Abstract

In this paper, the importance of E-marketing, its relation with E-commerce and its differences with classical marketing in power systems will be discussed. In addition, moving toward privatization, defining Marketing Budget, recognizing the target markets in power systems and the principles of electronic marketing including attracting the customers, developing interests, tendency toward buying the products are the other topics that will be discussed. Furthermore, in the following, the strategy of the web designing of the companies related to power systems based on the principles of electronic marketing including: building trust, helping customers, keeping the products and the websites up to date will be mentioned.

References

- Hamit F. , New VR industrial simulation: virtual prototyping gets real, Advanced Imaging, 10(11), 1995.
- Martin J. M., Virtual engineering on the right track, Mechanical Engineering, 118(11), 1996, p 64-68.
- Zamora M., Virtual rheology and hydraulics improve use of oil and synthetic-based muds, Oil and Gas Journal, 95(9), 1997, p 43-55.
- Chloë Thomas, "Easy to avoid mistakes when starting an e-commerce business"; 2012.
- D. Bishop, "Write for success"; 2008.
- "Helping Businesses Improve Results Through Technology-Based Marketing"; www.improved-results.com
- J. S. Rhodes, "Usability before Promotion is a Recipe for Success." 2006.
- Sh. M. B. Arrieta, "I have got my sit up but where are my hits?"; 2007.

Index Terms

Computer Science
Power Systems

Keywords

Electronic Marketing   Power Systems   Website design