



# Exploring the Effects of Digital Marketing: Building a Framework of Essential Skills

<sup>1</sup>Chinmaya Nayak, <sup>2</sup>Vijay Gehlot

<sup>1</sup>Student, <sup>2</sup>Professor

<sup>1</sup>Pashium International Institute of Digital Marketing,

<sup>1</sup>Pashium International Institute of Digital Marketing, Pune, India

**Abstract:** In our digital world, marketing has become increasingly crucial. This paper examines the profound impact of digital marketing on both consumers and marketers. It begins by exploring digital marketing mediums and comparing them to traditional methods, highlighting the pivotal role of digital strategies in modern marketing. As the world shifts from analog to digital, rapid technological advancements have propelled digital marketing to the forefront. Platforms like social media and search engines have become powerful tools for reaching and engaging consumers effectively. Consumer behavior is changing, as people increasingly turn to digital channels rather than traditional ones. This paper examines the importance of digital marketing in boosting company sales, drawing insights from 100 respondents. Despite its clear significance, many organizations have difficulty adapting to the digital economy, lacking key skills needed for effective marketing in today's digitally connected world. To address this gap, a Digital Marketing (DM) competency framework is proposed, based on an extensive literature review and input from marketing managers. This framework incorporates the latest technological advancements while meeting the industry's essential needs. It serves as a valuable tool for businesses to evaluate and enhance their competency levels, ultimately improving their marketing performance in the digital era.

**Index Terms - Digital Marketing, Consumer Behavior, Technological Advancements, Competency Framework**

## I. INTRODUCTION

In the constantly evolving world of marketing, digital marketing has emerged as a transformative force. It's reshaping how brands and businesses interact with consumers. Digital marketing started gaining momentum in the 1990s and 2000s. It uses the internet and online technologies to promote products and services across various digital platforms. This shift has led brands to integrate digital strategies into their marketing plans. They're taking advantage of consumers' growing reliance on digital devices for their purchasing decisions. From search engine optimization (SEO) to social media marketing, digital marketing campaigns have become ubiquitous. They utilize a variety of channels to engage target audiences effectively. The language used in digital marketing can vary in different parts of the world. Terms like 'online marketing', 'internet marketing', and 'web marketing' are often used interchangeably. However, 'digital marketing' has become the most widely used term, recognizing its importance in the marketing field, especially after 2013. Digital marketing includes a range of techniques and platforms, primarily focused on internet-based channels, but also extending to mobile devices and display advertising.

Technological advances have greatly shaped digital marketing. Social media and mobile tech have transformed how businesses connect with their customers, opening new ways to interact and share content. However, many organizations struggle to adapt to the digital world, risking problems in their marketing efforts. Digital marketing is a complex and multifaceted field that has significantly impacted modern business practices. This research paper delves into the various aspects of digital marketing, examining its development, current landscape, and the implications of technological advancements. By reviewing existing literature and empirical evidence, the study aims to provide insights into effective strategies and essential competencies required for success in the digital era. The paper explores the evolution of digital marketing since its early beginnings, assessing its current state and the challenges it faces. It also analyzes the opportunities presented by the rapid technological progress, and how businesses can leverage these advancements to enhance their marketing efforts and overall operations. The goal is to contribute to a nuanced understanding of digital marketing's pivotal role in shaping contemporary marketing practices and business operations.

## II. OBJECTIVES

- To assess the effectiveness of digital marketing tactics in boosting competitiveness within the market.
- To study how digital marketing affects how consumers make buying choices and decisions.

### III. LITERATURE SURVEY

#### 1. Digital Skills and Education

The digital revolution is drastically transforming the workforce. A recent survey by Deloitte found that 75% of global executives believe their organizations are rapidly changing due to this digital shift. However, 65% of these executives also feel that the current education system is not equipping people with the necessary digital skills. In the UK, 72% of large companies and 49% of small-to-medium enterprises are struggling to find workers with the right technological expertise. Tackling this digital skills gap requires not just job training, but a fundamental overhaul of the education system as well. Educational institutions seem to be facing challenges in developing graduates who are employable and digitally capable. A survey conducted by the Gallup and Strada Education Network gathered the views of more than 32,000 students from 43 randomly selected four-year institutions. The survey found that only one-third (34%) of the students believe they are well-prepared with the necessary skills to succeed in finding a job, and only about half (53%) believe that their major will lead them to a good job. Additionally, the World Economic Forum on the future of jobs, employment, and skills revealed that major changes in the education arena are necessary to ensure future employability. These changes in the industry require a shift in the way students are educated. Digital know-how needs to be integrated into learning programs to ensure graduates have a fundamental understanding of digital skills and their potential impact on business performance. Educational institutions should start offering programs that teach emerging digital skills like communication and digital marketing. This should focus on specific areas such as social media marketing, search engine optimization (SEO), content management, email marketing, and digital advertising. Digital skills are essential for all aspects of modern marketing, which have been greatly transformed by advances in digital technologies. Digital marketing strategies and tools enable new ways to engage with customers and create value together. Therefore, a key question is which core competencies the educational system should support to meet the demands of the digital era.

#### 2. Digital Marketing

The world of marketing has undergone significant changes in recent years, with digital communication becoming a crucial component. Marketing is increasingly becoming digitized. The Digital Marketing Institute clarifies that digital marketing utilizes digital technologies to create an integrated, targeted, and measurable communication approach. This communication helps acquire and retain customers by building strong and deep relationships. The fundamental elements of digital marketing include social media marketing, content marketing, search engine optimization (SEO), email marketing, web design, and pay-per-click (PPC) advertising. A key difference between digital marketing and traditional marketing is that digital marketing is more interactive and facilitates stronger relationships. Digital marketing uses digital technologies that enable the development of relationships between customers and organizations, which can be easily monitored and managed with the appropriate tools and skills. Specifically, content marketing provides useful information to customers regularly. This can build trust and lead to loyal customers (Content Marketing Institute, 2015). Although there is no single accepted definition of content marketing, the idea is that it's a business process for creating and sharing relevant and valuable content. The goal of content marketing is to attract, acquire, and engage a specific target audience to drive profitable customer action. In addition to content marketing, social media marketing is a key part of digital marketing, which is also central to creating and sharing value. Social media has empowered consumers and positively influenced customer engagement and relationships. It not only facilitates communication between the company and its customers but also enables customers to communicate with each other. Digital marketing is the crucial link that connects customers and organizations, fostering effective relationships. The rapid changes in the digital landscape require companies to reevaluate their marketing approaches and embrace the valuable opportunities presented by the digital realm. This includes enhancing interactions between the company and its customers, as well as facilitating customer-to-customer engagements.

### IV. METHODOLOGY APPLIED

- **Primary Data:** The research method includes directly observing and giving questionnaires to gather important information.
- **Secondary Data:** The theoretical framework is crafted by gathering information from various published sources like academic journals, books, and magazines.
- **Sample Size:** The study asked 100 current customers, who buy products through online marketing, to share their thoughts.

#### 2. Various Components of Digital Marketing

- **Search Engine Marketing (SEM):** A search engine is an online tool that helps people find the information they need. Popular examples include Google, Yahoo, Bing, and Baidu. Search engine marketing involves any actions that improve a website's ranking in search engine results. There are two main types of search engine marketing: search engine optimization (SEO) and paid advertising.
- **Email:** Email marketing is a digital strategy that involves sending commercial messages or content to people via email. These emails usually aim to build brand awareness, engage with customers, promote products or services, and encourage conversions. Email campaigns can range from newsletters and offers to personalized messages for specific audience segments. It's

a cost-effective and efficient way for businesses to communicate with their target audience and nurture relationships with existing customers. The tool used for e-mail marketing is Mailchimp.



Fig 1: Mailchimp

- **Social media:** Using social media to market products, services, or brands is a digital marketing strategy. It involves creating and sharing content, interacting with followers, running ads, and analyzing results to improve performance. The goal is to increase brand awareness, generate leads, drive website traffic, and foster engagement and loyalty with the target audience. Social media platforms like Facebook, Instagram, Twitter, and LinkedIn provide a wide reach and interactive environment to connect with potential customers and build relationships with them.

**1. Facebook Ads/Instagram Ads:** Facebook and Instagram ads are paid promotions that appear on these social media platforms. Businesses use these ads to showcase their products, services, or content to a targeted audience. The ads can come in different formats, like images, videos, carousels, slideshows, or collections. Advertisers create and manage their ads through the Facebook Ads Manager or Instagram Ad Manager. Here, they set campaign goals, define their target audience, choose ad placements, set budgets and schedules, and track performance. These ads can show up in users' news feeds, stories, or other sections of the platforms, depending on the ad type and placement chosen. Facebook and Instagram ads give businesses the chance to reach a highly interested audience. These ads can drive people to a company's website, boost brand recognition, generate leads, and ultimately lead to more sales. Advertisers get powerful targeting options and in-depth analytics tools to help them improve their ad campaigns and achieve their marketing goals.

**2. Meta Ad Manager:** The Meta Ads Manager is a robust tool that businesses and advertisers use to create, manage, and assess their marketing campaigns across Meta's platforms, including Facebook, Instagram, Messenger, and Audience Network. It provides a wide array of features and capabilities to help advertisers effectively connect with their target audience and achieve their marketing goals.

In meta-ad manager, we can create a campaign like: -

- Awareness
- Traffic
- Engagement
- Leads
- App Promotion
- Sales

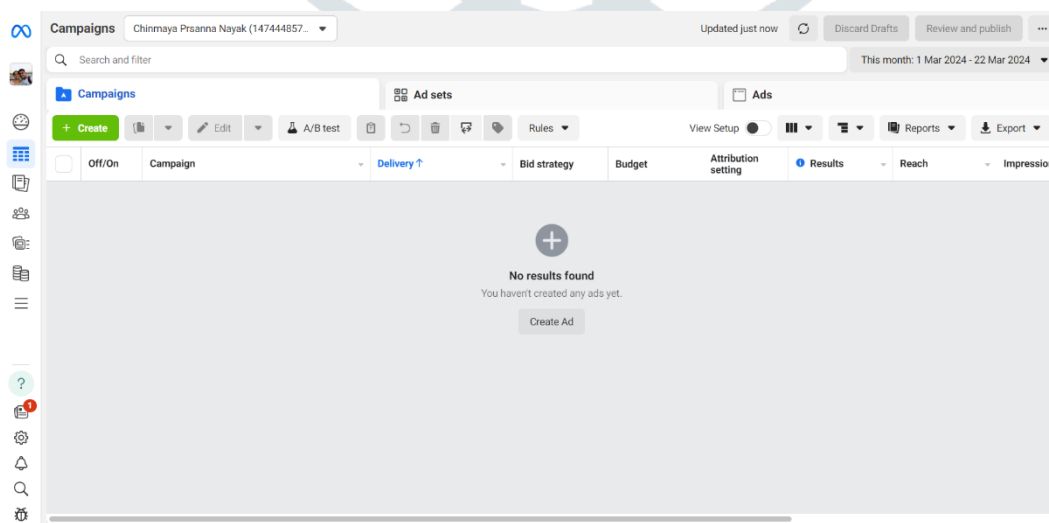



Fig 2: Meta Ads Manager


**Create new campaign** ✕


**Buying type**


Auction ▾


**Choose a campaign objective**


 Awareness

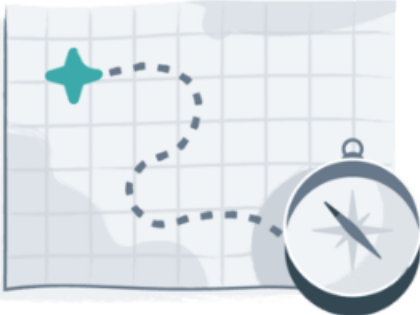
 Traffic

 Engagement

 Leads

 App promotion

 Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more about campaign objectives](#) Cancel Continue

Fig 3: Campaign Objective in Meta Ads

**3. LinkedIn Ads:** LinkedIn Ads is an advertising platform offered by the professional networking site LinkedIn. It allows businesses and advertisers to create and display ads targeted to LinkedIn users based on their professional profiles, interests, and activity on the platform. The ad formats and targeting options available on LinkedIn Ads can help advertisers effectively reach their target audience. These ads can appear in various locations across the LinkedIn platform, such as users' news feeds, profiles, messaging inboxes, and other sections. In LinkedIn Ads we can create ads like:

- Post
- Event
- Job Poste
- Ad
- Showcase Page

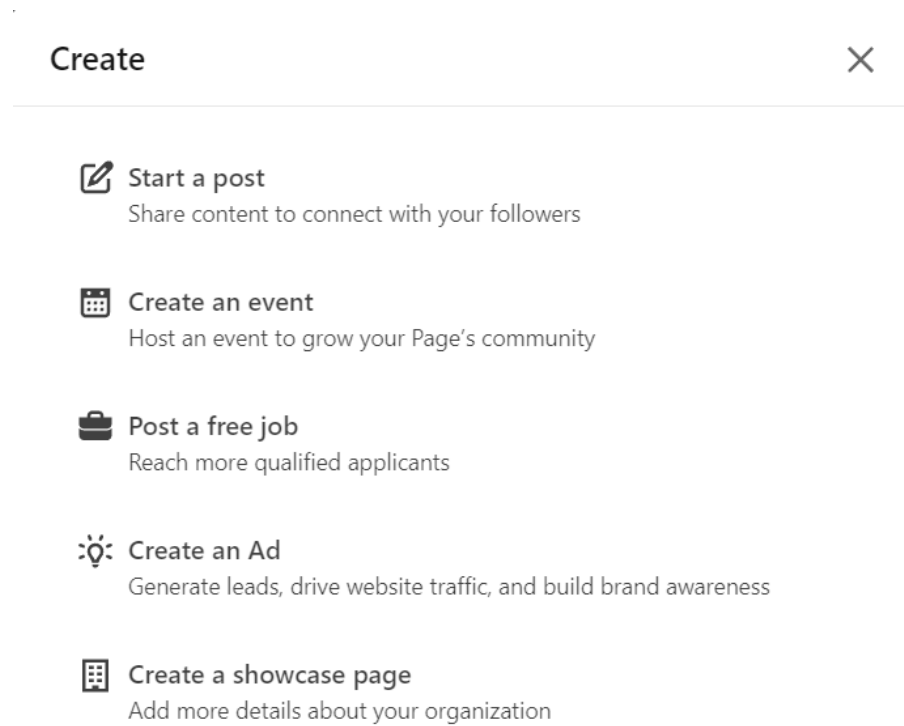


Fig 4: LinkedIn Ads

**4. Google Ads:** Google Ads, formerly known as Google AdWords, is an online advertising platform created by Google. It enables businesses and advertisers to design and showcase ads on Google's search engine results pages (SERPs) and across its extensive network of partner websites and platforms. Google Ads operates on a pay-per-click (PPC) model, where advertisers bid on keywords relevant to their target audience and only pay when users click on their ads. In Google ads we can choose the objective of a campaign like:

- Sales
- Leads
- Website Traffic
- App Promotion
- Awareness and consideration
- Local store visits and promotions
- Create a campaign without a goal's guidance

In "create a campaign without a goal's guidance" we can also the campaign type like:

- Performance Max
- Search
- Display
- Shopping
- Video
- Demand Gen
- App
- Hotel
- Smart

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign








 <p><b>Sales</b> Drive sales online, in app, by phone, or in store</p>	 <p><b>Leads</b> Get leads and other conversions by encouraging customers to take action</p>	 <p><b>Website traffic</b> Get the right people to visit your website</p>	 <p><b>App promotion</b> Get more installs, engagement and pre-registration for your app</p>
 <p><b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand</p>	 <p><b>Local store visits and promotions</b> Drive visits to local stores, including restaurants and dealerships.</p>	 <p><b>Create a campaign without a goal's guidance</b> Choose a campaign type first, without a recommendation based on your objective.</p>	

Fig 5: Google Ads Campaign

Select a campaign type










 <p><b>Performance Max</b> Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more <a href="#">See how it works</a></p>	 <p><b>Search</b> Drive action on Google Search with text ads</p>	 <p><b>Display</b> Reach potential customers across 3 million sites and apps with your creative</p>	 <p><b>Shopping</b> Promote your products on Google Search with your Google Merchant Center data</p>
 <p><b>Video</b> Drive action on YouTube with your video ads</p>	 <p><b>Demand Gen</b> Drive demand and conversions on YouTube, Discover, and Gmail with image and video ads</p>	 <p><b>App</b> Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads</p>	 <p><b>Hotel</b> Promote your hotels on Google Search and Maps</p>
 <p><b>Smart</b> Promote your small business on Google Search, YouTube, Maps, and more with text ads</p>			

Fig 6: Google Ads Campaign Type

**3. Developing a Framework for Digital Marketing Skills: A Thorough Investigation**

As the literature review shows, the rapid digital transformation has made traditional marketing methods inadequate in meeting today's industry demands. This has created a pressing need for a new marketing approach that aligns with the evolving educational and industry requirements of the digital age. In this section, we present a model aimed at redefining current marketing and entrepreneurial practices to reflect the changing landscape of the digital economy. Our proposed Digital Marketing (DM) competency profile is designed to address the prevailing and future employability needs by incorporating essential skills deemed critical for success in digital marketing roles. Drawing on existing knowledge and insights, we have curated a set of measurable and evaluable competencies. Consequently, we have created a detailed digital marketing framework, as shown in Figure 7. This framework consists of five main areas: Digital Marketing Strategy, Search Engine Optimization (SEO), Content Marketing, Social Media Marketing, and Email Marketing. This structure serves as a guide to help individuals and organizations navigate the complexities of digital marketing and stay competitive in the ever-changing digital world.

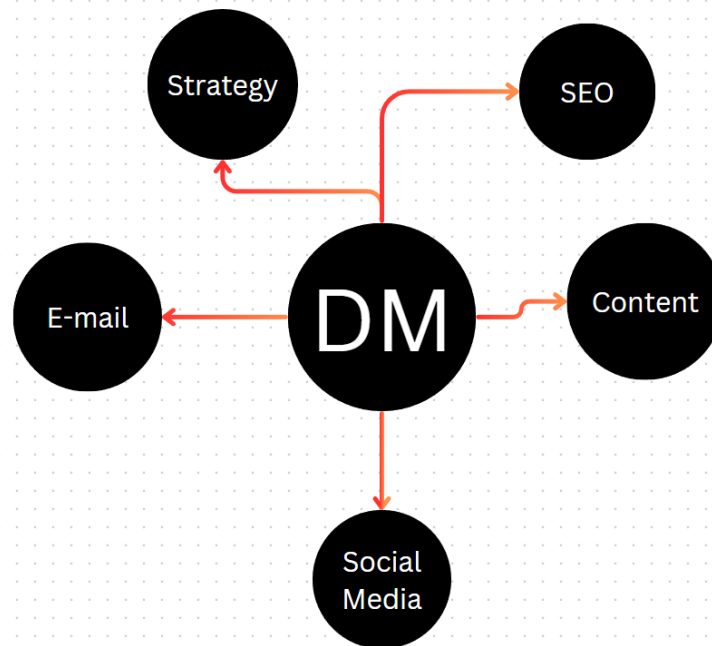


Fig 7: DM Framework

Within each main skill area, there is a set of specific skills, each one clearly defined with comprehensive descriptions, learning goals, and measurable key performance indicators (KPIs) that can quantify the level of mastery for each skill. This structured approach ensures that the identified skills are not only well-articulated but also actionable and measurable. By establishing precise parameters for skill assessment, organizations and stakeholders can effectively evaluate and confirm the proficiency levels of individuals or groups through survey studies. These surveys can be conducted at various levels, from department or organization-wide assessments to broader community or national evaluations. Through this systematic approach, we can determine the current level of digital marketing (DM) expertise. This information is invaluable for strategic planning and developing targeted competency initiatives to address any gaps and optimize performance in the digital space.

The DM Strategy has identified three key skills that should be developed:

- Understand the distinctions between conventional and digital marketing. Traditional marketing typically involves physical advertising methods like print ads, billboards, and direct mail.
- Factors that Can Influence Customer Interest in Digital Communications Customers' interest in digital communications can be influenced by several key factors. Some important considerations include relevance and usefulness.
- Determining the factors that can influence online customer engagement is crucial for businesses aiming to improve their digital presence and build strong relationships with their audience.

For digital marketing experts, it's crucial to move from traditional marketing methods to embracing digital marketing's dynamics. To facilitate this shift, we suggest comprehensive training combined with real-world case studies. This will showcase the concrete advantages of using digital communication tools in modern marketing strategies. In addressing the skill of understanding what influences customer interest in digital communications, our approach recommends hands-on, practical exercises using messaging apps and digital devices. By engaging in active exercises, DM professionals gain practical insights into the details of customer behavior and preferences within digital communication channels, allowing them to better tailor marketing strategies. To boost online customer engagement, our approach highlights the use of interactive exercises conducted with potential customers through apps on digital devices. These exercises provide valuable platforms for marketing professionals to experiment with various engagement techniques, refine their strategies, and build meaningful connections with target audiences in the digital space. Through these targeted training approaches and practical exercises, digital marketing professionals can develop the essential skills and abilities needed to succeed in the digital marketing field. They can better understand customer engagement and maximize the impact of their marketing strategies.

The second main competency area related to SEO is as follows:

- The process of improving skills related to effectively managing Search Engine Optimization (SEO) can be enhanced. This involves optimizing a website to rank higher in search engine results, making it more visible and accessible to potential customers or readers.
- Developing SEO strategies.
- Monitor and control SEO.

In managing the SEO process, skilled digital marketing professionals should be able to create search-friendly web addresses (URLs), optimize URL structures, use URL aliases, manage title tags, generate and refine metadata, and properly install and configure common SEO tools. To develop strong SEO expertise, digital marketers must develop comprehensive SEO strategies and suggest tailored approaches for keyword selection. Additionally, capable digital marketing professionals should demonstrate proficiency in

monitoring and managing the SEO process, including link building strategies and social media optimization techniques, to ensure optimal visibility and performance across search engines.

To excel in content marketing, we suggest focusing on four key skills to develop:

- Clearly distinguish between different types of content.
- Formulate content marketing strategies in a customer oriented but also data driven way.
- Produce content promotion strategies.

In the world of marketing, our plan outlines four key skills for digital marketing (DM) professionals. First, these experts should be able to recognize different types of content, like slogans and taglines, and have the skills to modify them using the right tools. Next, when creating marketing strategies, the DM professional should demonstrate the ability to analyze and engage with online communities, as well as use social listening tactics to understand audience opinions and preferences. Additionally, when developing content, the DM professional should leverage various content platforms and effectively implement personalization techniques to boost audience engagement and relevance.

Effective Social Media marketing requires certain key skills and abilities. These include:

- Assess different social media options
- Effectively apply social media tools
- Encode attractive and engaging messages on a social media platform.

E-mail marketing is comprised of:

- Building customer E-mail lists.
- Effective marketing e-mails.
- Creating auto responses

#### 4. Forms of Traditional Marketing



Fig 8: Traditional Marketing



5. Forms of Digital Marketing

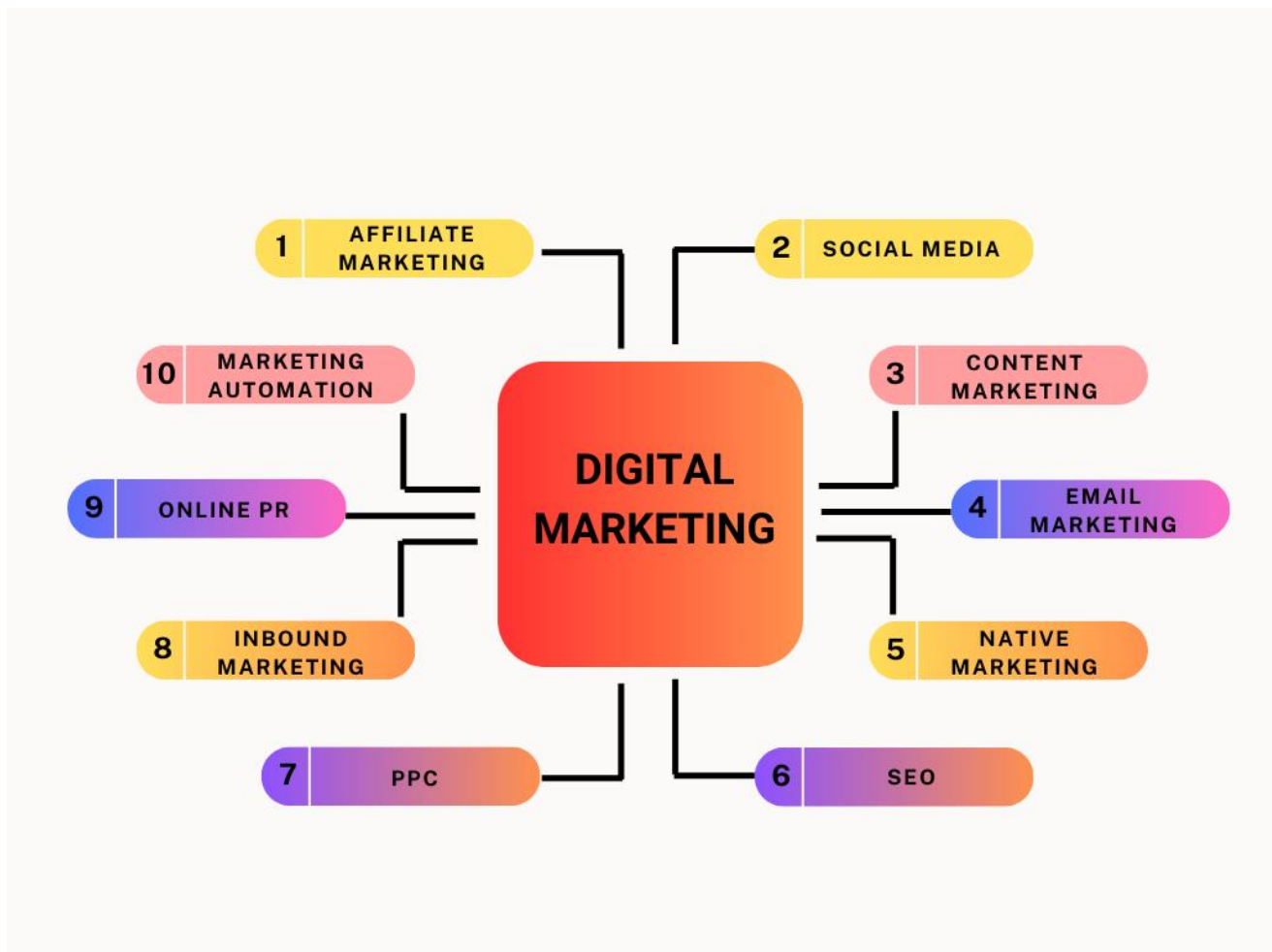


Fig 9: Digital Marketing

6. Difference between Traditional Marketing and Digital Marketing

BASIS FOR COMPARISON		TRADITIONAL MARKETING	DIGITAL MARKETING
1	MEANING	Traditional marketing involves using conventional communication channels and media to share marketing messages. This approach focuses on established methods for reaching and engaging with audiences, rather than newer digital or online marketing tactics.	Digital marketing refers to the promotion of products and services through digital platforms, including the internet, smartphones, display advertisements, and other digital mediums. It involves leveraging these digital channels to reach and engage with customers in a more efficient and targeted manner.
2	NATURE	Static	Dynamic
3	CONVERSION	Slow	Fast
4	ENGAGEMENT	Low engagement	High engagement
5	ROI	Cannot be measured easily	Can be measured easily
6.	EFFECT AND EXPENSSES	Less effective and more expensive	Less expensive and more effective
7	TRACKING	Not Possible	Possible
8	TRAGET	Standardize	Customized
9	REACH	Local / Locally	Global / Globally
10	RESULTS	Delayed results	Quick and real time results
11	COMMUNICATION	One way communication	Two-way communication
12	TWEAKING	Not possible once ad is published	Can be performed anytime
13	INTERRUPTIONS	Ads cannot be skipped by customers	Some ads can be skipped by customers

Table 1: Difference Between Traditional and Digital Marketing

### 7. Advantages of Digital Marketing

- Wide reach
- Brand development
- Better engagement
- Trackable results
- Improved conversion rates
- Lower cost

### 8. Disadvantages of Digital Marketing

- Skill requirement
- Time consuming
- High competition
- Security and privacy issues
- Dependability on technologies

### 9. Comparison between advantages and disadvantages of digital marketing

ADVANTAGES		DISADVANTAGES
1.	Online access to digital tools and techniques helps find new markets worldwide, expanding the customer base. This approach allows businesses to connect with a broader audience globally, using various digital platforms and strategies. By leveraging these modern tools, companies can identify and reach potential customers in different regions, ultimately growing their customer base.	The ability to effectively use digital tools and techniques is crucial for running successful marketing campaigns and sales. Mastering these skills is essential to achieve desired outcomes in the digital landscape.
2.	A digital marketing campaign can be more cost-effective than traditional marketing approaches. This technique allows businesses to reach a wider audience at a lower cost compared to traditional advertising methods.	Digital marketing efforts can be complex due to the need to carefully plan effective tactics and strategies.
3.	Social media content management is crucial for building customer loyalty. By creating customized and engaging messages, businesses can effectively connect with their audience and foster stronger relationships. The key is to develop thoughtful strategies that cater to the preferences and needs of customers. This approach helps establish trust, encourage, interaction, etc.	Reaching a global audience also intensifies competition with worldwide brands.
4.	The digital marketing approach is more effective at converting promotional efforts into actual purchases. It provides better accessibility, allowing customers to engage with your offerings at their convenience, regardless of time or location.	Online access means that any negative reviews or complaints can be seen by potential customers, which can impact a brand's reputation.

Table 2: Comparison between advantages and disadvantages of digital marketing

### 10. Conclusion

The growing investment in online content shows that companies need to quickly change their advertising strategies to work well in the digital world. People are spending more time on the internet each year, so digital platforms have become a big part of their daily lives. This makes it very important for companies to use digital mediums. Digital marketing has become essential for companies of all sizes. It provides a cost-effective and efficient way to promote products and services across different channels. However, there is a significant gap in the skills of people working in marketing and communication. This is because they have not been able to integrate digital skills and technical knowledge with traditional business processes. To address this gap, a Digital Marketing (DM) competency profile is proposed. This aims to align technological advancements with the needs of the industry. By embracing new technologies and understanding customer needs, businesses can thrive in the digital world and outperform rivals. Companies that prioritize innovation and customer focus are well-positioned to navigate the competitive market successfully.

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