



Digital Marketing

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Abstract

The digital revolution has fundamentally altered how businesses interact with customers. Because of the Internet, a customer may research prices based on prevailing viewpoints and even even set them. Digital technology advancements have paved the way for the creation of the cyber-consumer and the cyber-business. The deployment of new customer connection models is made possible by the digital revolution, which presents a challenge for businesses looking to grow their market share. Social media and smartphones both had an effect on how quickly digital marketing developed. Thus, methods of contacting potential customers via mobile devices and social media platforms are modern communication channels that may foster a relationship with a consumer, thereby boosting sales. As opposed to using traditional or conventional techniques, consumers are browsing the internet more and more to discover the greatest bargain from suppliers all across India. In this study, we recognized that digital marketing techniques like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical discs, and games can be very beneficial for businesses. These techniques are becoming more and more popular as technology develops. We can see that Facebook and WhatsApp have made us all more connected, and the rising popularity of social media is giving digital marketers new ways to reach consumers online. Digital marketing is cost effective and having a great commercial impact on the business. The article's author described the fundamentals of digital marketing and its benefits, which are useless to a business looking to increase revenues and streamline sales operations by reducing the expenses of providing customer support.

Keywords: Internet, Marketing, Digitization, Marketing Trends, Digital Marketing.

Introduction Keywords: Internet

Digital marketing is the **sale** of products and services through channels such as social media, SEO, email, and mobile apps. Basically, digital marketing is any form of marketing **related to** electronic devices. One sort of marketing that is frequently employed to advertise goods or services and connect with consumers through digital means is digital marketing. Internet marketing is just one aspect of digital marketing, which also includes offline channels. Social media, mobile devices, and SMS and MMS are all included. Advertising, search engine marketing, display advertising, and several more digital media types. Consumers may obtain information through digital media at any time and from any

location. Using the Because of the widespread use of digital media, customers rely not just on what businesses say about their brands but they can also keep up with what friends, groups, associations, classmates, and the like are saying. The phrase "digital marketing" refers to a broad range of advertising strategies used to connect with consumers online. The term "digital marketing" refers to a broad range of service, product, and brand marketing strategies that primarily make use of the Internet as a primary promotional medium in addition to mobile devices, traditional TV, and radio. Customers may share their digital images with pals online with the aid of Canon iMage Gateway. Lancôme, a company owned by L'Oréal, utilises email newsletters to stay in touch with clients and aims to increase their brand loyalty. To increase the rate of re-subscription, magazine publishers can engage and direct their readers toward the Internet through emails and SMS messages. Thanks to digital marketing, companies can send personalized content to individuals' receiver. Personalize content, among other things, based on data from the CRM system. Well-managed customer relationships can create a lot data about their preferences. This information may be reflected in the creation process products/services satisfy only selected groups of consumers.

Significance of Digital Marketing

Many firms are now becoming more interconnected and shifting to more environmentally friendly methods of marketing and promotion all over the world. Finally, organisations and enterprises have begun investing in digital marketing after realising its significance. The question is whether marketing experts alone should be doing digital marketing. NO, is the response. Beyond brand recognition and traditional advertising, digital marketing plays a larger part in marketing. Companies, enterprises, and individuals have all acknowledged its significance in the current environment. These abilities help them connect with the market more effectively, improve their online reputation and visibility, and stay one step ahead of the competition. There are six attributes of marketing and digital media.

Ubiquitous connectivity- A society, especially young people and children, are used to using many gadgets simultaneously, including laptops, cell phones, PCs, and TVs. Therefore, those who work in marketing make use of their activity by acquiring Using demographic and geographical data, build a campaign. The issue is academics, who are unable to identify interactions between those media users and marketing. The answer to the question, "How young" may be impacted by an inappropriate interaction level. How do people see new media, and why is it important for them to be present? Interaction - Given that the receiver has nothing else to do than watch TV passively, the potential for direct contacts. While such integration is made possible by digital media, The individual commitment of the recipient into a given campaign

User-generated content -Marketing professionals may develop material related to a business, product or service, including adverts, thanks to digital technology. Because of this, the recipients of communications are not passive. materials produced in Through a variety of methods, the digital world encourages the recipients to participate in

communications for marketing. Businesses most frequently produce content using an already prepared model. In actuality, it indicates that the message sender is prepared to support the recipients to produce material on their own, through which they may learn about their interests' messages directed to a certain target group are based on the intentions of their creators.

Social graphs– social portals primarily build a network of relationships between users. Therefore, emerging social networks may be used for promotion through digital marketing. Additionally, a person in charge of marketing may now see the breadth and depth of relationships among consumers owing to social media sites. These networks enable individuals to construct psychological portraits of users and categorise them accordingly.

Personalization – thanks to monitoring and acquiring data on users, e.g., of the Internet, through various applications, the digital marketing has a possibility to create personalized communications, additionally based on individual preferences. All information about the consumer are downloaded from a well-managed CRM system or cookies. Thanks to such data, any given brand may communicate with a potential recipient, not only through the Internet, but also through mobile phones. Personalization transformed the character of transactions, as felt by the clients, from mass to individual.

Immersive environments—available multimedia software, interactive games—transport consumers into a virtual setting where marketers advertise their goods and services. It is true that interactions in the virtual world are based on actual experiences. Aggregate focus on the completed activity is present in conjunction with the developing physical state. Increased use of virtual reality is a reason for digital marketing to completely focus on the transmitted information.

Digital marketing Techniques

Internet marketing plan will help define specific e-marketing objectives and develop strategies to ensure that resources are deployed to take advantage of the marketing opportunities provided by the Internet, and to counter its threats. E-marketing is focused on how a company and its brands use the web and other digital media such as e-mail and mobile media to interact with its audiences in order to meet its marketing goals. We plowed through all the variety of marketing arenas from content and social marketing to marketing technology, analytics and organizational transformation, to find and establish the ultimate summary for marketing trends 2017.

Internet Marketing

The Internet is a global system of interconnected computer networks. It is a network of millions of private, public, academic, commercial and government networks. "The Internet works through a combination of many technologies and it is the greatest source of information mankind has ever had. 20th century. The term Marketing has many definitions. One of the most famous definitions. states that "marketing is the social

process by which individuals and groups achieve what they need and want by creating and exchanging products and value with others". By Connecting these two areas "We can apply the principles of marketing in the internet domain. This can be done mainly through the creation of websites, Internet advertising, as well as Internet marketing research, e-commerce, etc. However, Internet marketing requires a slightly different approach than traditional marketing. Simply put, internet marketing, also known as online marketing, web marketing, e-marketing or i-marketing, is the marketing of products or services over the internet.

Search Engine Optimization (SEO)

Simply put, search engine optimization or SEO is basically tweaking your website to whether it appears organic or natural to search results in Google, Yahoo Bing or any search engine. Google regularly updates its algorithms so that only relevant results appear. From this perspective, many experts assume that SEO is dead and efforts are in vain. However, the truth is that Google tries to prevent algorithm manipulation and filter out unworthy sites at the top of the SERP (Search Engine Results Page). So there is no doubt that you should invest in SEO work. Your site must deal with the technical aspects of combining content and queries, weave, index, and interpret non-text content. Remember, it's the highest profit Marketing strategy that will bring organic traffic to your business.

Search Engine Marketing (SEM)

Search Engine Marketing or SEM is the overall strategy for driving traffic to business, mainly through paid efforts. Hence, it is also known as paid search marketing. The world of SEM is diverse and complex. Depending on your business structure, you can choose PPC (pay per click) or CPC (cost per click) or CPM (cost per thousand impressions) model model. There are different platforms for SEM. So far, Google Ad Words (on the Google network) and Bing Ads (on the Yahoo Bing Network) are the most popular. SEM also includes Display Paid Advertising, Search Retargeting and Website Remarketing, Mobile Marketing and Social Media Advertisement.

Content Creation

Content can be presented in a variety of formats, including blogs, white papers, eBooks, cases research, how-to guides, Q&A articles, forums, news and updates, images, banners, infographics, podcasts, webinars, videos or content for microblogging and social media sites. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to Content is the most important metric when filtering search results. You can be creative and create content on any topic, then cleverly relate it indirectly to your business. You can Want to read our article on how to include content and market your startup or business for free. Also, you need to customize your content for different platforms. For example, the content of Cell phone must be clear and concise. Remember that an effective strategy will attract readers and keep them interested in more information from you. Good content is shared and The best way to brand your business.

Social Media Marketing (SMM)

Social media marketing or SMM is an offshoot of your SEM efforts. It's about driving traffic to your websites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As we mentioned above, good content gets shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to interact with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales. The tools and approaches to communicating with customers have changed dramatically with the advent of social media; therefore, companies must learn to use social media in a way that aligns with their business plan. To create a successful social media marketing campaign, consumers must be open to technology.

Digital Display Advertising

This is again a subset of your SEM efforts. You can use a variety of display ad formats to target potential audiences - whether text, image, banner, multimedia, interactive or video ads. Friend can personalize your message based on customer interests, content topics or location in buying cycle. Note, however, that digital signage advertising is relatively expensive. You need professionals to generate a good return on investment for your business.

Mobile Marketing

Mobile marketing is a relatively new branch of marketing, referring to two-way marketing Communication between businesses and customers takes place through mobile devices. The Websites, apps and content customized for mobile devices. Mobile users are increasing day in and day out and that's the most effective way of marketing. Mobile marketing as a revolutionary tool to connect businesses with each of their customers through their mobile device at the right time, in the right place, and with the right direct message.

Interactive Marketing

Make sure that your advertising strategy engages potential customers in conversation. Follow in an ExpoTV.com survey, 55% of respondents wanted constant communication with the companies they buy; and 89% feel more loyal to companies if they invited to give their opinion. Use tools like widgets and opt-in features to create your website interact, solicit feedback, and track user behavior. Actively interact with customers and personalize offers based on their interests and browsing activity.

Viral Marketing

Viral is now the electronic equivalent of old-fashioned word of mouth. Viral marketing is a strategy in which unique content goes viral online exponentially, because the content is appreciated, Shared and loved immensely. It's a great way to score and drive traffic to your website. The content can be of any format; All you need is creativity. Marketers have

caught the virus and are increasingly integrating viral components into their marketing plans. Not just the approach relatively cheap, but sometimes it can also be more believable than standard advertisements.

Email Marketing

When you send a commercial message via e-mail to a list of potential customers, strategy called email marketing. With effective email marketing software, you can manage your mailing list separated based on a number of factors, including a customer's likes and dislikes, and spending habits. Remember to send personalized emails; It helps build trust. However, note that email marketing can also be considered spam and there are laws against this in a few countries.

Affiliate Marketing

Affiliate marketing is a performance-based marketing program where you pay publishers bring you customers. Performance can be conversion-based - promotions, leads or just sales. You may want to become part of the affiliate programs of various publishers. Basically, publishers will give you space on their pages to advertise your business and help you out. you drive conversions; and you will pay them under the compensation model. you can enjoy using an affiliate network, which will provide you with a large number of publishers and perks like tracking and reporting technology. Affiliate marketing is especially useful for start-ups, as it will bring more traffic to their business through high traffic websites. Necessary, Affiliate marketing is a win-win situation for merchants and publishers. Sites like Amazon, eBay, LinkShare, and Flipkart offer affiliate programs. In fact, most online businesses with significant traffic have their own affiliate programs.

Online Public Relations (Online PR)

Public relations is an important part of modern marketing tools. Companies do not consider public relations may lose customers. The question is how many customers can they lose? The answer of this very difficult question, because public relations is much harder to measure than, say, the Internet Advertising, even when done right, always benefits the business. Online RP has an advantage over traditional RP in its ability to quickly and efficiently exchange two-way communication. communicate on the internet. Companies that operate an online business can grow their online audience relationships through publishing PR articles in online PR catalogues, press releases in online media, by sharing videos or music that contain commercial or promotional messages or by participating in various discussion forums related to the topic or related products.

Digital Media Planning and Buying

When a media agency researches and develops a comprehensive strategic framework, we call it Digital media planning. Whether it's to increase sales or conversions, launch a new brand or promote an established brand or change customer behaviour, media agency planning different platforms and formats to reach the desired audience. It studies the

range and frequency of various web and mobile applications. Agents work with different partners and buy space and related ideas. This is called media buying.

Web Analytics

Perhaps the most important aspect of your digital marketing is web analytics. Basically, the web Analytics helps you to collect, measure, understand, analyse, plan, report and predict the web works for your business. Web Analytics should not be confused with Web Statistics. Like Unlike simple reporting, Web Analytics provides you with different analytics and reflection angles for your business. Some important web analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat. It goes without saying that every advertiser must use Site Analytics to understand its performance and improve ROI and conversions.

Traditional Marketing v/s Internet Marketing

If we compare online marketing methods with conventional traditional marketing practice, then there are many areas and opportunities in which online marketing is proficient and has its advantages and is always preferred to use.

- Unlike traditional marketing where we have to wait for allotted time to know Customer feedback, online marketing is real time.
- Since we are able to respond to customers in real time, tracking a whether the campaign is effective with the product and based on the feedback the marketer can give appropriate changes in promotional campaigns,
- In traditional marketing, this flexibility is Can not. In traditional marketing, it is difficult for small retailers to compete with large competitors in the market because of the costs involved and expertise in strategy, while in the case of online marketing, through a crisp website you can reach your target audience with wider reach with better service assurance.
- The implication of cost is another point that makes a lot of difference between technical marketing rather than online marketing; trader can create its corresponding digital marketing strategy at a very low cost and replacing conventional expensive advertising methods such as newspapers, radio, television and magazines.
- Thanks to online marketing, any business promotion idea has much greater reach and coverage. as can be seen in any part of the world through a marketing campaign with optimal cost compared to for regular marketing campaigns and once the marketer has optimized the key word the content of the search criteria in the site then excellent return on investment with very low results cost of maintaining position.
- With email marketing, marketers can create options to engage their target audience take appropriate favourable measures, visit the respective website, to know about their products and its various features and services, through which customers can express their views about the product, choose to buy their product

and comment accordingly, that is also visible on the website, in this way the marketer has an effective opportunity to interaction with customers, often diluted in the case of traditional marketing

Conclusion

Digital marketing should be considered more broadly than internet marketing. Digital marketing not only on the Internet, but also in electronics, software, etc., device/user used to exchange data. Therefore, digital marketing combines digital and network technology, thanks to which a man can communicate not only over a mobile network, but also even TV. Wide reach allows businesses to operate on multiple electronic platforms. In summary, it can be concluded that digital marketing is a modern concept of famous marketer in the new technology world. Digital marketing allows who solve these problems to choose customers more accurately before. As a result, a product/service may be more tailored to individual preferences. Digital marketing "makes life easier", compared to traditional marketing. Give Internet users, websites on the Internet are no longer simple presentations of offers, but they become part of the Internet. life, the things that marketers use to communicate with potential customers.

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