In this chapter, the literature review will be built to narrow down the scope of theory by collecting of previous relevant researches. The literature review will contribute to the knowledge of the studied subject which help the reader have a better understanding of the study.

2.1 A general description about traditional marketing:

There are many definitions of marketing based on the purposes of the people who have been doing marketing .so the definitions are different from one to another.

For example Kotler defined marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires".

On the other hand, the American Marketing Association defined marketing as "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society atlarg" (Approved July 2013).

Julie Barile said that Marketing is traditionally the means by which an organization communicates to, connects with, and engages its target audience to convey the value and ultimately sell its products and services.

However, emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and services. The ever-increasingly fragmented world of media complicates marketers' ability connect and, at the same, time presents incredible opportunity to forge new territory.

There is not a general definition for all views, since the concepts have changed from time to time. However, they serve the main and common purposes like building the strong relationship with customers, satisfying

their needs, stimulating the purchase, creating good images about companies, its products, and bringing profits to the organizations.

More and more studies defined the marketing Mehrdad Salehi et.al said Marketing has two basic methods which are traditional and modern. Traditional marketing used to speak more and more attracting customers to purchase their goods or services. Modern marketing is the new method of attracting consumers by using modern facilities and technologies.

2.2 E-marketing introduction:

E-marketing, an abbreviation of Electronic marketing is one part of the E-business. Those strategies and activities of E-marketing such as market research, product development, advertising, and selling, etc. are transferred to a digital environment. Moreover, the activities like introducing a company and its products, communicating with customers, promoting, and pricing goods or services are also conducted over the Internet or through the digital tools to achieve its marketing objectives.

Many people regard E-marketing similar to Internet marketing. In addition, Internet marketing is similar to online marketing, web marketing, and digital marketing because in general they have many things in common. So, E-marketing can be considered to be similar to other terms. Nevertheless, E-marketing has a broader meaning than Internet marketing because it "includes not only those digital media such as web, Email and wireless media but also management of digital customer data and electronic customer relationship management systems (E-CRM systems)" (Chaffey [referred 21.11.2009]).

(Krishnamurthy, 2006) defined E-marketing is a term that refers to use of the Internet/Web and related information technologies to conduct marketing activities. In fact E-marketing is using digital technology and electronic media specifically the internet for trading or selling goods.

Dave Chaffey (2002) defines E-marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

2.2.1 Why is it important?

When implemented correctly, the Return On Investment (ROI) from E-marketing can far exceed that of traditional marketing strategies.
Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's at the forefront of a redefinition of way businesses interact with their customers.

2.2.2 Benefits of doing E-marketing:

E-marketing provides businesses with access to mass markets at an affordable price and allows them to undertake a personalized marketing

approach. The flexible and cost-effective nature of E-marketing makes it particularly suitable for small businesses.

Following are some of the benefits of E-marketing for small businesses:

1-Cost-effective approach: A properly planned and effectively targeted E-marketing campaign can help your business reach target customers at a much lower cost compared to traditional marketing methods.

2-Wider prospect reach: the internet has become part of everyone's life. So for whatever products you offer, there is already an existing market on the World Wide Web. With E-marketing, it allows you to find new markets and potentially compete worldwide with only a small investment.

3- Reduction in costs through automation and use of electronic media: E-marketing presents a strong business case in cost savings, particularly in the areas of transactional costs, customer service, digital media channels, print and distribution.

4- 24/7 marketing: with a website your customers can find out about your products and make purchases even if your physical (bricks & mortar) premises are closed or you don't have physical premises at all.

5- Personalized one-on-one marketing: E-marketing allows you to reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. By combining this with personalized E-marketing, you can create very influential and targeted campaigns.

6- Increased interactivity: E-marketing allows you to create interactive campaigns using music, graphics and videos. Through two-way communications, interactive games or quizzes, you can engage your audience and give them greater involvement and control over their web experience.

7-Increased ability to track results: E-marketing makes it easier to measure how effective your campaigns are. It allows you to obtain detailed information about customers' responses to your advertising, through the use of methods such as pay per click or pay per action, etc.

2.2.3 Dissimilarity of E-marketing VS traditional marketing:

The methods of business conduction have been changed by the revolution of Information Communication Technology (ICT) that most of the transactions are related to internet. Execution of Electronic marketing all over the world can transform the forms of transactions due to the rapid proliferation of the Internet. The World Wide Web, online communication skills has created fast growing modern electronic distribution channels for Electronic marketing that If we surf through the internet, we will find their goals that they can convince customers to purchase their needs.

As far as we concerned, advertising and selling methods are much cheaper, useful, and suitable for producers and suppliers all over the world. It is considered that, there are different types of modern marketing, for instance, internet marketing, and Email marketing are all drive transactions to be doing well.

 In a study by Mehrdad Salehi et .al examined the Dissimilarity of E-marketing VS traditional marketing   said "Comparing both types of marketing, Internet Marketing is more economical and faster way to reach out to buyer directly, and is the ideal ways for business to advertise locally or internationally. As the result in case of comparison, both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see

and touch the real goods or service but the domain of effect is low, on the other hand using of E-marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of E-marketing are quit greater than advantages of traditional marketing".

2.3 Marketing efficiency:

The marketing efficiency defined as measure of the availability to all participants in a market of the information that provides maximum opportunities to buyers and sellers to effect transaction with minimum transaction cost.

The Characteristics of an Efficient Market:

1. **Efficient system to facilitate trading**: A good market should operate smoothly and efficiently in terms of operation. Buyers and sellers should be able to meet their expectations without any time delays or difficulties.

2. **Availability of information:** Timely information plays a vital role in decision-making relating to investments in stocks. Information on share prices, volumes and bids of transactions should be available on time without any difficulty.

3. **Liquidity:** Liquidity in this context refers to the ability to buy or sell shares quickly at a known price that is not substantially different from the price a moment ago.

4. Transaction Cost: An efficient market should be cost effective to the investors. In other words, transaction cost should be minimal. The transaction cost includes brokerage, cost of trading in the market and cost of transferring the ownership of the stock.

5. Information Processing Efficiency: One of the most critical and important attributes of a good market is its information processing capability. The market price should adequately reflect all information relating to the stock. This also means that the market should swiftly adjust prices to new information relating to stocks.

2.4 Marketing channels:

A marketing channel is defined as the means by which the physical flow of goods and services are distributed to consumers and users. A marketing channel is critical to large and small businesses because they use these distribution channels to meet their marketing and business objectives by providing and delivering products and/or services that generate profit and increase their customer base. While some businesses can handle all factors and aspects of its own distribution, others require some level of distribution partnership. Choosing the right distribution channel to move products or services to the end user is a long-term strategic decision and varies according to the product, service and market.

The marketing channel also called as Communication Channels which defined as a tool, an application or a process used online on the Internet to convey information from sender, or a transmitter, to a receiver. Information

is always transmitted to the receiver by using a particular communication channel.

2.4.1Functions of the Channel:

The primary purpose of any channel of distribution is to bridge the gap between the producer of a product and the user of it, whether the parties are located in the same community or in different countries thousands of miles apart.

2.4.2Channel Selection Factors:

Selecting the best marketing channel is critical because it can mean the success or failure of your product. One of the reasons the Internet has been successful as a marketing channel is because customers get to make some of the channel decisions themselves. They can shop virtually for any product in the world when and where they want to, as long as they can connect to the Web. They can also choose how the product is shipped.

1-Type of Customer: Clearly, how your customers want to buy products will have an impact on the channel you select. In fact, it should be your prime consideration.

2-Type of Product: The type of product you're selling will also affect your marketing channel choices. Perishable products often have to be sold through shorter marketing channels than products with longer shelf lives.

3- Channel Partner Capabilities: Your ability versus the ability of other types of organizations that operate in marketing channels can affect your channel choices. If you are a massage therapist, you are quite capable of delivering your product straight to your client.

4- Competing Products' Marketing Channels: How your competitors sell their products can also affect your Marketing channels.

2.5 Communication Channels in E-marketing:

Making the marketing objectives successful is the common goal that all companies want to aim at. They all want to enhance the old relationship with customers, create the new ones, increase the sales and become famous in the market, and Development of internet led to new changes in businesses and created a new, interactive and social communication platform for companies to interact with customers. Shih and Hu (2008) states that, Internet is an important channel for companies and it must be used wisely by marketing departments to attract new customers and retain the existing ones. Nowadays, companies started to use the online medium as a new effective way of marketing communication. Bush et al., (2000) supports this view by stating "The astonishing growth of the Internet coupled with its unique capabilities has captured the attention of the marketing community".

All these changes and developments brought up a new activity which is marketing through internet.

Online marketing communications defined by Chaffey (2009) as "Online communications techniques used to achieve goals of brand awareness, familiarity and favorability and to influence purchase intent by encouraging users of digital media to visit a website to engage with the brand or product and ultimately to purchase online or offline through traditional media channels such as by phone or in-store".

Marketing communications through the online medium started to take active role in marketing activities of companies. Shankar and Hollinger

(2007) state "the role of online marketing communications in the marketing mix is constantly evolving."

There are different online marketing communication tools for companies to adopt to promote and increase the visits of their websites. Chaffey (2009) lists those acquisition tools, which are Search marketing, Online PR, Online partnership, Interactive Ads, Opt in Email and Viral Marketing, under the operational process of online marketing.

In our study will discuss use Email and SMS, Call Center and Social Network as Communication Channel in E-marketing.

2.5.1 Email Marketing Channel:

There are many definitions to Email marketing the basic **Email marketing definition** is the use of Email to promote products and/or services. A better definition of Email marketing is the use of Email to develop relationships with potential customers and/or clients.

According to Fariborzi and Zahedifard Email marketing is one of the subsets of the following:

Email marketing is a form of direct marketing which uses Email as a means of communicating commercial or fund-raising messages to an audience. In its broadest sense, every Email sent to a potential or current customer could be considered Email marketing.

However, the term is usually used to refer to:

1-Sending Email messages with the purpose of enhancing the relationship

   Of a merchant with its current or previous customers, to encourage customer loyalty and repeat business.

2- Sending Email messages with the purpose of acquiring new customers

   Or convincing current customers to purchase something immediately.

3-Adding advertisements to Email messages sent by other companies to
   Their customers.

At its best, Email marketing allows businesses to keep their customers informed and tailor their marketing messages to their customers.

Particular groups of customers can be targeted or even individuals. Offering individual customer's special deals on merchandise and/or services on the customer's birthday, for instance, is one example of Email marketing personalization. Email marketing helps a business develop and maintain a relationship with a customer over time that hopefully results in increased sales and increased customer loyalty.

Email marketing best practices include developing one's own Email list rather than buying an Email list (s), and making participation in your Email list opt-in rather than opt-out (using permission-based Email marketing).

The two big advantages of Email marketing are price and ease. Emailing is an inexpensive way to advertise your company and its products and/or services compared to many other types of marketing. It's also extremely easy to set up and track an Email marketing campaign, making it a very accessible type of marketing for small businesses.

Why Email Marketing:
Merisavo and Raulas (2004) states "Email offers a promising tool to enhance brand loyalty as it helps marketers keep in touch with their customers on a regular basis at low cost."
Opt in Email is a permission based Email communication which is widely used among E-commerce marketers. DuFrene et al., (2005) states that "A

wide variety of E-commerce marketers are using permission based Email communications to notify prospects of promotions and services, acquire new customers, increase sales, and, most importantly, develop and nurture an ongoing dialogue and relationship with their customers". According to Martin (2003) Email marketing is popular because it is cheaper than traditional mail and it has faster response time from consumers.

According to Martin (2003) companies can create awareness and "generally simplify customers life" i.e. websites may full of content and opportunities for the customers but they may have not a time to visit their website everyday so companies can send permission based E-mails to inform them about the updates and opportunities they may have.

Why Use Email Marketing:

1-EmailMarketing Has a Wide Reach: Email marketing can reach a wide audience in a short period of time and allows recipients to immediately act on messages. Campaigns can be implemented and executed with only minimal software, hardware and personnel investments.

2-Cost: Email marketing is cheap , there are no two ways about it. Whether you do it yourself, or through an Email marketing agency, marketing to hundreds of consumers via Emails going to cost you tiddly winks compared to other channels of advertising.

3-EmailMarketing Excels in Return-On-Investment: Email marketing is much more cost-effective than traditional direct mail marketing, banner ads or telemarketing where additional fees are incurred. Email marketing allows links to be embedded in messages, which drives website traffic.

4- Success: Emails can be targeting specifically to the ideal consumer. With this concept in mind, along with Email cost-effectiveness, it's no wonder that Email marketing's ROI often blows other direct marketing strategies out of the water – The trick is that you have to get it right.

5- Measurability and Flexibility: With the analytics available today it's easy to track responses to your emails exactly, in order to work out what parts of your campaign are working and what parts aren't. With this knowledge, you can then react instantly to modify your campaign strategy if need be.

6-Emailmarketing improves brand awareness and customer relations:

Regularly delivered Email messages with proper subject lines and logos reinforce company and product awareness. Email creates an interactive connection and nurtures quality customer relations.

7- Email Marketing Is Measurable: Email marketing and sales campaigns can be measured in detail through open-up, click-through and conversion rates to evaluate the success of campaigns. The data allows marketers to adjust strategies to improve future results.

8. Email Marketing Can Be Highly Customized: Using a customer database, Email marketing campaigns can be customized with specific customer data. Databases also allow targeted mailings to specific recipient groups, for example, by ZIP code, gender or income.

According to a study said that Businesses That Use Email Marketing and Social Media Achieve 28% Higher Email Open Rates, According To

Vertical Response User Data First in a series of analyses indicates strong correlation between Social Media and Email marketing effectiveness.

SAN FRANCISCO – March 1, 2012 – Vertical Response, a leading provider of self-service marketing solutions for small businesses including Email marketing, Social Media, Event marketing, online survey and direct mail marketing, today released the first in a series of findings that examine Email and Social Media marketing user data among small and mid-sized businesses.

Vertical Response found companies that use its Email marketing service and also engage in social media marketing for their business (defined by activity on Roost by Vertical Response, the company's social media marketing platform) experience a 28 percent higher open rate on their Email marketing campaigns versus those that don't use Roost by Vertical Response.

"This is really compelling evidence showing those who combine Email marketing and Social Media obtain greater results from their campaigns, especially among small and mid-sized businesses that represent the majority of our customer base," said Janine Popick, Vertical Response CEO. "The numbers clearly show that those who broadcast content across multiple online touch points are getting a lot more engagement than those who don't."

Advantages of Email Marketing:

1-It's Simple: It's easy and it's simple. Anyone can do it anytime. This method allows you to use the mailing list which gives you the ability to distribute information to a wide range of specific, potential clients at a low cost to you.

2-Low Cost: It allows you to eliminate the cost for design, testing, executing, and sending printed newsletters. Also, many people like using Email marketing because it supports the green initiative and is paperless.

3-It's Easy to Track: A user can track user via analytics, bounce messages, un-subscribers, click -through, etc. These can be used to measure open rates, positive or negative responses, and correlates sales with marketing.

4-Opt in or Unsubscribe Options: Email contains opt in or opt out options this helps you short list your prospects. People that want to hear your message will happily give you their Email address. When they are tired of your message, they can unsubscribe at their discretion.

5. Fast Response: Let's face it direct mail is slow. It can take anywhere from 7 to 10 days to get a response. Email Marketing however has a response in anywhere between 1 and 3 days, or instantaneous when you're looking at online sales. It can reach a substantial amount of Email subscribers in a short amount of time that has consented to receive emails that interest them.

6-**It has a Global Reach**: No matter where you are or when you need to reach people, targeted emails can reach their targets. There are no

boundaries with Email marketing. Advertisers are able to get repeat business affordable and automatically.

7-Highly Personal: **Email** allows you to personalize, greet, and target every person personally. By using **Email** marketing segmentation, you can send messages to smaller groups within your larger list to improve results.

8- Measurable Results: Special tools are available to you that accurately measure click through rate, conversation rate, how someone arrived at your site, and more. It is reported only second to research marketing as the most effective online marketing tactic.

9-Targeted Marketing: You can target a specific audience based on geography, age, income, or whatever suits your needs. Want to send a coupon to the 30-35 year old females in a specific zip code for no extra cost? You can't do that with print marketing.

10-Interactive: Finally Email marketing is interactive. You can initiate campaigns using videos, graphics, music, quizzes, a game, or anything that will get your targeted client drawn in. Email marketing lets you push a message to your clients, as opposed to a website that waits for customers to come in.

2.5.2 SMS Marketing Channel:

SMS marketing stands for "short message service" is extremely versatile, which allows you to connect with current customers and attract new ones in a variety of ways. If you can do it with a text message, SMS Marketing can cover it. At its core, SMS marketing is sending text-message advertisements to consumers. When industry best practices are f o l l owed,

SMS marketing is one of the simplest and most effective ways for businesses to communicate with customers. It can be a powerful tool for driving sales and deepening relationships with a motivated customer base.

The general availability of SMS those 160-character messages exchanged on mobile phones on everything from the most basic handsets to the most feature rich smart phones makes text messaging the lowest common denominator for information dissemination and for sending out mobile coupons and other incentives driving consumers to bricks-and-mortar retail stores. Moreover, consumers do not need smart phones or expensive data plans to sign up for alerts or receive an offer. Under-served segments of the population, especially in terms of Internet access and other information-delivery mechanisms, can also be reached using SMS.

Put simply, the key benefit of SMS to retailers is the ubiquity of SMS which nearly 100 percent of mobile phones can support and the high likelihood of text messages being read soon after receipt.

Since most consumers have their mobile phone within reach and keep the device always on, they can respond to retailers' discount offers, new product announcements and other calls-to-action anytime and anywhere, simply by sending a text message.

Another benefit of SMS is the two-way communication that is achieved with the general population.

Indeed, SMS offers a simple and effective way to communicate with consumers when they are in the process of making a purchase decision, keeping them up-to-date on sales and new products or driving them to the point of sale with mobile coupons.

Also another studies said Mobile marketing is a growing trend in the world of technology today. Consumers are always on the move, which makes it harder than ever to catch their attention with traditional marketing efforts like billboards, commercials and ads. SMS marketing offers the solution to this dilemma and enables you to moderate your marketing campaigns from the convenience of your computer. With these services you can not only manage contact lists, but track response rates, audience reach and a variety of other factors that will enable you to adapt and evolve your efforts to improve relations between your business and clients. These web services make it easier than ever to manage and launch your mobile marketing campaigns.

Why SMS Marketing:

1. Your message will be read in minutes: With a 90% (or better) average open rate, text messages are far more effective than Email notifications when communicating with customers, particularly when time is of the essence. Most text messages are read in fewer than 5 minutes after they've been received. As a result, you can count on text messaging to effectively deliver short, time sensitive communications, appointment alerts, or expiring promotional offers.

2. SMS marketing builds brand loyalty: Studies show that nearly three-quarters of Smartphone users are now interested in loyalty programs accessible from their handsets. Since 95% of all mobile phones now have SMS capabilities, it's understandable why so many businesses now view SMS marketing as being perfectly suited for engaging customers with loyalty program offers, rewards updates, or other relevant account details.

3. SMS marketing is surprisingly easy: According to mobile Storm, a veteran industry-leading provider of email, mobile, and social communication tools, small businesses can quickly, easily, and economically implement mobile campaigns and "spin their database into gold." With the right tools in place, anyone familiar with the basics of small business marketing is capable of orchestrating an effective SMS campaign.

4. SMS marketing is shockingly affordable: Compared to some of the relatively exorbitant expenditures that quickly erode marketing budgets often without a clear and inspiring ROI, a typical small business can plan and carry out SMS marketing campaign for a fraction of the price tag that corresponds to other marketing efforts.

5. SMS marketing is targeted marketing at its best: The new age of device targeting has allowed marketers to reach mobile users via SMS with campaigns tailored specifically to a variety of interests and needs. With message relevance deemed critical to the effectiveness of a campaign, the availability and affordability of quality SMS marketing services have allowed businesses, entrepreneurs, and advertisers of all sizes to equally capitalize on this powerful resource.

Advantages of SMS:

1-More Responsive: All marketers know the one thing all crave is positive response rates from our target market. Bulk SMS text messaging is a new channel, but even more importantly, according to the Mobile Marketing Association, this channel is 5 times more responsive than direct mail.

The higher response rates are also due to the relatively unobtrusive way of communicating with your contact as a text message does not cause any major distractions and can be read in a few seconds they are more likely to read and react to the text message.

2-Immediacy: That brings us nicely onto our second reason, Time efficiency. You could write, send. have your target market receive an SMS in the fraction of the time it would take you to write and send a direct mail piece, and more importantly it takes less time for them to respond as there still is a that degree of curiosity that is attached to receiving a SMS text message.

This quick method of communicating with your contacts means businesses can respond much quicker to market changes, latest company or industry news or offers, and more importantly free up your employee's time to spend on more productive activities.

3-Affordability, Cost Effective: Affordability is a clear reason SMS Text Message Marketing is getting used more and more. We all want to achieve great results, and use as little of our budget if possible, especially in the times business are in (or getting out of) at the moment. Sending an SMS text message will cost businesses as little as 8p per text, a lot cheaper than printing packaging and postage costs of direct mail, and with response rates far better than Email you'll get a great return on your marketing investment.

4-Increase Attendance at Events and Create last minute appointments:

A simple, yet very effective way of ensuring people attends events or appointments are through text message reminders. This helps you build a great customer relationship.

5-Increase Positive Customer Perception & Loyalty: Using a text message personalized to the contact can do wonders for your business. Sending out promotional material, vouchers and discounts or simply keeping them up to date with the latest news can be good for businesses but it's the added touch that helps you achieve that perception and loyalty.

6-Vast Reach of a Text Message: A major benefit of a Text Messages is the vast reach as it can reach the contact no matter where they are. Latest stats show our mobile phones are with us over 80% of every day. By sending a text message to direct to their phone means that they can receive your message where ever they are.

7-Viral Potential: One of the biggest things we want is our message to reach as many people as possible, hence the large amount of money spent on viral market each and every year. However, with the ease of which SMS Text Messages can be shared also increases the chances of your message being shown or forwarded to additional people at no extra cost to you or your business.

2.5.3 Call Center Channel:

A call Center is a physical place where customer and other telephone calls are handled by an organization, usually with some amount of computer automation. Typically, a call center has the ability to handle a considerable

volume of calls at the same time, to screen calls and forward those to someone qualified to handle them, and to log calls.

Marketing professionals who specialize in call center marketing continually discuss how to retain customer relationships and forge new ones. Call center marketing puts companies more directly in front of their customers than other forms of marketing, such as postcards and Email newsletters, taking advantage of contact and in-the-moment conversations with consumers.

call centers "are the front line of our business and interact with customers every day," according to a Harvard Business Review article by an executive at American Express, which is widely known for superior customer service and a strong brand that is bolstered by its marketing efforts.

The work wouldn't be possible without technology. Since the 1990s, in the midst of advances in enterprise software, companies have realized the power of marketing through call centers, which were first used solely to deal with customer inquiries and complaints. While call centers still take such calls, the interactions are now designed to get and keep business.

Companies use customer relationship management tools to keep track of calls they have made and received, as well as information about their customers' buying patterns and background information. They can use this data to provide customized prompts, which are designed by call center marketing professionals. For example, a flower company will suggest a customer sign up for Email reminders for a wedding anniversary.

Perhaps more importantly, such software helps marketing teams build lists of prospects to use for cold-calling and, ideally, selling. Businesses that are diligent about maintaining and updating their lists (which includes deleting phone numbers of people who don't wish to be called) are likely to experience successful call center marketing campaigns.

Who employs call center marketing?

All Fortune 500 companies use at least one call center. Many companies have their own internal call centers, while others hire outside agencies to do the work for them.

Call center marketing gives businesses opportunities to maintain their existing customer relationships, as well as chances to sell additional products customers may not have considered. For example, catalog companies use call centers to process returned items, and publishers use them to try and sell subscribers on other services, such as a paid event.

Benefit call center:

1-**Cost advantages:** There are numerous call center service providers in India that offer quality services at a very reasonable cost. You can save on operating costs by outsourcing your call center operations.

2-**Increased bottom-lines**: Outsourcing call center services can help in increasing the profits of your business. In fact call center outsourcing can bring about an increase in all the aspects of your business, in terms of quality, performance and productivity.

3-**Save on resources**: By outsourcing call center services, you can save in terms of manpower and infrastructure. Without having to invest in training costs or expensive software, you can utilize your resources for core business processes and experience profits.

4-**Specialized skills**: Outsourcing call center services can help you get access to the specialized skills of experienced professionals.

2.5.4 Social Media Channel:

Social media definition:

Over the last few years, there have been many authors" definitions of social media. Each of them could reflect different perspectives about social media. Poynter (2010) explained that the term of social media is a very broad phrase which is hard to define but easy to recognize and the core element of the definitions of social media is the way that the internet and its advantages are being used to move away from media that was fundamentally a one-to-many model towards a many-to-many model. It related to the ability to create and share content. Everyone can blog, share their photo, video for free Zarrella (2010) shared the same opinion with Poynter about the term of social media when the author compared with the traditional media paradigms which primarily are one-way static broadcast technologies such as television, newspapers, radio, and magazines. The instant feedback to the editorial board cannot be sent if the readers disagree with something in the newspaper. By contrast, the new web technologies of social media permit anyone to create and distribute their own content as well as leave your comments or feedbacks instantly. According to Scott (2010), the term of social media does not refer the different technologies

and tools but rather how those technologies allow people to communicate. It refers to a variety of media that people use to communicate online in a social way.

Safko and Brake (2009) claimed that social media and web 2.0 come together since both of them have principal goal to enable communities to form and interact with one another. According to O'Reilly (2005), the concept of Web 2.0 initially began with the conference between O‟Reilly Media, inc., and Media Live International focused on the noticeable ship in the revolution of World Wide Web. Web 2.0 does not refer to a new physical improved version of Internet. Web 2.0 comes together with social media and has its primary goal to enable communities to form and interact with the other (Safko and Brake, 2009)

The idea of Web 2.0 focuses on new business models. Whereas the focus of Web 1.0 was on delivering products. Web 2.0 had permitted a shift to deliver services that can be used and combined with other services in new ways and presented the interactivity with end users in new ways, enabling users to drive what is important or of the most value (Bernal, 2010).

Social Networks:

Bernal (2010) claimed that Social networks implicate the creation of a virtual community where internet user can share, discuss, collaborate, and even argue about topics of common interest. When it comes to the social networks, the popular websites are mentioned, namely Facebook, MySpace, Bebo and Linked in. Currently, Face book is the dominant social networking site. As other social networking sites, the fundamental features on Face book are a person's Home page and Profile with connection of

friend. People communicate with one another through Chat, personal messages, Wall posts, Pokes, or Status Updates. Additionally, Facebook also provide applications, photos, events, video, groups and pages which let people connect and share their interest in rich and engaging ways (Face book, 2011).

In February 2004, Mark Zuckerberg (the founder and CEO of Face book at present) and three of his friend launched Face book from their Harvard dorm room. Sometime between April 2008 and February 2009, Face book overtook the world's most popular social network MySpace at that time (Zarrella, 2010). Face book reaches over 500 million active users By July 2010 (Face book company timeline, 2011).

Linked in is the social networking site for professionals. As mentioned in the factsheet of company's website. LinkedIn operates the world's largest professional network on the Internet with more than 100 million members in over 200 countries and territories (LinkedIn, 2011). The core function of LinkedIn is professional networking which is used heavily by job seekers and recruiters. It is the only one of the four major social networking sites that charges a fee for some types of access (Zarrella, 2010).

Use of Social Media:

With the advent of social media, many organizations from public to private aim to invest on it. Organizations are increasingly taking advantage of these tools with different purposes. To answer fully the question what is the aim of using social media will need more examinations. Some companies have been investing in exploring the strategies of using social media. Many social media experts share the same opinion about the inevitable external

impacts of social media as one of the marketing tools which help to boot the sales, gain traffic and new audience from social sites, build close dialogues with customers as well as reach potential customers and retain their interest. As a result, social media has become the brand ambassadors.

According to a recent survey of Deloitte a consulting, financial advisory company, there are many business goals for social media investment such as to increase brand reputation, create competitive advantage, increase sales or customers fidelity, or enhance the success of new products and so forth. However, Brand reputation and word of mouth marketing are the most common goals among the companies that approach and investing in social media.

One of the rising trends recently is the use of social media for recruitment because of the development of the professional networking sites such as LinkedIn (the largest professional network that allows you to be introduced to and collaborate with other professionals through the world) and Xing (mostly considered as European business network with more than 10 million members). These business networks have created an online database of resumes that will be used by hiring firms, corporate HR departments to locate candidates digitally.

There have been many widespread debates over the use of social media as part of internal communication plan. Stratmann (2010) claimed that by using internal social media platforms, companies are able to have real-time, authentic conversations with employees which lead to the participation in discussions, involvement and add value to the employee experience. In the case of a global company it also means that people can connect with their colleagues all over the world on a more involved level than just Email and

phone, thanks to the picture, profile and forum. The hint is that companies can boost productivity and improve information and knowledge (NOVA Workforce Board, 2011).

When it comes to these internal communication and collaboration, Some of small and mid-sized companies are using several web enterprise collaboration platforms such as Yammer (www.yammer.com), SharePoint developed by Microsoft (http://sharepoint.microsoft.com), Social cast (www.Socialcast.com) which permit the company to unite the staff, data and application in the real-time with the tool such as micro-blogging (share status update, questions, comments and ideas) Create and private or public groups, communities to collaborate the teams within the network, manage and share documents, data and application According to Brown (2009), there are a few organizations that are doing social media internally very well, namely IBM, Nortel, Microsoft and British Telecom, among others and most are still using one-way communication with their employees, i.e. newsletters, bulletin boards, Email and static intranet sites. The answer for this limited internal use of social media is that the management still fears the backlash from the use of social media when the employees spend too much time at work which could lead to the loss of the companies" money and the number of organizations has blocked access to social media sites on their networks. However, Questions have been raised whether or not it also closes off potential for collaboration and development of new ideas across the whole organization.

Why Social Media Is Important?

1- Social media does help get the word out: First and foremost social media does in fact help get the word out about your business. But even more important than the exposure it provides your organization is the opportunity it provides to grow the relationships with that target audience. You're Facebook Fans, Twitter followers, and LinkedIn connections are people who know your organization, have likely done business with you in the past, and will be most likely to tell their friends about you.

Social media allows you to strengthen relationships with these connections through social engagement. And because that engagement is easily visible to the connections of your current fans and followers, social media can introduce your business to a whole new audience and enable you to reach your next great customer.

2-**Social media is popular really, really, Popular:** You don't need to be a dedicated reader of tech blogs or an expert in online marketing to know that social media is really popular among consumers. With over 1 billion (yes, 1 billion) people on Face book, 200 million people on Twitter, and 200 million more on LinkedIn social media will touch nearly every customer that walks through your door.

For most small businesses, Face book is the jumping-off point for getting started with social media marketing. With its extensive reach and dynamic functionality there are very few businesses that couldn't benefit from having a presence on Face book. And starting there will make it easier when you want to try something new.

3-**Social media sites are free:** There's no catch getting started on social media is completely free. Facebook, Twitter, Pinterest, and LinkedIn all

offer free accounts to users and businesses and signing up won't require anything more than an Email address.

Some sites like LinkedIn do offer paid accounts with features that are targeted at more advanced users, but for the purposes of getting started, there's no upfront cost for most of the social networks.

4-**Social media reaches all ages and demographics:** Social media has really broken down all of the age barriers that once accompanied the ways people thought about social media.

In fact, according to a 2011 study conducted by IBM, Baby Boomers have demonstrated the most growth on social media sites. In 2010, 72% were using Face book, Twitter, and other networks up from 50% in 2009. So, no matter how young or how old your target audience may be, chances are most of them are already logging on and waiting for you to get started.

5-**Social media users are active:** One thing you have to know about social media users is that when they say they are on social media, they are really on social media. When it comes to Facebook, more than half of its users log on to the network every single day and 60 percent of those users say checking Face book is one of the first things they do every day. This level of activity isn't unique to Facebook either, today more than 400 million tweets are sent on Twitter each day. While a customer may visit your store once a week—they could see you on Facebook or Twitter every single day.

6-**Social media encourages two-way communication:** There is no marketing tool available to small businesses today, that provides the type of two-way communication that comes with using social media.

 It has the power to take any of the feedback you may receive from using a tool like Email marketing and supercharge it letting customers share their

thoughts, questions, and ideas quickly and publicly without having to take the time to write an entire email. And it allows you to respond just as fast, without having to pick up the phone or worry the customer isn't seeing your response. The phone or worry the customer.

7-**Social media is perfect for customer service:** Providing stellar customer service is likely already a top priority for your small business. But along with the two-way communication hat social media provides, it also offers a unique opportunity to step up your customer service game and provide instant gratification to your target audience.

This will allow you to showcase just how much you care about providing a memorable experience and will ensure that no customer inquiry goes unnoticed. And by monitoring social media for customer feedback and offering a response, you can drive real business results. According to a 2011 Inbox Q survey, 64% of respondents said they would be more likely to shop with a business after receiving a response via Twitter.

Customer service through social media is quickly becoming an expectation of consumers. If customers are already searching for you on Facebook or Twitter and not finding your business you may already be missing opportunities to win new customers.

8-**Social media lets you share ALOT about your business:** Social media sites are becoming the go-to place for consumers who want to learn more about a business. That's because these sites allow businesses to offer the most up-to-date information about anything from products, services, or upcoming events.

Also, much of your activity and profiles on social media sites can be made "public," meaning they can be indexed by search engines one more way to

make sure your business or organization comes up as the answer when someone is searching for a local solution to a problem.

9-**Social media can make a big difference for your Email marketing:**

Social media has completely changed the game when it comes to how small businesses think of Email marketing. Sharing your Email newsletter across your social networks can open your content up to a whole new audience and finally generate the type of buzz you've been looking for. Not only that, but you can also use sites like Facebook to attract more readers by including a "Join My Mailing List" form right on your Page.

Together, these two powerful tools have reshaped the marketing landscape and have really leveled the playing field for small businesses trying to better connect with current customers and reach new audiences for their business.

10-**Social media is everywhere:** Today, more than half of all Americans are smart phone users and more and more businesses are offering mobile-friendly experiences. The benefit of the increased presence of mobile activity in our daily lives is huge for small businesses. Every major social network (Facebook, Twitter, Pinterest, LinkedIn, etc.) offer free mobile apps that let business owner manage their presence on-the-go.

More importantly, these apps let customers connect to their favorite sites wherever they are. For a site like Twitter, 60% of its entire user base is connected via their smart phones, tablets, or other mobile devices. These users aren't just sharing updates from their own lives, they're searching for businesses, products, and services, and connecting with brands through their social channels.

If your business is running late when it comes to making your content "mobile-friendly," social media can be an easy and cost-effective first step

to marketing in the digital age. Plus, it can improve the chances of your business getting found when someone is searching for a place to eat or a product to buy, while on-the-go.

Benefits of Social Media Marketing:

Significantly different from conventional marketing strategies, Social Media Marketing (SMM) offers three distinct advantages. One, it provides a window to marketers to not only present products / services to customers but also to listen to customers' grievances and suggestions.

Two, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free.

Social media marketing helps in:

- Generating exposure to businesses.
- Increasing traffic/subscribers.
- Building new business partnerships.
- Rise in search engine rankings.
- Generating qualified leads due to better lead generation efforts.
- Selling more products and services.
- Reduction in overall marketing expenses.

Companies in the west are investing increasingly in SMM to get in touch with their customers. They are indulging in constant interaction with their prospects in order to understand their needs and hence make products better. It's the best way to learn from your customers about their needs and

your own shortcomings. However, SMM is a very personalized way of advertising and promotions can be targeted only to particular groups which are interested in a particular domain, quite unlike conventional advertising.

Role of Social Media In Marketing:

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication.
Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social marketing plays an important role in marketing:

- Social media can be used to provide an identity about the companies and the products
  or services that they offer.

- Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.

- Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.

- Social media can be used to associate themselves with their peers that may be serving
  the same target market.

- Social media can be used to communicate and provide the interaction that consumers look for.