

Digital Marketing

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Abstract

The role of digital marketing in revenue generation through optimum utilization of various techniques is massive. In this world of fast growing technologies, digital marketing is a vogue that is sweeping across the whole world. 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. It is in the way the strategies and the techniques are dealt with, in order to properly channelize the services, so that it reaches the customers and satisfies their needs.

KEYWORDS: Digital Marketing Services, Social Media and Search Engine Marketing.

INTRODUCTION:

Digital Marketing, is- often referred as ‘web marketing’, ‘online marketing’ or ‘internet marketing’. Digital Marketing is an umbrella term for marketing various products/services using digital platforms. These platforms can include various devices using internet e.g. websites, applications on computer, laptops, mobile phones, display advertising, and any other digital medium. Simply put, Digital Marketing is use of digital technology for carrying out marketing activities. Firms across the globe have woken up to this new tool available to them to reach out to more and more customers in number of ways. Digital marketing is becoming imperative for companies in present age. It is still evolving and becoming even more important.

AN OVERVIEW:

In digital marketing, a reporting and analytics engine can be layered within a campaign which allows the organization or brand to monitor in real-time how a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made. The role of digital platforms in supporting integrated multichannel marketing is an important component part of digital marketing. The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24x7 services to make the customer feel supported and valued. The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from

their customers as well as determine what media platforms work well for them. Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the Web matures.

DIGITAL MARKETING SERVICES:

Digital Marketing is more than connecting the clients with the customers; it is about empowering a brand by providing measurable and tangible results that help it to stand out in today's marketplace. To achieve this goal, an array of digital marketing services is applied according to the requirements.

Websites and mobile apps are the digital storefronts of a business, which would rather be at the fingertips of customers when they need it. Therefore, a minor increase in Google ranking through Search Engine Optimization (SEO) will bring additional traffic and assures the business to reach a maximum target audience.

The digital marketing firms commence their services by understanding the requirements and conducting a thorough analysis and research of what is needed for effective SEO and gives the brand a competitive edge to succeed. It selects advanced SEO tools and strategies for increasing visibility on Google and other major search platforms.

The various digital marketing services include Search Engine Optimization, Social Media Optimization, Search Engine Marketing, Email Marketing, Content Marketing.

SEO is short for "search engine optimization ". Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high ranking placement in the search results page of a search engine including Google, Bing, Yahoo and other search engines.

SOCIAL MEDIA OPTIMISATION (SMO) is the process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity. Social media optimization includes using RSS feeds, social news and bookmarking sites, as well as social media sites and video and blogging sites.

SEARCH ENGINE MARKETING (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

EMAIL MARKETING is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

CONTENT MARKETING is a way of marketing which attracts audience through various techniques such as creating, publishing and distributing.

DIGITAL MARKETING IN INDIAN CONTEXT:

The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile phone is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. 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. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch - points mirror where the consumer is spending their time. Digital marketing in India is rising at a fast pace.

Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing.

The web is now established in India as a mass market media channel for the wealthy. Email has become a mass market media channel for office workers and professional classes, but the use is more fractured than in Europe. The main changes in internet access both at home and at work have happened in the last five years and have seen the internet has become an essential part of office life. The number of people with access continues to rise, but it is still only 5% of the country. The time they spend online is rising too and the frequency of use is rising: people who have access use it a lot and continue to use it more and more.

Latest trends in digital marketing in India in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace and what it holds for the years to come.

There are three key dimensions working synergistically in India's favor.

First, the country is growing in the myriad ways researchers are predicting.

Second, India's Make in India campaign and other initiatives are creating business-friendly atmospheres so that major companies continue to invest.

Third, the creation of customer-centric, valuable, brand-created content continues to snuff out traditional interruptive advertising.

This tri sets, and signs point to all of them moving forward, a nearly perfect stage for digital marketing agencies in India to grow exponentially in terms of number, size, and skill—and by skill I mean the world's youngest and possibly largest workforce will increasingly pair its tech-savvy skills with in-depth knowledge of modern marketing metrics.

As per a report by IMAI and Boston consulting group, India has one of the largest and fastest growing populations of Internet users in the world—190 million as of June 2014 and growing rapidly and India will cross 500 million Internet Users in 2020.

According to Direct Marketing Association, Digital Marketing Industry is worth \$62 billion. According to E Marketer, advertising via mobile phones and tablets rose 180 percent, to \$4 billion in 2014.

According to a research firm E Marketer ecommerce sales in India are expected to grow from \$14 billion in 2015 to \$55 billion in 2018. India has seen the fastest growth in retail ecommerce among Asia-Pacific countries, surging 133.8% in 2014 and 129.5% in 2015.

The combined gross merchandise value, or total value of sales of country's top three ecommerce places i.e.(Flipkart, Amazon and Snapdeal) in 2015 was \$13.8 billion exceeded that of the top 10 offline retailers, which stood at \$12.6 billion for the same period. Along with the increased use of digital marketing, brands are also beginning to allocate larger portions of their overall marketing budgets for digital. While 57% of brands surveyed spend less than Rs. 50,000 per month on digital marketing, as many as 21% spend between Rs.50000-2lakhs per month. Additionally, 33% of brands allocate more than 40% of their total marketing budget for digital marketing alone.

As we all are experiencing a radical change in India towards digitalization, the consumer are looking and searching more on internet to find the best deal form the sellers around India. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through what's app and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

DIGITAL MARKETING ON REVENUE GENERATION:

No matter how successful a business already is, business leaders are always looking for new ways to increase their revenue. While simply playing with the numbers can sometimes do the trick, digital marketers can offer a creative approach to traditional revenue generating strategies.

Methods of increasing revenue are generally categorized into various strategies like, increasing the customer base, increasing the size of your transactions, increasing the number of transactions per customer, increasing the prices you charge for your goods and services. Digital marketing addresses one or a combination of these strategies through business visibility and lead generation that brings in new customers and new projects. The strategies can be used to increase revenue through digital marketing. Digital marketing is mandatory for businesses that want to make it through the challenges of the online world. Digital marketing involves a wide spectrum of tools and tasks, which can all

be used to accomplish a variety of goals related to stronger branding, better engagement, increased traffic, attracting prospects, converting visitors into leads, generating sales, etc. A different strategy needs to be created for each goal, because it's not just about being present on Internet, but knowing how to be present. There are multiple ways to generate the revenue through Digital Marketing. In this domain of digital marketing we have the command of revenue of product and their expenditure. So, the basic concept is to reach large audience with lesser expenditure. All other medium of Marketing needs higher budget to reach large audience. Return on Investment totally depends on the strategy and Implementation. Many companies failed to reach target audience because of the gap in strategy and implementation. The accuracy to communicate the message through digital marketing is also higher than any other platforms. Customer engagement plays vital role in generating revenue through digital marketing. Unless and until customers are not engaged we can't expect revenue from them.

Having a strategy sets up the path we'll need to go down in order to reach our goals. When it comes to increasing revenue, not all marketing tactics are created equal. Certain advanced digital marketing strategies that are used by professionals across the industry are more effective for helping businesses boost their bottom line.

IMPORTANCE OF ONLINE MARKETING FOR RECENT TRENDS:

The digital marketing landscape that encompasses SEO, social media, PPC, content marketing and more is witnessing a dramatic shift. There may have been a time when you could've dismissed artificial intelligence or visual search as gimmicks from the latest blockbuster science fiction film, but that time is long gone.

There are many new digital marketing trends and strategies that are evolving in the current high tech, Internet-connected era and businesses now need to use them to succeed in their efforts because what worked for you last year may not work this year.

Chatbots, programmatic advertising, artificial intelligence, personalization, video marketing, influence marketing, social messaging apps are some of the hot trends in recent times in the digital marketing domain.

At one point online marketing was just a new and different way to market. It opened up a new form of media on which to peddle goods and services. But within just the past few years, the importance of digital marketing has become something else.

It's become an integral part of what a business is to its customers. As the Internet becomes entwined with everything we do, the importance of digital marketing is becoming crystal clear.

The maximum rate of customers compares the price and feature benefits of the needed gadget or object available online. Digital Market reflects all the aspects related to the product.

Both small as well as big enterprises have access on the same marketing tools in the same criteria. It also increases the opportunities for jobs and made applying easier. It provides a platform to customers as well as enterprise to interact directly and instantly and to promote their products, services, and share their ideas.

Enterprises are using Digital Marketing to improve their services as they get the feedback directly from the users through websites' feedback section, comments on the posts, reviews from the users through business supporting platforms such as Uber cabs, Eatables delivery services, Goods delivery services, and many more.

It provides enormous space for the content of an advertisement where traditional methods have limited space to visualize the content. Enterprise can collect data such as important metrics for company success and customer channels that pay off. They should have analytic skilled employees to process data those who can create personalized content.

It allows the companies to keep transparency between the customers and brand which helps the customers to know about the brand with which they are interacting and purchasing. This brings loyalty in customers for the brand and helps in building company's personality and ethos online. It forced brands to be innovative and take initiative in bringing something new in the market to engage with the customers with a new concept, services, products, technology and many other things to survive in this competitive universe.

Many of the enterprises have adopted this new mode of marketing and have changed their strategies for marketing over the internet. Enterprises accepted Digital Marketing as a root for the expansion of their brand and using this enormous marketing technology as a time saver, money saver, digital strategies and tools that provides a chance to compete on a high level and survive for a long time. It offers versatility, comfort, ease and instant approach than anything else. It allows the marketer to reach the targeted audience effectively and provide advantages for the consumers as well.

CONCLUSION:

Internet is a tool used for every type of discussion nowadays due to which digital marketing became the best marketplace covering the wide range of visitors than of physical media. It seems easier to lie back and interface over a technology-based gadget. Many times it happens that our favorite show make us forgot to watch an advertisement of some interesting and unique products. However, now-a-days flash advertisements pop-up attract the maximum number of audience while surfing. One has to invest a huge amount of revenue to advertise in traditional modes, whereas, in digital practice advertising cost is much lesser with ensured efficiency. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position.

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