

# DIGITAL MARKETING

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## ABSTRACT

Digital marketing is increasing in India with fast pace. Many Indian companies are using digital marketing for advantage. In digital marketing success of marketing movement cannot be exclusively achieved. Rather for success of any marketing operation it should be completely tie together the capabilities of various marketing techniques available within both the traditional and modern marketing. Start-ups who use digital marketing many times got unsuccessful. This study shows safety measures to be taken for effective implementation of digital marketing to gather tremendous potential to increase in sales.

## INTRODUCTION:

The term 'digital marketing' has grown-up in popularity over time, mostly in assured countries. Digital marketing is a sunshade term for the targeted, measurable, and interactive marketing of products or services using digital technologies to attain and alter leads into customers and retain them.

The key intention is to prop up brands, build preference and swell sales through diverse digital marketing.

## DIGITAL MARKETING VERUS INTRADITIONAL MARKETING:

### TRADITIONAL MARKETING:

There are numerous facet of traditional marketing and examples ability comprise tangible items such as business cards, print ads in newspapers or magazines. It can also contain posters, commercials on TV and radio, billboards and brochures. Traditional marketing is no matter which except digital means to brand your product or logo.



### DIGITAL MARKETING:

The world of digital marketing continues to develop and as long as technology continues to move ahead, digital marketing will as well. Examples of digital marketing hold things like websites, social media mentions, YouTube videos, and banner ads.

Specifically, digital marketing is comparable to traditional advertising, but using digital devices. However, digital marketing is measured a form of inbound marketing and its goal is for the business.

Businesses set content out for individuals to find. People may conduct an organic online search, a paid hunt; **find your business on a social network** or by reading the concept that has been published online such as a blog or an article.

### Digital Marketing Channel

Digital Marketing is facilitate by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two way communication and a improved overall ROI for the brand. There are multiple online marketing channels available namely

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Social Media Marketing
5. Search marketing
6. Social Networking
7. In Game advertising
8. Video advertising
9. Infographic

**Affiliate marketing** is a type of performance-based marketing in which a business rewards one or more affiliate for each visitor or customer brought by the affiliate's own marketing hard work.

**Display advertising** is a type of online promotion that comes in several forms, including banner ads, rich media and further. Different text-based ads, present advertising relies on elements such as images, audio and video to communicate an advertising memo.

**Email marketing** is directly marketing a business-related memo to a group of people using email. In its broadest sense, every email sent to a probable or present customer could be considered email marketing.

**Social Media Marketing** is a outline of Internet marketing that utilizes social network websites as a marketing tool. The objective of SMM is to produce content that user will share with their social network to assist a company increase brand experience and broaden customer reach.

**Search marketing** is the process of gaining transfer and visibility from search engines through both paid and unpaid efforts. Search Marketing encompasses: SEO: Earning transfer through unpaid or free schedule. SEM: Buying transfer through paid search listings.

**Social networking** is the use of internet-based social media programs to make relations with all the people. Social networking can be completed for social purposes, business purposes or both. The programs show the links between individuals and facilitate the attainment of new contacts

**In-game advertising (IGA)** refers to advertising in computer and video games. IGA different from advertisement gaming, which refers to a game purposely made to advertise a product.

**Video advertising** encompass online display advertisements such as Mid-Page unit (MPUs) that have video within them, that it refers to advertising that take place on Internet television. It is serving before, throughout as well as after a video stream on the internet.

### **TOOLS FOR DIGITAL MARKETING:**

Tons of digital marketing tools be present to generate business online. Digital marketing experts choose the right tool for the job.

**Infographics** - It is a tool that inform about what you do, how you do it and to promote your product/service. Use when you want to make clear something with visual aids.

**Bing Search** - Bing is the default search tool. Numerous verticals like financial services do well on the Bing Search network. The ads are very inexpensive. That means better Return on Investment. Internet Explorer is still generally used on most office and family. Bing ads also appear in Yahoo! Search. Use Bing Search if you support and sell financial services.

**Streaming Services (Hulu, Pandora)** - Both are significant substitutes to traditional TV and radio. Hulu and Pandora guarantee impressions in specific demographics, geography and security. You can't leave out their ads like you can on live TV, radio or YouTube. If you are already on local TV and radio then allocate a part of that budget for extreme targeted, measurable and guaranteed impressions makes sense.

**Google Search** - Advertise on search results appropriate to your product and service. Google Search ads are competitive. Instead of order on competitive keywords try focus on specific phrases or geographies and tender aggressively.

**LinkedIn Ads and Social trade** - LinkedIn is the emperor of B2B sales. Use a Premium LinkedIn account and these tactics to arrive at decision makers at any company. Communicate with business by targeting that group with advertisements and related information. Use this tool if you are in the B2B stream business, need to objective of specific industry verticals and communicate offers directly to decision makers.

**Marketing Automation** - These apps help develop a marketing strategy base on online tools. Unit a process map and these tools automate follow-ups and guide nurturing. Automatically email contacts updates, follow-up based on their response and stay front of intelligence. You need to get contacts and

email address before you start. power on-boarding support most marketing automation companies give you at sign. Evaluate the tool's value by getting the supplier to instantly setup a campaign.

**Facebook** - Facebook is ideal to build your contact database for marketing computerization. Use Facebook to share fascinating content to current/potential customers. Facebook's paid options permit you to push your content to viewers outside of your influence. This help to expand you to attain and generate interest. Use free contests and promote offer a way to get names of people interested in your offer. Eg. The insurance agent can offer a free discussion to people that like their page. They now have a new lead and can feed that data into their marketing mechanization software.

**Twitter Ads** - Twitter's paid new kind options on the block. They stand for another way for content to be shared. Twitter enables you to pay for retweets and shares of your substance which will help people see your good content. You can also use Twitter to create real time business with tweets. Then, they reply to those tweets with a coupon code for 50 percent off their order. Physically, those people may not respond, but since these are open Tweets anyone seeing the conversation can use the promo code.

**E commerce** - Use ecommerce principles in all digital properties. Offer something online that public can say yes to - an appointment, consultation, seminar, webinar, eBook download etc even if you don't sell anything online. Group an ecommerce website to move products online if you have products to sell. There is a set of free and paid shopping cart software available depending on your budget. Combine Google Product Listing Ads to boost online sale from your site. Submit your site and products to Google and set a on a daily basis advertising budget. The product's picture, price and a link to your website appear in Google search results and on Google shopping if someone Google's a product you sell.

**Google Display and YouTube Ads** - Use this platform to generate awareness for your product/service. The engagement of these ads is low -- 1 out 1000 people on standard click on them. Getting Google Display and YouTube Ads to 'convert' into leads is hard, but possible with forceful communication. You need to exaggerate what you want ad viewers to do notice for your hopscotch contest, trial drive a Vespa, download your Indian restaurant finder app etc. Use several form of targeting geography, interest or demographic to ensure the right people see your ad. You don't want your mixed martial arts ads showing on home a gardenwebsite.

**Remarketing Tools** - Eternally been car-shopping online and notice the next time you're on YouTube you see a commercial for cars? That's remarketing and it's done often. Face, Google Display/YouTube Ads and Twitter allow you to promote people that have already visited your website or websites similar to it. Those platforms then prove your creative or ads to those people when they come back to their sites. Use remarketing strategy if your product and service has a long buying cycle and it takes significant effort to nurture leads. Large ticket items cars, airline tickets, software etc; must leverage remarket tools.

**App Development** - Build web and mobile apps for explicit purposes only. These are great if you need to solve a particular business ache. If your business uses a system that is customized for you then you should expand its usage to an app. For everything else responsive/mobile friendly pages will suffice.

#### MERITS OF DIGITAL MARKETING:

There are many advantages of digital marketing, including:

- ❖ It is more reasonable to deploy than traditional marketing and advertising.
- ❖ Digital marketing goes from planning to implementation more quickly.
- ❖ Digital marketing gives fans/ viewers/ readers a chance to allocate your content.
- ❖ Digital marketing campaigns are easier to put together to other campaigns.
- ❖ Digital marketing campaigns have longer projection life.
- ❖ It is easier to transform or discontinue a digital marketing campaign after it start.
- ❖ Digital marketing gives the brand more time and gap to tell the story.

#### DEMERITS OF DIGITAL MARKETING:

- One of the disadvantages to using digital media marketing strategy is that it can take some time to recognize measurable success.
- Many web visitors expect something for free.
- There is a lot of struggle in the market and at the time visitor reaches the product.

#### CONCLUSION:

As we have seen about digital marketing in the detail manner. Nowadays people or customers are the influential factor of marketing so we want to give importance for customers preference .Digital marketing is one of the most striking and flexible for modern customers so this digital marketing is not a constant one it will be overcome by the some new technique and new way of marketing.