

Email Marketing as a Business Promotional Media

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Abstract. The purpose of the research is to easily offer products or services to prospective customers or customers through email marketing. By using email, it will be more effective and efficient when doing a promotion. So it will reduce the marketing cost, with greater generated revenue, because the market is more targeted. The method used in this research was a Descriptive method to describe the facts that are happening related with businessman/woman who is still not interested to use Email Marketing as a medium of online promotion to offer products or services. As a result, this Promotion will be done by loyal customers who will promote the products or services to their relatives, and the promotion will more effective and efficient compared to the direct way.

1. Introduction

Sales is the company's main activity in generating revenue, both for large companies and small companies. Sales is the ultimate goal of marketing activity, because in this section there are pricing, negotiation and acceptance agreements, as well as agreements on payment methods agreed upon by both parties, to reach the point of satisfaction [1]. "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" [2].

Changes the transactional paradigm in which business-to-business marketers operate. Business to business marketers who take advantage of the operational efficiency and effectiveness that arise from utilizing the Internet in transactions outperform companies using traditional transactional processes [3]. As companies begin to realize the value of the Internet as their key component of the communication platform, they simultaneously begin to leverage more cost-effective and more efficient alternative marketing practices in actively interacting with consumers, rather than traditional advertising channels [4]. The increasing popularity of social media like Facebook and Twitter creates a new delivery platform in e-commerce called social commerce [5].

With the rise of social media platforms such as Twitter and Facebook enabling the creation of a virtual customer environment where interested online communities are formed around a specific company, brand, or product [6]. Departing from this, then Social media has provided new opportunities for consumers to engage social interactions on the internet. Consumers use social media, such as online communities, to generate content and network with other users [7]. The smoothness and ease of mechanically conducting transactions in an online business can provide an opportunity to grow a global market goal [8].

The rapid adoption of Internet by consumers has a strong impact on organizations and how they plan and deliver marketing strategies [9]. Online business is also easy in establishing cooperative relationships between business partners in procuring and distributing services and goods directly without



intermediaries. This fact will obviously lower operating costs and increase business margins [10]. The purpose of the research is to easily offer products or services to prospective customers or customers through email marketing. By using email, it will be more effective and efficient when doing a promotion. The method used in this research was a Descriptive method to describe the facts that are happening related with businessman/woman who is still not interested to use Email Marketing as a medium of online promotion to offer products or services.

2. Methods

In general, all online promotion media such as Facebook ads, Search Engine Optimization (SEO), Google AdWords, Instagram Ads or YouTube Ads are required to connect with one website, wherein the website will be displayed an offer containing products or services with detail. It is considered less effective because by using the media campaign businessmen cannot directly write a description of products or services that will be on offer if not connected to a website. While using email marketing as a media promotion of products and services that businesspeople offer, they can easily promote goods or services to prospective customers without geographic boundaries and do not spend a big cost.

Besides the advantages of email marketing is able to interact directly with potential customers so that prospective customers feel special. So it can be concluded that using email marketing as a marketing medium is an easy thing to do but can provide satisfactory results.

But there are still many business people who have not realized the ease of using Email Marketing as a medium of Online marketing, which can provide very satisfying results. This is because business people consider using Email Marketing as a medium to promote goods is not an easy thing, coupled with the number of spam that is always considered something that makes email users are reluctant to open an email.

The author uses a Descriptive method to describe the facts that are happening that related to business people who are still not interested to use Email Marketing as a medium of online promotion to offer products or services. As Nazir puts it in the Sample Book of Research Methods, that "descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive study is to create a description, description, or painting systematically, factually and accurately about the facts, properties, and relationships between phenomena being investigated".

The author uses secondary data that is not obtained data directly from the source, but obtained from other sources such as books, newspapers, and even the Internet, as a reference in order to make the businessmen who still use offline way to market their products, the former author will explain the advantages of Email Marketing:

- Most email in use compared to social media. Due to having a social media, it is definitely in need to have an email first, so with this many email users, can be utilized as a prey market businessmen.
- Businesspeople can interact directly with potential customers, or customers so as to enable businesses to monitor how stunned messages they are sending to potential customers by looking at the message history of whether potential customers have made purchases of products or services on offer. So that businesspeople will be easier to re-offer products or services to the consumer.
- Cheap, the cost of using email as a medium to promote products or services is relatively cheap but can reach thousands of people from anywhere in the world.

The data obtained will entirely belong to the businessman. If it will be moved using other media, then the data that has been obtained from the email will still be owned by the businessman.

With the advantages that have been conveyed author, the use of email marketing as a medium to promote goods and services is also quite easy. But before the business people start using email marketing as a medium to market their products or services there are some things that need to be prepared, including:

- Businesspeople should prepare content to promote products or services that will be offered to consumers.
- Create a list of consumers to offer products or services using email.
- Businesspeople should create sender account data, in order for consumers to trust more because they can know the sender of the email.

After making these preparations, then businesspeople can immediately start using email as a medium to promote the goods or services they want to offer. To be able to start using email as a marketing medium, what the businessman should do is:

- Have a website about the details of the products or services they want to offer.
- Have an email linked to the website so that emails sent to consumers do not fall into the spam category. So the consumers will definitely read the email sent, because of the email into the category of the inbox.

After doing so, the authors can directly use email as a media marketing products and services, which of course can give maximum results.

However, with the ease of this offer is still a lot of business people who still do not want to start using online promotions.

3. Results and Discussion

The use of email as an online marketing medium is an appropriate step used to offer products to potential customers, this is evident from the graphics created by Direct Marketing. On the graphic is written that email has the potential of 124% higher in comparison with other online marketing media, see this business should have no doubt about the power that is given by Email Marketing to marketing products or services to be on offer. Here's a Graph about the level of promotion through some online media, including email marketing. (Figure 1)

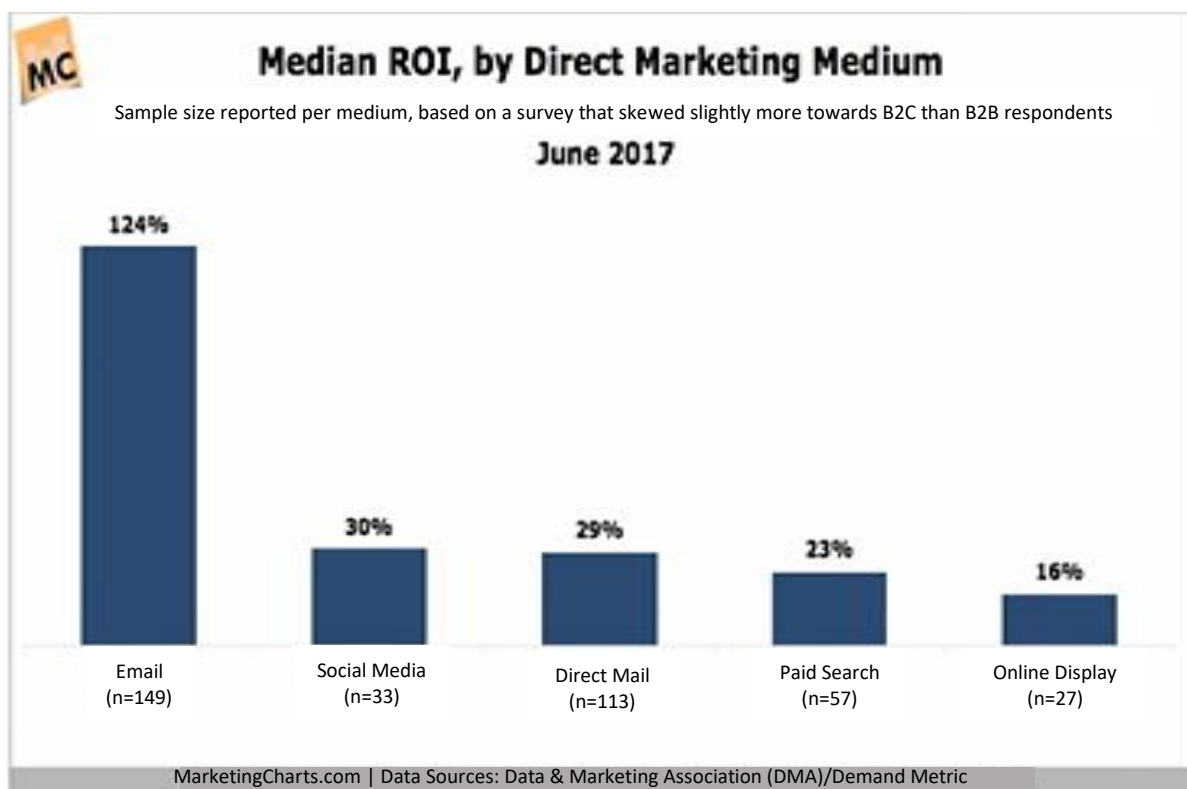


Figure 1. The graph on the level of promotion that some online media have.

The graph is one proof of the benefits of email marketing in getting the attention of consumers so that consumers feel like to buy products or services offered by the business. And on the graph below that obtained from emailmarketing.go.id, it is clear that marketing by using banners is very ineffective and inefficient, because it requires a lot of costs, but cannot attract the attention of consumers (Figure 2).



Figure 2. Graphs on the profits earned from some marketing media.

Businesspeople also still have to add human resources as customer service to explain to the consumers in detail about the clarity of products or services offered through the banner, because it is not possible to include in detail about the products or services through the banner.

However, if a businessperson conducts promotion using email marketing, then the businessman can make potential customers who initially did not know the products or services offered to know, using headlines that attract potential customers or customers will be interested in opening the contents of the email, then provide content that can make consumers read to finish, by using the pattern Unaware -> Problem -> Solution-> Product-> Full Aware.

Problems that occur are people who are aware of the problem but do not know that the product or service that we have is a solution for potential customers or customers (Unaware), then we must explain to prospective customers or customers of the problem being faced it is a serious problem and should be resolved soon. After the problem is submitted, then we provide solutions to the problems being faced by potential customers or customers, in the solution, we can insert products or services that can help potential customers or buyers (Product), the latter after the prospective customers or customers know the product that we sell, the chances of our sales will increase, it can even happen that the name repeat orders or consumers who buy our products continuously. So consumers who initially did not know the products or services on offer to really know and feel interested to try to even subscribe to buy products or services on offer. Then, offline marketing will take place, but no longer a businessman doing online marketing, but the customers of the businessman. Offline marketing is done by the customer will be more effective and will be more in trust by other prospective customers.

So in fact, if online marketing is done right, indirectly offline marketing will also happen, but not by businessmen but directly by customers who then market our products or services to their relatives. If in comparison with the offline marketing, of course, it cannot be done. Offline marketing requires relatively high cost, but not necessarily to attract the attention of potential customers, besides offline marketing also limits the businessmen to describe the products or services on offer, so the businessmen must explain the product or service offered at one time to the prospective customers who ask, other than offline marketing also has the limitation in terms of geography, if businessmen want to spread promotional course, of course, requires additional cost again to print more brochures that will be distributed to the exact place in want, plus must be paid human resources to distribute the flyers. Promoting offline, of course, does not have a facility that can directly see whether the marketing provided to consumers in reading or even have made orders or not. That is why now, offline marketing is no longer effective and efficient. So doing promotion of products or services online is highly

recommended in the modern era where the development of information technology will continue to grow in order to target consumers become the right target, and make business income into multiples, because after using online marketing, your customers will come from all over Indonesia even from all parts of the world. So do not be surprised if your business income will experience a significant increase, without spending big capital.

4. Conclusions

From the above problems, the authors conclude that with the email marketing we can more easily offer products or services that we have made to prospective customers or customers. Which means by using email will be more effective and efficient when doing promotion, so with the email as a media campaign the cost will be spent will be less, but with a small fee will generate greater revenue, because the promise that we use more targeted. In addition, by doing online promotion using email marketing media, then indirectly offline promotion will also take place. This promotion will be done by loyal customers who will promote the products or services we offer to their relatives, and of course, this offline promotion will be more effective and efficient compared to its direct businessmen who do this way.

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