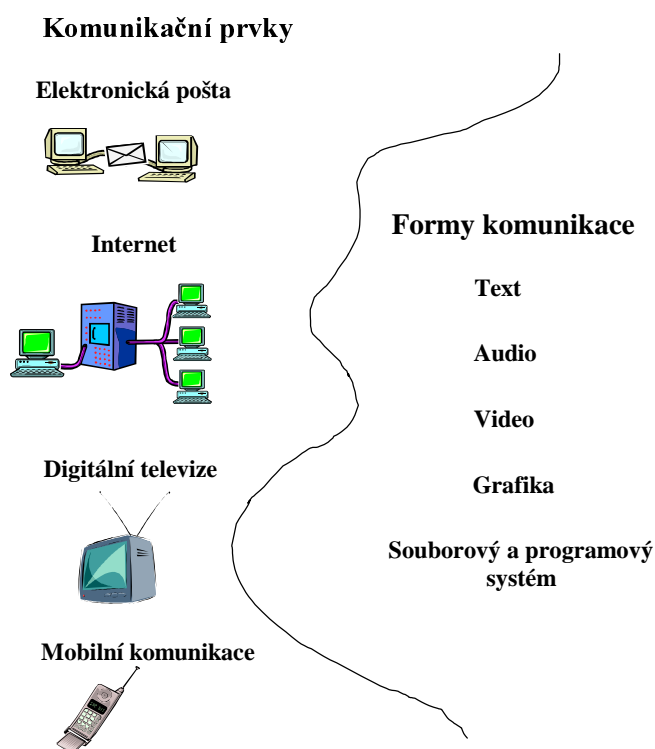
Education CD-ROMs are multimedia learning and lecture works that together with the education part also contain exercise and testing parts suitable for acquiring and repetition of the subject. Interactive and modern learning procedures, texts, language and other textbooks and publications fall in this category. They can be used for corporate training – e.g. safety, dealer training, etc.

Information CD-ROMs provide complex multimedia database of information within particular sector, area or region. They are mainly works of summarized information as encyclopedia, anthologies, multimedia advisors, but also address databases, which are used by exhibition organizers for catalogues of exhibitors and further information on particular exhibition. Such databases are subject to relatively extensive demand.

MARKETING ELECTRONIC COMMUNICATION

Electronic marketing communication is a way of communication that businesses use to inform, convince or influence contemporary or potential customers.

A mass, flexible and inexpensive tool for electronic communication with customers is represented by electronic mail. Electronic mail allows instant response of a business or a customer. Electronic mail serves electronic communication development. Furthermore, Internet pages enable regular or coincidental visitors to gain needed or googled information.



Source: JAŠOVÁ, M. *Electronic Communication. Computer. Praha: Computer Press, 2004., ročník 14. číslo 17/04. ISSN 1210-8790.*

CONCLUSION

There are various projects concerning electronic marketing and information and communication systems development. Such systems are designed for a new information society – so called electronic economy (new economy, knowledge economy).

For instance, Dutch company Philips presented their vision Connected planet at prestigious European and American exhibitions. The aim of this project is to connect appliances of everyday use with the most sophisticated technology available at the moment through broadband technology. The realization of this project will be held by Nokia, Vodafone, Universal, Deutsche Telekom, British Telecom, Telecom Italia and other operators from Belgium, Denmark or Spain. The core of the project is using three wireless protocols in these firms' products – standardized WiFi (wireless fidelity), short distance wireless technology known as the Bluetooth and a Philips company protocol Near-field communications.

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