

# **IMPACT OF DIGITAL MARKETING: AS A TOOL OF MARKETING COMMUNICATION**

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## **Abstract**

The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the impact of digital marketing, and the pros, cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behaviour is changing and they are more inclined towards digital marketing rather than traditional marketing.

**Keywords**—Digital Marketing, Internet, Online Advertising, Internet Marketing, Social Media

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## **INTRODUCTION**

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of 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, e-mail direct marketing, display advertising ,e-books, and optical disks and games have become common place. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS & MMS), call-back, and on-hold mobile ring tones. The non-internet channels differentiate digital marketing from online marketing.

## VARIOUSCOMPONENTS 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.

**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. Social media marketing is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business. With new features and platforms emerging every day, social media marketing is constantly evolving.

**Affiliate Marketing** - In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. According to Pat Flynn's Smart Passive Income, "Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others, and earn a piece of the profit for each sale that you make".

**Online Display Advertising** - In traditional marketing, there is a poster or bill board of any company on both sides of the road or an ad in a magazine/newspaper to promote their product or service. Online display advertising is a digital version of that. Today, a marketer can use online display advertising to achieve the same thing. There are different types of display advertising such as video ads, banner ads, interactive ads, and rich media, etc. Display advertising is great for catching the eye due to graphic ads.

**Content Marketing** - Content marketing is simply value-added content creation to entertain, inform, or educate your potential customers rather than selling your product or service directly. If a brand can produce value-added content, it not only educates people but also helps in lead generation .Some common examples of content marketing include: Blogging/blog posts, Video content, Games, Quizzes, Podcasts, Free tools, Live events.

**Search Engine Optimization (SEO)** - Search engine optimization is basically making your content or website available in Google top searches. But, you have to create unique, value-added, and problem-solving content to get yourself up there. Search engine optimisation allows you to reach maximum users locally and globally as well. In fact, currently, no digital marketing strategy is complete without search engine optimization. If you are providing valuable and to-the-point content, you can easily rank your blog or website.

**Email marketing** - Email marketing is a simple, cost-effective and measurable way of reaching your customers. It can include c newsletters, promotional emails to generate new leads or offers for existing customers, or ads that can appear in other businesses' emails. Consumers can either subscribe to a company's email list or companies can purchase a list of verified consumer emails through a mailing list service.

**Viral Marketing** - Viral Marketing refers to the spreading message or information quickly from one person to the other person by using existing social networks via the internet or email. As a result, customers spread information about the product and services in their social networks. And we can say as a virus spread quickly, word of mouth is also spread quickly and works more to influence or making a decision to buy the product than any other advertising strategy.

**Mobile Phone Advertising** -Today whatever can be done at desktop can also be available on a mobile device. Mobile marketing is a digital marketing strategy to reach the target audience on their smart phone via website, email, SMS, and social media. These are some Digital Marketing Strategies, instead it there are few more strategy such as SMS Marketing which uses short message services to reach customers and Conversion Rate Optimization in which website visitors transform into loyal customers, etc.

## **IMPACT OF DIGITAL MARKETING**

Digital marketing in today's time has become the most effective tool to promote the activities of business on a large scale in a quick time. During last few years, the technologies have evolved significantly and the role of social media and Google has accelerated the scope of digital marketing quite significantly.

- Digital marketing allows you to target your ideal audience and personalize your marketing message to your perfect buyer.
- The cost of reaching a global audience via traditional marketing can be prohibitive for many businesses.
- Consistent and ethical use of digital marketing can help your brand to start out from your competitors.
- Some creative digital advertising and digital marketing campaigns cost a fraction of the cost of traditional marketing.
- Digital marketing provide value to your customers and showcase content that matters to them,
- Digital marketing helps in measuring the real-time results of your marketing efforts.
- It finds customers that would have never encountered otherwise via SEO.
- Modern technology allows marketers to gain a tremendous amount of knowledge about their customers.

## **Advantages of digital marketing**

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

- **Global reach** -A website allows you to had new market and trade globally fig only a small investment.
- **Lower cost** - A properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

- **Trackable, measurable results** - Measuring your online marketing with web analytics and other online metric tools make it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalisation** - If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness** - By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency** - Digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

### **Disadvantages of digital marketing**

- **Skills and training** - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- **Time consuming** - Tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
- **High competition** - While you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- **Complaints and feedback** - Any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- **Security and privacy issues** - There are a number of legal considerations around collecting and using customer data for digital marketing purposes.

### **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, maximizing 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. Can compete with large corporations Analyzing the competitor is a key activity in digital marketing. The activity is essential to keep up with the competition especially amongst fast-growing brands such as Myntra, Amazon, Big basket, Walmart. Businesses also ti-y to push the envelope with multi channel marketing which comprises of PPC, SEO, social media, and many more mediums. The approach helps both small and large businesses to achieve their respective goals, levelling the field.

**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.

**Increase in Sales** - One of the key aspects, when it comes to the importance of digital marketing, is that one can measure their CRO (Conversion Rate Optimization) in real-time. The data can help understand the overall percentage of searches that get converted into leads by buying products. PPC, Social media marketing, SEO services, affiliate marketing are some of the active channels to communicate and get high conversions.

**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. There by, 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 analyze 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 help 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.

**Different Channels To Boost Your Traffic** - One can use multiple different avenues to make their business successful in the marketing world. Business owners have the freedom to avail SEO services, PPC Services, content marketing services, and even social media campaigns to boost traffic on their website.

**Engagement with Mobile Customers** - We are engaging ourselves in a portable world, as these days' people carry their devices like smart phones and laptops, on the go. After Google's mobile-first update, almost all the websites are developed in a manner that they are easily accessible on the mobile as well

Perhaps, mobile users are more common now than ever before, and the chances are that mobile users are likely to purchase.

## 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. The world companies needs to change their marketing strategy from traditional to digital.

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