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Electronic Marketing

Technology has taken all over the world with a storm. It has brought with itself various facilities which have made the tasks of daily routine very easy and increased the pace of each and every process. One of the highly beneficial and useful outcomes or blisses of technology is the internet. Internet has made the communication process extremely easy and speedy and has converted the whole world into a global village. Where internet has provided huge benefits to all the other areas of life, it has also greatly benefitted the field of business and management.

The decision-makers in the area of business and management have taken full advantage of the internet and are using it for the purpose of expansion and growth of their business. Marketers have been using different marketing strategies to attract their potential customers. The advertisement of products or services over the internet is known as “electronic marketing”. Internet marketing or electronic marketing has taken a new form in the current era known as “Social Media Marketing” (Ryan). This type of marketing refers to the marketing through various social media platforms like Facebook, Instagram, Twitter etc.

The internet marketers have always been looking for innovative ways to attract their audience according to their gender, social class and especially age. For example, different strategies are being used to attract Baby Boomers, a new set of ways is useful in the case of the Busters and altogether new strategies are required for the Millennials. Baby Boomers are the people born between 1946 to 1964. They are the people who do not use the internet very much and prefer face-to-face interaction before buying any product. Generation X or the Busters are the people born between 1965 to 1983. These people are the generation of pragmatic hope and are attracted to any product or service if it is offering something hopeful or useful (Hall). At the last come Millennials, who are born during the years of 1984-2002. They are the most difficult generation to sell a product as they look into each and every technicality of the product being marketed to them. But the marketers have found a way to sell products to them. This generation likes to personify each and everything and the marketers know it, so they put an aspect in every marketing campaign with which the audience can relate.

Works Cited

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