

Effectiveness of e-marketing strategies assignment

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Effectiveness of E-marketing Strategies: Comparative Case Research of South Pacific Region and South Asia Ideally, e-marketing is growing at a dramatic pace and is significantly impacting customer and business market behaviors. As a result, most firms have started developing e-marketing strategies for the web. However, the evolution and strategic direction of e-marketing strategies in international environments has not been discussed and is the focus of the research investigation.

The research will be focusing on online business (e-marketing) as the major part of the study will bring in special concern to online business in South Pacific region as well as South Asia Background and Literature Overview There has been a widespread use of e-marketing process as core business function from within the presence of online business operations deemed possible as being coupled with the awareness of data privacy issues and recent database security related legislations, incorporating security features into modern products.

There has been a challenge upon the process of introducing e-marketing patterns which parallels to online business operations and domains from wherein security functionality will have to incur interrelated values and assumptions in terms of online business performance as there implies to a certain truth as of the present (Black, 2004), in order to create the best possible e-business solution for different business/client needs in several technological situations and from the diagram below, there entails to the environment pointers centering on the e-marketing of today's time.

Research Aims/Objectives The core aim for this research study is to realize a research study linking to words e-marketing relationships and to arrive at a certain positive means of putting all three in effective position for business oriented applications. Putting in a better nature and valuation to learning with noted glimpse to marketing strategies on use, e-marketing success of South Pacific and South Asia as of the recent era. For the objective, it is imperative to be able to recognize ample awareness like for instance, dealing to online business information issues as well as marketing based strategies as found in modern e-business products, to be able to present and analyze wide range of marketing tools conforming to literature organization and related studies which have to be reliable, valid and clear from assimilation of primary and secondary sources

Research Questions

1. What is meant by e-marketing? How is it adopted in the present day marketing stature? Discuss with literature
2. What is the main function of e-marketing? In South Pacific Region? In South Asia?
- 3.

Why and how important is e-marketing strategies? Does e-marketing a positive indicator? Or a negative indicator? Assume case examples

4. How e-marketing strategies are effective to certain business operations of the two regions? Compare

Research Methods For method in research, the research will have to examine two issues based on extant literature and certain previous research in this area. The need to discuss e-marketing in an international context and develop ample framework that will allow researchers and managers to understand the impact of country level effects on e-marketing strategies.

The research will propose the evolution of e-marketing strategies is based on the countries infrastructure and marketing institutional development. The need for a comparative analysis method comparing in e-marketing of South Pacific and the e-marketing of South Asia along with appropriate literature determining in e-marketing strategies that the latter has been using or will use in the future. Furthermore, case study approach can be of use in the study from within aspects of e-marketing.

There will be need to find out that international e-marketing strategies are fundamentally changing in South Pacific and South Asia regions, and will continue to change, marketing thought and practice in international markets. The pressing importance to suggest that, e-markets of tomorrow may have little resemblance to the markets of today. Also, suggesting in additional conceptual and methodological research is required in the research paradigm and several propositions are derived that will provide directions for future research.

South Pacific and South Asia in their business organizations will have to better monitor their international environments to determine the type of strategy that they need to follow. The propose strategies will involve such brick and click strategies, digitization, disintermediation, buying groups and alternative infrastructure, firm driven e-marketing strategies, and corporate exchanges. The underlying attempt to examine the relationship between the two regions infrastructure, marketing institutions and the appropriate e-marketing strategies.