

A Study on Digital Marketing and It's Impacts

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ABSTRACT:

This review paper's goal is to examine the effects of digital marketing and its significance for both customers and advertisers. This essay starts with an overview of digital marketing before highlighting its various channels and highlighting how it differs from traditional and digital marketing, as well as its benefits, drawbacks, and significance in the modern world. Marketing is not an exception to the world's transition from analogue to digital. As technology the use of search engine optimisation, social media marketing, and digital marketing is growing. Additionally, marketing is growing. Rapid growth in internet users has benefited digital marketing. Customers are shifting their purchasing habits and favouring digital marketing over traditional marketing.

Keywords: Internet, Online advertising, Digital marketing, and Internet marketing

INTRODUCTION:

The part of marketing known as "digital marketing" makes use of online and internet-based digital technology, including smartphones, desktop computers, and other digital media and platforms, to advertise goods and services. As it evolved in the 1990s and 2000s, it altered how companies and brands use technology for marketing. Digital marketing campaigns are now commonplace, utilising a combination of search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimisation, e-mail direct marketing, display advertising, e- books, and optical discs and games. This is due to the growing integration of digital platforms into marketing strategies and daily life and the growing trend of people using digital devices rather than going to physical stores. Digital marketing include non-Internet platforms that offer digital content, including television, mobile phones (SMS and MMS), callback, and mobile ringtones for on-hold messages. Digital marketing differs from online marketing due to its expansion into non-Internet platforms.

REVIEW OF LITERATURE:

Kaini (1998) Innovation of novel technology i.e vide internet, assists in opening the gateway for dealers and do online marketing to attain their business goalmouths. Song (2001) more choices are available for customers. So it is problematic to an initiative to build a brand image. Online advertising is a powerful marketing tool used for creating a brand image and helps the corporate to increase the sale up to many extents. Mort, et al (2002) Due to progression in technologies and market subtleties, the digital market is rapidly growing. Toe (2005) the review was conducted by companies in Singapore and conclusions revealed that digital marketing is effective marketing tool for gaining results. Kuku and Krishnamurthy (2007) the study exposed that the internet and virtual groups help the consumers, societies, and marketers to access and share information with others. It too aids in improving communication skills also. Basheer et al. (March, 2010) The Education is on the effect of mobile publicity on client acquisition decisions. Conclusions revealed that there is a optimistic rapport between apparent utility of advertisement and customer purchase choice. Kee(2008); Godes & Silva(2012) The training discovered that 90% of customers read online analyses of another customer before building a purchase choice. Consumers read at least four reviews before making their final decision of purchase. Reviews play important role in a purchase decision.

Fisch (2010) states that there are roughly 1 billion monthly active Facebook users worldwide, 50 million users after two years of Facebook's launch, and an average of 31 billion Google searches. In 1984, there were 1000 internet policies in use, and in 2008, there were 1,00,00,00,000 internet plans.

OBJECTIVES OF THE STUDY:

The main objectives of this study

- Understand the various channels of digital marketing
- Comparison of traditional marketing and digital marketing
- Importance of digital marketing
- Advantages and disadvantages of digital marketing
- Challenges digital marketer face

VARIOUS CHANNELS OF DIGITAL MARKETING:

Search Engine Marketing:

A web-based tool that assists users in finding the information they want is a search engine. Search engines include Google, Yahoo, Bing, Baidu, and others. Any effort that raises a user's website's ranking in a search engine is referred to as search engine marketing. Search engine marketing comes in two flavours: sponsored search and search engine optimisation (SEO).

Email:

Email is a channel that offers medium to high returns on investment for your company for a number of reasons, but its versatility is something you cannot deny. Email may not be the newest technology on the market, but it does let you use the newest content marketing trends, like automation and personalisation, without breaking the bank. It should come as no surprise that 73% and 63% of B2B marketers, respectively, rank email as their most effective medium for generating leads and driving revenue, given that mail can also assist other marketing goals.

Email benefits you in numerous ways beyond generating leads and income, including the following:

In 2020, there were 3.9 billion email users worldwide; by 2023, that number is predicted to rise to 4.3 billion users, or more than half of the world's population. Email continues to yield the highest results; according to research, 73% of participants rated the channel as great, while 72% and 67% of respondents rated SEO and paid search as outstanding, respectively. You may anticipate an average return on investment of Rs42 for every Rs1 invested on email marketing. Compared to 10% on desktops, up to 62% of opens occur on mobile devices.

Social Media:

Although there are many excellent reasons why social media marketing belongs on this list, it goes beyond the fact that there are now 3.81 billion social media users. Social media has developed into something greater, more expansive, and superior to what it was initially intended to be a platform for forming human connections.

1. Facebook is the most popular social networking site. On Facebook, a business can advertise its goods and services.
2. LinkedIn: Professionals can share their LinkedIn profiles with others. Additionally, the business creates a profile

on LinkedIn, which links people and businesses.

3. Google: This is Google's social network, where users may quickly connect with others based on friendships and shared interests.

4. Twitter: Its goal is to raise sales and brand recognition, draw in new followers, and encourage and improve conversions.

Affiliate Marketing:

In affiliate marketing, the business pays its subsidiaries for each client or visitor they drive to the business' website through their marketing campaigns or strategies. "Affiliate marketing is the process of earning a commission by promoting other products," states Pat Flynn's Smart Passive Income goods of people (or businesses). You discover a product that appeals to you, tell others about it, and get paid profit from every sale you make.

Online Display Advertising:

Traditional marketing involves advertising a company's goods or services via magazines or newspapers, or placing a billboard or poster on both sides of the street. The digital equivalent of that is online display advertising. Today, a marketer can accomplish the same goal with

online display advertising. Display advertising comes in a variety of forms, including rich media, interactive, banner, and video adverts. Because display ads are so visually appealing, they are excellent for drawing attention.

COMPARISON OF TRADITIONAL MARKETTING AND DIGITAL MARKETTING:

Traditional marketing is the most recognizable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include tangible items like ads in a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing. Whereas digital marketing uses various digital channels to reach customers. Some comparisons are given below

Advantages of digital marketing:

Digital marketing's primary benefit is its ability to reach a specific audience in a quantifiable and economical manner. Boosting online sales and brand loyalty are two further benefits of digital marketing.

Global reach: For a relatively minimal investment, a website enables you to trade internationally and discover new markets.

Reduced cost: Compared to traditional marketing techniques, a well-thought-out and precisely focused digital marketing campaign can reach the relevant customers for a far cheaper price.

Trackable, quantifiable outcomes: Using web analytics and other online meter tools to measure your online marketing makes it simpler to determine the campaign's effectiveness. You may get comprehensive data about how users interact with your website or react to your advertisements.

Personalisation: If your website is connected to your client database, you can welcome

visitors with offers that are specifically tailored to them. The more they purchase from you, the more you can effectively sell to them and improve your customer profile.

Openness: By participating in social media and using caution when using it, you can increase your consumer base loyalty and establish a reputation for being approachable.

Social currency: Using content, digital marketing enables you to develop captivating campaigns marketing strategies. These materials (pictures, movies, and essays) have the potential to acquire social currency by being shared from spreading from user to user and going viral.

Increased conversion rates: If you have a website, your clients are just a few clicks away from buying something. In contrast to other mediums, which necessitate getting up and making a phone call, Digital marketing may be

instantaneous and smooth, whether you contact or visit a store.

Disadvantages of digital marketing:

Training and skills: You must make sure that your employees possess the necessary skills and information to successfully implement digital marketing. Rapid changes in tools, platforms, and trends make it essential that you stay current. **Time-consuming:** Activities like producing marketing material and refining online advertising campaigns can be time-consuming. To guarantee a return on investment, it's critical to measure your outcomes.

High level of competition: Although internet marketing allows you to access a worldwide audience, you are also up against in opposition to international competition. It can be difficult to attract attention and stand out from the competition among the numerous internet messages directed at customers.

Complaints and feedback: Your audience may be able to see any unfavourable remarks or critiques of your brand on review websites and social media. It might be difficult to provide efficient customer service online. Negative remarks or ineffective responses might harm the reputation of your brand.

Concerns about security and privacy: Gathering and utilising consumer data for digital marketing purposes raises a variety of legal difficulties.

Importance & Benefits of Digital Marketing:**Better Reach:**

Nowadays, a large portion of the global population spends their time on the internet. They are searching for your stuff on the internet. Making the most of your internet presence is essential if you want to take advantage of this enormous audience. Digital marketing enters the picture at this point. Reaching the right people at the right time is the main goal of digital marketing. Therefore, in order to increase audience, reach, one must first establish an interesting online store with simple navigation. Throughout this process, a variety of digital marketing channels, including pay-per-click, social media, SEO, content marketing, and many more, can facilitate brand development.

Can compete with large corporations:

One of the most important tasks in digital marketing is competitor analysis. Keeping up with the competition is crucial, particularly when it comes to rapidly expanding businesses like Myntra, Amazon, Big Basket, and Walmart.

With multichannel marketing, which includes PPC, SEO, social media, and numerous more channels, businesses also want to push the boundaries. The strategy levels the playing field by assisting both small and large enterprises in achieving their respective objectives.

Increase in Brand Awareness for small businesses:

Businesses can benefit greatly from digital marketing. Big businesses employ digital marketing to maintain their position in a cutthroat industry. On the other hand, small firms employ internet marketing to gain traction in a booming market and raise their brand recognition among big businesses.

Increase in Sales:

The ability to assess one's CRO (Conversion rate optimisation) in real-time is one of the most important features of digital marketing. The information can be used to determine the overall proportion of searches that result in leads who make purchases. Among the popular methods for communication and high conversion rates are PPC, social media marketing, SEO services, and affiliate marketing.

Return on investment:

Examine the measurement criteria of profit and loss that digital media generates for

businesses to determine its worth. The value of your marketing initiatives is determined by the return on investment (ROI) in digital marketing. For instance, SEO has been shown to produce a larger return on investment (ROI) than other channels such as PPC, social media campaigns, email marketing, and content marketing. The organic traffic brought about by SEO exhibits a 40% higher revenue increase than any other marketing strategy, according to fundamental measures like sessions and bounce rate.

Maintaining The Brand Reputation:

Building a solid online reputation for a brand has become crucial since it strengthens the brand's capacity to remain competitive. Thus, underscoring the significance of digital marketing in this regard as well.

Can target ideal audiences:

Imagine how wonderful it would be to connect with the ideal clientele for your business's niche. That's precisely what digital marketing facilitates. Online audience behaviour can be analysed, and actions can be taken to provide the best possible fulfilment. Reaching the appropriate audience group increases traffic, which leads to more effective campaigns.

Get Ahead of Your Competitor:

Particularly when it comes to internet commerce, the digital industry is quite competitive. Therefore, you want your top reviews and other actions taken by different digital marketing agencies to help potential clients locate you. By taking these steps, you and your client may ultimately work towards the best business objectives.

Additionally, any successful business must monitor the actions of its competitors. How do they interact with clients? What distinguishes them? Understanding all of the aforementioned questions and creating tactics that work best for you can be accomplished with the aid of competitor analysis.

Different Channels To Boost Your Traffic:

In the field of marketing, there are numerous ways to make a business successful. For the purpose of increasing website traffic, business owners are free to use SEO, PPC, content marketing, and even social media campaigns.

Engagement with Mobile Customers:

Since individuals are often carrying along gadgets like laptops and smartphones, we are

living in a portable world. Nearly all websites are now designed to be easily accessible on mobile devices following Google's mobile-first update.

It's possible that there are more mobile users than ever before, and they are also more likely to make a purchase.

CONCLUSION

People are spending more money on internet content, so businesses who struggle to

incorporate this into their advertising plan must change course fast. The more time people spend online each year, the more their use of digital platforms becomes an integral part of their life. Digital India's primary goal is to advance digital media. Businesses must switch

from traditional to digital marketing since individuals can utilise digital platforms at any time and from any location in the world. Promoting digital media is the primary goal of Digital India. Businesses must switch from traditional to digital marketing strategies since

individuals can utilise digital platforms at any time and from any location in the world. In the unlikely case that businesses fail to use digital platforms to promote their goods and services, they will be unable to compete with rivals and will eventually close. Customers may quickly obtain product details and compare products online before making a purchase without having

to go to a physical store or shopping centre. It indicates that people are more likely to purchase products online than to go to a physical store. Businesses must adapt their advertising strategies and embrace digital channels as customer purchasing behaviour

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