

PROJECT REPORT SUBMITTED FOR THE PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE AWARD FOR THE DEGREE OF  
BACHELOR OF COMMERCE

BY

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UNDER THE GUIDENCE OF

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**DEPARTMENT OF COMMERCE**

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**S.CH.V.P.M.R. GOVT DEGREE COLLEGE, GANAPAVARAM**  
**DEPARTMENT OF COMMERCE**



**PROJECT NAME : ELECTRONIC MARKETING**

**CERTIFICATE**

This is to certify that G. Syam of class III B.COM has successfully completed his/her project on topic Electronic marketing as prescribed by Mr. P.V. Ramesh babu during the academic year 2022 as per the guidelines given by head of the department

Sign

Lecturer's name

( )

Sign of external

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Electronic marketing

E-commerce

## Thanking you

I am very much thankful to you to submit my project on

"Electronic marketing" for the co-operation and support of the college principal sir Sri P. Madhu Raju Garu -  
- MSc MPhd and Commerce Department

I shall be very grateful to the department of Commerce and express my gratitude to all the faculty to department of Commerce

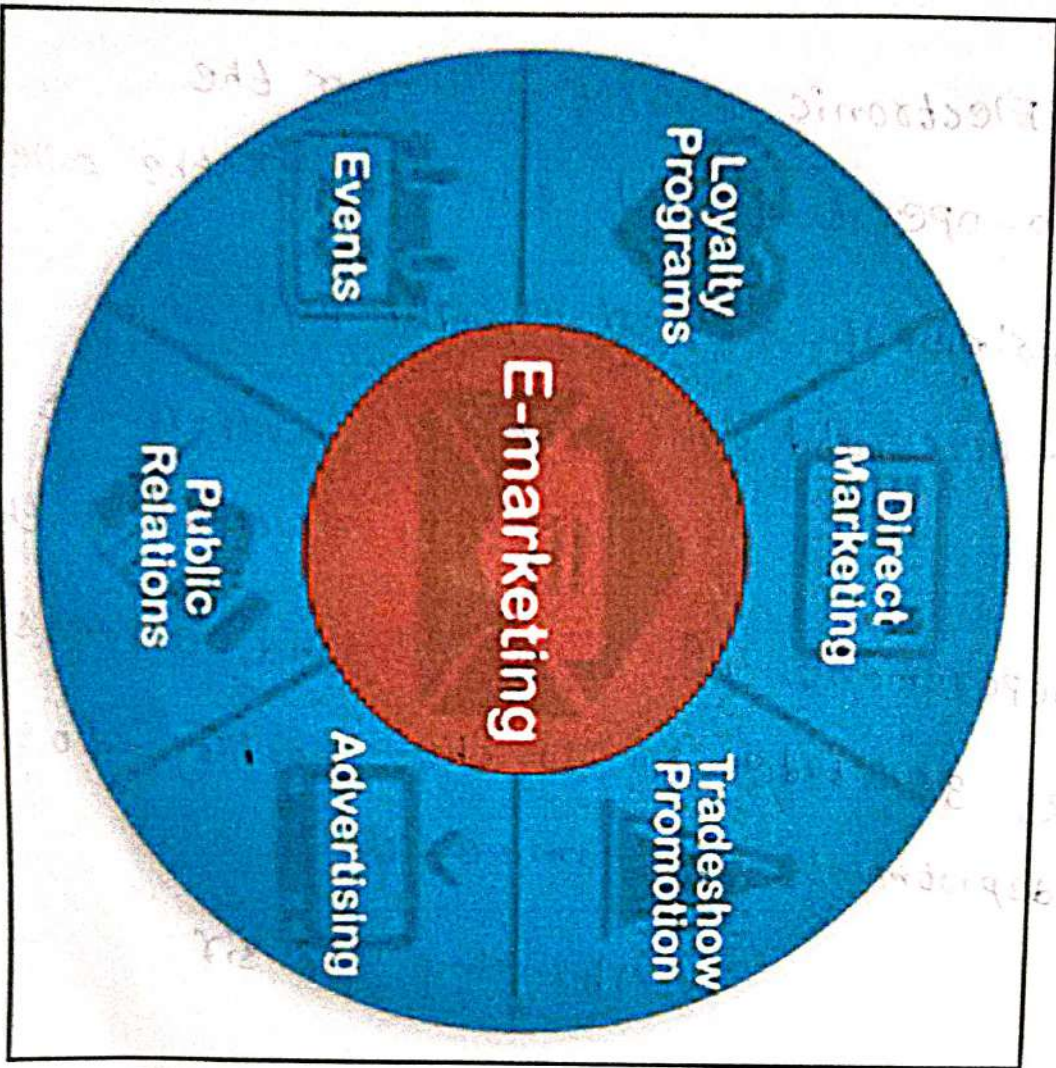
Thanking you sir

Place: Ganapavaram

Date: ?

Yours Faithfully

G. Syam



## Introduction to Electronic marketing

Electronic marketing is the process of marketing a product, service or brand using the Internet

E-marketing is the future of shopping today, as it has contributed to changing the ways of buying and selling services and products

E-marketing is every activity that is done on the Internet to reach a potential or target customer, in order to market a product, service or content and achieve the highest level of sales, and then gain the highest level of profits.

E-marketing relies mainly on the emergence of e-commerce, which helps to reduce the apparent gap between the manufactures and the consumer

E-marketing manages to achieve the satisfaction of a large number of customers because it provides many options for buying online

E-marketing can be defined as the advertisement of services and products and their sale through the Internet, through the use of websites and e-mail.



## History of Electronic marketing

In 1993, the first clickable web-ad banner went live. At the time, Hotwired purchased a few banner ads for their promotion and advertising. This marked the beginning of the digital marketing era.

In 1994, some new technologies (first e-commerce transaction was done over the internet) were invented and entered the market with a new mission. Yahoo was also launched in this year.

In 1996, some more search engines and tools like HotBot, LookSmart, and Alexa were launched.

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The first social media site sixdegrees.com was launched in the year 1997.

The year 1998 was the golden year for digital marketing as Google was launched in this year. Moreover, in this year also Microsoft launched MSN, and Yahoo launched Yahoo web search.

Then, the professional social media network LinkedIn was launched in 2002.

The year 2003 was witnessed the ~~rela~~ release of Wordpress and the launch of My-space.