

eMarketing

By: Iman Marafie,

Nora Zehery

Mohammed Buhamad

AbdulAziz Mohammed

Fahad Al Ameer

Outline

- E-marketing definition
- Six methods of e-marketing
- E-marketing strategies
- E-marketing models
- Advantages and Disadvantages
- Security Concerns

What is eMarketing?

- Internet or Online Marketing
- Marketing a brand of the internet
- Distributing information
- Promoting an organization



E-Marketing Methods

- 1) Search engine marketing
- 2) Display Advertising
- 3) E-mail marketing
- 4) Interactive marketing
- 5) Blog marketing
- 6) Viral marketing

E-Marketing Methods

1) search engine marketing

The screenshot shows a Microsoft Internet Explorer browser window with the title "internet marketing - Google Search - Microsoft Internet Explorer". The address bar displays the URL "http://www.google.com/search?hl=en&q=internet+marketing". The search bar contains the text "internet marketing" and the "Search" button is visible. Below the search bar, the results are displayed, showing "Results 1 - 10 of about 354,000,000 for internet marketing. (0.21 seconds)".

The search results include:

- Internet marketing - Wikipedia, the free encyclopedia**
Internet marketing, also referred to as online marketing or Emarketing, is the marketing of products or services over the Internet. The Internet has brought ...
en.wikipedia.org/wiki/Internet_marketing - 32k - [Cached](#) - [Similar pages](#)
- Internet Marketing - How To Start And Grow Your Internet Business ...**
Internet Marketing - FREE Internet Marketing course. Find out how I turned a simple idea into over a million dollar a year business using Online Marketing.
www.freeinternetmarketingcourses.com/ - 17k - [Cached](#) - [Similar pages](#)
- BidVertiser - Pay Per Click Advertising On Sites Of Your Choice.**
Pay per click advertising - online advertising directly on sites of your choice, internet marketing solution for online advertisers.
www.bidvertiser.com/ - 67k - [Cached](#) - [Similar pages](#)
- Internet Marketing, Search Engine Marketing, Website Promotion ...**
Internet Marketing and Search Engine Marketing; Website promotion and internet advertising services, Internet marketing services International marketing web ...
www.majon.com/ - 68k - [Cached](#) - [Similar pages](#)
- 1-Hit, Search Engine Optimization and Search Engine Marketing**
Providing comprehensive and superior SEO and marketing services. ... Home | Search Engine Optimization | Paid Search Management | Internet Marketing

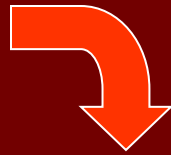
On the right side of the page, there are "Sponsored Links" for:

- Liquid Focus**
Direct response marketing services. Full service e-commerce agency
www.LiquidFocus.com
- Internet Marketing**
Top Website Promotion Software Tool Easy. Reliable. Proven. Safe.
iBusinessPromoter.com
- Internet Marketing**
Drive Traffic From All Major Search Engines. Listed in 2 Days! \$99/mo
www.wpromote.com
- Internet Marketing Report**
Find Out How To Duplicate Online Success Just Like The Big Boys Do!
MarketingTips.com

At the bottom of the page, there is a counter that says "10,000 Visitors \$9.99". The browser's taskbar at the bottom shows several open applications: "start", "Ellen Gets Jen...", "MSN.com - Mic...", "internet marke...", "Microsoft Pow...", "untitled - Paint", and the system tray shows the time as "6:35 PM".

E-Marketing Methods

2) Display Advertising



3) E-mail marketing (ex. Health related emails)

4) Interactive Advertising

5) Blog Marketing

6) Viral Marketing (ex. Word of mouth)

E-Marketing Strategies

- Market research
- E-mail marketing
- Direct sales

Business Models



Advantages of eMarketing

- Availability of Information
- Saves money
(ex. In Ramadan AlRai tv aired a 15 second commercial for three days for 4,500 kd!)
- Expansion
- Low Cost
- Efficiency of Advertising

Limitations / Disadvantages

- Technology
- Low connection speed
- Complication
- Intangibility

Security Concerns

- Privacy
- Encryption



Ciphers

Classical

Rotor
Machines

Modern

Substitution

Transposition

Private
Key

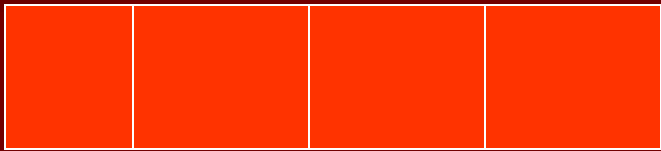
Public
Key

Stream

Block

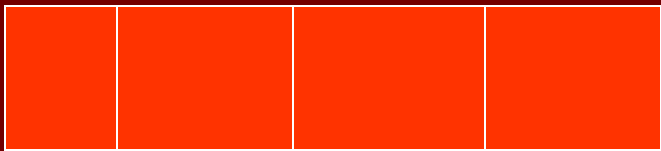
Block Cipher

Plain Text



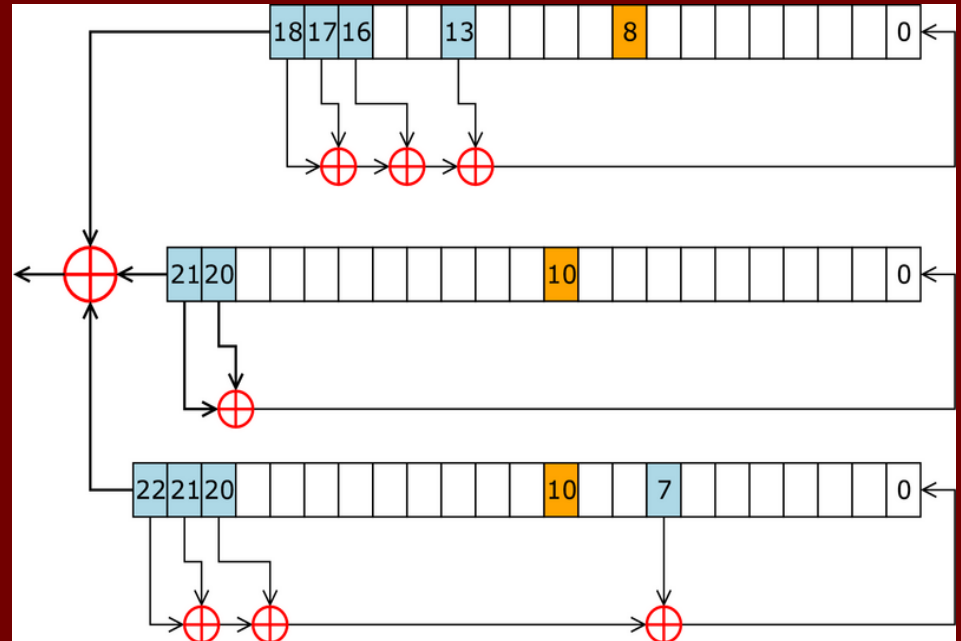
Block Cipher
Encryption

Key



Ciphered Text

Stream Cipher



Summary

- Definition of e-marketing
- E-marketing strategies and methods
- Advantages and disadvantages
- Security issues

Thank You for attending !