

# **A Comparative Study of Various Digital Marketing Tools for enhancement of customer outreach**

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## **ABSTRACT**

Social media and Digital Marketing have become the most vital aspects of marketing nowadays. Facebook, Instagram and LinkedIn are attracting the Younger Generations to expose as well as explore the World. Indian Government's 'Make in India' has encouraged many Companies and Individuals to develop, manufacture and assemble products. Further allowed them to incentivize dedicated investments into manufacturing. With the increases in production, the marketing, identifying and reaching the right customers has become the challenging tasks. In this scenario the Social Media plays a pivotal role. The Digital Marketing Tools come handy for both the Suppliers as well as the consumer. In the era of Digital World many businesses try to reach everyone on Social Media which is not a great idea. Instead understanding and organizing the target audience can help to convey the right message to the right people thus attaining your marketing goals. Social media platforms, Design tools, Analytical tools, Content marketing tools and Email marketing tools are the major Digital Marketing Tools used nowadays. These tools are efficient and effective when used as per the strategies.

**Index Terms:** Social Media, Digital Marketing, Design, Content, Analytics.

## **INTRODUCTION**

Business is all about creating a "Brand" and setting a "Trend". In order to achieve the cutting edge one needs marketing tools. With the help of the Marketing Tools Business Men can achieve several things, like increasing brand awareness, sales, and can get valuable customer and market data. Marketing is always about getting connected with right people in the right place and at the right time. In today's scenario you can meet the right people on the Internet. Digital marketing is a platform for advertising the products paperless on digital channels such as popular search engines, company's websites, social media like Facebook, Instagram, email, and mobile apps. Using the Digital marketing method, the companies will endorse their products more attractively and interactively. It can also endorse the services, and brands. The digital marketing industry is ever changing. The Technology keeps updating and the Business needs to cope with these changing Technologies. The Marketing Tools come handy while automating the repetitive

tasks and augmenting the skills. They are also useful in effective collaboration. When it comes to the selection of tools, you have tens or even hundreds of thousands of options.

Digital marketing, in other words online marketing, refers marketing on the Internet. Business Professional put efforts in conveying the message over e-mails, SEOs and Social Media Platforms. Digital Marketing also enable to create interactive visuals to convince the end users about their products. Digital marketing extensively uses numerous digital tactics and channels to connect with customers online. The Digital marketers will have a clear picture of how each digital marketing campaign supports, depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

### **LITERATURE SURVEY**

In the early years of 1990s the first ever Digital Marketing strategy was introduced. The Digital Marketing tools are the popular techniques and procedures that can help companies promote their products and services effectively. These tools and techniques are designed to help companies implement marketing campaigns, track their progress afterward. Marketing campaigns allow a company to get connected with customers directly, would help in knowing the customer requirements and so on. Most of the Organizations use varied types of tools to collect the end user requirements and analyze key information. The Marketing Tools have a specific purpose and scope so that businesses often use multiple options to know the customers need better. Then it became popular with evolution of the Internet and the Web 1.0 platform. The Web 1.0 platform was helpful in getting the information needed but didn't allowed them to share the content on the web. At this phase the marketers were unaware of the digital platform.

In 1998, then came Google followed by Microsoft's MSN search engine and Yahoo brought Yahoo web search and gradually many other tools were introduced. Years later in 2006 came Web 2.0 an interactive platform for both users as well as businesses. It was Web 2.0 which made the Internet as 'super information highway'. This has a huge impact on Internet advertising and marketing. In the US alone brought in around \$2.9 billion. The Web 2.0 helped in replacing the bland webpages of Web 1.0 with interactivity, social connectivity, and user-generated content. It made it possible for user-generated content to be viewed by millions of people around the world virtually in an instant; this unparalleled reach has led to an explosion of this type of content in recent years.

The Web 2.0 was driven by vital innovations such as mobile internet access and social network devices. The mobile applications for iPhones and Android-powered devices became most popular. It also helped in,

greatly expanding the online interactivity and utility apps like Airbnb, Facebook, Instagram, TikTok, Twitter, Uber, WhatsApp, and YouTube, to name a few.

The Web 3.0, the next iteration is a big paradigm shift as Web 2.0 did. The new and revolutionary Web 3.0 is built upon the core concepts of decentralization, openness, and more user utility. The Web 3.0 uses Bottom-up design: “Instead of code being written and controlled by a small group of experts, it was developed in full view of everyone, encouraging maximum participation and experimentation.”

## DIGITAL MARKETING TOOLS

The pandemic has changed the many businesses the way they used to operate. During the Lockdown period many businesses felt the importance of the Digital Marketing. Gradually the businesses which were unaware of Digital Marketing started explore the various digital marketing platforms and tools. The Digital Marketing tools boost your marketing strategies and Return on Investment(RoI). The most of the tools can make things easier. The businesses will be able to execute proper strategies in the right manner. Indeed, the tools will help to keep things organized and allows necessary customizations whenever needed. The following are few of the most used Digital Marketing Tools that are widely used across the world.

### 1. Mailchimp:

Mailchimp is an all-in-one digital marketing platform that is originated in America and popular cross the globe. This tools helps to reach the target audience, analyse the sales and to get the insights about the business. Mailchimp uses healthy contact management strategy wherein the relationship between the client and business is given the utmost priority. There are more than 12 Million businesses rely on Mailchimp as claimed by the company. Irrespective of the size of the business the Mailchimp helps them to launch, build and grow in this competitive world. The Mailchimp allows the businesses to send the right messages on all the right channels so that it can have a maximum impression on the clients. It also lets them to create social ads, landing pages, postcards and commercial emails. The powerful combination of beautiful campaigns, and powerful data analysis makes it highly suitable digital marketing tool for the present scenario. This tool can be more beneficial to Online retail and e-commerce businesses as it can help to drive traffic, increase conversions, and grow sales. The Salient features of MailChimp:

- easy-to-use design tools.
- Ai-powered assistant for custom designs.
- Personalized emails.
- Tools for getting insights and analytics



**Figure 1:** Few of the Popular Digital Marketing Tools

## 2. Google Ads

Google is a well-known Search Engine that everybody uses to check the product details online. The Google will provide the information from various businesses pertaining to a particular product. The Google Ads fits any kind of businesses which may be small, medium, or large. Through this single ad platform, the businesses can have an advantage of advertising their product on to the world's two largest search engines: Google and YouTube. The process of advertisement is quite simple in Google Ads where advertisers need to bid on keywords to place their ads on search results pages or other websites. The business with higher bid shall advertise their product as and when the user search anything on the search engine. The Google ads let the users to use the other services to place ads on:

- i. Google Search
- ii. Gmail
- iii. Google Shopping
- iv. Google Maps
- v. YouTube
- vi. Google Discovery

### 3. Canva Business

Canva is an Australian based company which is well-known for graphic design platform. This platform can be used to create attractive social media graphics, meaningful presentations, eye-catching posters, and visual content. The Canva business comes with enormous collection of templates for users to use. The quality design always gets more views on the Social Media Networks. The Canva Business helps in designing the content rich in terms of quality. Canva also lets the users to develop effective marketing campaigns with visual content which further can be on blogs, websites, social networks, and other platforms. In the era of digital marketing Visual content is the backbone. The features of Canva includes:

- Edit Posts of any type and kind.
- Rich collection of templates.
- Huge collection of designs ranging from postcard to social media.

### 4. Trello

The businesses usually look for a content management tool that will help them to come up with strategies for digital marketing campaign, in that case Trello is the most preferred tool. It is known as the most popular content management tools to create, schedule, and organise content online. The Trello platform keeps the businesses and customers together by making easier communication. Trello assigns the task to various teams and these teams will be looking after the

makes teams designing, writing, editing, posting, and adding call-to-action offers to a post.

The features of Trello:

- Create cards and label with deadlines for completing the task.
- Assigning topics to specific teams.
- Facilitates remote working.

|                    | <i>Mailchimp</i> | <i>Google Ads</i> | <i>Canva</i> | <i>Trello</i> |
|--------------------|------------------|-------------------|--------------|---------------|
| <b>Ease of Use</b> | ✓                | ✓                 | ✓            | ✓             |
| <b>Support</b>     | ✓                | ✓                 | ✓            | ✓             |
| <b>Freeware</b>    | ✗                | ✓                 | ✗            | ✓             |
| <b>Features</b>    | ✓                | ✓                 | ✓            | ✓             |

**Table 1:** comparison of tools for few parameters

## CONCLUSION

This paper describes the Digital Marketing tools to improve the business. Any businesses can obtain the cutting edge by incorporating these tools for building their strategies. These tools along with Analytical Tools can be very powerful combination in reaching the customers and understanding their purchasing behaviour. The e-commerce platforms have changed the way of business. The e-Commerce applications amuse the customers with the content, designs and the ease of use. Most of the e-commerce companies rely on the Digital Marketing Tools to reach their customers. In today's world "Data is the new oil" and this data can be obtained by the effective and efficient use of these digital marketing tools. If any business knows the way to reach their customers, then selling the products may not be that difficult.

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