

## FUNDAMENTALS OF DIGITAL MARKETING

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### ABSTRACT:

In this competitive era creating and sustaining the quality of service to meet the expectation of customers is of utmost importance. Understanding the zone of tolerance of consumers and taking innovative measures can certainly enhance the business opportunities and increase market share. Service quality and customer satisfaction /delight are the vital aspects which companies must understand in order to gain a competitive advantage. Therefore, it is has become imperative for companies to know how to improve the moments of truth in a positive way in the mind of customers, measure and analyse the consumer trends and preferences. Service quality is of utmost importance as it leads to higher customer satisfaction, customer loyalty and retention. it also helps to garner higher profit margins through cross selling and up selling. The purpose

of this paper is to study the meaning, evolution, types and advantages of Digital Marketing.

### Keywords:

Digital Marketing, satisfaction, delight, service, retention, cross-selling, up-selling

### Introduction:

Virtual marketing is regularly referred to as 'on linemarketing','net marketing' or 'net marketing'. The time period digitalmarketing has grown in recognition over time, in particular inpositive international locations. Inside the u. S. A. On line marketing is stilluniversal, in italy is referred as internet marketing however inside theunited kingdom and global, digital marketing has become the mostcommon term, especially after the year 2013. Digital marketing is an umbrella term for the marketing ofproducts or services using virtual technology, mainly onthe net, however additionally along with cellular

telephones, displaymarketing, and every other digital medium. The way in which virtual marketing and marketing has evolved because nineteen nineties and 2000s has changed the manner brands and corporationsutilize generation and digital marketing and marketing for their marketing. Virtual marketing and marketing campaigns are getting extra everyday as well as green, as virtual systems are increasinglyintegrated into marketing and marketing plans and everyday lifestyles, and ashumans use virtual gadgets in preference to going to physical shops In an era where each enterprise has to combat for a percentage of the clients' attention, marketing performs a massive position in boosting the wide variety and interest of a company's clients. With the slow boom inside the variety of small and big corporations that have sprung up inside the last a long time, domestic and worldwide markets have end up saturated with suppliers, producers and intermediaries, all striving to be the first ones to make it to the quilt of the chain. Till only some years in the past, marketing itself became a surprisingly criticized concept. For lots, it

changed into not anything greater than a waste of resources that might be spent better in the event that they had been invested in production and constructing of income force. This sales-orientated technique makes corporations push products and services into the market, instead of growing a pull that clients would not be capable of face up to. Marketing manages to do simply that. With creatively designed techniques and ideas, the promotional campaigns of goods and services slowly commenced to play an important function in the average assignment of a business, reaching income targets in addition to creating a lot needed cognizance. As a consequence, the role of physical marketing and marketing have become clearer and greater defined. Nowadays, a a success enterprise cannot even consider generating goods and services without having an genuine marketing strategy in vicinity. Therefore, marketing and marketing is a commercial enterprise's ammunition in the front of a marketplace this is full of picky, particular and curious clients. It facilitates the business to reply questions, clear up issues, gift solutions and build lengthy-time period associations with

the clients. A similar idea that has surfaced inside the twenty first century is that of online marketing. The flow to a digital world has been the end result of the saturation of the market that has been stated right here. With increasingly organizations seeking to attract customers, the internet has become an green way to attain a large target market and to marketplace one services or products on extraordinary cars and thru distinctive perspectives. On-line marketing soon turned out to be a massive enterprise that nowadays deals in billions of greenbacks' well worth of classified advertisements.

Internet marketing, or online marketing, refers to the promotion of goods and offerings at the net. The net international acts as a medium to communicate messages that a commercial enterprise drafts for its target audience. Online marketing is likewise synonymous with on-line marketing. It is crucial to keep in mind that onlinemarketing is not 2d to standard marketing. Nor is it a complimentary provider that you may use to boost your marketing efforts on other mediums. Rather, onlinemarketing and marketing is a hardcore way to sell a commercial

enterprise and make it recognized to an audience that is bombarded with lots of similar stimuli each minute of the day. Perhaps the very foundation of online marketing lies in locating more recent ways to reach clients and markets that might be inquisitive about what a enterprise has to provide. Considering traditional mediums like newspaper, prints and tvs were tried time and again, a new and innovative internet marketing and marketing idea appears to be the clean start that contemporary organizations so desperately want.

Net marketing and marketing, or online marketing, refers back to the promoting of goods and services on the internet. The net world acts as a medium to talk messages that a enterprise drafts for its target audience. Online marketing is also synonymous with on linemarketing and marketing. It's miles important to remember that on line marketing isn't second to standard marketing and marketing. Nor is it a complimentary carrier that you could use to enhance your marketing efforts on different

mediums. As a substitute, on-line marketing is a hardcore way to promote an enterprise and make it recognised to a target audience this is bombarded with lots of similar stimuli each minute of the day. Perhaps the very foundation of online marketing and marketing lies in locating more modern approaches to attain clients and markets that might be interested in what a commercial enterprise has to provide. Given that traditional mediums like newspaper, prints and tvs had been attempted over and over once more, a new and creative net marketing idea appears to be the sparkling begin that present day companies so desperately need.

#### EVOLUTION OF DIGITAL MARKETING:

The time period virtual marketing was first used in the 1990s. The virtual age took off with the coming of the net and the improvement of the web 1.0 platform. The net 1.0 platform allowed customers to find the data they desired however did not permit them to share this fact over the web. Up until then, marketers international were nonetheless unsure of the virtual platform. They had been not certain if

their techniques would work since the internet had no longer but visible giant deployment. In 1993, the first clickable banner went stay, and then hotwired purchased some banner ads for his or her marketing. This marked the beginning of the transition to the virtual technology of marketing. Due to this slow shift, the 12 months 1994 noticed new technology enter the virtual market. The very equal 12 months, yahoo was launched. Additionally, known as "jerry's manual to the world extensive internet" after its founder jerry yang, yahoo received close to 1 million hits within the first year. This brought on wholesale changes inside the digital marketing area, with groups optimizing their web sites to tug in better search engine rankings. 1996 noticed the release of more than one more serps and tools like hotbot, looksmart, and alexa. 1998 noticed the birth of google. Microsoft released the msn search engine and yahoo introduced to the market yahoo web search. Years later, the internet bubble burst and all the smaller search engines have been either left at the back of or wiped out leaving extra area for the giants in the business. The virtual marketing and marketing

world noticed its first steep surge in 2006 when seek engine visitors changed into mentioned to have grown to about 6. Four billion in a single month. Now not one to get left behind, Microsoft positioned msn at the backburner and launched live seek to compete with google and yahoo.

### BENEFITS OF DIGITAL MARKETING

Worldwide reach - a website allows you to locate new markets and alternate globally for best a small investment. Decrease fee - a properly deliberate and nicely targeted digital marketing campaign can reach the right customers at a far decrease value than conventional marketing techniques. Trackable, measurable effects - measuring your onlinemarketing with internet analytics and different online metric equipment makes it less difficult to establish how effective your campaign has been. You may acquire certain facts about how customers use your website or respond in your marketing. Personalisation - in case your consumer database is linked to your internet site, then whenever a person visits the website, you could greet them with focused gives. The greater they purchase

from you, the more you could refine your consumer profile and marketplace correctly to them. Openness - by using getting concerned with social media and managing it carefully, you could construct patron loyalty and create a popularity for being easy to interact with. Social forex - digital marketing helps you to create enticing campaigns the usage of content material marketing tactics. This content (pictures, videos, articles) can advantage social foreign money - being surpassed from consumer to consumer and turning into viral. Advanced conversion fees - if you have a internet site, then your clients are only ever a few clicks away from making a buy. Unlike other media which require human beings to get up and make a cell phone call, or go to a store, digital marketing can be seamless and immediately.

### *Types of Virtual Marketing:*

online marketing and marketing have end up a mandatory part of a commercial enterprise's promotional strategy. No campaign is whole without a representation on the internet. Leaving out this medium means giving up your customers

to the competitor! Being a primary supply of statistics for hundreds of thousands of humans, the net opens up avenues to search for merchandise and corporations by using breaking geographic obstacles. No longer does a person need to be bodily present in a locality to make use of the products bought by means of a nearby business. Tapping into more recent markets is one among the largest advantages of net marketing and marketing. Therefore, making sure that an online promotional campaign is thorough and appealing is essential. Sending throughout the identical message via various strategies and channels at the internet is a ought to. There are many sorts of on linemarketing that have evolved and advanced over the years, retaining in thoughts the manner this medium is used by clients. As an instance, while the internet turned into a simple device that changed into used by simplest a handful of humans with get right of entry to to it, on-line marketing become one-dimensional, meaning, one long advertisement about a product might be positioned up on a single website or seek engine for visitors to look. As utilization multiplied, so

did the complexity related to the internet marketing. Today, a single ad hardly suffices for the numerous sub-mediums that have sprung up at the internet. Social media, websites, engines like google, phone book, and internet site directories are some of the numerous channels on which a business wishes to promote it in a innovative way, preserving in thoughts the form of target market that visits them. Subsequently, onlinemarketing consists out of the subsequent subtypes of online marketing:

- **Electronic mail marketing and marketing**

This refers to marketing that is executed with the aid of sending advertisements and promotional content material through emails. Groups typically hold email directories for email marketing and marketing.

- **Social Media Marketing**

This refers to promoting on social media, such as Facebook and Twitter etc

- **Affiliate Marketing**

It refers to the third parties, also called affiliates, who market a business's content online.

- Search Engine Marketing (SEM)

This refers to the increasing website's visibility in the search engines using paid and organic reach.

#### CONCLUSION:

Virtual marketing has end up vital a part of approach of many corporations. At the prevailing time, nonetheless for tiny business owner to hand have an incredibly cheaper and ready technique by using the use of virtual marketing and marketing to marketplace their products or services in the society. It has no regulations. Organization can make use of any gadgets which includes tablets, clever phones, tv, laptops, media, social media, e mail and lot other to aid organization and its products and services. Virtual marketing and marketing may additionally obtain something extra if it considers consumer dreams as a top priority.

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