

# Does E-Commerce mean the end of mass marketing?

"E-Commerce means the end of [mass marketing](#)". This statement depicts the myth associated with e-commerce.

[Mass marketing](#) is also a necessity for e-commerce players. Customization and personalization may be fine for customer retention but are not equally effective for customer acquisition. Customer acquisition still requires mass marketing, involving the use of media such as television, newspapers, magazines, etc. Marketing through these media ensures maximum customer attention. The possibility to reach the company's target market through mass marketing increases tremendously. Though Internet has how to evolved as an effective marketing tool and a media of advertisement, a combined effort with mass marketing is still required to be successful in e-business.