



Concepts of Electronic Marketing

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Construction EMarketing

Electronic marketing concepts

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To the Class of 2016 of Ashford University College of Education.

To my mother, J.L.K.B Fowler; thank you for being strong and instilling that strength in me.

Bruce, my companion, friend, and motivator: Thank you!

Jay, Alex, Xavier, Jason; Kitt, Will, Mya; cousins, aunts, and uncles-Love you.

Dad, I miss you.



About the Author

I began my journey towards understanding electronic marketing, while completing my Bachelor of Arts in eMarketing at Ashford University Forbes School of Business and Technology; where I learned essential electronic marketing concepts, e.g. e-mail marketing, Internet marketing, social media marketing, and strategic eMarketing planning. After obtaining a Cum Laude Honor, I transitioned into the Master of Arts Teaching and Learning with Technology degree program, at Ashford University College of Education; where I learned key skills in instructional design and e-course development. Completing this degree with a 4.0 GPA- Summa Cum Laude Honor, enabled me to be inducted in the Golden Key International Honour Society, in July, 2016.

Additionally, I have a Paralegal Certification from U.S. Career Institute of Fort Collins, CO., a Website Developer Career Diploma from Penn Foster Career School. And currently, completing an Associate of Applied Science specializing in Computer Maintenance Technology from Penn Foster College, and a second Master degree of Science in Cybersecurity.

I'm an active member of the Internet Marketing Association, New Zealand Marketing Association, Construction Marketing Association, The Webmaster Association, Golden Key International Honour Society, The e-Learning Guild, and the National Cybersecurity Student Association.

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INTRODUCTION

Initially when I began studying E-Marketing, social media marketing, and Internet marketing, I fell in love with the idea of being able to gain universal computer programming language that would enable me to network with people of different cultures, educational levels, religious beliefs, traditions, and in various countries. To my surprise, attaining clarity on concepts of electronic marketing, has enabled me to better communicate electronic marketing messages to specific target audiences', regardless of geographic or demographic.

After all, concepts of electronic marketing are no different than Internet marketing. In fact, the two co-exist perfectly. Both industries offer a broad scale of connectivity to target market audiences internationally. Regardless of the objectives, the outcomes are the same. Both industries provide a gateway to market brands, services, people, governments, and education, to a global online audience, with the use of the Internet and digital technology tools.

Therefore, I designed this learning material as a catalyst to introduce concepts of electronic marketing such as strategic electronic marketing planning, e-mail marketing, online press release marketing, and online article sharing marketing. Each concept of electronic marketing, offers its own method of connectivity, and delivers a pathway to building a brand, and effectively marketing that brand online.

Yet to comprehend each concept and learn how to effectively implement these online marketing tools in your online marketing strategies, I recommend investing 15 hours weekly, studying the course material. Doing so will enable you to better apply each concept discussed in your online marketing strategies.

Furthermore, you are required to complete each chapter quiz, and submit your answers online through the Testmoz.com site. Upon completing each chapter, you will be provided a 3-digit code that must be used to take your quiz. All quizzes are open book; therefore, be sure to read all course material before attempting to complete your quiz.

Quizzes will be graded electronically by Testmoz.com, based upon selected answers', already submitted for each quiz. And because this course is delivered online in a six-week format, you must complete all assignments and quizzes to receive a Certificate of Completion.

Therefore, it is your responsibility to read the course syllabus, meet all course requirements, and turn in all course work, in compliance with course policies.

Please be sure to check the Coursesites.com Learning Management System course room instructions- to learn how to effectively submit your course assignments. If you have questions, please submit them to me and I will try to provide a clear response within 48 hours. If you are having difficulties accessing the course room, please be sure to try gaining entrance using a different browser. If you are still having technical issues, please contact Coursesites.com.

Their support team hours are Monday-Friday 8:00 a.m. to 8:00 p.m. EST. Saturday & Sunday 9:00 a.m. to 5:00 p.m. If after hours, you will need to log in and submit a ticket or call and leave a message at 1-888-383-7003 or 1-202-715-6006.

I hope you have a great learning experience, and can take what you learn in this course, and from other's post and discussion responses, to impact your personal and professional objectives.

Sincerely,

Bradley Fowler, C.P.M.A.

Chapter

1



Learning Outcome:

Learners will gain knowledge on the importance of writing an E-Marketing plan.

Learners will know how to develop a SWOT analysis.

Learners will know how to develop a Situation analysis.

Learners will know how to develop a Target Market analysis.

Strategic Electronic Marketing Plans



One of the most valuable components to creating an effective electronic marketing plan, is researching your target market to gain clarity on the traditions, beliefs, and customs associated with your target market audience. Researching your target audience also enables you to gain an understanding on how to meet the needs of your target market. This is important because it enables you to prepare your method of execution. More important, researching your target market audience, enables you to understand how to measure your electronic marketing results.

So, when you begin planning your electronic marketing strategies, it's important to understand how to create a well-researched electronic marketing plan outline that encompasses an executive summary, product introduction, Situation Analysis, e.g. objectives, strategies, tactics, actions, and control; SWOT analysis, target market analysis, and defines your marketing objectives.

First, let's begin by focusing on writing a clear executive summary. Your executive summary should be a two-paragraph description summarizing related facts that acquaints your reading audience, with key elements of your project focus. This usually encompasses a brief statement of the problem, some background facts, concise analysis, and main conclusion. The use of executive summary reports is common amongst managers to describe the most important part of a business plan.

Next, you will want to include your Product Introduction. This is important, because it enables you to share more details about your product, its purpose, who the product is designed for, the benefits of its use, and how to effectively maintain long-term or short-term use of the product.

The following questions should be considered when developing your product outline:

- Product name (e.g. service, person, brand, educational institute, or government)
- Product developer (e.g. who designed the product and how)
- Category product is under: (e.g. health, medicine, sports, banking, etc.)
- Description of product (e.g. energy drink for young adults, etc.)
- Cost to create product
- Are there any distributors needed to get brand product to target audience; if so, who are they; what is their contact information?
- Product contents (e.g. if product is a beverage are sugars used. Or, if product is a garment, what colors do the product come in, sizes, etc.)
- What methods of distribution will be implemented to assure products can be easily accessed by the target market?

Your product introduction should be one and a half pages long. Be sure to provide as many details as you can to give your reading audience, e.g. investors, a mental perception of the product. In fact, you may consider adding a few images of the product in your report.



Now it's time to develop your Situation Analysis; after all, this will enable you to define the objectives, strategies, and tactics, actions; and convey your sense of control over the entire marketability of the product.



A **Situation Analysis** commonly refers to *methods used to analyze an internal and external environment- to comprehend the capabilities, customers, and business environment*. This is the time to research and convey current product trends and discuss competitors'. What internal elements are currently present and how do those elements impact the growth and sales of the product being marketed? What external components are there, if any, that could hinder the proposed outcome of the electronic marketing campaign being considered to connect the product with the target audience?

Your Situation Analysis should be no less than one-page long. Utilize this time to conduct research that thoroughly enables you to compile enough resources and data to support your passion behind the marketing of your product.

What are the objectives of this product's existence? What are the product's goals and desired results? Is there a time line this product must meet to be best effective for the target market? If so, what is it? Is there an intrinsic value behind this product? If yes, explain what the value is. This report should be no less than one page in length.

Now explain your strategies to meet the demands of your objectives. How will you achieve your goal of connecting your product with your target audience? Will you rely on a specific tradition closely related to the target audience to help define your electronic marketing approach? If yes, explain. If no, why not?



