



### ROLE OF DIGITAL MARKETING IN TODAY'S ORGANIZATION

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#### **Abstract:**

*Digital Marketing is the engine that drives today's business, big or small. Effective digital marketing is the marketing that bridges electronic technology with psychology in the marketplace. Internet marketing, also referred to as online-marketing, web-marketing, I-marketing, e-marketing and Search Engine Marketing, is the marketing of products or services over the internet. The internet has brought media to a global audience. The interactive nature of internet marketing in terms of providing instant response and eliciting responses, is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to the internet, e-mail and wireless media, but it includes management of digital customer data and electronic customer relationship management systems.*

*In the present paper the researcher wants to disclose the meaning and significance of "Digital Marketing" "E-Commerce" and explain the Online shopping, feature of internet marketing services for businessman, customer relationship and top online service providing companies.*

**Keywords:** *Digital Marketing, Online Shopping, Internet Global System, E-Commerce, and Marketing Channel.*

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#### **Introduction:**

To survive in today's competitive world every producer, manufacturer and businessmen take the help of "Marketing". Marketing is nothing but the process of satisfying customers needs and wants quickly and better than the competitor. With the development of 'internet users' are one of the reasons behind adopting the online marketing. Digital Marketing is one of the method through which various marketing activities are carried out.

Internet marketing is sometimes considered to have a boarder scope because it not only refers to the internet, e-mail and wireless media, but it includes management of digital customer data and electronic customer

relationship management systems. Internet marketing ties together creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing, banner ads on specific websites, e-mail marketing and web 2.0 strategies.

#### **Objective of Study:**

- i) To explain the 'Digital Marketing' and online marketing channels.
- ii) To explain the concept of 'Online Shopping'.
- iii) To explain the concept of E-Commerce.
- iv) To explain the feature of 'Digital Marketing'.



### Research Methodology:

#### 1. Research design used in the study:

Research design is a systematic method to carry out the research. Present research falls under the descriptive type of the research. As it based on the observations and experiences gain by the researcher during data collection and analysis.

#### 2. Data collection method :- Secondary data

It is the data which was already collected by someone else. Researcher has to analysis data and interprets the results. For the present research the researcher collected the secondary data through various books, websites, published information, sources of which is given the endnote of this paper.

### The concept of Digital Marketing:

Digital marketing is the marketing of product or services using digital technology like internet but also includes display advertising, mobile phones and any other digital medium. Digital marketing the process of marketing a product or services using the internet. Digital marketing not only includes marketing on the internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to connect businesses to their customers. Digital marketing is a broad term that includes all marketing channels and methods you can use to promote products and services on the internet but also on electronic devices such as TV's, mobile phones and electronic billboards.

#### 1. Digital Online Marketing channels:

##### i) Website Marketing :

A website is the focus point of all digital marketing campaigns. By itself is a very powerful channel but it's also the medium to execute most of the other online marketing campaign. Your website should represent your brand, product, and services in the best possible way. It should be fast, mobile friendly and easy to use.

##### ii) Search Engine Optimization :

Search engine optimization is the process of

optimizing your website for search engine. The main goal of Search engine optimization is to help a website rank higher in the search result and get organic traffic from search engines.

##### iii) Pay-Per-Click (PPC) Advertising:

PPC advertising gives you the ability to reach internet users on a number of network through paid aids. Every time a user click on your ads, you pay a fee to the provider. The most popular PPC platforms are Google Ads and facebook.

**iv) Content Marketing:** Content marketing is all about the content. The digital world is a huge collection of content in different forms like text, images, audio and video. Contents is usually published on a website and then promoted through social media, email marketing etc. The main tools of content marketing are : blogs, eBooks, online courses, etc.

##### v) E-mail Marketing:

Despite the increased use of social media network, email marketing is still one of the most effective digital marketing channels. E-mail marketing is the medium to get in touch with your potential customers or the people interested your brand and the entails that these people want to hear from you and you are not hijacking their box. In fact, many successful online businesses and marketers use all other digital marketing channels to add leads to their email lists and then through email marketing they create a number of funnels to turn those leads into customers.

##### vi) Social Media Marketing:

Social media marketing has to do with reaching people in the various social networks either through content marketing campaigns, paid ads or both. The primary goal of a social media marketing campaign is brand awareness and establishing social trust but as you go deeper in to get leads or even as a direct sales channel.

### The Concept of 'Online Shopping:

Online shopping is the process consumers go



through to purchases products or services over the internet. An online shop, e-shop, e-store, internet shop, web shop, or online store evokes the physical buying products or services at a retailer or in a shopping mall. Shopping on the internet offers convenience and time saving benefits to shoppers, as compared to shopping in traditional brick and mortar stores. Changing consumer lifestyle and lack of time may make it more difficult for consumers to shop at physical location such as stores and shopping malls. Shopping on the internet addresses this problems as shoppers can shop in the comfort and convenience of home. The internet operators 24 hours a week, seven days a week, and can be accessed anywhere in the connected world shopper can except to browse and purchases goods on the internet anytime, unlike traditional stores have fixed opening hour. Shoppers can also purchases goods that are unavailable at their location, and are able to bypass restrictive import policies, as the internet allow shoppers to make purchases from vendors in other location around the world.

Shoppers are able to use the internet as a powerful research instrument in the purchasing process. For certain products such as books and videos/CDs/DVDs and recommendations are important factor in influencing purchase decision. With such products, shoppers are not only able to browse through a larger selection on the web in sites such as Amazon.com, but are also able to conveniently obtain reviews and recommendations that are usually unavailable in offline stores.

### 1. Benefit of Online Shopping:

- i) Bargaining power of consumers enjoy a wider choice.
- ii) Supplier power it is more difficult for consumers to manage a non-digital channel.
- iii) Threat of new entrants, online means it is easier to introduce new services with lower over heads
- iv) Threat of substitutes
- v) Internet increases commoditization

vi) Rivalry among competitors it is easier to introduce products and services to different markets.

### The concept of ‘E-Commerce’:

E-Commerce is currently one of the most important aspects of the internet. The term electronic commerce refers to the use of an electronic medium to carry out commercial transactions. E-Commerce involves in advertising, multimedia, product information, customer support on the web internet security and payment mechanism are all covered under electronic commerce. E-Commerce includes retail shopping, banking, stocks and bonds trading, auctions, real estate transactions, airline booking, movie etc. nearly anything which can imagine in the real world.

E-Commerce, is changing the way in which bank and consumers interact and transact. Provides consumers the ability to bank ,invest, purchases, distribute, communicate, explore and research from virtually anywhere an internet connection can be obtained.

### 1. Advantages of E-Commerce :-

#### i) International Marketplace :

Using E-Commerce, organizations can be expand their market to national and international markets with minimum capital investment. An organizations can easily locate more customers, best supplier and suitable business partners across the global market.

#### ii) Lower telecommunications cost :

The internet is much cheaper than value added networks which were based on leased telephone lines. It also cheaper to send a fax or e-mail via the internet than direct dialing.

#### iii) Reduce Inventories:

E-Commerce increases the productivity of organizations. It support pull type supply management. A business process starts when a request comes from a customer and it uses just-in-time manufacturing way.

#### iv) Save Operational cost :

The cost of creating, processing, distributing, storing



and retrieving paper based information has decreased.

### v) Digitization of products and processed :

Software and music/video products can be downloaded or e-mailed directly to customers via the internet in digital or electronic format.

### 2. E-Commerce Marketing :

E-Commerce marketing is the method of making sales by creating and increasing awareness about an online store's product offering and brand. E-Commerce marketing is the process of making sales by building and raising consciousness about an online store's product offerings and brand. The same tactics of traditional marketing can be applied to e commerce marketing in a digital realm, as it allows businesses to reap the benefits from those who are in the mindset to buy.

E-Commerce marketers can leverage digital content, social media platforms, search engines and email campaigns to attract visitors and promote purchases online. E store's must utilize all of the above digital channels to advertise all of its products and grow the business. Channelizing on different platforms will open the consumer up to a new world of purchases opportunities and will help the become familiar with your particular brand in the meantime. All in all, ecommerce website marketing is often seen as a win situation.

#### a. E-Commerce Companies :

To better understand what differentiates and ecommerce company from any website with a shopping cart, there is a list of the top internet retailers that classify as ecommerce sites. This is where ecommerce marketing really comes in handy, as it allows users who are already a part of these top sites to get involved with new shopping opportunities. Example of some of the biggest ecommerce sites are below.

#### i) Amazon :

Founded in 1994 in Seattle by Jeff Bezos, Amazon, since then, has become a familiar name when it comes

to online shopping. This online stores today has the most significant revenue in the world, but its origins were humble.

#### ii) eBay :

It is one of the first prosperous dot.com bubble companies that outlined online shopping. The company was established in San Jose, California, in 1995, and its most unique feature is the online auction feature, besides a conventional buy it now shopping option.

#### iii) Alibaba Group Holding Ltd. :

Jack Ma, having been rejected from more than 30 job posts in the early 1990s, started producing websites for businesses with his wife and a friend. His business expanded exponentially, and in the year 1999, Alibaba group was established, the world's largest retailer of present day, serving in more than 2020 countries.

#### iv) Jingdong:

This online stores is operating from Beijing and is considered to be the first of three major Chinas companies. Challenged by the renowned company obtained over a quarter of a billion registered users till 2018. The company was established in 1998 and started its online trading six years later. Today, the businesses flourishes with its high tech delivery system which comprises of robots, AI, and a fleet of drones.

### Feature of 'Digital Marketing':

#### i) Interactive Communication :

Feedback is what has made interactive marketing possible. Now, customers can communicate with the companies about their products through digital platforms in the form of feedback. These feedback contribute to making brand offerings better. Today easy to use tools make it easier for companies to solicit feedback and also track customer's behaviors or reactions to the products. Hence companies can tailor marketing communications and product



offerings as per consumer satisfaction and requirements.

### ii) Result Oriented Approach :

Competitions has always been there, both in business and marketing. There is always another brand or company colluding to overthrow another. There are advanced strategies incorporated in digital marketing to improve website's search engine ranking which will help sites to come on top of the search engine results page.

### iii) Focused Audience Targeting :

Unlike the magazines, newspapers or traditional televisions ads, digital marketing is not limited to only targeting a small group of audience. Digital marketing has enables brands to reach out to people and communicate about their products using social media, emails, websites etc. Targeting internet users and converting incoming traffics into leads of subscribers, is what this features accurately states, Digital platforms give a plethora of targeting options.

### iv) Direct and non-intrusive Audience Reach out :-

Impactful visual content is created for and widely promoted over social media. Through such networks, buyers can gain information about products and services, and many even influence their peers.

### Conclusion :

The conclusion of digital marketing has now become a big topic of discussion. Modern technology has changed a lot. Besides the growth of modern technology, the

techniques of business has also changed. In this regard, digital marketing comes take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. The want to buy everything online. So, the various companies always try to stay connected with their customers via internet. Digital marketing is a dream business project for digital marketers. If you want to get success in the digital marketplace. The digital information will help the digital marketers to understand the strength and weakness of digital marketing. Digital marketing requires certain skill to utilize the digital technology. After acquiring the above knowledge, you may take the risk to invest in the digital marketplace. This is growing field of business. Digital marketing may fulfill all your cherished dreams within the short span of your life. Digital marketing is a place where anybody can make his or her career without so much effort. Only a person should have to keep patience to get your desire goals.

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