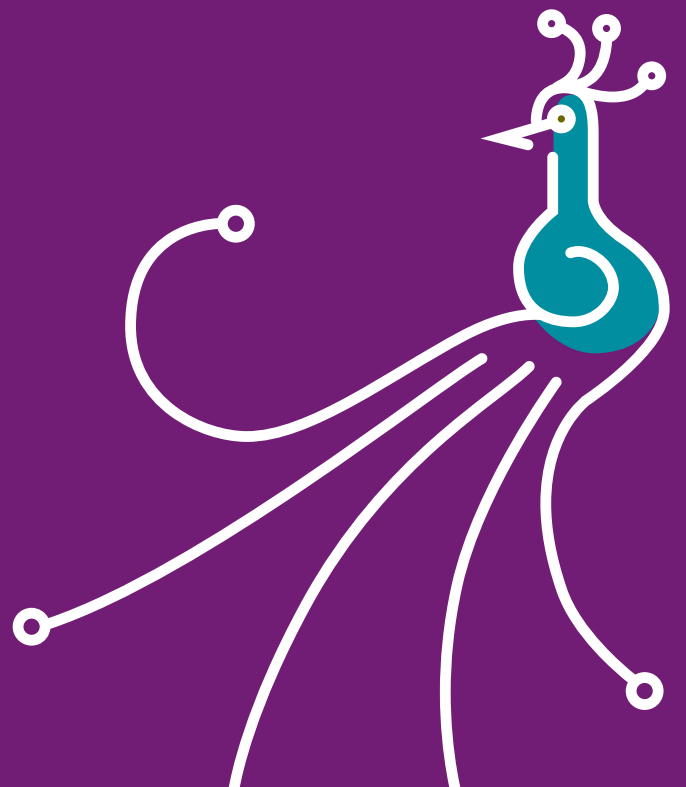


E-marketing and online media

Using the internet to market your company





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E-marketing

E-marketing is basically using the internet to market your company, and it has many benefits. The main one is that at a relatively low cost you can reach your target stakeholders in a way that you can't with other traditional forms of marketing such as TV, print advertising, etc. You can also personalise your message to the individual and you can be a lot more creative with your campaign.

There are many methods of e-marketing. Perhaps the most popular method is email. It is relatively cheap to get a template set up for an e-shot or e-newsletter that you can populate with information as and when you need to. You can then send out targeted information to your customers. They can sign up to receive this information on your website or at events. This system will monitor who has opened the email, how many people have clicked through to your website, how many have bounced etc.

Website

Another aspect of e-marketing that any company should have is a functional website that is consistent with your brand identity and other marketing materials. There are many ways that you can use your website to deliver targeted marketing. Your website can recognize a customer's IP address and tailor the experience to their preferences, or greet them by name for example.

Social media is the newest form of e-marketing, and can have a big impact on your sales. It is a very useful way to direct traffic to your website. Facebook, Twitter and linked In are currently the most popular social networks, and it is free and easy to set up a page for your company. This allows you to communicate directly with your customers in a way that they want to be contacted. It is important to update your status regularly with information that your customers will find useful or interesting. This could be news, for example if you have had some press coverage in the local paper or a tip for your customers.

Benefits of e-marketing

It's global – you can contact anyone in the world at a very low cost and almost instantly

Low cost – E-marketing is by far the cheapest form of marketing, which makes it accessible to most companies.

It's easily measurable – you can obtain accurate data on how effective your campaign has been at the click of a mouse

It's personal – you can deliver targeted marketing that talks directly to your customers

Creative – you can deliver digital campaigns that are interactive and a lot more interesting than an advert in a newspaper.

Its 24 hour – with a website, people can find out about your company even when your offices are closed.

Better sales – with the internet, people are only ever a few clicks away from employing your services or buying your product. As long as you have a well-designed website it is simple for someone to get in touch with you and they don't even have to make a phone call or post a letter etc as with traditional marketing.

Read our other guides in the range:

- **Creating your marketing plan**
- **Know your tactics**
- **Raise your profile**
- **How effective are your communications**
- **Making your website work for your business**

Horizonworks Marketing is a strategic marketing company based in the North East of England specialising in the science, technology, healthcare and manufacturing sectors. We provide a range of services to clients including:

- Marketing strategy
- Marketing planning
- Communications
- Branding
- Public Relations
- Events management
- Sales and marketing campaigns
- Mentoring



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