

DIGITAL MARKETING

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Abstract:

The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing.

Keywords: *digital marketing, internet, online advertising, internet marketing.*

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Introduction:

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life,[4] and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

How Digital Marketing Works:

Marketing encompasses a wide range of techniques and media that companies can use to promote their products and services to potential consumers and improve their market share. To be successful, it requires a combination of advertising and sales savvy. Professional marketers take on these tasks either internally at individual companies or externally at marketing firms that may serve many different clients.

Companies once focused on marketing through print, television, and radio because that was all they had.

Although those options still exist, the internet gave companies another way to reach consumers and gave rise to digital marketing.

The new technologies and trends forced companies to change their marketing strategies and rethink their budgets. Email became a popular marketing tool in the early days of digital marketing. Then the focus shifted to search engines like Netscape, which allowed businesses to tag and keyword items to get themselves noticed. The development of social platforms like Facebook made it possible for companies to track user data and deliver their messages to very specific audiences.

➤ **Types of Digital Marketing Channels:**

Digital marketing channels have evolved since the 1990s and continue to do so. Here are eight of the most common channels in use today.

- **Website Marketing**

Companies often use their own website as the centerpiece of their digital marketing activities. The most effective websites represent the brand and its products and services in a clear and memorable way. A website today must be fast-loading, mobile-friendly, and easy to navigate.

- **Pay-Per-Click Advertising**

Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their ads to people searching terms related to their products or services.

These campaigns can segment users based on their demographic characteristics (such as age or gender), or their particular interests or location. The most widely used services for PPC are Google Ads and Facebook Ads.

- **Content Marketing**

The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

- **Email Marketing**

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists. Then, through email marketing, they try to turn those leads into customers.

- **Social Media Marketing**

- The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or

sales channel. Promoted posts and tweets are two examples of social media marketing.

- **Affiliate Marketing**

Affiliate marketing is one of the oldest forms of marketing, and the digital world has given it new life. In affiliate marketing, companies and individual "influencers" promote another company's products and get a commission every time a sale is made or a fresh lead is added to their list. Many well-known companies, including Amazon, have affiliate programs that pay out millions of dollars to affiliates that help sell their products.

- **Video Marketing**

A lot of internet users turn to sites like YouTube before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

- **Text Messaging**

Companies also use text messages (formally known as SMS, or short message service) to send information about their latest products and promotions. Nonprofit organizations and political candidates also use texting to promote themselves and solicit donations. Today many marketing campaigns make it possible for consumers to make a payment or donation via a simple text message.

➤ **Digital Marketing Challenges**

The digital world poses special challenges for marketers. For example, digital channels proliferate rapidly, and marketers have to keep up on them and figure out how to use them effectively. Marketers can also find it challenging to analyze and make productive use of the huge amount of data they can capture through these platforms.

Perhaps most important, consumers are increasingly inundated with digital ads and other distractions, making it more and more difficult to capture their attention.

Advantages of digital marketing :

The main advantage of digital marketing is that a targeted audience can be reached in a cost effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales

- Global reach - a website allows you to find new markets and trade globally for only a small investment.
- Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

- Personalization - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Disadvantages of digital marketing :

- Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- Time consuming - tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on investment.
- High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Complaints and feedback - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- Security and privacy issues - there are a number of legal considerations around collecting and using customer data for digital marketing purposes.

Importance & Benefits of Digital Marketing :

- ♣ Better Reach Nowadays, many people across the world are spending their time online. They are browsing the internet and looking for your products. In order to benefit from this massive audience base, maximizing your online presence is key. This is where digital marketing comes into the picture. Digital marketing is all about reaching the right people at the right time. Hence, to begin with, one must have an engaging online store with easy navigation to improve audience reach. In this process, various mediums within digital marketing can eventually help in brand building – Pay Per Click Marketing, Social Media Marketing, Search Engine Optimization, Content Marketing, and many more.
- ♣ Can compete with large corporations Analyzing the competitor is a key activity in digital marketing. The activity is essential to keep up with the competition especially amongst fast-growing brands such as Myntra,

Amazon, Big basket, Walmart. Businesses also try to push the envelope with multichannel marketing which comprises of PPC, SEO, social media, and many more mediums.

- ❖ Increase in Sales One of the key aspects, when it comes to the importance of digital marketing, is that one can measure their CRO (Conversion rate Optimization) in real-time. The data can help understand the overall percentage of searches that get converted into leads by buying products. PPC, Social media marketing, SEO services, affiliate marketing are some of the active channels to communicate and get high conversions.
- ❖ Return on investment If you want to know the value of digital media, look at the measurement metrics of profit and loss it drives for business. The ROI in digital marketing defines the worth of your marketing campaigns. For example, when compared with other mediums like e-mail marketing, content marketing, PPC, social media campaigns; SEO has been known to generate higher ROI. From basic metrics such as sessions and bounce rate, the organic traffic generated by the SEO shows 40% more revenue growth than any other marketing strategies.
- ❖ Maintaining The Brand Reputation Developing a strong brand reputation in the online world has become very important as the brand's reputation cements its ability to sustain in the market. Thereby, further reiterating the importance of digital marketing in this aspect too.
- ❖ Can target ideal audiences Imagine, reaching out to the right audience for your business's niche is such a great opportunity.
- ❖ **Different Channels To Boost Your Traffic** :- One can use multiple different avenues to make their business successful in the marketing world. Business owners have the freedom to avail SEO services, PPC Services, content marketing services, and even social media campaigns to boost traffic on their website.
- ❖ **Engagement with Mobile Customers** :- We are engaging ourselves in a portable world, as these days people carry their devices like smartphones and laptops, on the go. After Google's mobile-first update, almost all the websites are developed in a manner that they are easily accessible on the mobile as well. Perhaps, mobile users are more common now than ever before, and the chances are that mobile users are likely to purchase.

Conclusion:

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 medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital.

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