Digital Marketing: The “JARGON” of new era

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Abstract - The hastily emerging digital economy is changing the face of the industry and it is challenging the significance of existing marketing practices and a radical design of the marketing curriculum consistent with the business needs of 21st century is required to remain relevant with the ultimate consumers of our output business. The massive Indian market is rapidly shifting from analogue to digital. You can quickly reach out maximum audience with the help of digital marketing. It really plays an vital role in modern commerce system. This system makes our business more fast and accurate. Digital marketing is substantially more affordable than traditional offline marketing methods. But one of the key benefits of conducting your marketing digitally is that results can be easily tracked and monitored. Rather than managing expensive customer research, you can quickly view customer feedbacks and estimate the success of your marketing campaign in real-time, enabling you to plan more efficiently for the next one. In this research, the researcher has tried to elucidate the evolution and concept of digital marketing, why digital marketing is significant, how digital market functions, its channels, how Digital Marketing can help you grow your business and to explore benefits of the same. This paper also highlighted SWOT analysis of digital marketing in India. The study reveals the agenda future research in digital marketing to analyse the need and strategies developed from the perspective of the industry. The study undertaken intends to discover the phenomenon related to the inclination in digital marketing.

Keywords – Marketing, Digital Marketing, Social Media, Digital India, Digital Marketing Channels, SWOT analysis

1. Introduction

Digital Marketing has become a “JARGON” of the new era. Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to connect with current and prospective customers. The key objective of digital marketing is to promote brand image of the company, build more & more prospective customers and increase the sale of goods & services by adopting various digital marketing techniques which are available in today’s era.

As per Digital Media Institute, Digital marketing is a subcategory of marketing which uses digital technology to place and sell products and services using digital channels, like SEO, SME, SMS, email, Social Media Marketing, PPC etc.

Currently in India, a country of over 1.25 billion people, every working professional is obvious to be well known with digital marketing, whether he’s a part of it or not.

1.1 History of Digital Marketing

History of Digital Marketing

The term “digital marketing” was first originated in 1990. This appearance started with the evolution of internet, although its earliest modes were not as we look today, such as Facebook, twitter, Google adverts, etc. Since internet was not that extended the talk of digital marketing was too early to talk. But late as Internet set out to expand in the world, in the year 1993, first clickable banner came into place. Eventually, first commercial web magazine, Hotwired, bought few banners for their advertising. This was the beginning of the online marketing. Because of this constant shift, the year 1994 saw fresh technologies. The very next year,
1995, public access to internet was initiated in India. The digital market is in a persistent state of change. Therefore, as digital marketing grew quickly in the world, in India too it rose that much. Today, world tech and ecommerce giants like Amazon’s net earnings are worth billions of US dollars in India. Therefore, digital market is widespread in India’s market as retail market does and is keeping on changing.

**Evolution and History of Digital Marketing**

**1990**

The term digital marketing was first used in 1990s. Also the first search engine ‘Archie’ was launched.

**1993**

In 1993, The first clickable web-ad banner went live. At that time, HotWired purchased a few banner ads for their promotion and advertising.

**1994**

First e-commerce transaction was done over the internet and Yahoo was also launched in this year.

**1996**

Search engines and tools like HotBot, LookSmart, and Alexa were launched. The first social media site Sixdegrees.com was launched in the year 1997.

**2000**

Two years later (in 2000), the internet bubble burst and all the smaller search engines were wiped out. This created more space and opportunities for the giants in the business.

**2002**

The professional social media network LinkedIn was launched.

**2003**

The year 2003 was witnessed the release of WordPress and the launch of MySpace.

**2004**

Gmail was launched. The same year Facebook has gone live, and Google went public.

**2005**

YouTube was launched in the year 2005.
2006
This year Microsoft launched an MS live search and simultaneously, Twitter was also launched. At the same time, Amazon e-commerce sales crossed near about $10 billion.

2007
Tumblr was launched. Moreover, web streaming service Hulu was also founded in this year. Mobile giant Apple launched its iPhone in the same year.

2008
In the year 2008, Spotify was launched and Groupon went live.

2009
Google launched Instant for real-time search engines results. Google introduced products like AdWords, which are 3 line ads that show up at the top or to the right of search engine results, and AdSense which is a cost-per-click advertising scheme.

2010
Whatsapp was launched along with Google Buzz.

2011
Google+ and Google Panda were launched. People have already started to spend time on these mediums, and these mediums have surpassed the television viewership too.

2012
2012 is the year of social media. The companies have increased their social media budget up to 64%, and Google knowledge graph has also launched. Myspace and Facebook are the popular social media among the people.

2013
Yahoo acquired Tumblr.

2014
The number of mobile and smartphones users had surpassed the number of PC users. Facebook messenger app along with tailored ads on LinkedIn and iWatch was launched. During the year, Facebook acquired Whatsapp.
2. Literature Review

2.1 Definition of Digital Marketing

Digital marketing is a broad term that refers to various and different promotional techniques deployed to reach customers via digital technologies. Digital marketing is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive.

2.2 Need of Digital Marketing

1. **Affordability**: Digital marketing is budget friendly in comparison of other marketing methods. Prices vary from source to source, it depends upon the source we are using.

2. **Flexibility**: There abundant forms and uses of Digital Marketing including email marketing and social media posts. Therefore after learning these ample of techniques, one can open up a wide range of possibilities for future publicity strategies.

3. **Tracking**: As after the facility of communicating with the customers, it also allows you to track their activities. There are real times provided which are been tracked hourly and on daily basis which help us to revise the campaign if it’s not satisfying our expectations.

4. **Influencer Engagement**: Many of influential figures in this modern era promote themselves online or via social media. With the help of digital marketing we can get engage with these influencers and they can help to endorse us.

5. **Target Audience**: As targeting the right customers is beneficial for digital marketing. As ads are shown according to age, gender, likes, dislikes and many other categories. Through digital marketing the chances of conversions with customers are increased.

6. **Interactivity**: Digital marketing allows us to directly interact with their customers through websites, comments, messages, reviews and social media posts.

**Need for digital marketing strategy for industries/business in 2019**

Consumers are moving towards digital methods. Now a days many people have accepted the fact that they can’t leave without their smart phones. In 2018 smart phone users in India are estimated to reach 337 million where as in 2020 they are estimated to increase to 490.9 million.

Sources used in digital marketing are more cost effective in comparison of traditional marketing strategies. These digital tactics reaches vast consumers in brisk.
In order to gain new customers and build deep relations, a firm should have clear digital strategic. Digital marketing is best platform to target customers and to build good relations.

To identify the weak point and fulfill the needs of customers, firm needs to use other form of websites and feedback tools. It must also take their activities as common for digital marketing activities.

Many organizations make expenses on various tools to perform similar marketing techniques. Instead firms can utilize money and time by using digital marketing tactics. Via digital marketing tactics like social media and blogging can help one deliver vast content, good strategies that will educate the customers.

It also helps in:

- Constituting the clear focus and direction for year ahead.
- Planning and allocating the budget more efficiently.
- Getting to know the customers in good manner.
- Helps marketer monitor the campaign progress.
- Helps surviving the competition.
- It’s profitable in achieving the greater return on investment(ROI).

2.3 Functioning of Digital Marketing

One of the frequently asked questions of “How does Digital Marketing work?” can be understood in the following way.

Functioning of digital marketing varies from business to business. Result of digital marketing depends upon its tactics and how the execution is done.

Digital marketing works by merging digital channels and digital marketing tactics like SEO, Social Media, PPC, Email marketing and many more ways to draw attention of target audience and then turn them into customers.

Website design and content are eye-catching, by linking the websites with other Digital media likes Blog and Social Media pages is quite advantageous for favourable outcome of Digital Marketing. Website must be informative and must contain display and key features of product.

SEO and PPC campaigns are used to attract target audience on websites and instigate them to buy through website. Now a days social media is on peak in digital marketing. Therefore it is used to engage with target audience to establish a brand.

The recent method which is in trend is to create an ‘App’ and ask user to download it in mobile or PC. The app contains every detail information about the products. Buyer can go through it and can take rational decision regarding purchasing of product.

2.4 Digital Marketing Channels

Various channels have opened doors for Digital marketing. The right channel for the business or brand depends upon the goal of the brand or business. Main objective of choosing appropriate digital marketing channel is to maximize two way communication and make higher returns on investment(ROI). Various digital marketing channels which one can choose are:

- Social Media
- Affiliate marketing
- Email marketing
- Search Engine Optimization (SEO)
- Mobile marketing
- Display advertising
- Social networking
Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), call back and on-hold mobile ring tones. Some of the key forms of it at present:

- Social media marketing (Instagram, Snapchat, Facebook, Twitter, LinkedIn, WhatsApp, Hangouts, Hike etc.)
- Blogs
- Websites and SEO content
- Mobile marketing (SMS, MMS, etc.)
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing

Digital marketing and its associated channels are important—but not to the exclusion of all else. It’s not enough to just know the customers; company must know them better than anybody else so company can communicate with them where, when and how they are most receptive to company message. To do that, company need a consolidated view of customer preferences and expectations across all channels—Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle.

2.5 Digital marketing trends to watch in 2018-19

1. With the help of ARTIFICIAL INTELLIGENCE (AI) and MACHINE LEARNING, the business running today are modified.
2. Voice Search, Voice Assistance like Amazon Alexa, Google home is flourishing at the breakneck and are the part of Digital Marketing.
3. Social Media already has a commonplace in our lives.
4. Every marketer must know the Design and the User experience.
5. Technical artistry is the most requested skill of Digital Marketing.
6. Imagine ordering a merchandise without seeing, It’s Incredible: The way for this incredibility is VOICE SHOPPING, which is changing the way we shop.
7. Freshly the Google announced the major modification to it’s advertisement platform. AI intelligence is added by Google Ads to its Ad platform.
8. We are breathing in the Mobile first to the Mobile only world, where people want their websites to load faster and they want the data whenever and wherever they are. Therefore, Accelerated Mobile Pages (AMP) constructed to make really fast mobile pages.
9. To understand the customers better Customer Centric Approach, Customers Centric Marketing backed with Data and Insight
10. Content is the essence of digital marketer in 2018, and further Customized Personalized Content will dominate.
11. Personalized Searches will command as our mobile assistance are all unified with our personal devices. Mobiles searches for “----- for me” has raised over 60% in past 2 years.
2.5 Reasons why Digital Marketing can help you grow your business

The digital age has transformed how businesses market their products. Digital Marketing tools and techniques offer business holders the best chances for cut-throat competition, survival and even business growth. With rapid technological developments, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society.

The subsequent reasons will show you how use of digital marketing is an effective marketing channel that can help you grow your business.

(i) **Digital Marketing levels the online playing field providing better growth options for small business**

Digital Marketing provides small and medium businesses the chance to compete and attract their share to targeted traffic. The position of digital marketing for business lies in the option to select your method of marketing as per your budget and reach a broader audience at a lesser cost. Small and medium companies now have the resources to accomplish sales and marketing processes that were previously available only to large corporations.

(ii) **Digital Marketing is more cost-effective than traditional marketing**

Small and medium businesses have very less resources and even capitalization. This is why Digital Marketing delivers them with a better and much more cost-effective marketing channel that brings results. Digital marketers get better Cost-Per-Lead (CPL) equated to other marketing channels.

(iii) **Digital Marketing delivers conversion**

Online businesses marketing products and services online measure success by the percentage rate of incoming traffic get converted into. Business owners are restructuring their digital marketing operations towards conversion optimization. Tools and techniques that can be used for Digital Marketing Campaign are Search Engine Optimization, Social media marketing, Email marketing. These three generate quick and effective interaction with targeted audiences and delivers better-than-average results in terms of higher conversion rates.

(iv) **Digital Marketing helps generate better revenues**

Higher conversion rates formed by operative digital marketing tools and techniques will deliver loads of profitable paybacks for you and your business in terms of better and high revenues. Companies using digital marketing strategies have 2.8 times better revenue growth anticipation. Small and medium enterprises using digital marketing techniques will have 3.3 times better chances of escalating their workforce and business.

(v) **Digital Marketing facilitates interaction with targeted audiences**

Interacting and providing your customers with proper engagement points can give you an perception of what your targeted spectators want.
(vi) Digital Marketing caters to the mobile consumer

Mobile gadgets have evolved from being mere substitutes for laptops and personal computers, into something that is tempting their purchasing decisions. 91% of adults in the US always have their devices within their reach.

(vii) Digital Marketing builds Brand Reputation

Bringing on what you promised will help you develop a better relationship with your targeted audiences.

(viii) Digital Marketing provides better ROI for your marketing investments

The key to success in Digital marketing however, is to generate a sturdy flow of targeted traffic that converts into sales and leads. The more your business generates this kind of traffic, the quicker you can realize your ROI.

(ix) Digital Marketing earns people’s trust

Digital Marketing stimuli on social media gestures, social proof and recommendations from actual consumers who have formerly purchased, joined, or availed of a product or service marketed by a particular brand or business.

90% of respondents claimed they would trust information about a particular brand, product or service if the data comes from people they know.

(x) Digital Marketing entices people to take favourable action

Digital Marketers can make use of ingenious and advanced ways to entice conversion using calls-to-action. Calls-To-Action lay downs what your web visitors should do next. Innovative forms, buttons and texts are augmented conferring to copy, colour scheme, graphics and even positioning on the page to generate the best outcomes in terms of producing favourable action.

(xi) Digital Marketing makes you ready for the Internet Of Things

The “Internet of Things” is a global ecosystem of interconnected devices- tablets, smartphones, gadgets, appliances and more- that can network with each other through the Internet. Endurance for your business in the era of “Internet of Things” means presence in this unified grid- giving you an access window to reach out to targeted public belonging to this online grid.
Digital Marketing ensures online business survival

Even if you have tons of website visitors but none of them ever convert, your online business will also cease to exist.

2.6 Suggestions for best digital marketing in India

1. For effective digital marketing one must have user and mobile friendly website. Your website must contain basic information about the product.
2. Always keep it clear, understandable, easy and be consistent.
3. Reply the feedbacks as fast as possible.
4. Keep on updating the Websites and the Apps on daily basis for smooth working.
5. Tie up with different digital channel can also be helpful.

3. Research Methodology

The research and study of digital marketing is improving with the advancement of technology. The study started with the aim to analyse and give more suggestions related to the necessity of Digital Marketing for every person. Based on the study it has been found that Digital Marketing is the most important aspect to connect with the users. The study has also revealed that every business person must design an effective platform for digital marketing. The current trends and future necessities in marketing strategies have also been discussed. Through digital marketing etc. internet has also revolutionized the world of business and it has come as a boon for both retail outlets and small artisans and traders. Consumers, especially youth, are spending longer hours on the internet due to the growing penetration of internet and activities such as social media networking and to attract them it makes an efficient tool for companies to create advertisements. Through the online medium that helps them to target their specific group of consumers, companies are now spending enormous amounts on advertising. Towards the use of technology for promotions the consumers are also responding in terms of their erratic attitudes.

4. Future Scope of Digital Marketing

In modern times of cyberspace, Digital Marketing is the only one and most guaranteed way of marketing, which is popularly being the most preferred space for marketing communications with the world as communication across continents now takes seconds, not weeks.

The scope of Digital Marketing provides some of the most powerful techniques of marketing where traditional modes of marketing remain unsuccessful in today’s era. The future of marketing is way far than the traditional marketing and now, marketing is majorly based on the Digital Sphere.

The great panjandrum on Digital Marketing over industrialists is to accredit them and to optimize their start-ups in the most feasible and cost-effective fashion. Future of digital marketing is going to be more fringed in 2019. Undoubtedly, it is an indeed fact that there is a prominent scope in digital marketing.

5. SWOT Analysis of Digital Marketing

SWOT analysis is an in-depth study of any topic by bringing out the Strength, Weakness, Opportunity and Threat of it. SWOT analysis of digital marketing is to say in brief, helps the user to understand all the facet of the topic, both negative and positive. Through this blog we intend to give more clarity to the readers on how and why the world is moving towards digital marketing in the new era.
a) Strength of Digital Marketing in India

- If the digital marketing campaign is properly planned and well targeted than it can reach the right customers at much lower cost than traditional marketing methods.
- Digital technology allows consumer to express themselves online. Consumers are sharing their opinions and experiences online.
- Brand recognition has become much easier.
- High availability of skills (such as SEO, copywriter, strategy etc.)
- Internet has revolutionized communications to the extent that it is now preferred medium of everyday communication for people to connect and business to reach out on large scale.
- Digital marketing is infinitely more affordable than traditional offline marketing methods as it is cheaper and efficient.
- Promotion of small business is easy as it is profitable.
- Entrepreneurs gets huge platform to make a mark on the digital world as they do not need a huge budget for this so they find digital marketing very useful.
- Knowing what you spend, and what you get in return is the key benefit of digital marketing versus traditional advertising as digital marketing not only tracks your ROI, its analytic capabilities give you the chance to enhance it.

b) Weakness of Digital Marketing in India

- Limited agility or resistance to change, due to legacy systems/collateral
- Failure of digital marketing campaigns can bring a lot of confusion due to the availability of many different marketing options.
- Digital marketing campaigns, 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.
- Keeping pace with new trends and technology as tools, platforms and trends change rapidly. So we need to ensure that the staff have the right knowledge and expertise to carry out digital marketing with success.
- Worldwide competition through globalisation so it can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Dependency on customer’s technology as their computer and internet connections are outside your control.
- Any negative feedback or bad review of your brand can be visible in the public through social media or review websites, which in turn might damage the reputation of your brand.
- Very few people are professional in data analysis as not many are able to understand what data actually says.
- We need to comply with the rules regarding privacy and data protection due to security and privacy issues as there are number of legal considerations around collecting and using customer data for digital marketing purposes.

c) Opportunity of Digital Marketing in India

- Digital marketing is an effective way of communication for companies to target a large number of potential customers at the same time.
- Digital marketing has become beneficial career for the individuals who are familiar with implementing digital marketing strategy and helping companies to increase the reach of their brand, therefore, leading to direct profit.
- The copywriter can help the content team to better receive content, help the social media manager put better words on social media channels and help the search engine marketer write better ad
copies. To be a copywriter he should be ready to work with a lot of people in the digital marketing as the tasks of a copywriter are vast.

- The digital marketing world, however gives you a host of opportunities for you to kickstart your own career before you even set foot in a workplace while in more traditional careers like advertising you’d have to long for internship or graduate placement to open up so you can acquire experience.
- Digitization will help our Indian Government Organizations to become digital and All the operation from railways, municipal organization etc. will become faster and smoother.
- It embraces new opportunities such as training events or breakfast networking meetings to gain new knowledge and meet influential peers in today’s era.
- Digital marketing secures the valuable and confidential data of the government organizations.
- If the digital marketing comes all over in a full-fledged manner it will aid the country itself to become digital that means utmost chunk of our population will start leading a life which will be smarter and faster making “Digital India” dream come true.

**d) Threat of Digital Marketing in India**

- The Digital Marketing can be ineffective in those areas having no or finite internet accessibility.
- Trends in social media and digital marketing are evolving; everything is changing almost every day so for optimizing the content, continuous awareness is required, which is very difficult.
- The fear of hacking promotion strategies of a company always rests on digital channels (internet). The hackers or competitors can easily track and pirate the valuable promotional strategies of a well-known company and can utilize for their benefit.
- A person or group or persons can harm the image of a recognized brand through ‘Doppelganger’. Anti-brand activists, bloggers, and opinion leaders spread the term ‘Doppelganger’ to turn down the image of a certain brand.
- Finding the virtuous talent resource that have the significant experience to plan and develop content. Evaluating the data in a wrong way can lead to harmful results which is found in a lot of companies.
- With the growth of this digital platform, customers have become more expressive about their feelings and opinions, and with the availability of this platform they have the power to damage as well as promote any brand, which is a high risk for the marketers.
- Gradually it is overtaking all the traditional ways of marketing, which ultimately might even lead to Television being left as the only source of traditional marketing.

**6. Conclusion**

The future of digital marketing seems very optimistic at the moment. However, while brands were earlier competing with each other’s marketing strategy now the focus has shifted to a fight against the entire internet. Internet is a rocket fuel for evolution for enterprises.

This is the time when brands will have to use different modes and ways to actually delve and make an impact on the customers.

Digital marketing is gaining predominance over traditional marketing given that it is a cost effective tool and is highly effective when segmenting and reaching target audiences. Digital marketing is therefore rightly being considered as marketing of the future.

Finally to conclude the finding of this research work it can be noted that the growth of digital marketing is certainly a phenomena experienced by almost all the respondents. The growth of digital marketing is directly related to the increase in the use of internet. Hence the effect of internet era is experienced in marketing sector. Targeting the right kind of people that delivers the right kind of results is what Digital Marketing is all about—ensuring survival for your business.
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