

SEMESTER-II

COURSE 4: E-MARKETING

Theory

Credits: 4

4 hrs/week

UNIT-I: Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT-II: A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT III:E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT IV:Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT V:Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay-Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

SOURCE:

<https://www.bapugraphics.com/leadgenerationforbusinessstrainingindelhi.php>

<https://smude.edu.in/smude/programs/mba/marketing-management/e-marketing.html>

REFERENCE:

1. Strauss, J., & Frost, R. (2014). *E-Marketing* (7th ed.). Upper Saddle River,NJ:Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian HalliganandDharmesh Shah.