ENTERPRISE MARKETING MANAGEMENT UNDER E-COMMERCE ENVIRONMENT

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Abstract

E-commerce is the art and science of selling products and services over the Internet, ecommerce is no longer simply about presenting and selling products online. Marketing practise is challenging because of the rise of the "empowered customer." Today's customers are well-informed, use other people as their primary information source, interact with companies through multiple channels, touch points and media, and want superior customer experience. Customers are truly empowered. To serve these empowered customers, marketers must-now more than ever-put customers at the center of everything they do. Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed for the needs of marketing organizations. EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely and measurable business outcomes.EMM is software technology solution for marketing organizations about delivering a smarter shopping experience that is seamless and integrated across all customer touch points.Liveemail,emessage facilities used for providing rich, relevant, personalized experience integrates with customer facing systems—such as Web sites and call centers—and allows to retrieve optimal personalized offers and visitor profile information in real-time to enrich the interactive customer experience.

Keywords-Enterprise Marketing Management,E-commerce,emessage,Liveemail.

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INTRODUCTION

E-commerce is made up by a complex of links between individual participants in the given commercial transaction It can be used by companies of all sizes, from small businesses, to large enterprises, and for many different industries. It provides ability to do business directly with consumers (B2C), directly with businesses (B2B), and indirectly through channel partners (indirect business models).WebSphere Commerce provides a sophisticated platform for high-volume B2C and B2B business models and multiple sites.WebSphere Commerce provides a framework and tools to process of setting up site to use Coremetrics, the industry leading hosted Web analytics solution. The framework is implemented as a tag library designed to act as an intermediary layer between WebSphere Commerce and Coremetrics. The tools include an auto tagging utility to place analytics tags in store pages, and a utility to generate a file containing catalog hierarchy for Coremetrics. This solution can significantly reduce the time required to deploy web analytics

	business	consumer
business	B2B	B2C
consumer	C2B	C2C

Fig. business models in e-commerce

Email and mobile channels are critical communications outlets for most marketing organizations. By using enterprise marketing management it is possible to delivered marketing messages quickly and cost-effectively. emesage offers marketers a comprehensive solution to create, preview, and test email, mobile messaging. Email marketing helps to access customer behavior insights and develop targeted emails. It enables to create personalized conversations with visitors and customers based on their interests, sending relevant messages, improve your click-through rate, deliver superior customer experience and improve the returns of your programs. It Optimizes email marketing efforts by incorporating and utilizing customer insights

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LITERATURE REVIEW

Advantages of E-commerce

E-commerce allows organizations to gather information on its customers. It's unique form of marketing research is fairly inexpensive it allows reduced warehousing and inventory cost due automation. E-commerce companies increase their accessibility, it creates a twenty- four hour operation, and this allows people to shop when it's convenient for them to shop. E-commerce also increases advertising and it allows a broader scope of segments. It is self-selective, they want to learn about your organization or product. Maybe the biggest advantage of e-commerce is its one to one marketing.

Emessage

eMessage is easiest to use, advanced-featured email, it extends marketing platform further by introducing a powerful suite of solutions that will allow to create, preview and test email campaigns.eMessage help to manage campaign's deliverability, ensuring messages get delivered to recipient inboxes, intended and protect email reputation with ISPs. eMessage also create landing pages on-the-fly—an extra added value that is built into the solution.eMessage, email marketers have everything to make highly targeted and personalized email campaigns part of cross-channel marketing strategy. eMessage allows to use the full range of customer data for segmentation, targeting, personalization and event-triggering.eMessage makes it possible to deliver compelling content to sustain long-term customer life cycles. Marketers will benefit and improve ability to understand consumer's online behavior through post click analytic reporting, allowing them to track results and conversions for the "click after the click.eMessage offers:

- Best-in-class campaign management: leverages the marketing-leading capabilities.

- Cross-channel integration: email and mobile messaging, and landing pages woven together with other outbound and inbound channels, both online and offline, create an Interactive Marketing dialogue with customers—understand customers, their experiences and their actions

-Targeting and personalization functionality: allows to use the full range of customer data for segmentation,targeting, personalization, and event-triggering.

-Robust content creation and management: drag-and-drop assembly of templates, digital assets and personalization logic.

-Rendering snapshots: email across more than three dozen email platforms, including all major models of smartphones,before it goes out.

-Deliverability management and reports: protect reputation with the ISPs by leveraging tools and expertise to ensure messages get delivered to recipient inboxes .

-Extensive reporting and analysis: deep insight into campaign performance, from delivery metrics to ROI—and even individual-level post-click web behavior and rendering for different browsers and devices.

Liveemail

Liveemail helps to access customer behavior insights and develop targeted emails. The solution enables to create personalized conversations with visitors and customers based on their interests. By sending relevant messages, it improve click-through rate, deliver superior customer experience and improve the returns of email programs. Liveemail enables email marketers to deliver product promotions, content or offers that are customized to different target groups.Coremetrics intelligent offers that provide targeted ecommerce recommendations based on the wisdom of the crowds, and behavioral data exports to leading email service providers (ESPs) partnered.Coremetrics Liveemail makes targeted email easy to use, flexible, relevant and powerful. Liveemail's ESP interface enables to view certified partners or easily request new partner certification.The straight forward interface enables to quickly connect data to the appropriate ESP and optimize email marketing initiatives.Coremetrics consistently delivers innovative insights and action like Web Analytics, Coremetrics Liveemail includes pre-built recipes based on best practices, to boost performance following pre-built segments include:

Product Browsers-Visitors who expressed interest in products but have not converted .

Cart Abandoners—Remarket to visitors that were close to converting but did not purchase.

Post Purchase—Follow up marketing activities for customersthat purchased, such as cross-sell offers or writing a review.

Dormant Customers—Target visitors who have not been to the site for an extended period of time.Livemail provides following customer based marketing advantages.

Providing a flexible interface-

It gives timesaving interface, to design a segment based on cross-session data about visitors and benefit from seamless integration of Coremetrics with ESP by exporting segmentation data in a single click, single click to send highly personalized offers that improve conversion

and drive return on investment .By seamlessly integrating with Coremetrics Intelligent Offer,Coremetrics Liveemail enables to send tailored offersbased on a web user's specific context. For example, merchandisers can send recommendations based on purchase activity to recent buyers and recommendations based on shopping or carting activity to abandoners.

Coremetrics LIVEmail at a glance-

It provides segments to retarget key site activities.Use integrated analytics to measure the effectiveness of every email link and offer in terms of click-through rate, conversion rate, revenue impact, and engagement statistics like page views and site paths performance. Coremetrics Liveemail helps to execute, automate and syndicate targeted email campaigns based on web analytics and customer behavioral data to create personalized communication and improve online performance. It enables to deliver relevant products and content to customers to help improve customer engagement and conversion rates by utilizing a com-prehensive record of online visitor interaction and behavior.

CONCLUSION

Enterprise Marketing Management achieves goals like Recommendation of different offers to the customer ,to provide   Standardization, Automation and Oraganization.Customer response,identify best product for Customer sell and forecast lifetime value.It provides an easy-to-use graphical user interface that supports the direct marketing processes of selecting, suppressing, segmenting, sampling, and creating output lists of customer IDs. Campaign's Universal Dynamic Interconnect (UDI) data communication layer allows to seamlessly access and manipulate data from all of data sources, including relational databases (regardless of database type) or flat files, which are in turn comprised of one or more processes. A campaign can be associated with one or more strategic segments, offers, and reports, which are the building blocks for emessage and Liveemail, Engage customers and prospects with timely,personalized communications.Emessage and Liveemail products are part Commerce initiative,it is a unique approach that increases the value companies generate for customers,partners and shareholders in a rapidly changing digital world. EMM provides robust web and customer analytics,event detection, real-time interaction management and recommendations, lead management,digital marketing optimization, email marketing, targeted advertising, search engine marketing and marketing resource management capabilities.Thousands of organizations in the world use EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results

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