Digital Marketing: An overview

Ramakrishna Tyapi
Assistant Professor, Dept. of Commerce, Basaveshwar Commerce College, Bagalkot

Abstract: In this modern age, all the activities of business are rely on Science & Technology, these all involves either directly or indirectly. It includes various innovative practices like online trading, e-commerce, e-payment, e-marketing etc. by using different kinds of Mobile Applications and Internet Portals. The business world has witnessed the popularity of online shopping industry and has also seen the emergence of e-commerce in other areas which has ultimately given rise to Digital Marketing. It is proved that we all are connected through social media, which is creating new opportunities for marketers to attract the customers through digital platform. This paper offers views on some present and future trends & innovations in marketing, especially evolution of digital marketing, review the various aspects of Digital marketing. It also covers how digital marketing helps to easy doing business practices and impact of digital marketing on business developments. In this study, we acknowledged that Digital Marketing can really benefit businesses such as Search engine marketing, e-commerce marketing, and social media marketing, etc., are becoming more and more common in our advanced and innovative technology.

Key words: Digital marketing, Technology, social media, Marketing trends,

INTRODUCTION

All the activities in the world rely on science and technology, either directly or indirectly. Considering the past several decades the world is shifting from analogue to digital. Information Technology has intruding in the marketing activities in India. Marketing is a continuous changing and dynamic business activity, the role of marketing itself has a changed dramatically due to various crisis-like Shortage of resources (Men, material, Money, machines), Inflation, Economic resources, Inconstant political systems, rapid growth of Science & Technology and pandemics like Covid-19.

Marketing is going to change a lot from time to time this change took considerable turning this internet era of the 21st century, one such change in marketing area digital marketing. Digitalizing marketing simply mean that moving from traditional marketing practices to Innovative practices, which means that 'bringing all marketing activities under internet hub'.

Digital marketing is defined by the use of number of digital strategies or tactics and channels to connect with customers where they spend much of their time in online. Digital marketing in any kind of marketing that happens on a digital platform.

“Digital marketing is the component of marketing that uses the internet tender online based digital technologies such as computers, mobiles and other digital media and platforms to promote products and services”. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. “Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.”

Digital marketing is the part of marketing that uses internet and digital online technologies like computes, mobiles and other digital media platforms to promotes products and services.

Digital marketing includes assortment digital media including --

- Search engine optimization (SEO)
- Search engine marketing(SEM)
- Pay per Click advertising
- Social media marketing
- Content marketing,
- Affiliate Marketing
- Influence marketing
- E-mail marketing, Data driver marketing
- E-Commerce marketing
- Display advertising and e-Books etc.

Some of important Medias are discussed below;

Search engine marketing (SEM): Search engine is a part of internet. Such engine is a web based tool that helps users to locate data or information on the World Wide Web. Ex: Google, Yahoo, Bind, Edge and MSN Search etc. Search engine marketing (SEM) is a digital marketing tactic used to increase the visibility of a website in search engine result pages. There are two types of SEM are SEO and Paid Search Engine.

Email marketing: Electronic mail is one of the most common media using by large number people to communication purpose, in India 80% of internet users have a registered email account. Email has become so widespread that it reached 3.9 billion users in 2020, and the figure is expected to grow to 4.3 billion users in 2023—more than half of the world’s population!. Email marketing is a marketing strategy where businesses send promotional messages to people in mass quantities. It is typically used to generate sales by sharing promotional offers, nurturing leads, or expanding the impact of content marketing efforts. It involves using email to send advertisements, request business, or solicit sales or donations.
Social media marketing: Throughout 2022, on average there are about 470.1 million active social media users in India. There were 467.0 million social media users in India in January 2023. (Source: Survey by GWI. Users in India that are aged 16-64 years old) In India, WhatsApp holds the title as the social media platform with the largest user base, closely followed by other Meta-owned platforms such as Instagram and Facebook, according to 2022 data. With the latest data published in January 2023, there is now around 448.8 million Facebook users, around 252.41 million Instagram users, around 252.41 million Instagram users in India.

1. Facebook: It is the number one social media platform. A company can promote their product and services on Facebook.
2. LinkedIn: Professional write their profiles on LinkedIn and can share with others. The company also build their profile and LinkedIn connect these two dots companies and professionals.
3. Google+: It is Google’s social network, user can easily connect based on their common interest and friendship.
4. Twitter: Its strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.

Affiliate Marketing
In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. According to Pat Flynn's Smart Passive Income, "Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others, and earn a piece of the profit for each sale that you make".

In each of these channels, marketers are able to collect a wide assortment of data, such as where visitors come from, how many people are engaging with certain campaigns and which keywords & contents are getting the most attention.

Digital marketing also extends to non-internet channels that provide digital media, such as Television, Mobile phone (SMS, MMS), Call back and on hold mobile ringtones.

Difference between Traditional Marketing and Digital Marketing:
Traditional marketing is the most noticeable / identifiable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include visible or physically existed 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 of comparisons are discussed below:

<table>
<thead>
<tr>
<th>Basis</th>
<th>Traditional marketing</th>
<th>Digital marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>It is one type of marketing that utilizes media, TV, or magazine to advertise any business's services and products.</td>
<td>It is one type of marketing that uses the internet and social media for advertising businesses.</td>
</tr>
<tr>
<td>Engagement</td>
<td>Low</td>
<td>Relatively high</td>
</tr>
<tr>
<td>Conversion</td>
<td>Slow</td>
<td>Extremely fast</td>
</tr>
<tr>
<td>Nature</td>
<td>Static</td>
<td>Dynamic</td>
</tr>
<tr>
<td>Investment returns</td>
<td>Not easy to measure</td>
<td>Simple to measure</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>More expensive Less effective</td>
<td>Less-expensive More effective</td>
</tr>
<tr>
<td>Targeting</td>
<td>Standardized</td>
<td>Customized</td>
</tr>
<tr>
<td>Tracking</td>
<td>Not possible</td>
<td>Possible</td>
</tr>
<tr>
<td>Reach</td>
<td>Local</td>
<td>Global</td>
</tr>
<tr>
<td>Tweaking</td>
<td>Not possible once the advertisement is placed</td>
<td>One can change or edit anytime</td>
</tr>
<tr>
<td>Results</td>
<td>Slow results</td>
<td>Quick and live results</td>
</tr>
<tr>
<td>Communication</td>
<td>It is mostly one-way communication</td>
<td>It is a two-way communication</td>
</tr>
<tr>
<td>Interruptions</td>
<td>It is not easy to skip the advertisements, as they are bound to the users.</td>
<td>One can easily skip between advertisements if it does not interest them.</td>
</tr>
</tbody>
</table>

**Benefits of Digital Marketing over Traditional Marketing:**

1. **Minimum investment:** Traditional marketing media like newspapers, hoarding, and television ads incur an immense cost and effort. With digital marketing, such expenses get lower.
2. **Brand visibility and development:** Digital marketing vs traditional marketing statistics get diverged in fabricating brand image. Traditional marketing revolves around rudimentary ways of promoting a brand that may or may not create any impact. But digital marketing techniques like SEO, PPC, and SMM guarantee returns and have the potential to transform the organisation into a well-known brand.
3. **Wider Reach:** Digital marketing acts as a global village in today's times due to its more all-inclusive presence worldwide. You can reach zillions of people in a short time. In traditional marketing, you can target a particular area, city, or country at a time, but there is no such barrier with digital marketing.
4. **High Engagement:** With traditional marketing, you cannot meet the customers or resolve their grievances instantly. With digital marketing, you can address and solve the problems of prospects in no time. It builds brand trust and brand vitality.
5. **Measurable:** Since digital marketing provides real-time results, it leads to high-end publicity of the brands. People start recognizing the brand globally with E-word of mouth (WOM) offered by digital marketing. It leads to more sales and boosts the organizational financial topography at large.
6. **Easy Share:** Most digital marketing channels highlight sharing capacities that permit content and articles to get imparted to various people. It assists in making a multiplier impact and can massively improve deal results and conversions.
7. **Offers ‘Internet of Things’:** The Internet of Things holds a worldwide ecosystem of interconnected gadgets that includes cell phones, tablets, and a few different communication mediums. These can assist individuals with communicating with others through the World Wide Web.

**Disadvantages of digital marketing:**

- **High competition:** Since the competition has increased significantly recently, the digital marketing strategy needs to be well-planned, distinctive, catch people's attention, and influence the target demographic.
- **Time-Consuming:** One of the major disadvantages of digital marketing is the investment of time. Organizational techniques and approaches can save time, making it hard to devote enough time to the campaign.
- **Security and Privacy Issues:** Security is the most important necessity for every brand. It is usually recommended to secure and protect network connections by employing firewalls and encryption solutions such as VPN. The fundamental strategy of having a decent antivirus is the most preferable.
- **Dependability on technology:** Digital marketing is purely technological, and the Internet is prone to mistakes. There are times when links need to be fixed, landing pages do not load, and page buttons do not perform their job.
- **Complaints and feedback:** Maintaining a brand's reputation by responding appropriately to negative feedback is tough. Anyone may comment or critique your product or service on digital platforms distributed to your target audience via social media networks and review channels.
- **Inaccessibility:** Although online marketing provides companies with a worldwide reach, it only reaches some areas or individuals. For example, in rural locations where internet service providers are scarce or the internet connection is inadequate.

**CONCLUSION:**

New technologies in digital marketing have moved a great deal. The market approach has also evolved with the rise of new technology. Digital marketing has a number of advancement and improvements in its strategy; digital marketing has a bright future for long term sustainability of the product or services in the current technological market. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies need to change their marketing strategy from traditional to digital.

**REFERENCES:**

3. [https://act-on.com/blog/digital-marketing-7-essential-channels/](https://act-on.com/blog/digital-marketing-7-essential-channels/)
5. [www.designhammer.com](http://www.designhammer.com)
6. [www.techtarget.com](http://www.techtarget.com)
7. [www.simplilearn.com](http://www.simplilearn.com)