Tracking the E-marketing Activities of a Company

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**Introduction**

Marketing has taken over all the mediums of reporting and business to the next level of the profit generation. It considered as a group of activities that the group leads sales for the company plans for the company to give a boost to the products of the company by introducing various types of campaign and promotional activities. These activities help the company to attain the target in a short time and through these offers the company will get the maximum amount of profit. The purpose of marketing is to give benefit to the clients, marketers, marketing leads and the overall profit generation is benefitted.

The marketing scheme is introduced by various leading companies occasionally by looking at the upcoming festivals in real life. These marketing campaigns include various types of promotional activities and sales and various other aspects like coupons other facilities to the clients that help them to enhance their sales and gives them a mega boost. Initially it was only used by the big stores like Carrefour, Walmart, Robinson, and various other big stores all across the globe and these promotions have helped them a lot in all the aspects from sales and the benefit point of view to the point their place in the market has become much stronger than the previous era. All these techniques have helped these businesses, but now these techniques are being used in various online methods that have helped them in all the aspects. These are the online tactic to improve their online marketing strategies so that the more viewers can get attracted towards their sales promotions and offers and they have opted various ways to get the marketing strategies strong by utilizing the technological aspects.

**Discussion**

There are various companies in today's modern world and how they try new techniques daily to opt the new ways to endorse their business to the customers for which they are using various methods.

These days all the companies are using the best ways to intrigue their customers, and that is through utilizing the internet and new medium of social media. These are considered as the new enigma in the field of business management through which they are using the various methods to attract the customers through which they can attract the consumers to their products. Now the E-marketing techniques are being utilized by all the big names in the world. From Walmart to Primark to New Look to Robinson, Tesco, and Metro.

These companies have now started their e-marketing strategies. Once you order online and then you are subscribed to the company, and you can get their emails regularly about the latest happenings in the store. From promotions on the items to the sale on the new stock everything, you get into your mail by just getting the subscription (Sharif & Butt, 2017).

The other tactic which is used in the e-marketing strategy is through Google Ad words by using a few of the keywords through which their brand can come up on the search engine and by simulating the SEO factor. These two are considered as one of the prime factors to increase and enhance brand marketing.

The other attractive way which the companies are using to enhance their marketing skills is through their content marketing. This is one of the vital factors through which marketing is increased by using social media and search engines on various platforms, and you can see the marketing rate growing tremendously.

The other aspect through which the marketing of a company can increase is by increasing the amount of advertisements pop-ups that emerge on any of the websites that we use or we open (Strauss & Frost, 2016). These are the best ways to increase their sales by marketing the advertisement right at the moment especially during the time period of sales or during the time period of highly attracted to these pop-ups and promotions or various festivals all across the globe as the customers get highly drawn towards all these aspects, and there is a 75% chance they will visit the website, and they will shop online.

These are the new ways which the E-, marketing companies other companies opt to increase their customers so that they may become their regular their consumers. This can help them improve their market sales and their position in the market, and this can bring them up to mark in the global world (Laudon & Traver, 2016).

**Conclusion**

With this we can conclude that the marketing strategies in the world have evolved and the new techniques have opened these promotion strategies have increased the sales of the company and have benefited them on the whole from clients to the marketers to the owners, they all have gained much more profit than that of the other days without sales and promotions. These new tactics are being utilized globally to give a mega boost to the companies in this brand race so that they can attain a position through which they can bring a positive change in the organization that can lead to bringing more success to the company and the best part of this is to get more bonuses for the employees to bring the latest techniques through which they can also get the right amount for themselves.

**References**

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