Study on Combining of E-commerce and E-marketing

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*Abstract*一**In this paper, we defined a new concept "e-commerce e-marketing", and focused on six aspects to analyze and study the problems related, such as definition, content, relationship, functions, characteristics, significance and its developing model. First, we analyzed the basic content of e-commerce and e-marketing. Second, we discussed the common features and relationship between e-commerce and e-marketing. Third, we gave out the definition of e-commerce e-marketing, and analyzed the relationship between e-commerce e-marketing and e-commerce, e-marketing. Forth, we analyzed and gave out the general process of e-commerce e-marketing. Fifth, we analyzed the characteristics of e-commerce e-marketing, and pointed out the functions and significances of it. Sixth, we gave out the developing model of e-commerce e-marketing, and simply analyzed the model and its functions.**

*Index terms*一**E-commerce, E-marketing, E-commerce E-marketing**

I. INTRODUCTION

In the 1970s, electronic data interchange (EDI) and electronic funds transfer (EFT) was as to e-commerce system prototype between businesses had emerged. Along of computer was extensively applied, network was popular and maturity, credit card was applied, e-commerce was supported and promoted by government, the e-commerce has entered a period of developing rapidly. At the same time, e-marketing was as to a developing product of network technology, it had become a major marketing tool in information economic era, and it had been being widely used in every field. In this paper, we will analyze the basic content of e-commerce and e-marketing, and analyze the common features and internal relationships of them, define the concept "e-commerce e-marketing", study its general model and developing model and so on.

II. CONTENT OF E-COMMERCE AND E-MARKETING

A. Content of E-commerce

What's the e-commerce? Up to now, there is no united or standard definition. Now, we give some definitions of e-commerce from opinions of researchers, the world authority organizations and institutions, enterprises and individuals etc. At last, we will give our own definition of e-commerce [1][2].

(1) The definitions of e-commerce are given by world famous experts and scholars. It is written in e-commerce (electronic commerce) or e-business (electronic business).

The professor Ravi Kalakota comes from university of Georgia and the professor Andrew B. Whinston comes from the university of Texas at Austin consider that[3][4][5], the e-commerce generally means the sale and purchase transactions especially executed on digital media. But, the e-business not only includes e-commerce but also includes the applications to make as the enterprise engine, and the e-business not only carries out online transactions but also redefines the original business model by information technology assisting in order to achieve the maximization of customer value. Therefore, e-business is the whole strategy, and e-commerce is an important component of e-business.

Dr. Brad Alan Kleindl, comes from Southern Missouri State University of America, said that [6], in his book "Strategic Electronic Marketing: Managing E-business", e-commerce (e-business) is a system to operate professional works, to enhance the relationship between enterprises and customers by using of many kinds of information technology. He also pointed out that: The narrow sense e-commerce refers only to on-line transactions, but this cannot completely express the reforming of business system. The broad sense e-commerce (e-business) is also involved in the reforming of business strategy and management issues to make success.

Louis Gerstner, the former IBM CEO, considered: e-business includes the time cycle, speed, globalization, increasing productivity, attracting new customers as well as sharing the knowledge in organizations, the aim of implementing e-commerce is to improve the enterprise's competing ability.

However, some of others thought that e-commerce includes all the electronic transactions which support business market, and includes the architecture of enterprise information system [7]. While, others thought that e-business includes all the internal, external electronic activities and e-commerce [8].

Professor Lawton considered that [9], the word "e-business" represents the internal digital enterprise transactions and processes, and includes the internal enterprise information system too. But the e-commerce represents the digital business transactions which are executed between businesses, between individuals,

between business and individual. According to Professor Lawton's view, generally, we think that e-commerce is equal to e-business.

(2) The definitions of e-commerce are given by the world authority organizations and institutions. Up to now, there are many definitions given by the world authority organizations and institutions, such as International Standard Organization (ISO), the Global Information Infrastructure Commission, the United Nations Commission on International Trade Law, the United Nations International Organization on Economic Cooperation and Development, the European Commission (1997), the World Conference on E-Commerce (1997), IBM, HP company etc[1][2]. Most of them agreed that the definition of e-commerce can be divided into broad definition and narrow definition. The narrow definition is also known as electronic transaction, it majority includes the trading activities through the computer network, such as online advertising, online negotiation, ordering, collection, payment, customer service, cargo submitted and other activities. The broad definition includes all the commercial activities by using of networks and all the electronic transactions. So, it also includes internal business activities, such as market researching and analyzing, product, management, marketing, finance, customer relationship, as well as the business activities between businesses.

(3) The definitions of e-commerce are given by enterprises and individuals. From the enterprise's point of view, e-commerce is economic activities based on computer system, network communication. It is on the carriers of internet, intranet and extranet to effectively realize and accomplish every management activities (including marketing, product, manufacture, product services, etc.) in the internal, and to resolve the business trade and cooperation relationship between enterprises, to develop and strengthen the relationship between individual consumers and businesses, and in order to reduce the costs of production, supplying and selling, to increase the profits and open up new markets.

From the personal point of view, e-commerce is gradually penetrating into the living space of each person, including the people's life, work, study, consumer and other fields, such as online shopping, telemedicine, distance learning, internet stocks etc..

(4) The definition of e-commerce is given by our comprehension. We think that the definition of e-commerce should emphasize three points [1]. The first is that e-commerce has business background because it is a business model. The second is that e-commerce has internet characters because it is based on network background, especially internet to realize business activities. The third is that the e-commerce has electronic (numerical) characters because that the information in e-commerce is transmitted by electronic form.

So, we think that the e-commerce means electronic business activities by using modern communication technology, especially internet. It is not only an electronic transaction based on browser/server(B/S) application but also a promotion business model setting

on modern information technology and information system, and so as to be an electronic business activity. In a word, e-commerce means the whole business activities process by using electronic tools, especially internet, to realize commodity exchanging in very high efficiency and very low cost.

B. Content of E-marketing

What's the e-marketing? Now, there is no united or standard definition. According to the present definitions, we find out that [2], e-marketing is not only including the professional works that the marketing department deals with in marketing operating, but also it needs the cooperation by the relating business department such as procurement departments, producing departments, financial departments, human resource departments, quality supervision management departments, product developing and designing departments etc., and according to the marketing demand to redesign and recreate the enterprise business standard by using computer network, so as to adapt to the demand of digital management and business in the network knowledge economy era.

So, e-marketing is the strategy that the agency or organization uses the modern communication technical methods to exchange the potential market into reality market. It is an important part of the whole marketing strategy, and it is a kind of marketing tactics to realize the marketing goals based on internet [10]. The e-marketing is that we can use internet making continuously services in the every step of products pre-selling, products selling and products after-selling. It runs in the whole process of business operating and includes searching for new customers, services for old customers. It is the process which is based on modern marketing theory and uses of internet technology and its functions to meet customer's demands, in order to realize the goals of developing new marketing and increasing operating profit [10].

III. COMMON CHARACTERISTICS AND INTRINSICALLY RELATIONSHIP BETWEEN E-COMMERCE AND E-MARKETING

Although, there are many clearly distinctions between e-commerce and e-marketing in concept content, purpose, work theory, aim, implementation environment, message type, degree of integrating (such as SCM, CRM, ERP) etc. But, they are a pair of closely relating concepts and have many similar characteristics. Following, we will focus on analyzing the common characteristics and the inherent relationship between them [11-14].

A. Analyze the Common Characteristics of E-commerce and E-marketing

(1) They have same basic theories. According to the present research results, e-commerce and e-marketing are all built on the basis of multi-disciplinary, and they have distinctive multi-disciplinary characteristics, these disciplines include computer science, management science, information system, economics, marketing,

financial accounting, as well as sociology. In addition, there are many other disciplines relating e-commerce and e-marketing, such as linguistics (involving the translation of international trade), robotics, operation research / management science, statistics, public policy and so on.

(2) They have same basic technologies. E-commerce and e-marketing are using of modern communication technology, computer network technology, especially the internet, to carry out business activities. Therefore, both of them are integrated business, and require a lot of technologies to support. These technologies include: internet technology, Web technology, wireless network technology, database technology, electronic payment technology, security technology. On the current terms, internet technology is the basic foundation of carrying out e-commerce and e-marketing. E-commerce relies on the internet business environment to complete the core business, such as online product demonstrating, negotiating, signing, trade, payment, customer service and management. But e-marketing relies on the internet marketing environment to implement various marketing means and marketing information transporting, such as site promoting, search engine marketing, e-mail list marketing, viral marketing and other e-marketing methods, these can not be separated from the implementing of the network, especially internet.

(3) They have very similar content of business activities. E-commerce and e-marketing have the same functions to promote, such as the displaying of e-commerce product, web site promoting, product marketing information transporting etc. Therefore, they all have the same activities that are market-oriented and market-centered.

(4) They have same invisible characteristics. Data expressing and transmitting are all electronically.

(5) They have same across temporal and spatial characteristics. Scale of operating is not restricted by time and geography.

(6) They can achieve low-cost. Both of them all have a "no inventory" feature, and very low cost to advertise and operate.

(7) They can change the enterprise's operating model. Whether online business based on modern information technology or marketing strategy has much tremendous impacting on the business model and product promoting means of traditional business model. These will promote the enterprises to reform the model of business and management.

(8) They can well reflect the thinking of SCM, CRM, ERP and other modern management sciences. All of them can enhance the integration of multi-services such as product, supply, marketing, close customer relationship, understand and predict customer's demands, promote the management innovating.

B.   Analyze theIntrinsically Relationship of E-commerce and E-marketing

E-marketing is the integral part of e-commerce, and e-commerce includes e-marketing. E-marketing will be

the entry point of small and medium enterprises to carry out the e-commerce when the overall environment of e-commerce is not yet very mature. Therefore, the e-marketing is as a method of the enterprise management to realize commodity exchange, obviously, it is the very important and basic internet business activities of enterprise's e-commerce activities. We can say that e-marketing is an important mean of implementing e-commerce, and the e-commerce is the advanced stage of e-marketing developing, so carrying out e-commerce can not separate from the e-marketing, but the e-marketing does not equal to the e-commerce.

Figure 1 gives out relationshipbetween e-commerce and e-marketing [11]. From figure 1, we can obtain:
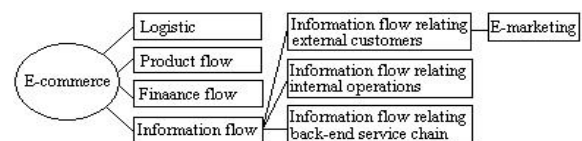

Figure 1.   Relationship between e-commerce and e-marketing

(1) In terms of connotation [11][14], we think that e-commerce covers e-marketing, and e-marketing has enriched and developed the content of e-commerce. E-commerce is as to the modern business model based on information and network technology, it not only includes logistics and distribution, transfer of goods, capital payment and settlement, business information collection and analysis, mining in market activities, but also includes product promoting, business negotiations, as well as after-sale tracking services, customer feedback and so on, and carrying out the modern e-commerce model will affect the production process, management system and management innovation, encourage enterprises to change the model of economic growth. Therefore, e-commerce covers e-marketing, and e-marketing is the important and indispensable component while the modern e-commerce is developing. But the e-marketing is as to a new marketing mean while the information network technology and e-commerce is developing, it has enriched model of product promoting and developing in e-commerce, and it can realize the promoting model used in traditional e-commerce by embedding modern e-marketing means such as Web site promoting, banner advertising, floating banners and so on, but also realize a variety of marketing methods such as search engine marketing, viral marketing, SMS marketing etc.. This will promote the product to have more diversified model, efficient to promote the amount of e-commerce transactions to have a substantial increasing, promote the development of e-commerce. Therefore, the e-marketing has become an important component of modern e-commerce.

(2) In terms of outreach [11][14], e-commerce includes e-marketing, and e-marketing expands the extension of e-commerce. E-commerce is a business model in information network era, it includes each link of business activities, and it includes the modern e-marketing mean too. While the network and

information technology is developing, the enterprises face of fierce competition, in order to develop new market, expand the scope of e-commerce applications, publish and promote products, and expand outreach, increase the audience etc. The e-marketing, is as the mean to publish and promote products relating external customers, plays an important role. Because the flexible e-marketing methods have greatly enhanced publishing and promoting products, and expand the audience of e-commerce, especially using modern wireless e-marketing tools, broken away restricting of traditional online publishing, realized promoting products at any time and across time-space.

IV. COMBINING OF E-COMMERCE AND E-MARKETING: E-COMMERCE E-MARKETING

A. Concept of E-commerce E-marketing

Based on concepts of e-commerce and e-marketing, we consider that e-commerce e-marketing refers to new comprehensive marketing model which is based on e-commerce and uses every kind of e-marketing methods and means to achieve online business activities [1]. So, the content of e-commerce e-marketing should include three aspects: First, e-commerce insists on e-marketing. Second, e-marketing is the core business activities of e-commerce. Third, the combining of e-commerce and e-marketing will give e-commerce new contents, expand e-commerce extension, accelerate the using of e-marketing methods, create integrated and comprehensive modern new marketing model which is e-commerce e-marketing.

B. Relationship Between E-commerce E-marketing, E-commerce, E-marketing

E-commerce e-marketing is different from a single e-commerce or e-marketing, but it is an integrated e-marketing method by integrating online business management and transactions activities. It not only has the functions of general e-marketing, but also should have the full functions of e-commerce. It is the advanced form of e-commerce, it has more abundant content than e-commerce, but it belongs to e-commerce in extension. And, it is different from e-commerce and other e-marketing [1]. It shows in Figure 2.

C. Implementing Process of E-commerce E-marketing

E-commerce e-marketing is the e-marketing in the environment of e-commerce, its smoothly developing requires supporting by e-commerce platforms, and requires supporting by external basic environment such as banks, trading centers, laws and regulations, policies relating to e-commerce, a certain number of internet companies and users, the necessary internet resources etc, and requires supporting by internal basic conditions such as concepts and strategies of operating and managing, information technology etc.

In theory, no matter what kinds of e-marketing to take, as long as they links to the internet, the enterprise has the basic conditions to develop e-marketing, and it can make initial marketing activities such as publishing some supply and demand information on internet, and exchanges with customers by e-mail, etc. However, an enterprise wants to carry out e-commerce e-marketing, in addition to build e-commerce platform firstly, but also needs to make a series of analyzing and comparing, and needs to make e-marketing programs according to the enterprise demands and internal conditions.

Figure 2.   Relationship between e-commerce c-marketing and e-commerce, e-marketing

The general workflow of e-commerce e-marketing can be divided into three main stages [15][16], it shows in Figure 3.

(1) Stage of market analyzed and researched. There are four aspects to analyze and research during implementing e-commerce e-marketing:

First is product characteristic. Whether the enterprise carries out e-commerce e-marketing depends largely on the industry characteristic and product characteristic.

Second is competing environment. Analyze and understand the industry competitive situation is useful making e-marketing strategy for enterprise.

Third is financial condition. The enterprises need long-term sustainability investment to develop e-commerce e-marketing, the policy makers should make suitable e-marketing strategy for the enterprise according to the financial situation.

Forth is human resources. Whether the enterprise has many talent persons will directly impact the effectiveness of e-commerce e-marketing.

three stages	Market analysis and research	Constructing e-commerce platform	Implementing e-commerce e-marketing
content (work steps)	content of analysis and research: 1.product characteristics 2.competing environment 3.fanancial condition 4.Human resources	four plans to constructing e-commerce platform: 1. e-commerce platformowned by the enterprise 2.third-party E-commerce platform 3.collaborative e-commerce platform 4.international E-commerce platform	steps to implement e-commerce e-marketing: 1.information colecting 2.information publishing 3.Web promoting 4.online negotiating and signing of contract 5.online transacting and paying 6.Commodities Transporting and after-sales service

Figure 3.   General workflow of e-commerce e-marketing

(2) Stage of e-commerce platforms constructed. Enterprises have had basic conditions to implement e-commerce e-marketing, and building e-commerce platform is another important basic condition to implement e-commerce e-marketing. There are four programs on building e-commerce platforms to be adopted by enterprises [17-20].

Program 1. The e-commerce platform belongs to the enterprise. This program suits to the enterprise having developed in information network, and the enterprise has better information infrastructure, larger product range, and much more customers. It shows in figure 4.
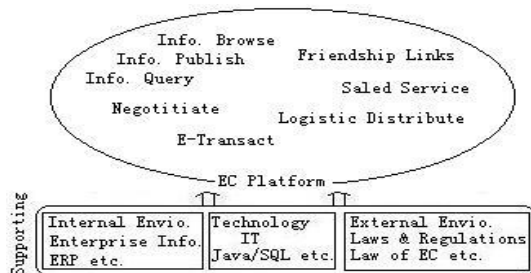
Figure 4.   Framework of e-commerce platform belongs to the enterprise

Program 2. The e-commerce platform is based on third-party. This program suits to the small and medium size. It shows in figure 5.
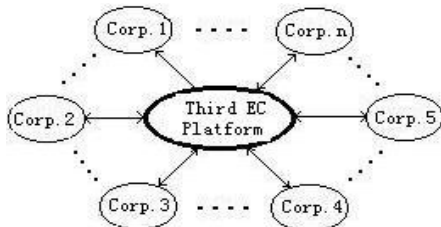

Figure 5.   Framework of e-commerce platform based on third-party

Program 3. Collaborative e-commerce platform. This program suits to the businesses union in which the enterprises have closely linked each other to intensifying. They can build e-commerce platform using the method of integrated e-commerce platform. The framework of this program is shown in Figure 6.
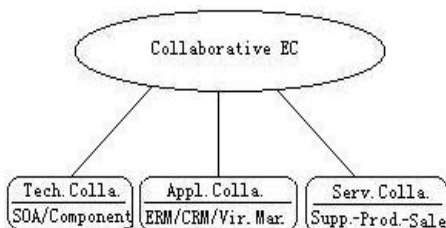

Figure 6.   Framework of collaborative e-commerce platform

Program 4. International e-commerce platform. This program is suitable for the enterprises or enterprises Union that try to open up the international market in the

international market competition, have the ability participate the competition of international market, have the quality certification of their products. The framework of this program is shown in Figure 7.
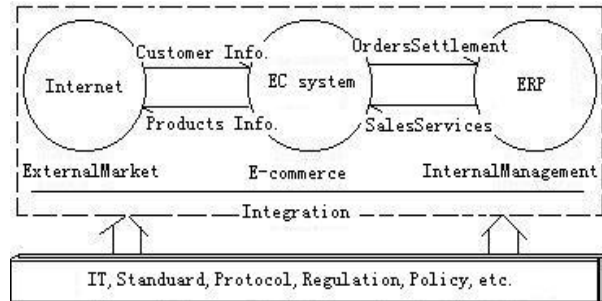

Figure 7.   Framework of international e-commerce platform

(3) Stage of implementing e-commerce e-marketing. After having researched and built e-commerce platform, the next, the enterprise can use e-commerce sites to carry out e-commerce e-marketing. There are six steps for the enterprise to implement e-commerce e-marketing.

Step 1: collecting information. The information includes product, competition, financial condition, and human resource etc.

Step 2: publishing information. It includes product information, business information etc.

Step 3: promoting the Web site. This is the key of enterprise to implement e-commerce e-marketing.

Step 4: online negotiation and signing the contracts.

Step 5: online transactions and payment.

Step 6: commodity transporting and after-sale service. It includes customer relationship management.

D.   Functions of E-commerce E-marketing

E-commerce e-marketing is not simply e-commerce or e-marketing. It should be an integrated e-marketing method which combines network business activities with network transacting activities. So, it is not only having the general functions of e-marketing but also having the management functions of e-commerce.

First, e-commerce e-marketing should have the basic functions of e-commerce, such as advertising, consulting negotiating, online ordering, online payment, electronic account, service delivery, consultation and transaction management etc.

Second, e-commerce e-marketing should have the basic functions of e-marketing, such as information dissemination, information searching, online business surveying, sales channel developing, brand value expanding and extending, special services, consultation discussing, online ordering, online payment, electronic account, service delivery, consultation, transaction management, customer relationship management, goods delivery, after-sales service, value added of economic effective etc.

It is needed notice that the function of e-commerce e-marketing is not the functions of e-commerce (trade-oriented) and the functions of e-marketing (marketing-oriented) collected simply, but it is the

organic integration of them to achieve the integrating marketing method based on internet and the transaction means. It is the reason that e-commerce e-marketing is the advanced form of coordination developing of e-commerce and e-marketing. It is not only a new e-commerce model but also a new e-marketing model created by combining e-commerce and e-marketing. Therefore, e-commerce e-marketing is not simply including the basic content of e-commerce and e-marketing, it is the connotation and extension of them. Its content exceeds every one of them.

E.   Characteristics of E-commerce E-marketing

According to analyzing and studying on e-commerce e-marketing, we think that e-commerce e-marketing there are many characteristics [1][10][15-16], such as:

(1) The time and space will no longer be limited in the process of e-commerce e-marketing.

(2) Consumer will lead the market. The customer relationship is more important.

(3) The information transform will be more quickly. The velocity of "four flow"(good flow, product flow, finance flow, information flow,) will increase. The ability to adapt changing of market requirement of enterprise will strengthen.

(4) The distribution channel will become more flat and less depth. The direct marketing will becomes the major marketing method.

(5) The price competition will become fiercer, the standardization of product prices will be more convergence, the difference between the price will be more narrow, self-pricing and menu pricing will be possible.

(6) The brand strength in product standardization will be more prominent. The customers will tend to choose branded products to realize customizing. It will be possible that a commodity, bought by customer, includes two or more brands.

(7) The way of manufacturers will have fundamentally changed. The producers will have more agile response to market. The product innovation will be more rapid. The large-scale of standardized products and the flexible of personalized products will become the two main developing directions of manufacturers.

(8) The online advertising competition will become fiercer, and the online advertising will become a more important way of advertising.

(9) The promotion will diversify, such as free samples and trial, in-kind goods with information, these ways will be welcome.

(10) The Way to promote by e-mail will become more professional. The functions of the e-commerce e-mail system will be strengthened.

(11) The harmful degree and confidentiality of business risks due to internet security risks, business security and privacy information divulged will increase.

(12) The brokers will gradually disappear and will be logistics providers and network promoting operators. The traditional flowing groups will no longer exist. The retailers will gradually become the battling nodes and

goal. The direct marketing and chain operations will develop more quickly.

(13) The nature of marketing persons has changed. There is no one belonged to any company's regional selling or marketing group of people because most of them act as the role of after-sales service and good at share business resources.

(14) The interactivity between virtual network and real network will be more and will be complementary to each other. The real network faces to regions and inclined to direct sales. While, the region of virtual network is wider than real network, and the real network inclines to personalized marketing.

(15) The knowledge and creative talents will become the new darling, and the complex network talents will be welcomed. The age and gender of marketing persons will no longer be an obstacle.

(16) The intranet will be the main channel of training and exchanging. The internal training and information exchange will be more dependent on internal network.

(17) The multi-media information dissemination will be more intensive. TV, newspapers, magazines, network and mobile messages and other media means will be further integrated.

(18) The network business model will be breakdown and professional.

(19) Sub-business credit system will be more healthy, and its role will become even more significant and become an important link of e-marketing.

(20) The network ethical will gradually be paid attention, and the appropriate supervision will be continuously strengthened.

F.   Significance of Implementing E-commerce E-marketing

(1) It updates the traditional marketing theory [1].

Since 1950's, there are several main theories of e-marketing: First is 4P (Product, Price, Promotion, Place) marketing strategy was given by Jerome McCarthy, it had a profound impact marketing theory and practice, and it was called as a classic marketing theory by marketing managers. Second is 4C(Consumer's needs, Cost, Communication, Convenience) marketing theory was given by Professor Schultz, it developed the 4P marketing theory and methods. Third is 4R (Relevance, Reaction, Relationship, Reward) marketing theory was given by Schultz.

At the same time, the e-commerce was developing quickly, and the e-commerce e-marketing was as to be a new marketing method on internet became an important mean of the enterprise to take part in the market competition because that it had especial advantages, and it will affect the future survival and long-term development of the enterprise.

Now, there are some scholars summary and put forward the 4S (Scope, Site, Synergy, System) new marketing theory in practices. Furthermore, they demonstrate that the e-commerce is a new platform and integration modern e-marketing model. This enriches and develops the traditional marketing theory.

(2) It decreases the enterprise's business cost [1].

E-commerce e-marketing has completely changed the transaction process and greatly reduced marketing costs. This is because that the procurement of raw materials is more opening by online tender,, and this is helpful to save cost of variety activities, to reduce the intermediaries, to achieve zero inventory, to effectively prevent the enterprise's procurement cost increased, and at the same time to curb the rebating phenomenon, and at last to reduce production cost. On another hand, it is useful to optimize the resources allocated by network interacting, and to improve the efficiency of the enterprise's logistic and management, or to access to business information in real-time, to orders for the enterprise's comprehensive innovation system, and to make personalized design focus on the commodity classification.

(3) It promotes new economy developing [1].

E-commerce e-marketing is going to be the most potential developing direction in future internet economy. E-commerce is now changing the environment, the traditional marketing opinion and simply e-marketing opinion, and affecting every aspect of marketing.

From the marketing concept, e-commerce e-marketing is more emphasizing on strategy, cooperation, knowledge and customers.

From the marketing strategy, the market is now changing from "product technology center" to "customer center". The service is being competition focus. The composition, driven, method of price defined of product price are taking place. The channel structure is changing from a pyramid-style to flat. The online advertising and internet public relation is setting up. The developing trend is evolving from 4P to 4C. The marketing theory 4V (Variation, Versatility, Value, Vibration) and 4R (Relance, Response, Relationship, Reward) marketing theories have emerged. The marketing win-win model of

Integrating and customer interaction of the two sides will become a mainstream trend.

From the developing trend of marketing organization, the learning-oriented marketing organizations, internet marketing organizations and virtual marketing organization appear.

From trend of marketing management, the marketing management is changing from hard style into soft management, is changing from ignoring the coordination both within and outside of enterprise into customer relationship management system which links inside, and is changing from ignoring the integration of marketing theory into vigorously implement.

From marketing field, the globalization and the international trend is obvious, the trend of non-profit organization attached great important to marketing is clearly.

And, all these relate to the e-commerce developing quickly and the new concept of e-marketing is based on e-commerce closely. So, e-commerce e-marketing will promote the special era coming quickly by promoting "new economy", "knowledge-based economy", "network economy", "information economy" and "virtual economy".

V. DEVELOPING OF E-COMMERCE E-MARKETING

While the management philosophy is continuously improving, the method of modern management science is innovating, the information network technology (especially wireless network technology) is developing and is being applied, e-commerce e-marketing will be developed toward the integrating direction, and it must gradually form an integration that the wire network and wireless network co-exists, internal management and external commodity trading and marketing activities coordinates, e-commerce and e-marketing gradually integrates. This shows in Figure 8 [1].
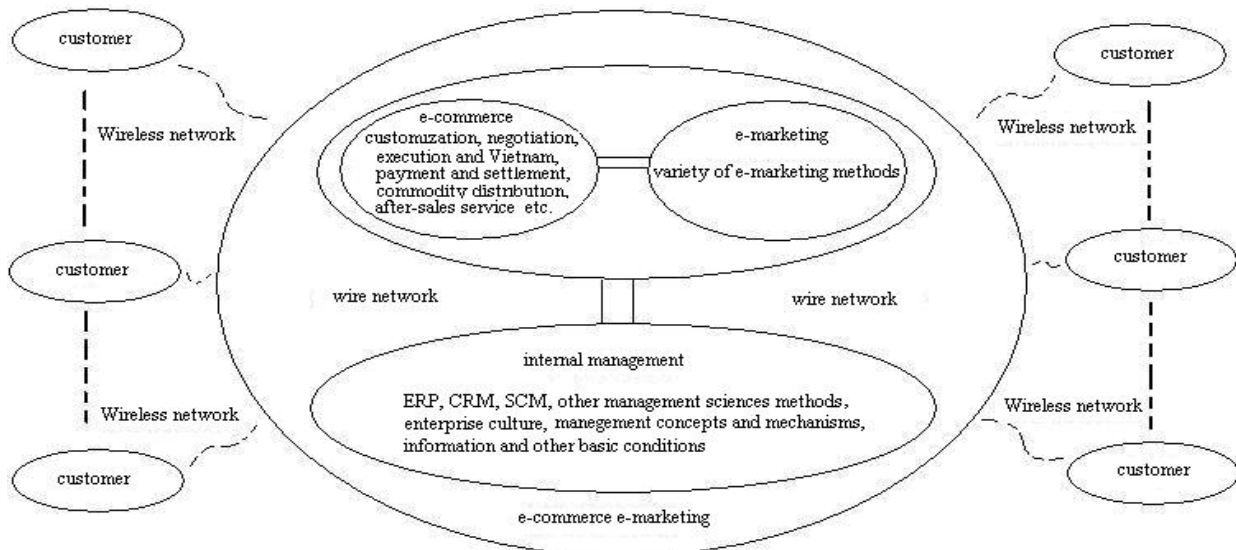

Figure 8.   Developing model of e-commerce e-marketing

(1) Integration of every component. The model is an organic integration of various parts, e-commerce, e-marketing, internal management and external customers is linked by wireless or wired network, to coordinate with each other and interrelated.

(2) Network. It is mainly linked by wired network between internal departments (module), but it is linked by wireless network between external customers, to realize trade activities, marketing activities, personalized services and negotiations.

(3) Functions of each part. E-commerce module should have functions that meet customization needs of customers, business negotiating, online signing, online payment and settlement, commodities distributing and logistics services, after-sale service etc. E-marketing module should have functions such as search engine marketing, online advertising and other "wired" e-marketing, as well as short message marketing and other "wireless" e-marketing methods. A variety of online marketing methods are more flexible and integrated application. Internal management module should comprehensive use ERP, SCM, CRM and other advanced modern management science methods to make the internal enterprise management, and at the same time, it integrated with the corporate culture, management philosophy, management system, information technology infrastructure and other aspects.

VI. CONCLUSIONS

In this paper, we firstly defined a new concept "e-commerce e-marketing", and analyzed and studied some problems related it, such as definition, content, relationship, functions, characteristics, significance and its developing model.

We think that e-commerce has closest internal relationship with e-marketing, to combine both of them, to make e-marketing based on e-commerce, is conducive to play the functions and the whole advantages of each of them. This is not only useful to accelerate e-commerce developing, to promote e-commerce application model innovating, but also is useful to promote e-marketing methods improving, and ultimately to promote the new economy era coming quickly.

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