

A STUDY ON DIGITAL MARKETING AND ITS IMPACT

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Abstract:

The international is transferring from analog to virtual and advertising isn't any exception. As era development is growing, using virtual advertising, social media advertising, seek engine advertising is likewise growing in today's enterprise international. Internet customers are growing unexpectedly and virtual advertising has profited the maximum as it in particular relies upon on net offerings. Consumer's shopping for behavior, possibilities are converting and they're extra willing in the direction of virtual advertising as opposed to the conventional manner of advertising. This assessment is to examine the effect of virtual advertising and the way critical it's miles for each clients and entrepreneurs. This paper starts with an advent of virtual advertising after which it highlights the mediums of virtual advertising, the distinction among conventional and virtual advertising, and the pros, cons, and significance of virtual advertising in today's era.

Keywords: *Virtual Advertising, Net, Online Marketing and Marketing, Net Advertising.*

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Introduction:

Marketing refers to the stairs that the enterprise or corporation takes to sell the shopping for of any services or products. The enterprise seeks clients or clients for its services or products through the assist of advertising. Digital Marketing refers back to the advertising of any products or services in virtual shape. For example, advertising makes use of smartphones, computers, laptops, tablets, or different virtual devices. Digital advertising is a shape of direct advertising that electronically hyperlinks clients with dealers via interactive technology like emails, websites, on line boards and newsgroups, interactive television, cellular communications, etc.

'Digital advertising' time period changed into first coined with inside the 12 months of 1990s. Digital advertising is likewise referred to as 'on line advertising, 'net advertising, or 'internet advertising. It is referred to as 'net advertising' due to the fact with the upward push of the net there's additionally excessive boom of virtual advertising. The principal gain of virtual advertising is that entrepreneurs can promote their services or products 24 hours and 365 days, decrease cost, performance benefit, to inspire the consumer for extra purchases and enhance consumer offerings. It facilitates many-to-many communications due to its immoderate diploma of connectivity and is normally finished to promote products or services in a timely, applicable, non-public, and cost-effective manner.

In 2005, there have been round 1.1 billion net customers which encompass 16.6 percentage of the populace at that time. In 2020, the range of net customers is round forty-eight billion and the proportion populace has accelerated to sixty two percentage. And there's an immediate connection among virtual advertising and the net. Countries like India and China have the very best range of net customers so that they have a first rate opportunity. The principal targets of this assessment paper are the following:

- Understand the numerous channels of virtual advertising
- Comparison of conventional advertising and virtual advertising
- Importance of virtual advertising
- Advantages and drawbacks of virtual advertising
- Challenges virtual entrepreneurs face

Various channels of virtual advertising:

- Digital advertising includes numerous channels which can be mediums utilized by the marketer to sell their services or products. As an advertiser, the principle intention is to pick the channel that's fine for conversation and provide most go back on investment (ROI). The listing of critical virtual advertising channels are given below:

Social Media:

In the modern era, social media advertising is one of the maximum critical media in virtual advertising. It is the fastest-developing virtual channel. Social media advertising is the technique of gaining site visitors or webweb sites via social media web sites. According to Neil Patel, "Social media advertising is the technique of making content material which you have tailor-made to the context of every social media platform to force person engagement and sharing". The range of net customers with the aid of using populace has accelerated from 16.6 to sixty two percentage in 15 years and social media advertising has benefited the maximum in that.



Fig. 1 presentations over two hundred social media platforms. Below is the listing of critical social media platforms.

Facebook: It is the primary social media platform. An enterprise can sell its product and offerings on Facebook.

LinkedIn: Professionals write their profiles on LinkedIn and might percentage them with others. The enterprise additionally construct their profile and LinkedIn join those dots organizations and professionals.

Google+: It is Google's social community, customers can without problems join primarily based totally on their not unusual place pastimes and friendship.

Twitter: Its approach is to boom logo cognizance and sales, entice new followers, and lead and raise conversions.

Pinterest: It is a social media platform wherein visible content material is to be had and the person can percentage or save it with others.

Email Marketing:

When a message is dispatched via e mail approximately any products or services to any cap potential consumer its miles referred to as e mail advertising. It is an easy virtual advertising channel to understand. Email advertising is used to promote a product the usage of reductions and occasion ads, boom logo cognizance, and direct humans to their enterprise websites. In an e mail advertising campaign, the styles of e mail may be dispatched are weblog subscription newsletter, the welcome e mail series, the seasonal campaign, the post-buy drip, the cart abandon

campaign, observe up e mail whilst internet site visitors down load something, vacation promotional to unswerving members, the re-engagement campaign, etc. The largest gain of e mail advertising is that it's miles very reasonably-priced as compared to different advertising mediums. It is normally used to construct loyalty amongst current clients as opposed to benefit new clients. The enterprise can get a consumer's interest with the aid of using developing picture and visible ads, linking product snap shots to the internet site.

Affiliate Marketing:

In associate advertising, the enterprise rewards subsidiaries for each consumer or vacationer they carry to the enterprise's internet site with the aid of using their advertising efforts or approach on behalf of the enterprise. According to Pat Flynn's Smart Passive Income, "Affiliate advertising is the technique of incomes a fee with the aid of using selling different humans' (or enterprise's) products. You discover a product you like, sell it to others, and earn a chunk of the earnings for every sale which you make". There are four one-of-a-kind events worried in associate advertising:

The Merchant: Sometimes it is able to be the seller, the logo, or the retailer. This birthday celebration produced a product to promote. It may be a person or start up or huge fortune enterprise.

The Affiliate: This birthday celebration is likewise referred to as a publisher. . It additionally may be a person or start up or huge fortune enterprise. They take a fee from the service provider for each services or products they promote. The associate brings clients to the service provider.

The Customer: The consumer or purchaser is a critical a part of the complete system. They visit associates and associates redirect them to traders with the aid of using taking his fee. Without a consumer, the associate can't earn a fee.

The Network: Network works as an intermediate among associate and service provider. Affiliates require a community to sell services or products. Search Engine Marketing A seek engine is an internet-primarily based totally device that facilitates customers to discover the statistics they're searching for. Examples of serfs are Google, Yahoo, Bing, etc.

Search engine advertising:

It refers to any hobby that will increase a person's internet site's rank in any seek engine. There is styles of Search engine advertising seek engine optimization (search engine optimization) and paid seek. According to Neil Patel, Search engine optimization is the artwork of rating excessive on a seek engine with inside the unpaid section. It is likewise referred to as natural advertising or natural listing. In general, the better the rank of the web site with inside the seek engine extra site visitors will go to that web site. When it involves search engine optimization it includes a seek engine and searcher. And sixty seven percentage of all searches manifest on Google. So Google is the maximum critical seek engine with inside the international.

In paid seek one want to pay to get a better rank in seek engine. In paid seek, one can have the equal form of key phrases as on their natural advert campaign. The majority of paid seek engine is administered on industrial seek engine consisting of Google, Yahoo, Bing, etc. Paid seek paintings at the pay-per-click on model, wherein entrepreneurs will most effective pay whilst a person clicks on their advert. The seek engine set of rules will decide the rank of the advertiser's advert primarily based totally on their bid and nice score. Many advertisers opt for paid seek as opposed to search engine optimization in quick time period because of its capacity to offer a quicker result.

Online Display Advertising:

In conventional advertising, there's a poster or billboard of any enterprise on each facets of the street or an advert in a magazine/newspaper to sell their products or services. Online show marketing and marketing is a virtual model of that. Today, a marketer can use on line show marketing and marketing to attain the equal thing. There are one-of-a-

kind styles of show marketing and marketing consisting of video ads, banner ads, interactive ads, wealthy media, etc.

Display marketing and marketing is first rate for catching the attention because of picture ads. An on line show marketing and marketing marketer can goal an target market primarily based totally on internet site content material, geography, gender, age, tool type, etc. So the marketer can display an appropriate advert to the applicable consumer which facilitates in reducing the price range and growing sales. Comparison among conventional and virtual advertising. Traditional advertising is the maximum recognizable shape of advertising.

Comparison between traditional and digital marketing:

Traditional marketing is the most recognizable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include tangible items like ads in a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing. Whereas digital marketing uses various digital channels to reach customers. Some comparisons are given below:

Traditional and digital marketing comparison:

Traditional Marketing	Digital Marketing
Example of traditional marketing includes a poster, brochure, magazine, newspaper, broadcast, telephone	Example of digital marketing includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization
With a traditional marketing approach, only limited or local customers can be targeted	With a digital marketing approach customers around the world can be targeted
An advertising campaign takes a long period to plan	Advertising campaigns take a short period to plan
It is costly and time-consuming	Relatively cheap and faster
A physical relationship is shaped while conveying merchandise	No physical relationship is formed due to the digital nature of digital marketing
One campaign stays for a long time and change is expensive	A campaign can be changed very easily
For the promotion of product posters, paper, Radio, billboards are used	No physimaterials paper aims are required because digital marketing is done on websites, social media platforms, or through online videos
Due to the physical nature of traditional marketing, its cost is high	Digital marketing is cheaper compared to traditional marketing because it is done on websites and social media
For market analysis traditional marketing depends on surveys or experimentation, it is complex to analyze the result and does not provide accurate data	Facts and data available on various analytic tools make it very convenient to analyze the data and to interpret it
24/7 marketing is not possible	24/7 marketing all around the globe is possible

Importance of digital marketing:

Based on the above discussion summary of the importance of digital marketing that every marketer should follow is written below:

- Internet marketing is endlessly more moderate than any offline marketing technique. It can reach a wider audience easily.
- In digital marketing, results can be followed and monitored easily with the help of various tracking software. Rather than leading costly client research, organizations can rapidly see client reaction rates and measure the achievement of their promoting effort continuously, empowering them to design all the more adequately for

the following one.

- Collecting feedback from customers is easy to compare to traditional marketing mediums such as TV, radio, or billboard. They can easily give feedback on any product using a website in online marketing which helps a businessman to redesign themselves in their specific domain.
- It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second. Numerous little and huge organizations are following the methodologies of web-based showcasing to underwrite themselves globally.
- Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with digital marketing, others incorporate remote content informing, portable applications, advanced TV, and radio channels.
- Digital marketing is moderate, targetable, and quantifiable and thus organizations do it and advertisers love it.

Advantages of digital marketing:

Technology is changing rapidly and it also has affected consumers' buying behavior. Below is given some advantages digital marketing brings to the consumer:

- In the year 2020 consumers can access the internet any time from any place in the world. And due to the digital nature of digital marketing consumers can stay updated about any product or service 24/7 times.
- Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumers' engagement and improved their experience.

In traditional marketing, there is little chance that consumers can be misinformed by salespeople, but in digital marketing, consumers get clear and accurate.

Disadvantages of digital marketing:

In today's era digital marketing has many advantages though it has a few disadvantages that are discussed below:

- A competitor can easily copy the digital marketing campaign of others. Brand names or logos can be utilized to swindle customers.
- If the internet connection is slow or there is some problem with websites, then websites may take too much time to open and the customer will not wait much and leave.
- In traditional marketing, customers can physically touch the products to verify but it is not possible in e-commerce.
- Though India is digitalizing, many customers still don't trust the online payment system or don't know.
- The absence of trust of the clients due to the enormous number of fakes concerning virtual advancements. Fair organizations might be influenced since their picture and the notoriety of value can endure harm.

Challenges facing digital marketers:

There are numerous advantages of using digital marketing for promoting products and services yet a digital marketer needs to face some challenges. The difficulties are as per the following:

- Consumers use different digital devices and various digital channels and those devices have various digital channels that lead to the proliferation of digital channels. And Marketers face difficulty in choosing medium and audience.
- Digital marketing is extremely cheap compared to traditional marketing and it covers every small business which leads to intense competition.
- Consumers leave behind a gigantic amount of data in digital channels every time they visit the channel. It's amazingly hard to understand such data, just as locate the correct data inside detonating information volumes

that can assist you to make the right choices.

Conclusion:

It can't be rejected that the world is quickly moving from simple to the digital world. 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 media. Because people can use digital platform any time anywhere from the world companies need to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down.

When customers want to buy any product online, they can easily get product information and can compare it with other products without visiting any retail store or shopping mall. It shows that consumers are more inclined towards online buying rather than visiting a retail store. As consumer's buying behavior is changing companies also need to change their advertising strategy and embrace digital platforms for marketing.

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Cite This Article:

**Prof. Dharmendra B. Chaudhary, (2022). A Study on Digital Marketing and its Impact, Educreator Research Journal IX (Special Issues - II), May –June, 84-89.*