CROSS CHANNEL ANALYSIS USING DIGITAL TRANSFORMATION AND DIGITAL ECOSYSTEM

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Abstract:

The proliferation of digital channels and the interconnectedness of the digital ecosystem have created new opportunities and challenges for businesses. This abstract provides an overview of the significance and benefits of cross channel analysis within the context of digital transformation and the digital ecosystem.

Digital transformation involves the integration of digital technologies into all aspects of an organization, fundamentally changing how it operates and delivers value to customers. Cross channel analysis is a critical component of digital transformation. It involves the collection, integration, and analysis of data from various digital touch points to gain a holistic view of customer interactions and behaviour. The digital ecosystem encompasses the interconnected network of digital platforms, devices and technologies that enable the flow of data and interactions.

I. INTRODUCTION

The term digital marketing refers to the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services. Here is the overview of keywords used in Digital Marketing:

SEM : Search engine marketing (SEM) is a digital marketing strategy that involves promoting a website by increasing its visibility in search engine results pages (SERPs) through paid advertising.

SEO: Search Engine Optimization (SEO) is the practice of optimizing a website or web content to improve its visibility and ranking on search engine results pages (SERPs). Some key aspects of SEO include:

Keyword Research: Identifying relevant keywords and phrases that potential visitors might use to find your content.

On-Page SEO: Optimizing various on-page elements such as meta tags, headers, content, and images to make them more search engine-friendly.

Off-Page SEO: Building backlinks from reputable websites to increase the authority and trustworthiness of your site.

Image Marketing: Image marketing, also known as visual marketing, is a crucial component of digital marketing.

Video Marketing: Video marketing is a powerful strategy in digital marketing. It involves creating and sharing videos to promote your products, services, or brand.

Social-media Digital Marketing: Social marketing in digital marketing refers to the use of social media platforms and strategies to promote products, services, or causes.

Link submission: In digital marketing, link submission refers to the process of sharing or submitting your website's URL (link) to various online platforms and directories.

Unpaid Digital Marketing: Unpaid digital marketing, often referred to as "organic digital marketing" involves promoting your products, services, or content without paying for advertising.

Paid Digital Marketing: Paid digital marketing refers to online advertising efforts where businesses or individuals pay for the promotion of their products, services, or content on digital platforms.

II.   OBJECTIVE

1.   Website Design and Usability: Create an aesthetically pleasing and user-friendly website that enhances the overall user experience.

2.   SEO and Content Optimization: Optimize website content for search engines and user engagement.

3.   Keyword Research: To identify and select the most relevant and effective keywords for a specific niche or industry, ensuring they align with the website's content and target audience.

4.   Improve Search Engine Rankings: The main objective is to optimize the website's content and structure to appear higher in search engine results pages (SERPs), especially for relevant keywords.

III.   METHODOLOGIES

1. Data Collection:

Identify the sources of data you will need for your analysis. This may include website analytics, social media data, customer feedback, sales data, and more.

Ensure that you have the necessary permissions and access to the data sources.

2. Data Integration:

Integrate the data from different digital channels into a central repository or data warehouse. Use tools and technologies like ETL (Extract, Transform, Load) processes to clean, transform, and combine the data.

3. Data Analysis:

Perform exploratory data analysis (EDA) to understand the characteristics of your data.

Use data visualization techniques to present your findings effectively. 4. Digital Ecosystem Analysis:

Analyse the components of your organization's digital ecosystem, including platforms, technologies, and partnerships.

Evaluate how different elements of the digital ecosystem interact and impact each other.

5. Project Documentation and Presentation:

Document your entire methodology, data sources, analysis techniques, and findings.

Prepare a clear and concise presentation of your project to communicate your findings and recommendations effectively.

6. Implementation Plan:

If applicable, develop an implementation plan for the recommended changes and improvements in the digital ecosystem and digital transformation efforts.

IV.   LITERATURE REVIEW

1. P.K. Kannan: In 2015, online sales accounted for 7.4 percent of overall retail spending in the U.S., the highest percentage since tracking began in 1999 (Phillips, 2015). Corporations now highlight the importance of creating a "digital relationship" with customers (Phillips,2015). This paper seeks to understand how the developments in digital technology are re-shaping the process and the strategy of marketing, and the implications of this transformation for research in the broad space we call "digital marketing".

2. Jose Ramon Saura, Pedro R. Palos-Sanchez, Marisol B. Correia: Different research conducted in the last decade, indicate that one of the most significant changes in the business environment has been the implementation of Digital Marketing (DM) social media marketing strategies to maximize the return on investment -Return on investment (ROI) - of these in Electronic Commerce (EC) and this fact has led many authors to talk and research about the new digital industry.

3. Dr. Madhu Bala , Mr. Deepak Verma: Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world,

companies have realized the importance of digital marketing.

V.   CONCLUSION

Digital marketing is an ever-evolving field with numerous avenues for exploration and improvement. As businesses increasingly rely on digital channels to connect with their audience, mastering the art and science of digital marketing is essential for success.

This project has provided valuable insights into the current state of digital marketing and the potential it holds for businesses. It helps to connect organizations with customers, compared to other forms of traditional marketing. This revolutionary form of marketing brings forth the best of both worlds of creative and technical tools by including design, development, sales and advertising. The lessons learned and practical experience gained during this project will serve as a strong foundation for further research and professional growth in the field of digital marketing.

IV.   REFERENCE

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