

ANALYSIS OF DIGITAL MARKETING

Mehakpreet Kaur(1),Vishavdeep Singh(2),Jaskirat Kaur(3)

Department of computer science ,Sri Guru Granth Sahib World University,Fatehgarh Sahib,India

ABSTRACT :-The goal of this study is to learn about the most popular developing media options for marketing. Many new approaches for product promotion and marketing have emerged in the Internet age. Market research is now possible online, thanks to the transformation of "desk research" into "online research." Digital marketing is being used by many Indian businesses to gain a competitive advantage. Social media has fast grown in popularity because it allows users to communicate and exchange postings and ideas. Businesses have been encouraged to modify the way they communicate their products as information technology has advanced, followed by the expansion of digital communication tools. It has been proved that we are all connected via Whatsapp and Facebook, and the growing use of social media is opening up new potential for digital marketers to acquire clients via digital platforms. Consumer motivations must be understood in order to gain a better knowledge of what motivates people to publish content about a brand or shop. Digital marketing is cost-effective and has a significant commercial impact. According to the findings of this study, knowing which social media sites a company's target market uses is another important component in ensuring that online marketing is successful.

Keywords: *SEO, AdSense, AdWords, Pay Per Click, Google Analytics, Google Search Console, Digital Communication, Internet, Marketing, Digitization, Social Media, Marketing Trends, Digital Marketing .*

1. **INTRODUCTION:** Digital marketing is the promotion of products or services through the use of digital technology, such as the Internet, mobile phones, display advertising, and any other digital medium. Philip Kotler, known as the "Father of Modern Marketing" and author of more than 60

marketing books, teaches us valuable insights that we may use to our digital approach. The beginnings of digital marketing may be traced back to the 1980s. This was a period when new developments were occurring, allowing the computer system to advance to the point where it could store client information. The first personal computer was released by IBM in 1981, and by 1989, the storage capacity of the PCs had expanded to 100 MB. We had Traditional Marketing before Digital Marketing, which is a traditional way of marketing that uses various offline advertising and promotional strategies to reach out to a semi-targeted audience. While the methods have developed over the years, the core features have remained the same. According to legend, Internet marketing began in the early 1990s with only text-based websites that provided product information. [1] With the rise of the internet, it is no longer just about selling items, but also about providing product information, advertising space, software programmes, auctions, stock trading, and dating. Google.com, Yahoo.com, Amazon.com, Alibaba.com, and Youtube.com are just a handful of the companies that have transformed the way the internet may be utilised for marketing. This study discusses some present and future internet marketing trends.

2. OBJECTIVES :-

- 1) The primary goal of this paper is to demonstrate the value of digital marketing in today's competitive marketplace.
- 2) Investigate the effects of digital marketing on customers purchase.

3. WHY DIGITAL MARKETING:

A thriving business is one that is expanding. Its revenue is growing at a breakneck pace. Employees are pleased, and the owner is ecstatic. It's satisfying to be in charge of a growing company. In today's world, the function of digital marketing is vitally critical for business growth. Are you taking use of the Internet and using online marketing tactics to promote your company? Let us help you make sense of the world of digital marketing[3]. Digital marketing, according to HubSpot, is any marketing endeavour that uses the Internet or an electronic device. Digital marketing refers to any marketing that takes place online. Over the previous few years, digital marketing has been increasingly popular. There's a simple reason for this: the entire world is now online. According to Technology Review, the average American spent 9.4 hours online in 2000. Most people now spend 24 hours a week on the Internet, the majority of which is spent on their cellphones. Internet usage is increasing, and as a business owner, you must capitalise on this trend. Or you'll be left behind if you don't understand the function of digital marketing in your company. You probably don't have much money, time, or labour to invest in traditional marketing strategies if you operate a small firm or a startup. But that's fine! You don't need a large facility with hundreds of employees. All you need is a straightforward but effective digital marketing plan.

2.1 Offline Marketing

Offline marketing is the practise of raising brand recognition and reaching out to potential customers to meet their requirements and desires. Individuals frequently use marketing mix strategy to promote their businesses. When your company doesn't have a website, the entire goal of offline marketing is to generate leads. There are numerous offline marketing tactics available, including print and non-print media. There are numerous offline marketing tactics available, including print and non-print media. Television, radio, brochures, flyers, banners, newspapers, pamphlets, and posters are examples of offline marketing media. Offline marketing tools have a variety of advantages. The first advantage is that a firm does not need to be connected to the

internet to use them. If a web server goes down and a website becomes unavailable, valuable custom and discoverability may be lost[4]. A smaller company's return to the internet may take some time, during which time valuable client attention may have been diverted elsewhere. There are no such concerns with offline media because it exists in the real world and cannot be removed from the internet. Another benefit, which is less obvious but no less essential, is that many customers and clients regard internet marketing as a waste of time. People have grown accustomed to seeing commercials, pop-ups, and marketing emails to the point where they no longer see them.

2.2 Online Marketing:

Online marketing is the technique of capturing potential clients' attention for a business with specific banners, articles, videos, photos, and flash animation, among other things[5]. Marketing activities or information are designed to entice visitors to a certain website that a firm want to attract. This information is prominently displayed on the website's main page or front page in order to attract crucial audiences. There are various ways to obtain traffic for your business using information about how visitors interact with your website and brand other than social media analytics. Aside from gathering information on your visitors, website analytics may be used to track marketing activities, allowing you to rapidly identify the performance of a campaign. A sitemap is a logical listing of all the pages on a website. It is possible to list both the site structure and the specific links between the pages. HTML sitemaps and XML sitemaps are the two forms of sitemaps that can be distinguished.

4. Methodology Applied :-

Primary Data: The study is conducted by observation and data gathering via questionnaires.

Secondary Data: To construct the theory, secondary data is gathered from journals, books, and magazines.

Sample Size: The sample size is based on the responses of 100 customers who are currently acquiring products through digital marketing.

5. SEARCH ENGINE OPTIMIZATION:

Search Engine Optimization (SEO) is a term that refers to the process of optimising Search Engine Optimization (SEO) is a term that refers to It entails optimising a website's position in search engine results pages using keywords and phrases. It falls within the category of digital marketing[6]. Search engine optimization (SEO) is the practise of increasing your online presence in unpaid search engine results. It all boils down to keywords. Google, Yahoo, and Bing are examples of search engines. TRS Tech is one of the leading firms in Canada, providing the best digital marketing services in Toronto.

6. DIGITAL MARKET IS FUTURE:

Digital marketing is huge right now, and it isn't going anywhere anytime soon. We'll show you how: According to Boost Ability, the United States will spend \$120 billion on digital marketing in 2020. This amount accounts for nearly half of all media spending. The importance of digital marketing is rapidly increasing. According to Boost Ability, the amount spent on social ads is likely to treble from 2016 to 2021 (\$15,016 to \$32,977).The amount spent on display advertisements and internet videos will also rise. Digital marketing is projected to outperform traditional marketing methods in the not-too-distant future. People simply prefer to consume information over the internet. When it comes to business growth, Kevin O'Kane, managing director of Google Asia Pacific's Google Marketing Solutions, described the Internet as "rocket fuel." And he is correct[7]. According to Firm World, O'Kane stated, "Every business needs to be online and digital." "In order to continue to develop, SMBs [small and medium companies] must meet customers where they are spending an increasing amount of time: online. Your 'local' market can be as big as you want it to be online.

7. Advantages of Digital Marketing to Consumers and Analysis

Customers can stay up to date on corporate information via digital marketing technology (Gangeshwer, 2013). Many customers may now use the internet from any location at any time, and businesses are continuously updating information

about their products or services[8]. Customers understand how to go to the company's website, look at the products, make an online purchase, and provide feedback. Consumers receive comprehensive information about the items or services (Gregory Karp, 2014). They might compare the product to others in the same category. Consumers may make purchases 24 hours a day, seven days a week, thanks to digital marketing. In digital marketing, prices are clear (Yulihashi, 2011).

7. CONCLUSION

The study began with the goal of examining the various types of marketing. Based on the conversation, it was discovered that the most important part of digital marketing is to interact with the users. The customer engagement ladder has proven ways to connect with customers. The study also indicated that in order to effectively use digital marketing, businesses must first develop an effective platform. It has been demonstrated that in the contemporary setting, it is critical to integrate all systems with the digital platform[9].The transformation of a newspaper from a printed edition to an online edition has typified contemporary digitization tendencies. With the advent of technology, digital marketing research and practise are improving.

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