

A STUDY ON DIGITAL MARKETING

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ABSTRACT - This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. "Desk research" has been turned into "online research", now in the online, market research has become possible. Many Indian companies are using digital marketing for competitive advantage. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. Digital Marketing communications strategy is a strategy of using digital communication media. The purpose of the undertaken study is to examine the effectiveness of online digital media advertising and also about emerging media options used for marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. This paper helps small businesses such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan and to recognize the usefulness of digital marketing in the competitive market.

Key Words: digital marketing, internet, online advertising, SEO

INTRODUCTION



Digital marketing is also called a Online marketing. In simple terms, this is a form of marketing that exists online, and when it's offline, it's traditional marketing.

Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.

The promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

PURPOSE

In today's business scenario, people are shifting more and more from the use of traditional to digital media.

People are using different mediums such as laptops, mobile phones and desktops to read

contents. It is likely to replace other forms of marketing in the future.

Channels of digital marketing



Search Engine Optimization

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as “the art and science of making web pages attractive to search engines.”

Content Marketing

SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

Social media Marketing

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. The most popular platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind.

Pay-Per-Click Marketing

Pay-per-click, or PPC, is posting an ad on a platform and paying every time someone clicks on it.

Email Marketing

The concept of email marketing is simple—you send a promotional message and hope that your prospect clicks on it.

Viral Marketing

Viral marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the internet or email. The goal of viral marketing is to inspire individuals to share a [marketing](#) message to friends, family, and other individuals to create exponential growth in the number of its recipients.

Mobile Marketing

Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications.

Radio & TV ads

Generally speaking, broadcast advertising is radio, television and Internet **advertising**. The **commercials** aired on **radio** and televisions are an essential part of **broadcast advertising**. The **broadcast** media like **radio and television** reaches a wider audience as opposed to the print media.



Traditional Marketing

It is a form of Advertising or Marketing that uses Print Media, Direct mail, Broadcasts, and Telephone to reach Customers.

It's the Oldest Form of Marketing to Reach Customers.

Cost of Marketing is very high as compared to Online Marketing

There is no proper way to measure the insights, and we cannot analyze Customer Reach.

We cannot predict the future of our business as we don't have enough insights data, of audience reach.

Digital Marketing

It is a form of marketing which uses the internet as a medium to reach the Larger group of audience.

It is a modern form of Marketing, which uses new trends and strategies to reach customers

The cost of Marketing is comparatively low as with the Traditional Form of Marketing.

There are many ways to measure the insights, which helps us analyze customer behavior

As we have Enough data, it is helpful for us to analyze the audience and make changes.

According to customer behavior online which ultimately help us to predict the future our business.

Advantages of Digital Marketing

Global reach - a website allows you to find new markets and trade globally for 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 makes 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.

FUTURE SCOPE

Scope Of The Digital Marketing For Business

Businesses in the country are becoming digitally aware, and realising the potential of digital marketing. Therefore, many of them are investing in digital marketing to have a strong online presence and sell their product and services to potential customers.

Digital marketing is affordable as businesses have control over the budget and campaigns can be optimised. Campaigns can be accurately targeted with measurable results. All of these are difficult with traditional marketing; hence, businesses are shifting to digital marketing. 40% of today's businesses depend entirely on digital marketing and it is estimated that more than 90% of businesses will go digital.

2. Scope Of The Digital Marketing For

Jobs/Career

In 2017, which was one of the earliest phases of digital marketing growth, the sector created close to 8 lakhs jobs in just one quarter. So, you can imagine the jobs created so far. This sector was also largely unaffected during the pandemic owing to its digital nature and is expected to create more jobs in the coming years.

Digital marketing has many different aspects like copy, design, technology, social media, marketing, finance, and business development. Therefore, with the growth of digital marketing, all these aspects will also grow. There will be many jobs available in these sub-sectors, and students can make strong long-lasting careers. Most of the jobs in digital marketing also pay really well.

CONCLUSION

Digital marketing is the future of marketing and will only keep progressing with time.

The innovations of digital marketing will stretch to both online and offline world.

Social media is the latest way to connect with people.

It teaches us a new way of connecting to people and also helps us understand consumer behaviour.

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