

Essential E-marketing strategy

BK004



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Introduction:

It is properly known as Jetstar with headquarters in Melbourne. It is properly known for its low cost services. Around 8.5 % of total passenger's commuting by air travel by this airline. It was started back in 2003 by Qantas as one of the one of cost subsidiaries of the same.

E-marketing strategy:

Initially the marketing used to happen through traditional ways such as ad campaigns, newspapers, banners etc by the airlines. But back in 2005, the company formed a marketing team to shift the marketing strategy from traditional to digital mediums. Albu, M. & Griffith, A. (2006).

E marketing is a way to use internet based and social media networks to promote either a company or a particular idea of the same. The main idea behind making a shift is that these days on average each individual spend 2 hours a day on various social media sites, hence this could be the best way to reach out vast audience at same time and low budget.

Principle, nature and scope of e-marketing strategy:

Principle:

The fundamental principle of e-marketing strategy is to reach as much audience as possible in short duration of time with low budget. The overall objective of the same is to turn leads to customers and hence, increase the profit margins of the company.

Scope:

The scope of the e-marketing is really very vast; the company has heavily spent a lot of time and energy in building its online image. Jetstar has its own official website and various other links which re-directs to the website. Apart from this, the company also has its presence on various other social media channels such as face book, twitter etc. The main motive behind the same is to been the audience updated about latest offers and keep them engaged with the same.

Nature:

The nature of e-marketing strategy consists of following points:

1. With the help of e-marketing, the marketing team of Jetstar is able to reach out their potential customers using various digital marketing techniques.
2. E marketing helps to engage a wide large number of audiences at very same time using both creativity and technical aspect at very same time.
3. The ultimate objective of the e-marketing is to re-direct all the potential customers to the site. Hence, each of their marketing techniques has a link to the official site of the company.

Benefits of the e-marketing strategy:

1. A very large is catered at the very same time as the strategy is not confined to a particular area.
2. 24*7 communication and engagement is possible with the help of e-marketing.
3. E-marketing saves a lot of time and energy of the company. Al-Rodhan, N. (2009).

Jetstar E- marketing strategies:

Some of the e-marketing strategies that have caught a lot of attention of the media as well as the audience of the company include the following:

1. SEA campaign:

By launching a brand new campaign with the slogan “Because you can”. The campaign was mainly catered for the audience belonging to south-Asian countries by providing them low cost services.

The features that caught a lot of features were:

They made a shift from functional to emotional

They enhanced their services to meet the needs to middle class population

The content was customized for different regions

2. Online website:

The official website of the company had all the related details about the airlines, their timings and the costs etc. The site has used many keywords in order to appear at the top of the google ranking. The site was been designed in such a way that it captures the attention of the audience and hence the spent time on the website increases. Bikker, J. & van der Linde, D. (2016).

3. Booking outlets:

The booking outlets too have self booking facilities wherein they can login and book the tickets. The outlets too have been customized according to the area of operations. It has be seen of combination of both physical and online store which is the future of the world.

4. Facebook page:

Recently, this has become the most effective way of marketing. It connects the audience with the company and build a brand image of the company in front of the audience. Through the help of the same, Jet star has very well communicated what the company tries to achieve and also what are they aiming to provide to the audience in return.

Macro-environmental factors:

The macro analysis of the company has been done using PESTEL tool. PESTEL stands for political, economic, social, technological, environmental and legal factors existing outside the company and the one which has influence on the working of the company.

Political factors:

- Protection of intellectual rights
- Antitrust laws of the various companies
- Interference laws of the countries

Economic factors:

- The income levels of the citizens of the country
- The salary cost and structure of the competitors
- The productivity of labors and efficiency of employees

Social factors:

- The various social classes formed in the country where the airlines operate
- The interests of citizens in opting air travel as mode of transport

Technological factors:

- The extend of use of technology in the countries
- The penetration level of internet in the economy
- The acceptance rate of newer technology in the country

Environmental factors:

- The existing weather conditions of the country
- The regulations set up in the countries in order to prevent pollution level in the country

Legal factors:

- The data protection laws in the countries
- Laws related to consumer protection and e-commerce
- Laws to protect the interests of employees
- Anti-trust laws in the countries
- Laws in relation to copy right and patents

Micro-environmental factors:

The micros analysis would be done by using a marketing tool known as SWOT. The strengths, weakness, opportunities and threats are discussed in SWOT analysis. Strengths and weakness are

internal to the company while opportunities and threats are external to the company. Cohen, W. (2006).

Strengths:

- Increased reach of the company.
- Low cost way of marketing
- Customization possible as per customer needs
- Analysis of online data possible

Weakness:

- Confusion among various marketing campaigns
- Re-defining according to the change in market trends
- A very large market to handle at the same time
- False reviews on various social media channels may affect the brand image

Opportunities:

- More leads possible on online channels, hence more potential customers for the same
- Out of box and creative thinking possible and valued
- Use specific group of people in ad campaign

Threats:

- Possibility that ad is not interpreted well
- The analyzed data may not be understood well
- Very high competition in the market
- Prices and discounts can be openly compared on various platforms

Conclusion:

Jetstar is the well known names in the airlines strategy. It was able to built its brand image through extremely outstanding marketing strategies. The e marketing strategies of the company has helped the company to gain recognition both in national as well as international markets. It has also received several awards of its marketing strategies. Helpman, E. (2011).

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