

An Analytical Study of Digital Marketing and Its Impacts

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Abstract—The purpose of this review paper is to look at how digital marketing affects things and why it's so important for both customers and those who do marketing. The paper starts by explaining what digital marketing is, then it talks about the different ways digital marketing is done, how it's different from traditional marketing, and the good and bad sides of using digital marketing today. The world is moving from using old, physical methods to digital ones, and marketing is no different. As technology gets better, more and more people are using digital marketing, social media advertising, and search engine marketing. The number of people using the internet is growing quickly, and digital marketing benefits the most because it depends on the internet. Customers' ways of making purchases are changing, and they are more interested in digital marketing than traditional marketing methods.

Keywords—Digital marketing, Internet, Online advertising, Internet marketing

Introduction

Digital marketing is part of marketing that uses the internet and online digital technologies like desktop computers, mobile phones, and other digital media and platforms to promote products and services. It started developing in the 1990s and 2000s, and it changed how brands and businesses use technology for marketing. As digital platforms became more common in marketing plans and daily life, and as more people started using digital devices instead of going to physical stores, digital marketing campaigns became very popular. These campaigns use a mix of techniques like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, and optical Disks and games are now very common. Digital marketing also reaches other channels that offer digital media, like television, mobile phones (including SMS and MMS), call back services, and on-hold mobile ring tones. This expansion into non-Internet channels is what makes digital marketing different from online marketing...

VARIOUS COMPOENTS OF DIGITAL MARKETING

Search Engine Marketing

A search engine is a web based tool that helps the user to find the information they are looking for. Examples of a search engine are Google, Yahoo, Bing, Baidu, etc. Search engine marketing refers to any activity that increases a user's websites rank in any search engine .There is two types of Search engine marketing search engine optimization (SEO) and paid search.

Email

There are several reasons why it's so hard to dislodge email as a channel that delivers medium to high ROI for your business, but the one thing you can't take away from email is its versatility. Although email may not be the newest technology available, it allows you to apply the latest trends in content marketing, such as personalization and automation, without hurting your marketing budget mail also has the ability to support other marketing objectives, so it's no surprise that 73% and 63% of B2B marketers say that email is their top tool for generating leads and driving revenue, respectively.

Beyond lead generation and revenue, email helps you in many more ways as follows:

- Email has become so widespread that it reached 3.9 billion users in 2020, and the figure is expected to grow to 4.3 billion users in 2023—more than half of the world's population!
- Email still delivers the best returns, with 73% of respondents of a study ranking the channel as excellent, compared to SEO and paid search at 72% and 67%, respectively.
- Every \$1 spent on email marketing, you can expect a \$42 average return on investment.
- Up to 62% of opens are done on a mobile device, compared to 10% on desktop

Social Media

Social media marketing is on this list for some very worthwhile reasons, but this isn't just about social media users reaching the 3.81 billion mark. From being a channel that people use to establish personal connections, social media has evolved into something grander, bigger, and better than what it was originally envisioned to be.

- 1. Facebook:** It is the number one social media platform. A company can promote their product and services on Facebook.
- 2. LinkedIn:** Professional writes their profiles on LinkedIn and can share with others. The company also build their profile and LinkedIn connect these two dots companies and professionals.
- 3. Google+:** It is Google's social network; user can easily connect based on their common interest and friendship.
- 4. Twitter:** Its strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.

Affiliate marketing

Affiliate marketing is when a company gives rewards to other businesses or people for bringing customers or visitors to their website through their marketing efforts. According to Pat Flynn from Smart Passive Income, "Affiliate marketing is a way to make money by promoting other people's or companies' products. You find a product you like, tell others about it, and get a share of the profit for each sale you help make."

Online Display Advertising

Online display advertising is like the traditional way of advertising, such as posters on roads or ads in magazines and newspapers, but in digital form.

Today, marketers can use online display ads to promote their products or services in the same way. There are several types of display ads like video ads, banner ads, interactive ads, and rich media. These types of ads are good at grabbing attention because they use pictures and other visual elements.

COMPARISON BETWEEN TRADITIONAL AND DIGITAL MARKETING

<u>TRADITIONAL MARKETING</u>	<u>DIGITAL MARKETING</u>
Traditional Marketing refers to the marketing that uses traditional channels or media, for the purpose of marketing communication.	Digital Marketing implies the marketing of products and services via digital channels, such as the internet, smartphone, display ads, and other digital medium.
Static	Dynamic
Slow	Comparatively fast
Cannot be measured easily.	Can be measured easily.
Not possible once the ad is placed.	Can be performed anytime, even after the ad is placed.
Not possible	Possible
Standardized	Customized

BENEFIT OF DIGITAL MARKETING

The main benefit of digital marketing is that you can reach a specific group of people in a way that's both affordable and easy to track. There are several other benefits to using digital marketing, like building stronger customer loyalty and boosting online sales.

- You can reach people all around the world through your website, helping you find new customers and sell your products or services without spending a lot of money.
- Digital marketing is usually cheaper than traditional methods. With a well-planned campaign that targets the right people, you can get more value for your money.
- You can easily measure how well your online ads and marketing efforts are working. Tools like web analytics let you see exactly how customers interact with your website and how they react to your ads.
- You can offer personalized experiences to your customers. If your website is connected to your customer database, you can greet them with special deals tailored to their interests. The more they buy from you, the better you can understand their preferences and advertise to them more effectively.
- Openness - by taking part in social media and handling it wisely, you can build strong customer loyalty and make your brand known as friendly and easy to connect with.

- Social currency -digital marketing lets you run exciting campaigns using content marketing. This content, like images, videos, and articles, can become social currency - shared from one person to another and spread quickly online.
- Improved conversion rates - if you have a website, your customers can make a purchase with just a few clicks. Unlike other ways of marketing, which might need people to leave their seats or go to a physical store, digital marketing is simple and fast

Importance & Benefits of Digital Marketing

- Better Reach Nowadays, many people across the world are spending their time online. They are browsing the internet and looking for your products. In order to benefit from this massive audience base, maximising your online presence is key. This is where digital marketing comes into the picture. Digital marketing is all about reaching the right people at the right time. Hence, to begin with, one must have an engaging online store with easy navigation to improve audience reach.

In this process, various mediums within digital marketing can eventually help in brand building – Pay per Click Marketing, Social Media Marketing, Search Engine Optimization, Content Marketing, and many more.

- Increase in Brand Awareness for small businesses Digital marketing is a boon to businesses. Large companies use digital marketing so that they could stand steady in a competitive environment. In contrast, small businesses use online marketing to make headway into a booming market and create brand awareness amongst large companies.
- Return on investment If you want to know the value of digital media, look at the measurement metrics of profit and loss it drives for business. The ROI in digital marketing defines the worth of your marketing campaigns. For example, when compared with other mediums like e-mail marketing, content marketing, PPC, social media campaigns; SEO has been known to generate higher ROI. From basic metrics such as sessions and bounce rate, the organic traffic generated by the SEO shows 40% more revenue growth than any other marketing strategies.
- Maintaining The Brand Reputation Developing a strong brand reputation in the online world has become very important as the brand's reputation cements its ability to sustain in the market. Thereby, further reiterating the importance of digital marketing in this aspect too.
- Can target ideal audiences Imagine, reaching out to the right audience for your business's niche is such a great opportunity. That is exactly what digital marketing helps to achieve. You can analyse your audience's behaviour online and take measures to deliver optimal fulfilment. When you reach the right audience group, you drive more traffic, and that results in better campaigns.
- Get Ahead of Your Competitor The digital market is incredibly competitive when it comes to online business, in particular. Hence, you would want potential customers to find you with your best reviews and other measures initiated by various digital marketing services. These measures can you and your customer to work towards the right business goals in the end. Also, for any successful business, one needs to make a track of their competitor's activities. How do they communicate with customers? What makes them unique? Competitor analysis can help you understand all the aforementioned queries and develop strategies that work best in your favour.

CONCLUSION

Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital.

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