

Impact of E- Marketing on Herbal Fmcg Product

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ABSTRACT

We all know about regular marketing and its importance, but in recent trends “E- Marketing” has emerged as important concept in India like in other parts of developed and developing countries. There has been a change in consumer buying behaviour towards E- shopping. E-marketing is an exciting topic in recent days especially the pandemic period as almost every country and society has started to be more aware of E-Marketing marketing and its benefits. The E-Marketing industry will be benefited, once digital marketing strategy is implemented in promoting and selling of products helping a lot of E-Shopping Apps. Nowadays consumers prefer purchase of Herbal products online but due to lack of awareness towards online shopping many elderly people use traditional methods of visiting shops and buying and bargaining the products. The present paper is to understand the practices of E -marketing in India to target the customer in large and to create awareness about digital marketing in buying Herbal products, and it is also to know how digital marketing is raising its trend and practicing to be sustainable.

KEYWORDS: Herbal Medicines, E-Marketing ,FMCG, Digital Marketing.

Herbal

Products made from botanicals, or plants, that are used to treat diseases or to maintain health are called herbal products, botanical products, or phytomedicines. A product made from plants and used solely for internal use is called an herbal supplement.:

Herbal materials:

Its Countless varieties exist, but some of the most popular include ginkgo, ginseng, ginger, turmeric, and chamomile.

Herbal medicine also called botanical medicine or phytomedicine, refers to using a plant's seeds, berries, roots, leaves, bark, or flowers for medicinal purposes. Herbalism has a long tradition of use outside conventional medicine.

Uses:

Currently, herbs are applied to the treatment of chronic and acute conditions and various ailments and problems such as cardiovascular disease, prostate problems, depression, inflammation, and to boost the immune system, to name but a few.

Why are herbal products in human being?

Herbs have been used since ancient times for their medicinal properties, mostly concentrated into teas and tinctures. More recently, their healthful value as a food ingredient has been realized. For one, herbs add a burst of flavour to food, allowing you to cut back on salt without sacrificing taste. And several herbs, including parsley, have significant amounts of the essential vitamins A, C and K.

Herbal product images:

Herbal Brands:

- Dabur India Ltd
- Himalaya Herbals
- Pathanjali

E-Marketing:

E-marketing means using digital technologies such as websites, mobile devices and social networking to help reach the customers, create awareness of brand and sell goods or services. The basics of marketing remain the same - creating a strategy to deliver the right messages to the right people.

E-Commerce:

Ecommerce is a method of buying and selling goods and services online. The definition of ecommerce business can also include tactics like affiliate marketing. E-commerce channels such as own website, an established selling website like Amazon, or social media to drive online sales.

Effective Digital Marketing Ideas for Herbal Products:

- Create useful guides
- Start a newsletter
- Run PPC ads
- Be active on social media
- Optimize for mobile.

Skin care forest Essentials, Kama Ayurveda, Biotique, Himalaya Herbals, Just Herbs, Khadi Naturals, SoulTree, Lotus Herbals, Aroma Magic, and Patanjali

Advantages of Herbal Digital Marketing**1. Global Reach**

A very small local business owner has the ability to reach an international audience with an online store. This would never be possible with traditional marketing or would cost a whole lot of money to do so. This online accessibility has opened many growth opportunities for businesses to explore. The combination of global reach and visibility is a great opportunity for any herbal companies.

2. Local Reach

A Global reach is a significant advantage of digital marketing, it also improves local visibility, which is especially important if your business relies on nearby customers. Local SEO and locally targeted ads can be beneficial for companies trying to bring more customers to their doors. Think of the reach you can get to a whole neighbourhood with digital marketing versus the reach it would take you to print out flyers and distribute them around.

3. Cost-effective

The next digital marketing advantage is cost-effectiveness. Whether want to promote the business locally or internationally, digital marketing provides with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies. Most of these strategies won't even cost anything at all to start with (such as SEO, social media, and content marketing). However, not every form of digital marketing is suitable for every business and some may

even have more costs than others. A business can find appropriate solutions based on its marketing goals.

4. Brand Awareness

Digital marketing can help businesses build brand awareness and recognition. This is important for businesses that want to attract new customers and grow their business effectively.

5. Multiple Strategies

There are different strategies of digital marketing that can be used by different types of businesses. A B2B business that is interested in gaining international leads may have a totally different strategy than a B2C local business selling clothes. While some companies can benefit more easily from content marketing and SEO, others can benefit from conversion-based ad campaigns. The key is to always analyze the results and develop better tactics and methods with time. A well-executed digital marketing strategy is one that changes and adapts quickly as the needs of the business transform.

6. Multiple Content Types

Another crucial advantage of digital marketing is the different content types available to showcase brands online. For a lot of platforms, there is a wide range of content types to choose from to keep the brand fresh and build effective online campaigns. Unlike traditional marketing, it is easy to reproduce one piece of content to fit as many platforms as we want.

Here are some of the most common types of content that choose from:

- Blogs
- Podcasts
- Emailers
- Ebooks
- Visual content
- Infographics
- Whitepapers
- Quizzes
- Social media posts
- Webinars

7. Increased Engagement

One of the most important advantages of digital marketing is increased engagement. Digital marketing is designed to be highly engaging by default. Users can share a blog post, like a photo, save a video, or engage with your website via a paid ad click. The best part is that all of these actions can be measured. This enables you to create even more engaging posts to increase brand awareness or boost sales. The more you engage online, the more loyal customers you can get. Businesses that use engaging formats effectively in their online strategies have an easier time converting cold traffic to loyal customers.

8. Analytics and Optimization

Another important advantage of digital marketing is web analytics which measures the result of digital marketing campaigns in real time. This helps to optimize future campaigns and fix any possible mistakes quickly. Analyzing digital marketing campaigns also enable to have the ability to pinpoint every source of traffic and take total control of sales funnels.

9. Increased ROI

Accrument plays a pivotal role in making a business successful. It is essential to extract maximum returns on the investment. Digital marketing lets access to drive sales force to optimize it. It enables hig-

her conversion rates with supreme potential clientele.

10. Promotes Engagement

Digital marketing lets the business engage with its customer in real-time to build a solid foundation. Two-way communication is key to a loyal customer base. Optimize this to generate high sales with elevated customer retention. The advantages of digital marketing over traditional marketing help booming the business.

11. Scope of A/B Testing

- Website Optimisation - Augment the website with elements such as calls-to-action, landing page, and navigation menus.
- Social Media - A/B testing is optimal for creating social media content like post copy, videos, and images. It can test different versions to determine which arrangement resonates most with your audience.
- Email Marketing - This phenomenon lets test several email campaigns. Use different subject lines, images, and email copy for increased click-through and open rates.
- Mobile App Optimisation - Reform mobile phone app with A/B testing for a user-friendly experience. Mobile app elements like app icons, in-app messaging and much more.

12. Huge Customer Base

The next benefit of online marketing is the expansion of the customer base. With Digital marketing, the business gets a global and local reach. Compared to traditional marketing, business reach is not limited. Even a small business can fetch international clients and witness a roar in its sales. Make use of strategies that will increase visibility online.

13. Improved Customer Experience

A loyal customer base is the backbone of any thriving business, and digital marketing let's not build an honest audience but also retain them using various techniques. Furthermore, it can connect with the audience's complaints or seek redressed services virtually. Many companies use chat bots to answer frequently asked questions. This makes the client feel heard and respected. Ultimately, higher retention impacts overall sale

E-Marketing Goals:

There are several types of digital marketing channels that can be used to achieve different marketing goals. Here are some common digital marketing channels and their potential uses:

1. **Search Engine Optimization (SEO):** SEO focuses on optimizing a website's content and structure to improve its visibility and ranking on search engine results pages. It helps drive organic traffic and improve brand visibility.
2. **Pay-Per-Click Advertising (PPC):** PPC involves placing ads on search engines or other platforms and paying when users click on the ads. It can be used to increase website traffic, generate leads, and drive conversions.
3. **Social Media Marketing:** Social media platforms like Facebook, Instagram, Twitter, and LinkedIn provide opportunities to engage with a target audience, build brand awareness, and drive traffic to a website or landing page.
4. **Content Marketing:** Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a specific audience. It can be in the form of blog posts,

articles, videos, infographics, or podcasts and helps build brand authority and nurture customer relationships.

5. **Email Marketing:** Email marketing involves sending targeted messages to a list of subscribers. It can be used to nurture leads, drive conversions, promote products or services, and build customer loyalty.
6. **Influencer Marketing:** Influencer marketing leverages the reach and influence of popular individuals or content creators to promote a brand or product. It can help increase brand awareness, reach new audiences, and drive engagement.
7. **Affiliate Marketing:** Affiliate marketing involves partnering with affiliates who promote products or services in exchange for a commission. It can help expand reach, drive sales, and increase brand exposure.
8. **Display Advertising:** Display advertising involves placing visual ads on websites, mobile apps, or social media platforms. It can be used to raise brand awareness, drive website traffic, and retarget users who have shown interest.
9. **Video Marketing:** Video marketing utilizes video content to engage and communicate with the target audience. It can be used to showcase products, provide tutorials, share customer testimonials, or create entertaining content to increase brand engagement.
10. **Mobile Marketing:** Mobile marketing focuses on targeting mobile device users through tactics like mobile ads, mobile apps, and SMS marketing. It can be effective for reaching on-the-go consumers and driving local foot traffic.

The selection of digital marketing channels depends on the specific marketing goals, target audience, budget, and industry. An effective digital marketing strategy often combines multiple channels to maximize reach and achieve different objectives.

Herbal E- Marketing Careers

An ever-increasing demand for skilled digital marketers, there are plenty of opportunities out there for professionals looking to get into the field. If one of them, first, need to understand that digital marketing is a wide field, and there are plenty of avenues to choose from if enter it. Coders, Data Science professionals, writers, graphic designers, and video editors can make a shift to digital marketing careers.

Digital marketers use a variety of digital marketing channels to connect with customers and promote sales and activities. The role of a digital marketer involves developing multi-channel communication tactics for the organization aimed at targeting consumers, both directly and indirectly.

A degree in web development, marketing management, designing, or copywriting is preferred among skills for digital marketers. If you specialize in skills like SEO and SEM that help businesses reap benefits, chances are you can easily bag a high-paying digital marketing job.

Any fresher entering a digital marketing career will generally start in junior roles like digital marketing assistant and then progress onto experienced roles within two to five years. Major roles in digital marketing are:

- Digital Marketing Manager
- SEO Manager
- SEM/PPC expert
- Social Media Manager

- Content Marketing Specialist / Manager

There are many other digital marketing career roles depending upon organizations and industries. Some of these are Analytics Manager, CRM Manager, Email Marketing Manager, E-Commerce Manager, and Digital Agency Account Director.

Objective:

- To understand the concept & fundamental nature of consumer behaviour towards online marketing.
- To analyse the reasons why digital marketing is important in today's business world.
- To evaluate the challenges in digital marketing.
- To examine the effects of digital marketing on Herbal products.

Methodology:

There is utilization of secondary data sources such as newspapers, books, magazines, journals, and digital media.

Suggestions:

Customers need to be made more aware of the advantages of purchasing goods online because they are not aware that Ayurvedic FMCG products are available in the internet market. Based on the findings, Ayurvedic enterprises should develop a strategy for Ayurvedic FMCG items through the digital market. Pay attention to customer interaction, such as how frequently customers connect with the messaging shown online on conventional FMCG products. Ayurvedic businesses must examine closely how consumers are now interacting with their brand and what is in great demand. Utilizing the circumstances and mandate, the COVID-19 lockout is the finest illustration of a situation when customers are unable to access stores; in this case, emphasize the advantages and deals of online purchasing. Make a user-friendly website that makes it simple to order things and ensures prompt delivery. In order to compete with global products and achieve a large consumer base, Ayurvedic FMCG companies still need to focus more on the internet market and its trends. Last but not least, it is the duty of huge corporations to spearhead a massive effort to advertise online sales of Ayurvedic products and their advantages in the present

Conclusion:

Digital marketing is the best option to the FMCG market products at a lesser cost. With the increased digitization in the after covid-19, digital marketing has become essential for all businesses to ensure their growth. Especially a herbal market plays a vital role because all the brands are not available for all the territory. so easily buying herbal products online. It mainly focused on price hence compared to online and offline, then buying the product. It gives lots of discounts and coupons to customers are happily purchase the product. It is an Ancient medicine that has no side effects.

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