

Elements and Impact of Digital Marketing

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Abstract

Today in India, a country of over 1.25 billion people, every working professional is obvious to be familiar with digital marketing, whether he he's a part of it or not. Simply speaking, digital marketing is the way to promote your products or services online. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Now Indian consumer is spending more time on social media and internet surfing. Thus the visibility of any product is more through digital medium than Traditional marketing techniques. As the world moving towards digital era, the digital channels plays vital role in increase of sales of any firm's products. E-commerce website are providing all the goods and services through online portals online today. The increasing number of ecommerce websites. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. This study has described various elements of digital marketing, effectiveness of it and the challenges and opportunities.

KEYWORDS: Digital marketing, Services, Strength, Weakness, Opportunities, Internet.

INTRODUCTION:

Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption.

Now days people are becoming more and more environmentally conscious, which encourages the establishment of new companies with the same values. This was the case when the startup, Design with Benefits, was founded. The startup's idea is to sell designer products with social and/or environmental benefits. In addition, all products have a unique story and are high in quality. However, even though the concept is good and functional, finding their potential customers and defining the market is challenging for every starting company. Currently, Design with Benefits' sales are increasing, but slowly. This was the reason why there was a necessity to perform this study.

Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is forecasted to attain millions of users in the

upcoming decade. Digital market requires digital promotion and marketing strategies. The telecom sector is also playing an important role in the digitalization movement. Recent launch of reliance telecom Jio with the free & unlimited internet facilities has played a revolutionary roll. Digital marketing has been recently referred as one of the best means to cut through the mess and interact directly with the consumer. Hence, with the trend toward direct, one to one marketing, additional attention is being paid to the use of the digital channels as a means of effectively advertising to consumers. While considering digital channels, the recent development is mobile marketing. Thus, research on digital channel advertising would impact greatly on the way business is done. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the for the most part important indicators of this transformation is emergence of new communication tools. New communication tools emerging with the development of technologies are called “digital marketing”.

The quality of use in the urban centers of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience. In recent years we have seen a gradual development of e marketing and other e mediums in marketing efforts to certainly connect with our conscious customers.

Objective of Study

The following is the objective of the study

- 1) To study the growth trend of digital marketing India
- 2) To show the various elements of digital marketing;
- 3) To focus on the basic comparison between traditional and digital marketing;
- 4) To show the various advantages of digital marketing to the customers.

Meaning

The use of the Internet and other digital media and technology to support modern marketing .It has been called digital marketing, Internet marketing, e-marketing and web marketing and these alternative terms have varied through time. Digital marketing activities and two of the three top job roles in marketing are digital, so clearly digital skills are needed for the marketers & managers.

Smith and Chaffey define it as: “Achieving marketing objectives through applying digital technologies”. Digital marketing advances business development and brand value ensuring growth and better visibility.

The digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

TRADITIONAL MARKETING VERSUS DIGITAL MARKETING

Traditional marketing	Digital marketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience

Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products or services.
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience
One way conversation	Two ways conversation
24/7 year-round exposure is not possible	24/7 year-round exposure is possible

VARIOUS ELEMENTS OF DIGITAL MARKETING

Online Advertising

Online advertising, sometimes called display advertising, uses different methods to display a marketing message online. Internet-based advertising provides the content and ads that best matches to consumer interests. Needless to say that with the progress of technology, new ways of practicing the art of online advertisement is developed.

Email-marketing

E-mail marketing, using e-mail for sending promotional messages to internet users, has been considered one of the more effective methods of online marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. In this method recipients are asked for their permission to receive marketing messages from the commercial marketers.

Search Engine Optimization (SEO)

SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines. The purpose of SEO strategies is to place a given website among highly listed entries returned by search engines which in its turn produces more traffic. So, "Web site owners, webmasters and online marketers want search engines to send traffic to their site. Therefore, they need to make sure that their sites are relevant and important in both the eyes of the search engines and the users."

Social Media Marketing

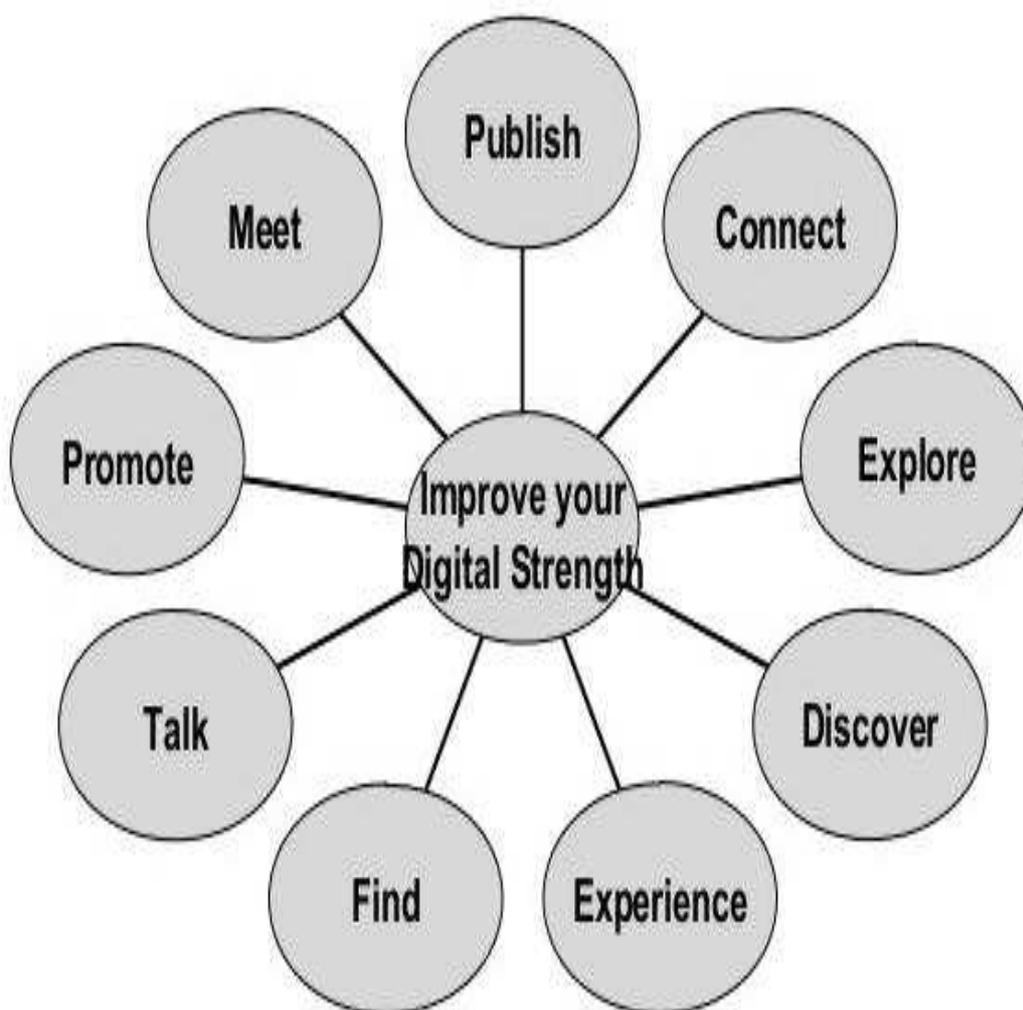
Social media marketing, can be easily defined as" a term used to describe the process of boosting website traffic, or brand awareness, through the use of social media networking sites. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. most social media marketing programs usually revolve around creating

unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks.

Text Messaging

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message.

STRENGTH OF DIGITAL MARKETING IN INDIA



ADVANTAGES DIGITAL MARKETING

(i) Stay updated with products or services

Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

(ii) Greater engagement

Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

(iii) Clear information about the products or services

There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

(iv) Easy comparison with others

Digital marketing it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

(v) 24/7 Shopping

Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.

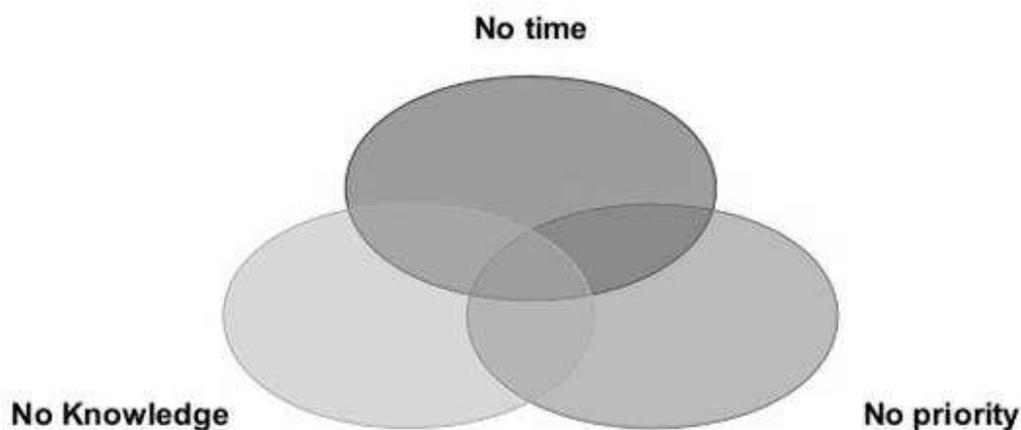
(vii) Apparent Pricing

Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers.

(viii) Enables instant purchase

With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

WEAKNESS OF DIGITAL MARKETING IN INDIA



Other Challenges Are As Follows:

1. Dealing with the IT Department There is a circle of IT vs. marketing for a long time. In simple sense, we need them and they need us or we can say that both complement each other.

2. Continuing Education It is said that knowledge in marketing comes with an expiration date and continues professional development is a necessity for up gradation.

Take a class, get a certification, read a book, attend a seminar or conference whatever works for you, but keep learning.

3. Bad Marketing Anyone Poorly created and executed marketing programs degraded our profession and also create mistrust among clients, marketers and other related parties. By doing marketing in a right time or way helps you to tip the scale in favor of our own profession which helps in long run survival.

4. Lack of Trust In general, identity theft, Spam, intrusive advertising and technological glitches have left many mistrusting of marketing. You are either part of the problem or part of the solution, you have to decide it.

5. Corporate Culture In many companies every department "owns" the website and no department "owns" the website. Websites should belong to marketing, not finance/operations/ IT or legal. When the committee doesn't have a clue, it is difficult to produce good marketing by committee.

6. International Commerce The Internet has made possible to provide products and services available around the world as close to customers and their living room (or wherever they have their computer). Unprecedented revenue flows in and out of foreign countries is allowed by this new world channel and that impact could eventually have a dramatic effect on our domestic economy. We have a lot in common with people of other countries in term of culture and traditions, but there are some differences as well which is known as Unity In Diversity. Understanding is the key for good international commerce as well as relations.

7. Intellectual Property It has never been easier to steal someone else's hard work. Everyday everything from music to software, movies and images are lifted from the Internet. This is a bad thing.

8. Customer Expectations Never before customers had expected too much. Managing your customer expectations is vital to marketers, because if you don't know your competitors will, you are not able to survive in long run in the market. Without customers you will not have a business because customer is treated as a king of market, so take the time to get to know them, treat them with due care and respect, and in the same way you want to be treated as a customer.

CONCLUSIONS

In the next few years, online marketing in India will strengthen even further. However, long-standing sustainability directly depends on factors like changes in the market, innovations and interactivity by market players. The biggest limitation of collecting data via the Internet is the number of e-mail users that is not representative of the general population. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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