

- Driving information through a company via its intranet
- Driving manufacturing and distribution through a value chain with partners on an extranet
- Selling to consumers on a pay-per-download basis, through a Web site.

Type of e Marketing Strategies

Advertising network: A service where ads are bought centrally through one company, and displayed on multiple websites that contract with that company for a share of revenue generated by ads served on their site.

Contextual advertising: Advertising that is targeted to a web page based on the page's content, keywords, or category. Ads in most content networks are targeted contextually.

E Marketing: e Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers utilizing integrated marketing techniques.

Integrated marketing: Integrated marketing communication is integration of all marketing tools, approaches and resources within a company which maximizes impact on consumer mind and which results into maximum profit at minimum cost.

Search advertising: Also called paid search. An advertiser bids for the chance to have their ad display when a user searches for a given keyword. These are usually text ads, which are displayed above or to the right of the algorithmic (organic) search results. Most search ads are sold by the PPC model, where the advertiser pays only when the user clicks on the ad or text link.

Search engine marketing (SEM): The process of building and marketing a site with the goal of improving its position in search engine results. SEM includes both search engine optimization (SEO) and search advertising, or paid search.

Search engine optimization (SEO): The process of making a site and its content highly relevant for both search engines and searchers. SEO includes technical tasks to make it easier for search engines to find and index a site for appropriate keywords, as well as marketing-focused tasks to make a site more appealing to users. Successful search marketing helps a site gain top positioning for relevant words and phrases.

Search engine results pages (SERPs): The page searchers see after they've entered their query into the search box. This page lists several web pages related to the searcher's query, sorted by relevance. Increasingly, search engines are returning blended search results, which include images, videos, and results from specialty databases on their SERPs.

Social network marketing: A term that describes use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relations and customer service. Common social media marketing tools include Twitter, LinkedIn, Face book, Flickr, Wikipedia, Stumble upon, Digg, Reddit and YouTube. In the context of internet marketing, social media refers to a collective group of web properties whose content is primarily published by users, not direct employees of the property (e.g., the vast majority of video on YouTube is published by non-YouTube employees).

Social Media Strategy. Social media is quickly becoming an important focus for e-business owners. An example of a good social media strategy would include setting up a Twitter account and a company blog. The blog is used to bring readers useful information related to the products or services the company offers. Twitter is used to notify followers of this new information. Social media is best used as a passive source for generating sales -- the primary focus should be on relationship building and providing useful