

## A Study on Overview of the Digital Marketing

**Kavitha.K<sup>a</sup>, R. Kavitha<sup>b</sup>**

M.Phil Scholar Nirmala College for Women, India

Assistant Professor, Department of Commerce, Nirmala College for Women, India

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### Abstract

**Digital marketing** is the promotion of products, services, brands, goods and idea through one or more forms of digital media. The marketing of products or services using digital channels to reach consumers. “Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones, social media marketing, display advertising, search engine marketing, and any other form of digital media.”- By Financial Times

“The surveys conducted by several forums have predicted this number to grow with Digitalization in the nation. Our Prime Minister has been actively promoting the idea of Digital India”. Now a days Digital Marketing industry is booming all parts of the world include India. In 2016, over 1.5 lakh job opportunities in the Digital Marketing Industries. Only the first quarter of 2017, there were 8 lakh job opportunities in the area of Digital Marketing.

The medium of digital marketing helps to promote brand awareness using Internet Such as Search Engines, Websites, Social Media, Mobile Apps, E-Mail and Inbound. There are various channels in digital marketing and more Career opportunities also. It is an immediate way to reach the consumers. It is an easy way for companies to tell their brand’s details and advertisements. Digital marketing mix includes Digital marketing Price, Digital marketing place, Digital marketing Product and Digital marketing Promotion. In Digital marketing promotion there is a chance to increasing the popularity of the website by looking at the **internal optimization** of the website itself. It concluded that most of the customers are accepting the digital marketing as well as the Traditional marketing.

**KEYWORDS**-Internet marketing, web marketing, digital marketing, mediums of digital marketing, channels in digital marketing, and digital marketing mix.

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### INTRODUCTION

“Digital marketing is promoting or creating brand awareness using internet. It is a process of marketing which is done by the use of the digital medium. “An advertisement itself is a piece of creative shared via digital inventory - the space a publisher makes available for advertisements on its platform”. The digital channels also include display, search, mobile, social, and video. Digital makes it easier than traditional media to track Return on Investment (ROI) to helping marketers to see the efficacy of their campaigns and make better decisions for optimization and the future. Digital Marketing is often referred as ‘web marketing’, ‘online marketing’ or ‘internet marketing’ too, Digital Marketing is an umbrella term for marketing various products/services using digital platforms. The term ‘Digital Marketing’ started getting used in late 1990s, however

certain attempts of carrying out digital marketing functions can be found as early as in 1980s”.

### **OBJECTIVES OF DIGITAL MARKETING**

- To improve conversion rate website traffic
- To increase Sales
- To improve Percentage of return visitors
- To Organic traffic volumes
- To increase online sale conversions
- To improve internal communications
- To reduce bounce rate

### **IMPORTANCE**

Digital marketing has an impact of outstanding on people in these days, and the marketing is growing day by day. “It can be said that digital marketing extends more than the internet marketing”. The importance of digital marketing are to opens up growth options for small businesses, Get connected to the Mobile Customers, it reaches People Where They Spend Their Time & Money, it can be Hyper-Personalized, In the digital marketing Customer support has become a priority and more targeted, to Increase the trust for your Brand, Digital marketing is Cost Effective, it gives Potential to earn higher revenues, it gives Better ROI and it Integrates Marketing with Mobile Technology.

### **DIGITAL MARKETING MIX**

The digital marketing Mix is simply the adaptation of price, place, product and promotion to the digital marketing context. Digital marketing mix includes Digital marketing Price, Digital marketing place, Digital marketing Product and Digital marketing Promotion. In Digital marketing price, it is a versatile element of the mix. The costs of marketing and promoting a product are kept to a minimum when comparing with departmental stores. In digital marketing promotion there is a chance to increasing the popularity of the website by looking at the internal optimization of the website itself.

### **TYPES OF DIGITAL MARKETING**

“The terminology "digital marketing channels" rather than "types" as each channel that can be used to reach potential customers can be complex depending on the level of integration and tactics you apply across your digital marketing strategy and campaigns”. Digital marketing can work for any business in any industry. The 2 types of digital marketing are as follows,

- **B2B Digital Marketing**

Business-to-Business (B2B) digital marketing efforts are likely to be centered on online lead generation, with the end goal being for someone to speak to a salesperson. For that reason, the role of marketing strategy is to attract and convert the highest quality leads for salespeople via website and supporting digital channels.

- **B2C Digital Marketing**

Business-to-Consumer (B2C), depending on the price point of the products, it's likely that the goal of the digital marketing efforts is to attract people to that website and the attracted people will become customers without ever needing to speak to a salesperson.

## **MEDIUM OF DIGITAL MARKETING**

The digital marketing activities are done successfully in these days because of the medium of the digital marketing. The medium of digital marketing are as follows

- Search Engines Optimization
- Websites
- Social Media
- Mobile Apps
- E-Mail
- Inbound

## **STAGES**

The following are the stage of the buyer's journey

### **Awareness Stage**

- **Blog posts.** Great for increasing the organic traffic when paired with a strong SEO (Search Engine Optimization) and keyword strategy.
- **Infographics.** Very shareable, meaning they increase the chances of being found via social media when others share the content.
- **Short videos.** Again, these are very shareable and can help the brand get found by new audiences by hosting them on platforms like YouTube.

### **Consideration Stage**

- **Ebooks.** Great for lead generation as generally more comprehensive than a blog post or infographic, meaning someone is more likely to exchange the contact information to receive it.
- **Research reports.** Again, this is a high value content piece which is great for lead generation. Research reports and new data for the industry can also work for the

awareness stage though, as the reporters often picked-up by the media or industry press.

- **Webinars.** As they're a more detailed, interactive form of video content, webinars are an effective consideration stage content format which offers more comprehensive content than a blog post or short video.

### **Decision Stage**

- **Case studies.** Having detailed case studies on the website can be an effective form of content for those who are ready to make a purchasing decision, as it helps the marketer positively influence their decision.
- **Testimonials.** If case studies aren't a good fit for the business, having short testimonials around the website is a good alternative. For B2C brands, think of testimonials a little more loosely. In a clothing brand, these might take the form of photos of how other people styled a shirt or dress, pulled from a branded hashtag where people can contribute.

### **VARIOUS TOOLS AVAILABLE IN DIGITAL MARKETING INDUSTRY**

Digital Marketing comes with number of tools like content marketing, blogs, Search Engine Optimization (SEO), website designing, web banner ads, paid search (SEM or search engine marketing), affiliate marketing, mobile marketing (SMS, MMS in-app marketing), email marketing, social media management, social media advertising etc. And the important thing is continuously coming up with more such tools and platforms, and the marketers are both spoilt and confused with so many powerful options at their disposal.

### **CHANNELS IN DIGITAL MARKETING**

Most of the Digital marketing channels are Advertorials, Affiliates, Blogs, Content marketing, Digital banners and signatures, Emails, Google Ads, Google shopping feeds, Google Search and Display network, Micro sites, Mobile Advertising and App, Online PR, Paid reviews, Pay per clicks, Push notifications, SEO, YouTube channels and Social media such as Facebook Advertising and Pages like Facebook storefront, Instagram Advertising and accounts, LinkedIn Advertising, company profile and group, Twitter account and advertising and Visual advertising using platforms like Pinterest.

### **THE 5DS OF DIGITAL MARKETING**

To understand the importance of digital marketing to the future of marketing in any business, it's helpful to think about what audience interactions which need to understand and manage. Digital marketing today is about many more types of audience interaction than website or email. It involves managing and harnessing. The 5Ds define the opportunities for consumers to interact with brands and for businesses to reach and learn from their audiences in different ways:

1. **Digital devices** –“Audiences experience brands as they interact with business websites and mobile apps typically through a combination of connected devices including smartphones, tablets, desktop computers, TVs and gaming devices”.
2. **Digital platforms** – “Most interactions on these devices are through a browser or apps from the major platforms or services, that’s Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn”.
3. **Digital media** – “Different paid, owned and earned communications channels for reaching and engaging audiences including advertising, email and messaging, search engines and social networks”.
4. **Digital data** – “The insight businesses collect about their audience profiles and their interactions with businesses, which now needs to be protected by law in most countries”.
5. **Digital technology** – “The marketing technology that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns”.

### **CAREER IN DIGITAL MARKETING**

The world is going more and more digital, and all the companies are now aiming to have digital presence. This creates lot of career opportunities for Digital Marketing. According to industry search reports, “digital economy is going to grow about 10 times faster than the traditional economy over next 3-5 years. And the firms that operate with digital presence are the ones who are going to create most of the jobs”. Many of the roles of digital marketing, a digital marketer is responsible for more roles e.g. Web Designer/Web Developer, Content Marketer, Search Engine Optimization Executive, Search Engine Marketing (SEM) / Pay-per-click (PPC) experts and Social Media Manager.

### **FUNCTIONS OF THE DIGITAL MARKETER**

Digital marketing channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog. The digital marketer usually focuses on a different key performance indicator (KPI) for each channel so they can properly measure the company's performance across each one. Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels. Here are some examples of these specialists:

- SEO Manager - Organic traffic
- Content Marketing Specialist - Time on page, overall blog traffic, YouTube channel subscribers
- Social Media Manager - Follows, Impressions, Shares

Marketing Automation Coordinator - Email open rate, campaign click-through rate, lead-generation (conversion) rate

## ADVANTAGES

Digital marketing allows customers to see the accurate results in the real time. If there is an advertisement in a newspaper or magazine, the advertiser can't know how many people actually flipped to that page and paid attention to that advertisement. But in the digital marketing, the advertiser can measure the ROI. Some of the other advantages are,

- **To know the Website Traffic:** The marketer can see the exact number of people who have viewed the website's homepage by using digital analytics software, digital analytics data.
- **Attribution Modeling:** It is a digital marketing strategy which is effective combined with the right tools and technologies that allows to trace all of the sales back to a customer's first digital touchpoint regarding business.

Connecting the dots between marketing and sales is hugely important. According to Aberdeen Group, “companies with strong sales and marketing alignment achieve a 20% annual growth rate, compared to a 4% decline in revenue for companies with poor alignment. If the marketer can improve their customer's' journey through the buying cycle by using digital technologies, then it's likely to reflect positively on business's bottom line”.

## CONCLUION

Thus digital marketing is utilizing the digital technology to achieve marketing goals. Nowadays People prefer shopping at online rather than going out. So digital marketing is more preferable than the traditional marketing to attract the customers. Digital marketing also reached the speed and popularity in a short period. In a Digital marketing area which covers the social networks and social channels. According to Heather Billini, Software Analyst at Goldman sachs “Within a 4 years 1591 Million of the users are using social networks”. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

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