

Digital Marketing: An Introductory Vision

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Abstract:

Doubtless, we are live in “*digital era*”. With the unfolding of modern technologies and preponderance of “*Digital Marketing*” (DM), businesses are doing all that they can to match up the pace. In this regards, people/persons are shifting more and more from the use of traditional to digital media in today’s business scenario. People are using different mediums such as laptops, mobile phones and desktops to read contents. At present it is playing a major role in marketing & likely to replace other forms of marketing in the future. In ‘digital marketing’, businesses are either changing their plans of action into the digital one, or amplifying existing marketing strategies with digital advertising techniques.

Digital marketing is the methods such as 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 are becoming more common in our advancing technology.

To utilize these numerous devices, often via the Internet, to connect segments of users with relevant businesses is the main purpose of “digital marketing”. In order to grab their attention and begin the process of selling to them, marketers will use a variety of methods to target and reach out to users.

As a report, there are over 3.3 billion Internet users worldwide, with this number increasing every day. Technological device ownership continues to increase as well, with 92% of U.S. adults owning at least a cellphone.

- **Key words:** Digital marketing, technology, business, marketers, worldwide.

Introduction:

Digital marketing is the methods such as 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 are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to *non-Internet*

channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

Research Methodology:

The present study is based on only secondary data. This secondary data has been collected from the different related websites, reputed journals, periodicals, magazines, newspaper also.

Objectives of the Study:

The main objectives of the study is to understand the digital and digital marketing. Through this topic author wants to highlights on different important sub-theme related to 'digital marketing'.

What Is the Purpose of Digital Marketing?

The purpose of digital marketing, like any form of marketing, is to promote and sell a product or services. The main purpose of digital marketing is to connect a business or organization with its target audience via digital channels.

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What Does "Being Digital" Actually Mean?

Of course, we are living in '**Digital era**' & everybody wants to go & know digital. So the first & foremost step is truly understanding what that really/ actually means.

Digital refers to electronic technology that uses discrete values, generally zero and one, to generate, store and process data. In digital technology, data is transmitted and stored as strings of zeros and ones, each of which are referred to as bits. These bits are grouped together into bytes to represent data such as numbers, letters, images or sounds.

In other words; for some executives, it's about technology while for others, '**digital**' is a new way of engaging with customers. And for others still, it represents an entirely new way of doing business. Yes, none of these definitions is necessarily incorrect. But such diverse perspectives often trip up leadership teams because they reflect a lack of

alignment and common vision about where the business needs to go. This often results in piecemeal initiatives or misguided efforts that lead to missed opportunities, sluggish performance, or false starts.

This method of computation is known as the binary system, and although it seems simple, it can be used to represent huge amounts of complex data, such as a song from iTunes or a downloaded movie. Prior to digital technology, electronic transmission was limited to analog, which conveys data as a continuous stream of electronic signals with varying frequency or amplitude. Computers only work with digital information and it has many advantages over analog, despite being less accurate. As such, it has become the most common way of storing and reading data.

About Marketing:

Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that marketing is one of the premier components of business management - the other being innovation.

-Wikipedia

So, What Exactly is Digital Marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

At a high level, digital marketing refers to advertising delivered through digital channels such as websites, social media, search engines, e-mail and mobile applications also. While this term covers a wide range of marketing activities, all of which are not universally agreed upon.

*Figure-1:Image



*Figure-1: Image of Digital 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's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Understanding the Definition of Digital Marketing:

1. Digital Marketing is the promotion of products or brands via one or more forms of electronic media. As example, advertising mediams that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones, and electronic billboards, as well as via digital and television and radio channels also.

2. Digital marketing is much more than website, email and social media. It also encompasses content publication, mobile optimization and data analytics. It is a cocktail of everything, with each ingredient having its unique importance in the mix.

What are the types of digital marketing?

There are some important types Of 'Digital Marketing', which is pivotal for marketing stragey, as follows:

- 1.Social Media Marketing
- 2.Content Marketing.
- 3.Search Engine Marketing (SEM).
- 4.Search Engine Optimization (SEO).
- 5.Email Marketing.
- 6.Radio advertising.
- 7.Affiliate Marketing.
- 8.Pay-Per-Click Advertising (PPC).

What Does a Digital Marketer Do?

Digital marketers are in charge of driving 'brand awareness' and 'lead generation' through all the digital channels -- both free and paid -- that are at a company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog.

The digital marketer usually focuses on a different key performance indicator (KPI) for each channel so they can properly measure the company's performance across each one. A digital marketer who's in charge of SEO, for example, measures their website's "organic traffic" -- of that traffic coming from website visitors who found a page of the business's website via a Google search.

Today, digital marketing is carried out across many marketing roles. For example; in small companies, one generalist might own many of the digital marketing tactics described above at the same time while in larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels.

Why digital marketing is important?



**Figure-2: Image of Why Do You Need Digital Marketing*

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

How does Digital Marketing works?

With respect to illicit a response, 'Digital Marketing' is simply using digital strategies to communicate business specific information to an audience. Basically, digital marketing works by using a number of different strategies.

Inbound Marketing vs. Digital Marketing: Which Is It?

The term "digital marketing" doesn't differentiate between push and pull marketing tactics (or what we might now refer to as 'inbound' and 'outbound' methods). Both can still fall under the umbrella of digital marketing. Digital *outbound* tactics aim to put a marketing message directly in front of as many people as possible in the online space-regardless of whether it's relevant or welcomed.

For example, the garish banner ads you see at the top of many websites try to *push* a product or promotion onto people who aren't necessarily ready to receive it.



*Figure-3: Image of 'Digital Marketing' which shows various modes of 'D.M.'

While, on the other hand, marketers who employ digital *inbound* tactics use online content to attract their target customers onto their websites by providing assets that are helpful to them. One of the simplest yet most powerful inbound digital marketing assets is a blog, which allows your website to capitalize on the terms which your ideal customers are searching for.

Ultimately, inbound marketing is a methodology that uses digital marketing assets to attract, engage, and delight customers online. Digital marketing, on the other hand, is simply an umbrella term to describe online marketing tactics of any kind, regardless of whether they're considered inbound or outbound.

Benefits of digital marketing:

**Figure-4: Image of D M which shows the benefits-----*

Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price unlike. The main benefits or advantages of digital marketing includes;

- .It is the direct marketing.
- Digital marketing is the most measurable form of marketing.
- It allows you to target your ideal buyers.
- Digital marketing help to connect with mobile customers.
- Most people are starting their buyer's journey online.
- Digital marketing levels the playing field, allowing your business to be more competitive.
- It is the most cost-effective way to market your business.

Three keys to digital marketing success:

What does it take to do digital marketing right? Here are three keys to digital marketing success:

1. Across a variety of channels – both digital and traditional, digital marketing manage complex customer relationships.

2. To initiate & respond dynamic customer interactions.
3. To make better decisions faster, its extra value from big data.
4. Understanding customers.

Conclusions:

Thus, to utilize these numerous devices, often via the Internet, to connect segments of users with relevant businesses is the main purpose of “digital marketing”. In order to grab their attention and begin the process of selling to them, marketers will use a variety of methods to target and reach out to users.

So, digital marketing is about utilizing digital technology to achieve marketing objectives. There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However, for now, it remains a useful term because digital marketing requires a certain skill set to utilize the digital technology effectively.

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Digital marketing is any marketing effort delivered over a digital channel—specifically the internet, although mobile and other digital mediums are, technically, included. For a list of the most popular and effective digital marketing formats, and more in-depth resources on each one, visit the [Digital Marketing Resource Center](#).

