

## Marketing Management in Power Systems

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### ABSTRACT

In this paper, the importance of E-marketing, its relation with Ecommerce and its variations with classical promoting in power systems are going to be mentioned. additionally, moving toward privatization, process promoting Budget, recognizing the target markets in power systems and also the principles of electronic promoting together with attracting the purchasers, developing interests, tendency toward shopping for the merchandise area unit the opposite topics which will be mentioned. moreover, within the following, the strategy of the online coming up with of the businesses associated with power systems supported the principles of electronic promoting including: building trust, serving to customers, keeping the merchandise and also the websites up to this point are going to be mentioned.

**Keywords:** Electronic promoting, Power Systems, web site style.

### INTRODUCTION

Nowadays, the topics of Electronic commerce and Electronic business became the sensible goal in info technology. What defines Electronic commerce is that the relation between business to business and business to shoppers. it's obvious that business relationships, notably in industries like power, aren't simply created. Introduction of the merchandise, effective advertizing, sturdy PR, recognizing the target market ar among the numerous factors that reveals the importance of promoting. This importance is going to be extremely recognized in time of exchange virtual world. it's clear that selling within the virtual world, as during this field the building of the corporate, the C.E.O, the company representative, sales department, advertizing management and also the manner of attracting customers trust is going to be in an exceedingly few web content.

At present, several analysis comes ar current to form virtual prototyping a regular tool for power systems [1-6]. For examples, Haug et al [2] had illustrated SOME integrated style surroundings for the virtual prototyping of vehicles whereas Zamora [5] had considerably improved the understanding and application of drilling. Xiang et al [7] had recently reviewed the analysis and development within the machine tools for power grid style.

In this paper, the importance of e-commerce selling in power systems are going to be mentioned. additionally, the

principles of marketing as well as attracting the purchasers, developing interests, leaning within the direction of business the need be mentioned. Besides, the net coming up with of the businesses associated with power systems supported the principles of electronic selling including: building trust, serving to customers, keeping the merchandise and also the websites up to this point are going to be expressed.

### THE IMPORTANCE OF ELECTRONIC MARKETING AND ITS DIFFERENCES WITH CLASSIC MARKETING

Electronic selling consists of a group of activities to fulfill the requirements and wishes of the soul through the net. This definition is virtually just like the definition of classic marketing; but, the Electronic selling happens within the web and that they ar totally different in their contents.

Marketing within the world of commerce isn't a replacement topic and has been there since the primary trades happened. In developed countries, this profession has been viewed as a crucial talent in commerce for ages. What has created this subject thus necessary within the international village is that the breaking of the data boundaries and also the hunt for customers round the world.

The firms and distribution firms of power systems wont to explore for customers in numerous cities and countries. typically concluded defrayment hours and days to steer their customers and within the finish they weren't positive that the shopper for whom tons of your time was spent for the merchandise to be introduced would or wouldn't get the merchandise. However, grasp the managers of the businesses sitting at their desks behind their computers will notice customers for his or her merchandise. selling within the virtual world has appreciable blessings over selling within the planet. Four of the most blessings ar as follow [8]:

1. Saving time
2. Saving on the expenses
3. vast target markets
4. peace of mind

Therefore, using web based marketing makes the managers of the power systems far from daily problems and they can easily decide and gain better results.

## THE RELATION BETWEEN ECOMMERCE AND ELECTRONIC MARKETING

In this paper, to clarify the relation between e-commerce and electronic promoting, associate example is employed as follows:

The anger of an electrical company asked an online designer to style an internet site to sell the product or services. The designer has designed the web site with all the required options like the company's number, email address, fax, and address and place it on an online hosting service. Until now, the corporate has entered the globe of Ecommerce, however ought they expect to receive several phone calls or to possess their email inbox jam-packed with product invoices or many purchasers waiting at the door. Surely, the solution are going to be negative.

From now, forward electronic promoting matters. It helps the facility corporations to discover the target markets and advertise their product in them and to understand their partners and rivals higher, to extend their sells and advantages, to boost their rank in search engines and profit of the net to boost their site's traffic. In fact, E-commerce ordered the muse of e-business. Those corporations UN agency have stronger electronic promoting ar additional surefire during this regard.

### ***A. Product and repair commercialism of power systems on the net***

Before getting into the internet-trading world, there should be a product to be offered to the purchasers. several of the facility corporations and spare elements makers 1st begin an online website and pay the membership so they begin brooding about the merchandise and also the advertising approach. this can be the purpose wherever they notice that rather than creating cash through the net, they need solely spent cash and time on that [8]. the merchandise kind and whether or not it is conferred over the net is that the subject that wants previous notification whereas beginning a website. it would be doable for the house owners of the smaller corporations to assume that their product cannot sell the maximum amount as those of larger corporations. Consequently, they become reluctant of making an internet site. it's to be unbroken in mind that within the virtual world, share of a merchandiser and a billiondollar company is simply an online website. Therefore, the winner is that the one UN agency will have a stronger promoting.

### ***B. Moving toward privatization is that the essential think about electronic promoting in power systems***

One of the integral principals of getting into the electronic promoting field is to encourage the non-public sector so as to enter the time of manufacturing and commercialism its product. it's understood that as long as facility is run in public in a very country, competitive opportunities for promoting are going to be restricted.

The following factors ar to be thought-about so as for the nonpublic sector to enter associated participate in an inclusive competitive market with the assistance of electronic marketing:

Lay the acceptable foundation so as to enter the electronic commerce, setting the relevant rules connected e-commerce by authorities, establishing unions coupled to that business in regional power suppliers, holding coaching course for the staff to find out e-business.

Creating active up-dated websites in regional power suppliers and generalizing them into the sub-contractors so as to carry web purchases to search out needed product and spare elements.

Foundation of a clear market to gift totally different product of assorted makers and distributors of apparatus and elements during this market.

• Crating particular incentives for those corporations that have higher product like giving license or victimization ranking system approved by ministry power of Iran with respect to performance back ground, prime quality, cheap worth, any programs, product innovation and etc, in a very approach that it permits customers to search out the corporate ranking and build the comparison between makers of various varieties of electrical, telecommunication and electronic devices by visiting the businesses websites. Finally, they're able to build the simplest alternative.

C. *Estimating budget for e-marketing in electrical system* "Economical consideration" may be a key issue to attain to success in electrical corporations. As a general principle in classic promoting, promoting budget is allotted once general budget is set. There ar numerous varieties of promoting budget like annual budget or a proportion of commercialism or annual profit. during this regard, it's believed that the very best quantity of budget ought to be spent throughout entry part. It ought to be step by step reduced over the time once the merchandise enter growth, maturity and decline stages in product life cycle (plc).on the contrary, in e-marketing, wherever the amount of consumers ar unlimited and there's no different tools except advertising, reduction of selling budget isn't applicable. In e-marketing budget within the organization, business and advertising ar tied. Therefore, it's needed to search out new customers for product or use new technologies to develop a product technology or introduce a brand new product in relevant market just in case of satiation within the target market. it's value mentioning that though a product could reach to say no and maturity stage in a very market, it's probable that constant product has not reached to introduction stage in another market placed on totally different a part of world. Therefore, in virtual promoting decline stage doesn't occur before long, that permits advertising for years while not having a saturated market.

Therefore, it might be same that in e-marketing, there's no similarity in field of budget reduction thereupon of classic promoting.

#### *D. Determination of target marketplace for exchange virtual world of electrical system: moving toward*

Target market includes range of individuals that need or need a product or service. The question could arise at the start is however vital recognizing of target market is and within which fields will it assist for the attached firms within the power system? One straightforward answer is that not all the net users want the products made by these firms. Their target should be to hide the bulk of individuals World Health Organization are in demand or want of the product over the net and a lot of significantly, with the concessions they provide, they'll distract them from the competitors. it would be aforesaid that everybody will see the merchandise conferred on the net and somebody or company World Health

Organization desires it'll order it. Therefore, deciding the target market is meaningless! the subsequent factors can clarify the answer:

What is being conferred over the net is of crucial importance. beyond question, the target marketplace for totally different cables and lamps (which have a daily use), is way wider than that of electrical device components (which have restricted customers and wish a lot of investigation for purchasing). it's potential that several firms and customers are faced with these

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2 subjects over the net however the amount of those customers are wide totally different. Therefore, firms should introduce those products over the net that encompasses a wider market from the start and different product is conferred beside them. As a case in purpose, a definite product of a corporation has varied applications in several countries and that they introduce it over the web, in what language? several of net users won't be accustomed to common internet language (English) or Farsi in Persia. Therefore, corporations can lose several of their customers within the furthest elements of the globe. it's value mentioning that entrance of Brazilian language to the web, there was a four-hundredth increase within the range of web users during this country and this meant a wider web target market during this country and different countries [8]. so as to unravel the barrier in target markets, the vital elements or the abstract of the business texts are to be translated into the language of the countries wherever the potential majority of consumers have. The advertising methodology of a cable manufacturer and a adviser within the field of facility are completely different. it's not necessary for the wire manufacturer to use long texts whereas advertising. These corporations should gift the range of wires and cables and their functions in several pictures. In distinction, a adviser

company should additionally emphasize on the points concerning management and potency. As a result, there'll be larger texts. Knowing the target markets can facilitate the facility corporations to participate within the fields that are additional vital and engaging to their customers. After describing the importance of target markets, the ways in which of recognizing them are mentioned.

1. Doing a survey among friends, colleagues and acquaintances.
2. Knowing the competitor's ways and search so as to seek out their target markets.
3. Selecting a tiny low cluster from current customers and gathering data reciprocally for a few concessions given to them

**Overall, recognizing target markets can save the energy, block on the expenses, and leads the businesses to possess additional profits.**

#### **FUNDAMENTAL FORMULA OF ELECTRONIC MARKETING**

It appears important to induce the attraction of web guests to the topics and articles pointed in instrumentality and elements sellers or connected service suppliers. In electronic promoting, there's a basic formula to draw in the guests and alter them into customers. This formula is thought as AIDA. AIDA stands for Attention, Interest, want and Action.

In the section below the elements of AIDA goes to be mentioned.

##### **A. Attracting the purchasers**

Researches show that corporations have solely eleven seconds to draw in the guests [2]. What attracts the link visitors' attention and only the ad title? The ad title is that the basic principal and therefore the most vital a part of an ad. A title should be exiting and engaging. a number of the slogans that are utilized in the titles are: (this isn't associate advertisement!), (lifetime when sell services), (buy two, get one free). What words to be utilized in a title is another purpose that company house owners should think about. What words their product are searched with is important. obtaining recommendation from internet and facility professionals are useful. the purchasers won't notice the corporate unless an acceptable tile is chosen. To accomplish the goal, company house owners should assume than customers typically have a couple of key words [10]. Thus, the words within the title should be found among the purchaser's key words. the target of attention section is to create the primary impression to not think about the type or the standard of the merchandise. in truth in doing thus, corporations detain to steer the guests to browse the most article. B. Interest

If a user clicks the corporate link over the web or kind the positioning address within the address bar the second step can begin. during this step, makes an attempt ought to be created to form motive for the company's product. the

corporate managers ought to provide a appropriate answer to the question that however they're getting to solve the costumers' downside. the main points ar gratuitous. If the corporate will its job well, the guests may its address to their favorite list. In short, the interest section considers the service that the merchandise will give so as to boost the guest's life vogue.

### C. Desire

When the interest has been created, they ought to be persuaded to shop for. during this half, the highlighted options of the merchandise should be thought of. The text, that is written concerning the key options of the merchandise, has got to be engaging and interactive. this may produce an honest feeling within the visitors; but, the main points should not be dealt full. this may bore them. expertise shows if the guests don't sort of a sentence on the positioning not be willing to continue and that they will merely leave the positioning. Therefore, the main points ought to be avoided on the most pages. If the topic is thus attention-grabbing which will maintain the readers with it, it may be hoped that they'd flip in to costumers. to chop the long story short, the aim of the will section is to manage the key options of the product and what differentiates them from the rivals' product. D. Action  
If the previous steps ar done properly and therefore the company will keep the guests, they'll not be guests any longer. they'd be the costumers of the corporate. Click here to order, go to, decision currently clicking these buttons by the costumers could be a real success for the vendor. this implies purchase. during this step all terms and conditions should be clearly explained and concessions ought to be thought of the maximum amount as attainable for the costumers. The payment, the installments, shopping for on credit, bargain, and mistreatment costs like ninety-nine.95 will encourage the costumers. when sale services mustn't be unnoticed. For the costumers, guarantee and support is additional vital the buying itself. In short, the aim of action section is to encourage the shoppers to shop for with the assistance of concessions, bargains and when sale services.

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## STRATEGIES OF DESIGNING WEBSITE BASED ON MARKETING PRINCIPLES

After working on the principles of electronic marketing, a question arises and that's: what tools are useful for selling more products and providing better services? In the following, methods for selling more, attracting customers' trust and how to keep in touch with them will be discussed. A. Building trust:

One of the important factors in designing websites is to have the viewers and costumers' trust. Some points will help the companies in this regard.

- Having warranty and after sale service for specially innovative products
- Using the word (YOU) in the website as the costumers are very sensitive to this word. A product just for You, what You asked for, special discount for You, our purpose is your satisfaction. This sentence provides the customers with a positive feeling and motivates them to continue searching the website [11].
- Designing the website with the help of expert website designers and power specialist
- Guaranteeing the security of financial transactions
- Avoiding mistreatment similar logos or names of different corporations
- Having complete contact data. creating space for a vicinity known as Contacts United States or regarding United States and providing the name of the corporate, history of the corporate, Managers' name and also the members of the board, email address, address, and etc.
- The additional data costumers get, the additional are going to be the sale of the merchandise. Honesty is that the best policy. B. Keeping the knowledge, news and product up to this point

The product need to be in line with the newest technologies of the planet. it's clear that having latest technologies employed in the product helps higher and additional sales. additionally, there ought to be news and knowledge associated with the ability system. Managers ought to try and be up to this point therefore the costumers would visit their web site on a everyday.

### C. Costumer Relation System

Helping and guiding the costumers to satisfy their wants while not going long-winded [12, 13]. this system ought to have these factors:

Designing the location in an exceedingly data structure to own higher access to completely different elements. victimization different partner companies' link therefore the costumers will notice no matter they have quickly [14]. tiny firms will have famed firms link on their web site reciprocally to money payments. this can cause famed firms to own additional sales and also the smaller firms have additional creditability. Not solely can this create higher cooperation among firms however it additionally provides the location with heavier traffic and improves the sites rank.

D. Keep in touch with costumers permanently There are considerable number of ways to keep in touch with costumers like email, newsletters, advertisement sites, books, papers, accepting other companies links [15]. A power company can benefit from a part called (your comments) for costumers.

Permanent costumers usually feel this part and sometimes will add pieces of news which even managers are unaware of them.

## 6. CONCLUSION

This paper presented some suggestions and hints to power system operators to help them prepare knowledge based web sites. In addition, the paper offered some critical and essential points to web site managers to motivate and attract customers to buy their products especially the electricity power. Furthermore, the useful results of victimisation electronic promoting management bestowed as follows: Knowing electronic marketing better, its relation with Ecommerce and its difference with classical marketing

- Providing a vast managerial view to move towards privatization, budgeting, and recognizing target marketing power systems.  
Suggesting expert solutions to be applied in electronic marketing in website designing for more traffic on the site and increasing sales and more importantly building trust and satisfaction for costumers.

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