

E-Marketing and Growth Potentials for Medium Scale Enterprises (MSEs) in a Developing Economy

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Abstract: *In recent time, e-marketing activities of medium scale enterprises (MSE's) have been jeopardized and many of today's customers of MSE's have critically complained about poor delivery and inconsistent electronic services. In this work, we demonstrated the considerations towards utilizing effective e-marketing by MSE's in Nigeria. To accomplish this main objective, the study utilized survey design to seek responses from 34 numbers of Staff selected from IT firms, business owners and head of marketing of some MSE's. Questionnaire was used and the data from questionnaire were analyzed using frequency table. Statistic proportion test Correlation analysis was used in testing the validity of the hypotheses. Having done the analysis, the research findings shows that e-marketing adoption among MSEs results to increase in sales: e-marketing provides a fair ground for MSEs to communicate and educate customers as a way of strengthening brand name and company image; and finally e-marketing adoption by MSEs result to retention and generation of new customers. Based on these, the study recommended that there should be a comprehensive e-business plan, involving identifying the internet market by researching what people are searching for in the firm on the internet, and as well designing a high-quality, rich e-content that addresses the needs of the customers.*

Key words: *E-marketing, Internet, MSEs and Entrepreneurial Relationship*

INTRODUCTION

The Internet is the fastest growing technology in the world, taking approximately seven years to reach a 25% market share from its conception, as opposed to the telephone that took 35 years, and the television which took 26 years (Singh, 2002). Despite the growing

consciousness and enthusiasm for electronic marketing, only a few enterprises are exploiting its substantial benefits (Awa, Nwibere & Inyang, 2010). With the outburst of Internet growth, Internet marketing has become increasingly popular. It is said that Internet marketing first began in the earlier years of 1990 with just text-based websites which offered product information. Customer relationships can be re-engineered via the Internet, resulting in more cost efficient one to-one relationship.

Thus, the Internet has come a long way within a very short time as a mainstream business tool that has transformed business activities with the advent of technology. The metaphor of “a tidal wave that washes over all industries and drowns all those who don’t learn to swim in it” has been used repeatedly by marketing practitioners to describe usage of the Internet as a marketing channel; giving the more reason for enterprises to adopt its usage as a marketing avenue. The medium scale enterprises play an important role in contributing to the economic growth thereby averting the low gross national product, high unemployment and levels of poverty in countries. Economies can benefit from the build-up of efficient enterprises which is in sync with government’s plans to create jobs. In this regard, there are needs to understand as well as x-ray the growth potential of medium scale enterprise as posed by e-marketing application, because it seems that the actual use of e-marketing has not met with expectations (Elliot & Boshoff, 2007). With regard to larger multi-national organizations, often business operations are enhanced; with pre-order and post-order processing occurring over the Internet platform in order to expedite transaction processing.

In addition, customer relationships are built and maintained through online activities that facilitate the exchange of ideas, products and services in order to satisfy the marketing goals of both parties. Marketers are able to identify and satisfy customer needs and preferences through monitoring website visitations, e-mails, online surveys and chat rooms conducted on the Internet. Levy & Powell (2012) opines that e-marketing presents a virtual marketplace within which firms buy, sell, distribute and provide sales support for their products and services. Enterprises can also develop custom-made products and services that meet the precise needs of consumers. This in turn, culminates in high returns for medium scale enterprises. The adoption of e-marketing also enables businesses to promote their products and services to the public through advertisements, banner advertisements, e-mails and mobile phone competitions (Chaffey & Smith, 2005). Some authors postulate that Internet marketing potential varies widely among different categories of enterprise as the technologies facilitate the enhancement of competitive advantages. In addition, similar opportunities for enterprises to develop their systems are offered through Internet Marketing.

In Nigeria, little is known and understood about the growth potential of e-marketing. This is because e-marketing adoption among businesses is still in its infancy stages and its acceptance and use by firms is still limited. To date, limited research has been conducted on the factors critical for e-marketing growth potentials for medium scale enterprises. Following the postulation by Awa *et al* (2010) and other researchers, the need to examine the current situation of the subject matter appear as the research problem. This study reviews the relevant literature relating to internet marketing, the growth potential it present to small and medium scale enterprises in Nigeria. As our main objective of this study, the paper would examine the growth potential medium scale enterprises as provided by e-marketing.

In today's global business scenes, the central effect that internet business has on the successful continuous operations of Small and Medium Scale Enterprises cannot be overemphasized. Recent information has shows few countries in the world that have enjoys rapid growth mainly because they promote the growth of SMEs through technological advancement.

In our modern organizations, low level of information and poor repeat patronage has been one of the recent trends facing many SMEs firms. Although what constitute the bulk of the causes of these issues emanate from many forces among which is the lack of proper deployment of information technology by the concerned firms. When operating in an hyper competitive environments, SMEs have a choice of utilizing internet business or business blogging to boost performance. Unfortunately, virtually most SMEs operating in Nigeria, due to the lack of technical know-how, uses brick and mortal method rather than pure click. An investigation into many of these organizations revealed that 75% of these firms failed to incorporate the e-marketing activities into their operation, a factor that some think may be detriment to the performance in the firm.

Furthermore, SMEs have, in recent time face with the problem of choosing among either of e-marketing or pure marketing. For most SMEs, adapting to the internet marketing activities has been a concern due to their cost and low level of awareness they have about its full potentials. In addition, those who utilize the e-marketing strategies only applied it in the area of business communications. It is in the light of the above problems that this paper seeks to find out how the e-marketing contribute to the growth of SMEs in Nigeria. Hence, the following specific objectives are formulated:

- i. To determine if significant relationships exist between e-marketing and SMEs operations.
- ii. To ascertain the impact of e-marketing on the overall performances of SMEs

LITERATURE REVIEW

Small and Medium Enterprise Defined

There is lack of consensus in defining what medium scale business is. Several authors have given different definitions for this category of business (Osei *et al*, 1993; Michael *et al*, 1999; Bolton Committee, 1971). There is variation among researchers in the use of size of a firm in defining a small business. Commonly used criteria are capital assets, number of employees and turnover level. Cautioning the danger in the use of size in categorizing, Storey (1994) noted that, in some sectors all firms may be regarded as medium or small, whilst in other sectors, there are possibly no firms which are small or medium.

The word medium is relative terms, the meaning to which varies according to the environment. In the same vein, the meaning of the term medium scale enterprises varies from one country to another depending on the development of that country and from one industry to another even within the same country. Criteria often used in it definition include: the number of employees, relative size, output, financial strength, independent ownership, type of industry and functional specialization (Nnolim, 2009). The federal ministry of industry and technology calls any enterprise that operates with a capital outlay of #40 to #150m as medium scale enterprise (Nnolim, 2009). Following this is the definition by Industrial policy of Nigeria which define medium scale enterprise as those worth total investment of between N2 million and N5 million judging land but including working capital. Medium Scale Enterprise was also defined as those having manpower

strength of between 36 and 100 workers and total cost inclusive of working capital but excluding cost of land of above N40 million. This definition stands to be a working definition for this study as the basic criteria considered is number of employee.

E- Marketing, Online Marketing, Internet Marketing Concept

As earlier noted, online marketing which is also referred as e-marketing or internet marketing is the fastest growing form of direct marketing. Recent technological advances have created a digital age. Widespread use of the internet is having a dramatic impact on both buyers and the marketers who serve them (Kotler & Armstrong, 2009). The term internet marketing tends to refer to an external perspective of how the internet can be used in conjunction with traditional media to acquire and deliver services to customers. Attentive term is “e-marketing”. This is more consistent with the concept of e-business which invites managing both internal and external communications (Chaffey, 2009).

E- Marketing Defined

According to Kotler and Armstrong (2009), e-marketing is company efforts to market products and service and build customer relationships over the internet. E-marketing is achieving marketing objectives through use of electronic communication technology (Chaffey, 2009). In an effort to explain the meaning of e-marketing Chaffey did this by distinguishing e-marketing from e-business:

- a) “Electronic business has some degree of overlap with electronic marketing? From the discussion of marketing concept above, we can reject this since both e-business and e-marketing are broad topics.
- b) “Electronic business is broadly equivalent to electronic marketing”. This is perhaps more realistic and indeed some marketers would consider e-business and e-marketing to be synonymous.
- c) “Electronic marketing is a subset of electronic business”. It can be argued that this is most realistic since e-marketing is essentially customer oriented and it has less emphasis on supply chain and apartment activities in comparison with e-business.

E-marketing Communication Tools

From past two decades, societies have faced with considerable development on Information Technology (IT) and as result on communication technology. New information technologies have been a channel for many companies to markets their goods and services globally. In fact, IT plays key role in the coordination of research and development, production, and marketing activities across borders. The globalization of industries causes to change the role of information technology within business organizations and leads to the strategic usage of IT as a key element of company’s success in international markets. In today’s developed societies communication tools also have developed and make it possible to have easy and instantly international communications. There are several new communication services which are used now.

Internet

Internet is a computer network interconnected globally and it offers inexpensive tools for business and marketing activities of organizations such as advertising, receiving and placing the orders, promoting the products and services the most important advantage is

communicating with their customers all over the world. Some of these Internet tools are: e-mail, mailing list, newsgroup and World Wide Web (www).

Video conferencing

With the severe demands for successful use of properties and saving time that are common in today's society, videoconferencing is an ideal tool in order to help businesses addressing their problems in this challenging environment. This system allows groups in different geographical location be able to see each other as well as hear. The satellite links technology is used for transmission the data. Videoconferencing delivers immediate benefits to parties in business activities. It will enable companies to increase top-line performance and effectiveness in several ways:

- Improve productivity
- Faster time to market and response to market changes
- More efficient allocation of resources
- Acceleration of decision-making process and the ability to make more informed decisions by involving experts when required
- Reduce travel time, stress and expenses

Viewdata

View data is a Videotext accomplishment which is a British invention. It is a type of information detection service in which a subscriber can access a remote database via a common carrier channel, request data and receive requested data on a video display over a separate channel. It is generally presented in a 'user friendly' display format of 25 lines each of 40 characters. By using up to eight colours, and block graphics, sophisticated pages can be built up to present all manner of interesting information. Most people are familiar with the Tele-text pages which these days are accessible on analogue television in many countries such as the UK until around 2010.

Voice mail

Voice Mail is a voice messaging automated system which is available 24-hour globally. This system will answer the phone calls and also allows callers to leave a message when phone is not answered. Moreover, this system is similar to e-mail except that voice message is as an Interactive Voice Response (IVR). Actually, voicemail systems such as IVR have many advantages for businesses and consumers as well. One benefit of voicemail for companies is that they will never any customers just because of not answering to their telephone calls. So that companies always can answer the customer's calls. In the other way, customers also become satisfy because they will not be waiting for many hours to call the company. Also, company by using this system can save their money instead of paying to hire someone to answer the calls which over time leads to increase the profit.

Teleconferencing

A teleconference is a system that participants can have meeting through phone or video in two or more that two locations. This system is similar to telephone calls but teleconferencing can expand meeting to more than two people. By using this system in a planning process, group members all are able to participate with agency staffs. Teleconferencing has several benefits for organization such as providing broader access to

public meeting and saving an agency time and travel costs. Moreover, there are many teleconferencing applications which work over private networks. For example, one of the first to function over the Internet is Microsoft's NetMeeting. Consequently, nowadays, IT brings up many convenient services and products for societies which cause to increase customers' satisfaction and more developed communities.

E-Marketing Related Strategic Initiative

The strategy element of e-marketing plan defines how e-marketing objectives will be achieved. Strategy definition has to be tightly integrated into the e-marketing planning process since e-marketing is an iterative process from situation analysis. Key decisions in strategy definition for e-business are different. Another or perspective on e-marketing is provided by consultancy (2008) who explains that the output from the digital strategy will often be a series of strategic e-commerce initiatives in the key areas of customer education and communication, customer acquisition, conversion or retention. It was also noted that these assist to achieve greatly the sales increase objective of e-marketing firms.

Table 1: Summary of Typical Focus for Main Types of E-Marketing Related Strategic Initiative

Type of E-Marketing Strategy initiative	Commentary	Examples of Strategy Implementation
i) New Concept Proposition (Product, Place and Pricing)	These are new site features or other online communication which are directly related to offering new products or services, potentially from new locations that will generate revenue	<ul style="list-style-type: none"> • Bank – introducing new product requiring different quotes • Portal introduce comparison service • Service company introduce new functionality acquired through takeover of company • Magazine or music service offering new pricing options
2) Customer Acquisition Strategy Initiatives	These are strategy product to enhance a sites capability to deliver new prospects on a continuous basis through the different Online marketing technique. They may involve investment in the site itself (eg SEO) or the back – end, integrating with affiliates	<ul style="list-style-type: none"> • SEO • PPC • Affiliate marketing • Aggregators • Enhance page type (to help increase conversion rate), eg category or product landing pages.
3) Customer Conversion and Customer Experience Strategy Initiatives	Investment in new customer features on the site. These will be a based on a business case of increased conversion rate and average order value. May include major new functionality such as that for a new online store or more specific functionality. Many strategic initiatives are arrived at improving the customer's experience of a brand.	<ul style="list-style-type: none"> • Implementing online ship/secure payment. • Introduce customer review and rating • Merchandizing capability to offer tailored promotion • Interactive tools to help product selection • Refine on – site engine <p>Buyers guides consisting of indepth content about products on rich media (e.g video showcasing products.</p>

4)Customer Development and Growth Strategic Initiatives	Investments to improve the experience and delivery of offers to existing customers.	<ul style="list-style-type: none">• Personalized recommendations for existing customers development of e-mail• Welcome strategy for new online customers as part of development of an integrated contact or e-commerce strategy delivery through personalized web and e-mail messages and traditional direction communication• Introduce blogs or RSS feeds to encourage return visitors• Introduce more participation through customer communities
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Source: Chaffey (2009). e-Business and e-Commerce Management Strategy, Implementation and Practice. London: Pearson Publisher

Performance Evaluation

Sequel to the title of this study “E-Marketing and Growth Potential of Medium Scale Enterprises” is a review of certain theories that relates to performance evaluation or measurement. This is important as it is a key part of managing an e-marking initiative. Thus, we used the term growth potential as this is a major approach of assessing an organization and its profit goal. Though organizations looks at sales but performance involves other critical success factors for e-commerce such as the costs for acquisition and retention (of visitors), conversion rate of visitors to buyers to repeat buyers together with churn rates. (Chaffey, 2009). He noted that to maximize retention and minimize churn, service – quality based drivers needs to be evaluated and the three main parts to this scorecard are:

- 1) Attraction: size of visitors’ base, visitor acquisition cost and visitors advertising.
- 2) Conversion: customer base, customer acquisition costs, customer conversion rate, number of transactions per customer, revenue per transaction, revenue per customer, customer gross income, customer maintenance cost, customer operating income, customer churn rate, customer operating income before marketing spending.
- 3) Renton; this uses similar measures to those for conversion customers. Here, we are going to make a review measuring the effectiveness of e-marketing. Companies that have a successful approach to e-commerce often seem to share a common characteristic. They attach great importance and devote resource to monitoring the success of their online marketing and putting in place the processes to continuously improve the performance of their digital channels (Chaffey, 2009).

Principles of Performance Management and Improvement

Chaffey (2009) in his work outline three stages of creating and implementing a performance management system. He noted that to improve results for any aspect of any business, performance management is vital. As bob Napier, chief information officer,

Hewlett – Packard was reported to have said back in the 1960s “you can’t manage what you can’t measure”. According to him, the processes and systems intercede to monitor and improve performance of an organization and specific management activities such as internet marketing are widely known as performance management systems, (PMP) and are based on the study of performance measurement systems. Now, let us look at the three key elements of e-marketing performance improvement system postulated by Chaffey.

Stage 1: Creating a Performance Management System: Neely et al, 2002 define performance measurement as the process of quantifying the efficiency and effectiveness of past actions through acquisition, collation, sorting, analysis, interpretation and dissemination of appropriate data. As one can see from this definition, performance is measured primarily through information on process effectiveness and efficiency.

Stage 2: Defining the Performance Metric Framework

According to Chaffey, measurement to assess the effectiveness of internet marketing can be thought of as answering these questions.

- i) Are corporate objectives identified in the internet marketing strategy being met?
- ii) Are marketing objectives defined in the internet marketing strategy and plan achieved?
- iii) Are marketing communications objectives identified in the internet marketing plan achieved?
- iv) How efficient are the different promotional techniques used to attract visitors to the site?

These measures can also be related to the different levels of marketing control specified by Kotler (1997). Efficiency measures are more concerned with minimizing the costs of culture marketing while maximizing the returns for different areas of focus such as acquiring visitors to a web site, converting visitors to outcome or achieving repeat business. Chaffey (2000) suggests that organizations define a measurement framework which defines groupings of specific metrics used to assess internet marketing performance. He suggests that suitable measurement frameworks will fulfill this criterion (Chaffey, 2009)

Changing Marketing World with Technology

We can strongly say that technology is a main cause of organizational change. Electronic revolution and improvement of technology lead managers and marketers focus more on customers regardless of where they are. It impacts on manager in decision making level and on sales forces to perform their job more accurately and timely. One of the largest revolutions of technology begins with Email and Internet. Managers are able to be corresponding to their staffs or sales forces whenever or everywhere that they are instantly. Internet has become as a cheapest tool for advertising and promoting the products. Using the homepages in this challenging and competitive marketing world is cheaper than other way to distribute the products. Indeed, improvement in technology has changed selling and sales management methods, advertising and communication and marketplace. Nowadays, many companies do their business just through the internet. Those are called Virtual organization which use most updated technology to perform their job in their virtually marketplace. Besides that, retail part also has seen many changes that

occur by new technologies. The most observable change is the use of technology gadgets such as price scanner that has caused check-out process be performed easier and faster. Also in merchandising has become automated. Customer can choose the preferred products through the computer and will get them at check out. Therefore, ordering the product or services by customers and purchasing supplies or products from manufactures by retailers is possible through these new technologies. Improvements in transportations by new technologies have caused distance as a serious problem become negligible. The great change in the development of the global market is the ability to communicate the value and attributes of the products. In addition, marketers are able to seek out suppliers and consumers from around the world because communication is at a level where relationships can be developed without having to physically travel around the world. The E-mail, fax, video conferencing and teleconferencing have permitted communication in places where before it was very difficult to locate partners. In many developing countries, telephone lines were minimal or non-existent. In addition, virtual stores will become a part of the growth as long as the product can be delivered.

Benefits of going online

Nowadays, usage of Internet as an international marketing brings many benefits for international marketers. Some major advantages of internet international marketing are mention as below: Firstly, Internet is as a big gateway to the world of opportunities and progress especially for medium and small businesses which are willing to improve and position themselves globally at a low level of cost. Additionally, working in an international marketplace with a low cost tool such as Internet will lead to exclusion of intermediaries because internet connects consumers to producers directly. Besides that, advertising for products and services in global markets through Internet is cheaper that advertising by traditional way and by this way marketers are able to get attention of more audiences. Secondly, in this modern and digitized today's life people especially younger generation mostly prefer to use Internet to do their daily activities or requirements. The obtained statistics in 2009-2010 shows that whopping 73% of global population use Internet. The major reason that causes many people in all over the world use Internet easily regardless of its services is language. Today, it is possible for people to connect Internet and read the pages by their own languages. According to these statistics, numerous companies become motivated to promote their products and services globally. Many companies that use internet for their international businesses try to be updated hourly and increase their hours of businesses by interactive communication and email. In addition, the person to person interaction allows marketers to build strong and sustainable relationships with their customers, which as result increase the brand loyalty. Another benefit of online trading is that Internet creates a competitive advantage to the marketers by contributing to an appropriate form, place and time utility. Sometimes, many complicated marketing approaches make customers confused and angry but here in the net this chance is given to the customers which they can decide when, where and what they want. Next benefit is that using the Internet increase the effectiveness of advertising. Internet advertising media make it possible to achieve all advertising purposes across all possible market segments. Thus, all concerned parties which have access to new computers technologies such as new appropriate types of software are able to design, transmit advertisements on Internet. However, advertisements of the well design and effective business sites can have favorable

effectiveness. Also, Internet enhances abilities of market intelligence, market research and analysis. Many Studies show that the entering, staying and being successful in international market as a globally marketplace is required to have updated, accurate and timely information. Besides that, companies pay to hire expertise or analysts skilled in order to analyze the information gathered to provide customers requirements and monitor their competitors.

METHODOLOGY

Primary data was collected using a quantitative research technique with the use of a structured questionnaire. The rationale for selecting a quantitative study was that it is cost effective and easier to administer compared to a qualitative approach (Malhotra, 2010). The target population was restricted to business owners, IT specialists and Heads of Marketing Departments within some medium scale enterprises operating in Federal Capital Territory (FCT). According to National Bureau of Statistics and a field survey, the number of Medium Enterprise in FCT is about 34, which formed the population of the study. The entire population sample was used.

DATA PRESENTATION AND ANALYSIS

In order to achieve the objectives of the current study, a comprehensive literature review was conducted on the underlying e-marketing and medium scale enterprises. During the questionnaire administration phase, various ethical considerations such as the participants' right to anonymity, confidentiality, privacy or non-participation and informed consent were adhered to. The test statistics used is correlation, a test of statistical independence to know the level of relationship between two or more variables in the given study. The number of questionnaire distributed were 34 while the number received was 24.

Table 2: Responses on the Contribution of E-marketing to New Customer Generation

Respondents	Responses on the likert scale					
	5	4	3	2	1	total
Employee	5	10	5	4	0	24
Percent (%)	20.8	41.6	20.8	16.6	0	100

Source: Field Survey, 2019

The table above shows that greater percentage of the respondents (41.6%+20.8%) agreed that e-marketing contributes to new customer generation.

Table 3: Responses on the Contribution of E-Marketing to Communication and Education of Customers.

Respondents	Responses on the likert scale					
	5	4	3	2	1	total
Employee	5	8	7	3	1	24
Percent (%)	20.8	33.3	29.2	12.5	4.2	100

Source: Field Survey, 2019.

From the table, greater percentage (33.3%+20.8%) of the respondent agreed with the statement that. e-marketing contributes to communication and education of customers.

Table 4: Responses on E-Marketing Contribution to Increase in Sales

Respondents	Responses on the likert scale					total
	5	4	3	2	1	
Employee	6	9	2	5	2	24
Percent (%)	25	37.5	8.3	20.8	8.3	100

Source: Field Survey, 2019

From the table above, greater percentage (25%+37.5%) of the respondent agreed on the statement that e-marketing contributes to increase in sales

Testing of Hypotheses

Hypothesis one

H₀: There is no any significant relationship between e-marketing and SMEs operations

H₁: There is significant relationship between e-marketing and SMEs operations

Findings on the relationship between e-marketing and SMEs operations

		E-marketing	SMEs Operations
E-marketing	Pearson correlation	1	10.58**
	Sig. (2-tailed)	.	.000
	N	9.49	
SMEs Operations	Pearson correlation	10.58**	1
	Sig. (2-tailed)	.000	.
	N		9.49

** Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Analyses, 2019.

The correlation table value at 5% level of significance and 4df is 9.49. This is less the 10.58 which is the calculated value. Therefore, has a very strong relationship with SMEs operations in Nigeria as it can be seen that it will help in building virile firm. Null hypotheses was rejected because calculated value 10.58 > tabulated value 9.49

Hypothesis two

H₀: e-marketing do not have impact on the performances of SMEs

H₁: e-marketing have impact on the performances of SMEs

Findings on the relationship between e-marketing of SMEs and SMEs Performance

		E-marketing	SMEs Performances
E-marketing	Pearson correlation	1	12.67**
	Sig. (2-tailed)	.	.000
	N	9.49	
SMEs Performances	Pearson correlation	12.67**	1
	Sig. (2-tailed)	.000	.
	N		9.49

** Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Analyses, 2019.

The correlation table above revealed the value at 5% level of significance and at 4df is 9.49. This is less than 12.67 which is the calculated value. The implication is that e-marketing has significant impact on the SMEs performance which is a variable for growth potential. Based on this, null hypothesis was rejected since the calculated value $12.67 >$ tabulated value 9.49.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this research, when correlated to the review of literature, draws us to our conclusions and raised major recommendations that have to be directed to E-marketing practitioners, to further researching efforts, and to the academia. In Nigeria, little is known and understood about the growth potential of e-marketing. This is because e-marketing adoption among businesses is still in its infancy stages and its acceptance and use by firms is still limited (Awa *et al.*, 2010). To date, limited research has been conducted on the factors critical for e-marketing growth potentials for medium scale enterprises. Following the postulation by Awa *et al* and other researchers, the need to examine the current situation of the subject matter appear as the research problem. The following, step-by-step tips would help managers to best apply e-marketing;

- (1) Having a comprehensive e-business plan, involving the following; identifying the internet market by researching what people are searching for in their firm on the internet, either locally, regionally, or internationally, using offline and online methodologies to determine which factors are bringing visitors to the firm, following up on customers' satisfaction and deciding on the most appropriate techniques of dissemination of E-marketing related information
- (2) Designing a high-quality, rich e-content that addresses the needs of your customer, such as unique specials and packages, event-related getaways, seasonal promotions, bundling local attractions and activities as part of hotel packages, and launching other one-to-one marketing initiatives to provide unique value and personalization, whether it is the brand site, the business website, GDS, or even SMS and email marketing campaigns;
- (3) Supporting the business' e-existence and powerful presence, whereby the hotel is listed wherever customers are going and looking by using online channels, exploiting creative e-advertising tools such as the social media (Facebook and twitter) and initiating promotional campaigns through email and SMSs;
- (4) Supporting businesses' websites with attractive, sufficient information and graphics about the business's services and outlets;
- (5) Tracking the results of all E-marketing efforts and campaigns in order to evaluate the feasibility of E-marketing efforts and costs incurred;
- (6) Regular checking of the status of the other two parties in business; competitors and guests; Finally,
- (7) Independent business owners and top management are advised to take the extra mile, conducting a thorough and seasonal feasibility study of the potential of E-marketing, and the corresponding costs to be incurred.

LIMITATIONS AND FUTURE RESEARCH

This research is limited to medium scale enterprises. Hence, more research is needed to test more variables, obstacles, and profile characteristics. Further, the present research has

drawn responses from managers and management staffs. Further research attempts should aim at surveying customers. Researchers are encouraged to attempt to develop a standardized instrument for measuring, and determining interrelated variables, concerning the application of E-marketing. Finally, further research endeavors should be directed to investigating the application of E-marketing in Large Scale Enterprises, in response to the growing international in business.

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