

## Digital Marketing

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### Abstract

Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. This study shows development of Digital marketing and its merits, demerits and methods of digital marketing and precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

**KEYWORDS :** Marketing Campaign, digital Marketing, Internet marketing etc.,

### Introduction of Digital marketing

It is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

### Objectives of the Study:

- The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive world.
- To study the Downside of Traditional Marketing and development of digital marketing
- To Study the different methods applied in the Digital Marketing.

### Traditional Marketing:

**Traditional marketing** refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods

of **traditional marketing** can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads.

### **Digital marketing:**

Digital Marketing (also known as data-driven **marketing**) is an umbrella term for the **marketing** of products or services using **digital** technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other **digital** medium.

### **The Downside to Traditional Marketing**

- There is very little interaction between the medium used and the customers
- Print or radio advertisements can be very costly
- Results on this marketing strategy cannot easily be measured

### **Methods of digital marketing**

So what precisely is digital marketing and what does it include? Fundamentally, it's a collective term which is utilized where advertising meets the web innovation and different types of newer forms of media.

#### **• SEO (Search Engine Optimization):**

Search engine optimization (SEO): is a method for optimizing the content of a site to enhance its ranking on the Search Engine Results Page (SERPS). An assortment of strategies are utilized to accomplish this and it's not a task for beginners truly as there are numerous pitfalls that could have Google disapproving of your site.

#### **SEO consists of the following activities:**

- Site structure.
- Keyword research and analysis and its use (both on-page and off-page).
- Analytics.
- Link building.
- Content delivery.

This does not happen to be an all comprising list. Sufficient to give an idea of the SEO related tasks.

#### **SMM (Social Media Marketing):**

The process of promoting your brand image and your content via social networking media channels to build brand value, draw in traffic, and generate leads for your business.

Twitter, Face book, Pinterest and LinkedIn are all social media platforms which can be utilized as a part of your advertising endeavors, in spite of the fact that they are a long way from the only ones. It's additionally valuable for making content 'viral', something which can reinforce a brand rapidly. It's image identity that makes social work so well, as though this is done effectively, in all cases, then it can help engagement significantly. SMM permits two-way correspondence between a customer and company in a way that wasn't beforehand observed and it's sheltered to state that it has changed business way to deal with promoting as now, the consumer holds the power.

### **SEM (Search Engine Marketing):**

Search Engine Marketing (SEM): resembles to and includes SEO and utilizes a significant number of similar techniques. The primary contrast between the two terms is that SEM additionally incorporates paid online promotional models, like pay-per-click (PPC).

#### **• Pay-Per-Click (PPC)**

A strategy for directing traffic to your site by paying a publisher each time your ad is clicked. A standout amongst the most widely recognized types of PPC is Google AdWords. SEM additionally requires keyword research as the words and expressions utilized as a part of the ad and site and these should be checked precisely to mirror the market and existing search engine rules. While one might say that SEM includes all sorts of digital marketing, it's all the more usually considered to be a channelized niche, to portray paid models.

### **Email Marketing:**

Businesses utilize email marketing as a method for communicating with their target audiences. Email is regularly used to promote content, occasions and discounts, and additionally to direct individuals towards the business' site.

### **Affiliate marketing:**

A sort of performance based publicizing where you get commission for promoting another person's products or services on your site

### **Content Marketing:**

Is a method where content is created and circulated with the goal of providing relevant, intriguing content to pull in and draw in a specific audience that a business is focusing on. The creation of useful content is a method for initiating communication with the consumer so as to drive engagement and customer activity. Content can mean anything from videos to blogs and white-papers tend to function admirably utilizing content promoting systems as well. The objective is to win customer faithfulness and hold on to it. Past this, it is imperative to reliably screen and break down the outcomes from your endeavors. Utilizing this information driven marketing approach to deal with your content marketing will guarantee you accomplish the most ideal outcomes. Other channels under digital marketing include those like SMS marketing, video marketing etc..

### **Benefits of digital marketing**

#### **1. Opens up growth options for small businesses**

Importance of digital marketing for business lies in the option to select your method of marketing as per your budget and reach a wider audience at a lesser cost. Even a decade back getting your product marketed especially for a small business was a task in itself. Most of the expensive models were just out of their reach and they had to resort to small level methods where the guarantee of success was close to negligible.

#### **2. The conversion rate is Higher**

The businesses that are using online as the preferred mode of marketing are able to measure the conversion rate through real-time using a simple method. That is identifying the percentage of viewers who get converted into leads and then subscribers and in the end finally purchasing the service or product. SEO, Social media marketing and Email marketing are methods which have a high conversion rate as they are able to generate a quick and effective communication channel with the consumer.

#### **3. Customer support has become a priority**

For any business to survive the one thing that they really need to work upon is establishing a reputation which is impeccable. In the past few years, it has become evident that customers will always prefer a company which does not have any scandals associated with it. Importance of Digital marketing today lies in offering you multiple ways to establish a personal rapport with your customer base. Be it email marketing or social media you can always offer the customer solutions to their problems and make them relate to your product by even providing chat access. Your website and social media page can easily be converted into a place where the consumer can ask queries, give suggestions and hence take the association with you on a positive level.

#### **4. Get connected to the Mobile Customers**

After Google mobile first update nearly almost all the websites these days are made in a manner that they are easily viewable on the mobile as well. This is

because that almost all customers have access to a smartphone and most of them even look for products on the same. In many instances, customers have changed their purchase plan and picked up a product from a different brand just because they were convinced that the new product has a much better functionality.

### **5. Increase the trust for your Brand**

The presence of your brand and service on multiple platforms gives the option to customers to rate your services as per their level of experience. A positive and favorable review left by a satisfied customer causes the new ones to immediately convert. These days contacting the social media page of a brand for issue resolution and other matters is a common thing to do. This, in turn, leads to the building up of strong image of the brand in the minds of the new consumers hence leading to more conversions.

### **6. Better ROI for your Investment**

While earlier budget allocations were done individually to handle each kind of marketing medium the situation becomes more progressive now. Being digital you have access to packages at different levels of costing hence ensuring that you can pick up one which suits your budget best. Even a small level of investment done in a mode of email marketing has the potential to deliver results in terms of customer's engagement. Using web analytics helps the business owners know whether your website is providing optimal ROI. While the website may not be generating revenue for you directly you can always track conversion rate of inquiries made through email and telephone calls to sales.

### **7. Digital marketing is Cost Effective**

A small business needs to save up on its resources before it finally goes into the green zone and starts making profits. Digital marketing gives you the scope to reach out to many customers at the same time and that too within your budget. You can plan your marketing strategy such that you only use modes which lie in your budget. If there is a desire not to extend the budget then you can always target niche audiences who you know would definitely like and appreciate the concept of your offering.

### **8. Potential to earn higher revenues**

Since the amount of money invested is less and the ROI more the scope to make money is much higher. As per a study conducted by IPSOS Hong Kong in accordance with Google has shown that compared to traditional methods, digital marketing is known to generate 2.8 times more revenue. This coupled with the fact that the conversion rates here are much high ensure that you are minting money as soon as you enter the fray. For organizations which are formulating their strategies keeping money in mind, this also means a faster movement towards the growth path they want to be on.

## **DIS-ADVANTAGES OF DIGITAL MARKETING**

### **1. PROMOTION STRATEGY CAN BE COPIED**

One of the hazards in Internet marketing is that a particular technique can easily be copied by a rival. And, many have done so with finish ignore for the lawful repercussions their actions may carry. Pictures or images can be used to mislead customers and take away an important business from you. Not only that, these can also be used for perpetrating adverse and incorrect information about your product, products or services that will harm your online reputation – and reduce useful focused customers.

### **2. DIGITAL MARKETING INCLUDES TOO MUCH COMPETITION:**

Just like the growth of online ads, Internet promotion is experienced with a great process of too many competitors. Digital promoters are not capable of getting into a more powerful place for the best possible exposure for their promotion and promotion tasks, and with the use of too many competitors, will make it even more difficult and expensive to get the interest of targeted viewers.

### **3. SECURITY ISSUE**

Internet marketing has its own disadvantages which are not noticeable on its experience value. so, For a person or client who queries online for products or services, there is a caution not to reveal all the private information as it might be used against them by unidentified people.

### **4. LACK OF TRUST**

One of the significant drawbacks may be a deficiency of believing in of the customers. Because of could be exclusive special offers that appear to be scammers. So, This is a part that declines the picture and trustworthiness of quality and sincere companies.

### **5. REQUIRES MORE INITIAL INVESTMENT**

Playing Digital marketing contains various restrictions like developing delicate and professional looking for your website and planning an effective technique. Therefore, Paid marketing like Search engines AdWords, Search engines Ads, and Social Media Marketing is quite expensive, especially for small enterprise owners.

#### **Implementation of Digital Marketing**

- 1. Perform marketing research to use the appropriate digital platform:** Firstly, It is vital to know your target groups well enough to select the most suitable channel to reach them. Market research through surveys or getting updated information on the market from trusted sources can be valuable to plan your course of action in digital marketing.
- 2. Develop digital marketing strategies for specific times of the year:** Make the most of holiday seasons and especial celebrations during the year to reach your target

groups. Digital marketing provides you with multiple channels to choose from including email marketing, search marketing, affiliate marketing and mobile marketing.

3. Consider the advantages offered by the different digital channels to select the most effective one to fulfils your marketing goals. Here we provide you with some strategies to consider.

- **Email marketing:** email marketing still remains as one of the most effective ways to reach your target audience. Make the most of this tool and design your content in such a way that it can attract and engage the interest of your target group. Avoid long e-mails with too much information and focus on the main points of interest.

- **Search marketing:** By determining key words or themes you can increase significantly your visibility and online activity in the form of clicks and conversions. Work closely with your marketing team to select these terms or words and make sure to include them in your SEO. Search marketing is an investment that can be very effective to attract more visits to your site.

- **Mobile Marketing:** On a recent blog, we have discussed that the use of mobile devices for searches is on the rise. Mobile marketing can also be an effective channel to reach your audience since this new trend has been increasingly growing in the market.

Last but not least, establish a method to **evaluate the effectiveness of your digital marketing strategies** regularly: Meet with your sales and marketing team regularly to discuss your digital marketing efforts and make changes accordingly.

#### **Conclusion:**

Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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