



MARKETING STRATEGIES IN THE DIGITAL AGE

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Abstract:

If you want to sale your product in the market you need to advertise your product in market to attract customer. Marketing of the product is very important to increase sale. Now a days there is very easy and fast way to reach the customers is the digital marketing. With the help of social media such as Facebook, what's aap, Instagram, web page, television advertises etc you can directly reach to customer and give the information about your product. But when you are doing marketing in the digital world you need some strategies for successful advertising. What is that strategy and how we apply it in marketing? This is discussed in this article.

Keywords:

B2B – Business to Business

B2C – Business to Customers

CEO – Chief Executive Officer

CMO – Chief Marketing Officer

SEO technique – Search engine optimization technique

Google analytics- it is a platform that collects data from your websites and apps to create reports that provide insights into your business.

Social analytics – it is the process of collecting data from social media networks and gaining insights in order to improve the performance of social media campaigns.

Artificial Intelligence- The way in which computers can be made to copy the way humans think.

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Objective:

- Explain the transformative function of technology in the marketing;
- Outline the influence of technology in the marketing;
- Identify the functions of various social medias in marketing; and
- Categorise various digital media used for marketing

Introduction:

Marketing is the process of identifying customers and "creating, communicating, delivering, and exchanging"

goods and services for the satisfaction and retention of those customers. It is one of the primary components of **business management** and **commerce**.

Marketing is conducted by the seller, typically a retailer or manufacturer. Products can be marketed to other businesses (B2B) or directly to consumers (B2C)

The market changes faster than marketing. In essence, marketing strategy has undergone only two eras, the entity era and the bit era, also known as the industrial age and the digital age. In the age of digital society, all CEOs,



CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing and adopt emerging technological and data tools to integrate with the Internet. The goal of digital marketing strategy is not to disrupt existing marketing strategies, but to complement, integrate and develop the two at the same time.

Marketing in the Digital Age:

In today's digital landscape, marketing has undergone a significant transformation. With the rise of technology and the internet, businesses have embraced digital platforms to connect with their target audience, build brand awareness, and drive sales. This article explores the strategies and trends that are crucial for success in marketing in the digital age. From social media marketing and content creation to data-driven insights and personalized experiences, businesses must adapt their approach to stay competitive.

1. Embrace a data-driven Approach:

In the digital age, data is king. Marketers have access to an abundance of valuable consumer data, and leveraging this information is vital for success. By analysing consumers behaviour, preferences, and interactions, businesses can make data-driven decisions and tailor their marketing strategies accordingly. Utilize tools like Google analytics and social media analytics to gather insights and identify patterns that can inform your marketing campaigns. This data can help optimize targeting, personalize messaging, and measure the effectiveness of your efforts.

2. Invest in Content Marketing:

Content marketing remains a powerful strategy in the digital age. High-quality and relevant content allows businesses to engage their target audience, build trust, and establish thought leadership. Develop a content strategy that aligns with your brand's goals and values. Create compelling blog posts, videos, infographics, and other forms of content that resonate

with your audience. Incorporate SEO techniques to ensure your content ranks well in search engine results. Additionally, consider repurposing content across different platforms to maximize its reach and impact.

3. Leverage the Power of social media:

Social media platforms have become essential marketing channels, providing businesses with direct access to a vast audience. Develop a strong social media strategy that aligns with your brand's voice and values. Choose the platforms that best suit your target audience and focus on building an engaged community. Regularly share valuable content, engage with your audience, and utilize features like live video, stories, and polls to create interactive experiences. Paid social media advertising can further amplify your reach and target specific demographics, driving traffic and conversions.

4. Personalize the Customer Experience:

In the digital age, consumers expect personalized experiences. Leverage customer data and automation tools to create tailored experiences throughout the customer journey. Implement marketing automation platforms that allow you to segment your audience and deliver personalized messages based on their interests, behaviours, and preferences. Use personalized email marketing, dynamic website content, and targeted advertising to create a customized experience that resonates with individual consumers.

5. Harness the Power of Influencer Marketing:

Influencer marketing has gained immense popularity in recent years. Partnering with influencers who align with your brand can help you reach a wider audience and build credibility. Identify influencers relevant to your industry and collaborate on content creation, product reviews, or sponsored posts. However, ensure that the influencers you choose genuinely resonate with your target audience and maintain authenticity.



6. Stay Agile and Adapt to Emerging Trends:

The digital marketing landscape is constantly evolving, with new trends and technologies emerging regularly. Stay updated on the latest industry trends, such as voice search, artificial intelligence, virtual reality, and augmented reality. Experiment with emerging platforms and tactics to identify opportunities that align with your brand. Stay agile and adapt your strategies accordingly to maintain a competitive edge.

Marketing Strategy in Digital Age:

The digital age has brought about a seismic shift in the marketing landscape. Traditional marketing methods are increasingly being overshadowed by innovative digital strategies that leverage technology to reach and engage with consumers.

Understanding the Digital Age Consumer:

The Empowered Consumer:

The digital age consumer is informed, connected, and empowered. They have access to a wealth of information and can make buying decisions without depending on brands.

The Importance of Personalization:

Personalization is key in the digital age. Consumers expect brands to understand their needs and deliver personalized experiences.

Key Digital Marketing Strategies:

Content Marketing:

Content marketing involves creating and sharing valuable content to attract and engage a target audience. It includes blogs, videos, infographics, e-books, webinars, and more.

Social Media Marketing:

Social media platforms provide an excellent opportunity for brands to connect with consumers. This involves creating engaging content, promoting products/services, and interacting with followers.

Email Marketing:

Email marketing is one of the most effective digital

marketing strategies. It involves sending targeted and personalized emails to nurture leads and convert them into customers.

Search Engine Optimization (SEO):

SEO involves optimizing your website to rank higher in search engine results, thereby increasing visibility and driving organic traffic.

Pay-Per-Click Advertising (PPC):

PPC involves running ads on platforms like Google Ads and paying each time a user clicks on your ad. It's an effective way to drive targeted traffic to your website.

Influencer Marketing:

Influencer marketing involves collaborating with influencers in your industry to promote your brand to their followers.

Measuring Success in Digital Marketing:

Key Performance Indicators (KPIs):

KPIs are metrics that help measure the effectiveness of your digital marketing strategies. They can include website traffic, conversion rates, customer acquisition cost, and more.

Analytics Tools:

Analytics tools like Google Analytics provide detailed insights into your marketing performance, helping you make data-driven decisions.

Challenges in Digital Marketing:

While digital marketing offers immense opportunities, it also comes with challenges like data privacy concerns, staying up-to-date with the latest trends, managing online reputation, and more.

4 Principles of Marketing Strategy in The Digital Age

We had just a few TV channels, some radio stations, a handful of top magazines and a newspaper or two in each market. Reaching consumers was easy, if you were able craft a compelling message, you could move product.

Ugh! Now we've got a whole slew of TV channels, millions of web sites and hundreds of thousands of "Apps" along with an alphabet soup of DMP's, API's and SDK's. Marketing was never easy, but technology



has made it a whole lot tougher.

What used to be a matter of identifying needs and communicating benefits now requires us to build immersive experiences that engage consumers. That means we have to seamlessly integrate a whole new range of skills and capabilities. It's easy to get lost among a sea of buzzwords and false gurus selling snake oil. Here are 4 principles to guide you:

1. Clarify Business Objectives:

There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be "progressive" and actively integrate emerging media into their marketing program.

However, the mark of a good marketing strategy is not how many gadgets and neologisms are crammed into it, but how effectively it achieves worthy goals. Therefore, how you define your intent will have a profound impact on whether you succeed or fail.

Unfortunately, there is a tendency for marketers to try to create a "one size fits all" approach for a portfolio of brands or, alternatively, to want to create complicated models to formulate marketing objectives. However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral).



Some brands are not widely known, others are having trouble converting awareness to sales and still others need to encourage consumer advocacy. While every business needs all three, it is important to focus on one

primary objective or your strategy will degrade into a muddled hodgepodge.

2. Use Innovation Teams to Identify, Evaluate and Activate Emerging Opportunities:

Marketing executives are busy people. They need to actively monitor the marketplace, identify business opportunities, collaborate with product people and run promotional campaigns. It is unreasonable to expect them to keep up with the vast array of emerging technology and tactics, especially since most of it won't pan out anyway.

Therefore, it is essential to have a team dedicated to identifying emerging opportunities, meeting with start-ups and running test-and-learn programs to evaluate their true potential. Of course, most of these will fail, but the few winners will more than make up for the losers.

Once an emerging opportunity has performed successfully in a pilot program, it can then be scaled up and become integrated into the normal strategic process as a viable tactic to achieve an awareness, sales or advocacy objective.

3. Decouple Strategy and Innovation:

Unfortunately, in many organizations, strategy and innovation are often grouped together because they are both perceived as things that "smart people" do. Consequently, when firms approach innovation, they tend to put their best people on it, those who have shown a knack for getting results.

That's why, all too often, innovation teams are populated by senior executives. Because innovation is considered crucial to the future of the enterprise (and also due to the institutional clout of the senior executives) they also tend to have ample resources at their disposal. They are set up to succeed. Failure, all too often, isn't an option.

However, strategy is fundamentally different from innovation. As noted above, a good strategy is one that achieves specific objectives. Innovation, however, focuses on creating something completely new and new things, unfortunately, tend to not work as well as



standard solutions (at least at first). The truth is that innovation is a messy business.

So, failure must be an option, which is why technologically focused venture capital firms expect the vast majority of their investments to fail. However, failure must be done cheaply, so resources (and therefore senior executives) must be kept to a minimum.

4. Build Open Assets in the Marketplace:

The primary focus of marketing promotion used to be to create compelling advertising campaigns that would get the consumer's attention and drive awareness. Once potential customers were aware of the product, direct sales and retail promotions could then close the deal.

6 Rules of Marketing Strategy for the Digital Age

In the digital age, brands are no longer mere corporate assets to be leveraged, but communities of belief and purpose. As consumers become more familiar with digital technology, businesses are evolving their marketing strategies to meet expectations. Websites and applications are now considered an essential part of a brand's presence. The digital age is making it possible for brands to connect with their clients all over the world and reach out effectively to their specific target audiences. However, with so much reach, it is easy to get befuddled and make mistakes while communicating to your audiences digitally. Here's our list of top six rules that your marketing team should know about:

1 - Digital does not mean machine-like:

While digital gives you the opportunity to reach out to millions with a single click, it also poses a problem: if not monitored properly, it will not be as effective as face-to-face communication. Since your customers are interacting with you through electronic media, they need to be able to see the human side of the interaction to trust you and do business with you.

Take away the robotic feel of digital by setting the right tone and voice for your messages. Keep your words as personal as possible and respond to the feedback your customers are giving you. This will let them know that

there is a real person behind the other end.

2 - Innovation beats competition:

Always. The digital technologies we use today hadn't been thought possible a few years ago. The consumer of the digital age expects brands to be creative with their messages. Think of new ways of grabbing people's attention. More often than not, you will find that your consumers have a daily routine. Change one part of that routine and you've got yourselves an attention-grabbing advertisement. Catch your consumers on the go while they're least expecting it.

Digital technology can help you achieve this in several ways. For example, Coke recently promoted its Diet Coke with Slender Vender - an ultra-slim Diet Coke vending machine placed at critical locations. The placement and the design were enough to have people buying instantly.

3 - Creating an experience is crucial:

Digital technology works best when it captivates your consumers' senses: sight, sound, touch, taste and smell. When people find your advertising message coming to them through more than one senses, it mesmerises them. It creates an "experience" in their minds that they won't forget soon.

Combine the real world with the virtual world to create an ethereal effect for your consumers to interact with. Then sit back and watch the word spread like wildfire! To raise awareness of Ford's new Park, assist feature, it was a simple matter of making Parisians vividly aware of how they park. Over a tight parking spot, Ford installed a giant pinball machine that reacted every time a car got hit.

4 - Evolve with the world:

Keep your marketing strategies updated with what your customers are using every day. If your customers have moved from traditional TV to websites like Hulu to watch their favourite TV shows, your marketing agenda should evolve accordingly. Stay tuned to awards such as Webby which honour the best of web and digital each



year.

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5 - Test it out on real people:

Once you've created a campaign, test the idea out on your office colleagues or friends before you let the entire world play with it. This will give your insight on how people are reacting to your campaign and where they are having problems before you release the campaign for your consumers. This feedback will help you fine-tune the idea and when you later release it, will give your consumers the impression that your brand really knows what its customers want.

There is a reason why Gmail was kept in Beta mode for five years! The Gmail team at Google kept an eye on how people were using Gmail, what they were complaining about and what features they were relying on most heavily. This led them to innovations such as Priority Inbox, a new Compose window and various attachment features.

6 - Enjoy digital, live digital:

When was the last time you smiled at the thought of a new project? Well, to be a successful digital marketer, your answer should be very recently. To understand the consumer of the digital age, you have to become one. Thrive in digital, breathe it in and most of all, enjoy it. Relish the technology and take every marketing project as the next challenge.

Developing Digital Marketing Strategy for Tourism:

Those in the marketing field need to know the strategic skills of developing digital marketing platform for tourism and related services. The strategy needs to be developed tactically to ensure that the digital marketing

space is attractive, cost effective and will attract potential tourists. Following are the strategies that can help to develop an effective digital media marketing tool for successful tourism marketing:

i) **Develop Customer Information:**

Using a survey, it is important to create a potential customer database, this includes demographic information such as age, gender, occupation, interests etc. This detailed information further helps to narrow down and segment the market based on several features included in the database. There is several software available in the digital market to create and use customer data for the purpose of digital marketing.

ii) **Set the Goals and Develop the Marketing Tool:**

Customise the media based on the set target and goals. A workable Gantt chart helps to measure the targeted accomplishment of tools, its testing as well as operational aspects.

iii) **Set the Blogs:**

Developing authentic, truthful and quality contents are important in digital marketing. By developing a blog, if the potential customers are interested in the information provided in the blog, then they are directed to the website which directly helps to increase traffic to the website. If the blog is updated regularly with high quality information, then there is a high chance of the website to be easily found in the search engine.

iv) **Evaluate the Current Digital Marketing Channel:**

It is important to review the content compatibility and visual appeal of the existing digital channels including website, blog content, social media accounts, native advertising, Google AdWords, paid advertising, etc. (Jager, 2019). It is to ensure that all the contents and media are as updated and exists as per the existing trends in the market force.

v) **Adoption of Digital Marketing:** Using the new



technology and software helps the service provider for a lead in digitalisation of their marketing strategies. Always, the updated and optimised software will help increase online traffic and eventually customer demand.

vi) **Mobile Optimisation:**

Data shows that 87% of Indian travellers are influenced by a mobile device to make travel decisions. Based on this interesting figure, it's important that the service provider ensure as that the mobile versions of the websites and other social media platforms are simultaneously developed with computer based social media platforms. This helps the potential clients to access information anytime anywhere.

vii) **Customer Friendly Digital Access:**

User friendliness of website and digital platforms are another important matter to address. One has to Keep in mind that the customer does not like to spend too much time to find information on the website. Therefore, navigation on the websites is important. Considering that the customers are in different age groups, have different interests, and different digital skills; it is important that a user-friendly landing page, that takes it through different menu without having any confusion and avoids asking unnecessary information is inevitably made available for digital marketing.

viii) **Select the Right Technology:**

It is to ensure that the services use appropriate and latest technology platforms to build marketing strategies. Building the marketing materials in the most popular platform helps easy access and to the customers, the familiarity of website navigations.

ix) **Strategic Differentiation:**

It is important to ensure that the key selling points are appropriately highlighted in the websites and social media. A key differentiator about the services and products, comparing a similar company will

help you to increase market demands leading to better customer responses. Every company has a Unique Selling Proposition (USP), which has to be strategically highlighted in the landing page of the website.

x) **Tracking the Process:**

Since social media and website always have the provision of customer interactions, feedback and addressing the queries, it is important to ensure that information on the websites and social media is appropriately tracked. Comments not addressed or improper and outdated information the social media will discourage people to use and affect the reputation of the business.

Conclusion:

In the digital age, marketing has evolved significantly, requiring businesses to adapt their strategies to connect with consumers effectively. By embracing a data-driven approach, investing in content marketing, leveraging social media, personalizing the customer experience, harnessing influencer marketing, and staying agile with emerging trends, businesses can position themselves for success in the dynamic digital landscape. Remember, the key is to continually evolve and experiment to find what resonates with your target audience and helps you achieve your marketing goals in the digital age.

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