

# DIGITAL MARKET JOURNAL

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## **Abstract**

This paper offers views on some current and future trends in marketing. The content is based on recent literature and on what is happening in the business world. The paper is based on secondary data. We experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India as compared to traditional or conventional methods. In this study, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. It is demonstrated that we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform.

**Keywords:** - Internet, Marketing, Digitization, Social Media, Marketing Trends, Digital Marketing.

## **Introduction**

Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Such changes, including the internet, have forced today's marketing executive to becoming more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com,

Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internetmarketing.

## **Problem Statement and Study Objectives**

Seeing that the strength of internet & social media will not decrease the upcoming few years, this topic will be crucial to every organization (Giedd & Chief, August 2012). The power of smartphones in combination with social media is a constant expanding threat to many companies (Felt & Robb, 2016). The second big point of consideration is related to the continuing trend of children, adolescents, and teenagers using digital and social media more and more excessively (Giedd & Chief, August 2012). That is why this study intends to focus on understanding the internet marketing and its technique with following set of objectives:-

- What are the successful techniques of internet marketing used today?
- What is basic comparison between traditional and digital marketing?
- Which is the most preferred internet marketing approach?
- Do companies prefer internet marketing to traditional marketing?

These questions will help us predict the trends in internet marketing and make suitable suggestions to companies.

## **Methodology**

The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). This study is exploratory in nature and includes both quantitative and qualitative analysis. As a purpose of this study (critical review), data have been collected on all India basis. The secondary data & information have been analyzed for preparing this paper extensively. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data and information are used which is available publically on the websites of the companies. This is the best/standard practice for a research which is a critical review type.

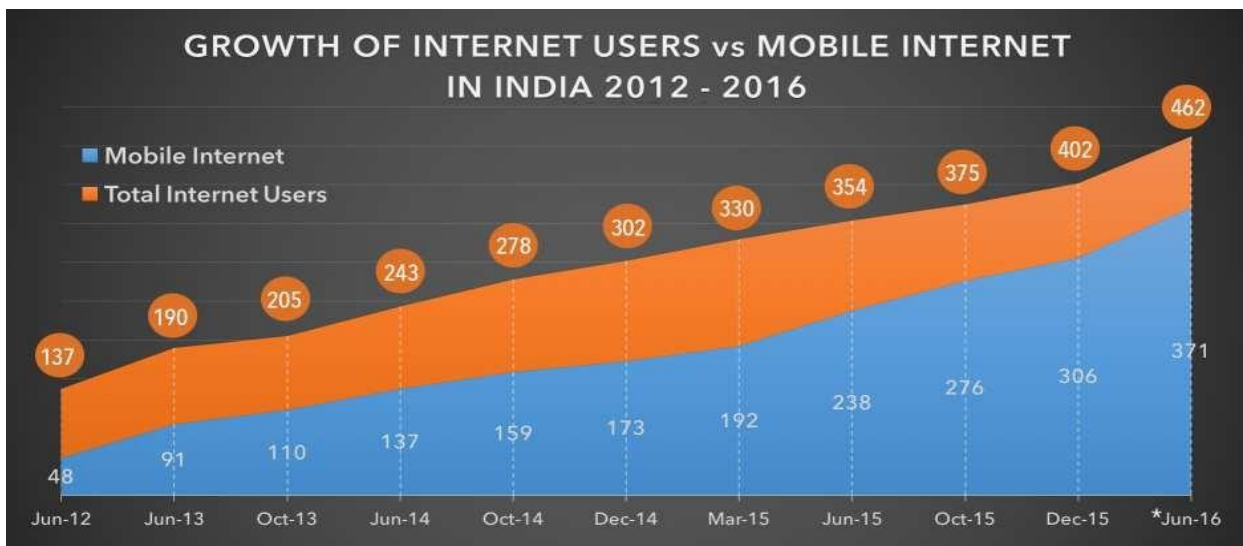
The methodology used was that of a critical literature review.

### **1. Analysis and Discussion of Study**

#### **Internet Marketing**

The Internet is a global system of interconnected computer networks. It is a network of networks that consists of millions of private, public, academic, business, and government networks. "Internet works thanks to combination of a range of technologies and it is the biggest source of information mankind has ever had for its disposal. Internet also laid the foundations of more information channels than people have created until the 20th century." (Phillips, 2003). The term Marketing has many definitions. One of the most well-known definition says that "Marketing is the

social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” (Kotler, Keller, 2007). By connecting these two fields “We can apply marketing principles within the internet area. This can be done mainly by creating a web pages, internet advertising, and also marketing research on the internet, electronic commerce etc. However internet marketing demands a little bit different approach in certain aspects than traditional marketing.” (Blažková, 2005). Simply speaking internet marketing, also referred to as online-marketing, web-marketing, e-marketing, or i-marketing, is the marketing of products or services over the Internet.








**Fig. 1: Internet and Mobile Users**

(Source: IAMAI, Feb 2016, Figures in Million Users, \* Estimated Users)

In fact, internet marketing includes the use of a company web site in conjunction with online promotional techniques, such as banner advertising, search engines, PPC advertising, e-mail and links or services from other web sites to acquire new customers. Many people can think that internet marketing is just a website with its content, but it is much more complex. Internet marketing is interconnection among the site portal, search engines, partner’s sites, blogs, other site linking, B2B partners, customers, outsource partners and much more. For any type of marketing is essential to have as large number of audiences possible, as long as Internet marketing is concerned, the number of potential customers goes along with the usage of internet itself, Refer Fig. 1.

### ***Power of Internet /Digitization***

The internet is most powerful tool in the emerging globalization. It is evident from the examples given in Table-1. These companies have understood the power of Internet / digitization longback and now they are the biggest user of Internet.

<b>Table-1 :- Examples of Power of Internet / Digitization</b>	
The world's biggest bank, with no actual Cash – Bitcoins.	
The world's largest Taxi Company, owns no vehicles – UBER	
The world's most popular Media owner creates no content – Facebook	
The world's most valuable retailer, with no inventory – amazon, Alibab.com	
The world's largest accommodation provider, owns no real estate – airbnb, booking.com	

### ***Different Trends/Techniques of InternetMarketing***

The various marketing trends articles of different authors and experts were read, dissected, analyzed and summarized as below:-

Search Engine Optimization(SEO)

Search Engine Marketing(SEM)

ContentCreation

Social Media Marketing(SMM)

Digital DisplayAdvertising

MobileMarketing

InteractiveMarketing

ViralMarketing

EmailMarketing

AffiliateMarketing

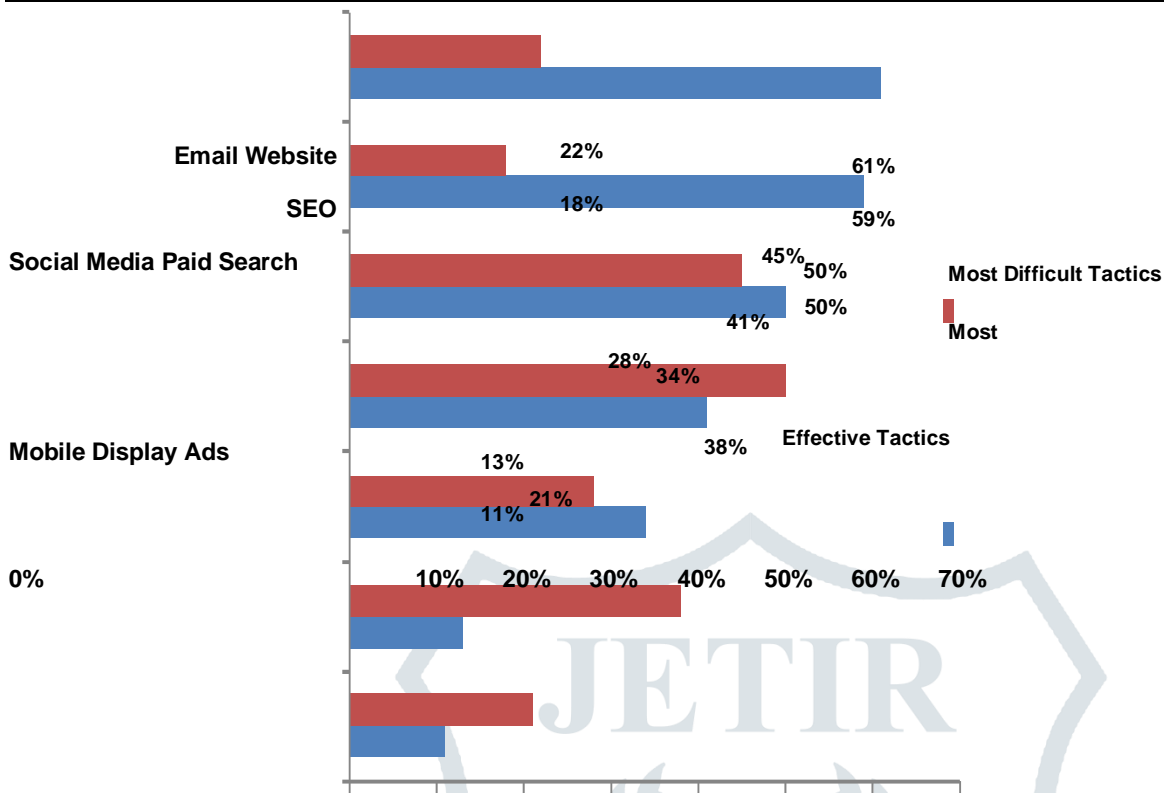
Online Public Relations (OnlinePR)

Digital Media Planning and Buying

***Most Preferred Internet Marketing Approach***

Ascend2 and its other research partners conducted a survey of 275 marketing professionals in 2016 around the world. The results are shown in the following Fig.2

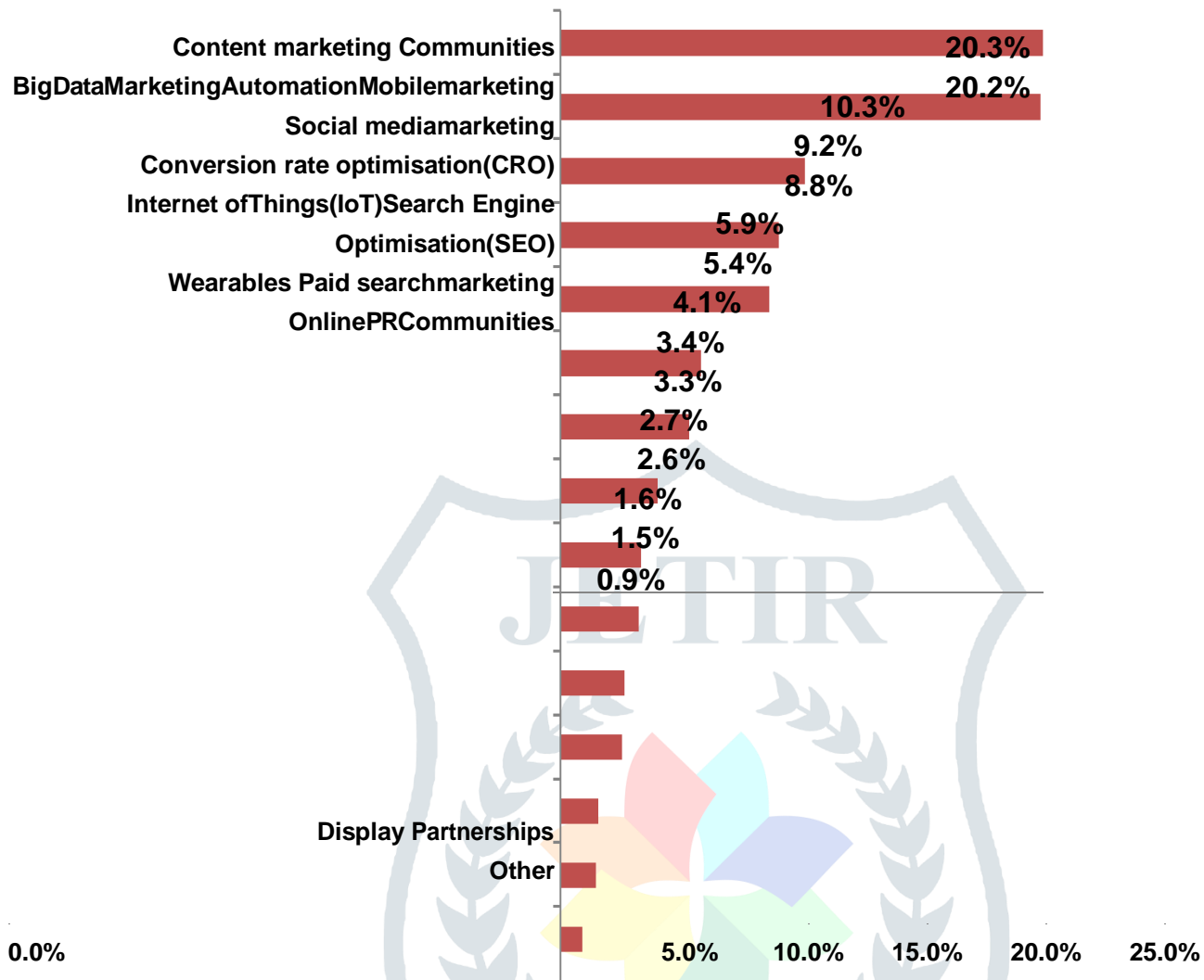




**Fig.2: Preferred Internet Marketing Approach**

(Source: MarketingCharts.com, Ascend2 and its research partners, 2016)

Fig. 2 shows that Email and Website constitute the most effective tactics and least difficult to execute. In a study on “Digital Marketing Trends for 2017” by Dave Chaffey (April, 2017) invited the views from Smart Insights reader for most important trends at a top-level. A total 2,352 responses from marketers around the world were received. The respondents were asked to give their opinion on "Select one marketing activity that you think will give your business the biggest incremental uplift in leads and sales in 2017 (or your clients if you work for an agency or as a consultant)". The following statistics show that various digital marketing activities with the greatest commercial impact in 2017. The content marketing communities is having the highest impact on the business of the compan



**Fig. 3: Digital Marketing Commercial Impact**  
 (Source: <http://www.smartinsights.com>)

**Traditional Marketing v/s InternetMarketing**

If we compare the methods of online marketing with conventional traditional marketing practices, then there are ample areas and opportunities where online marketing is competent and have its advantages and is always preferred over it.

- Unlike traditional marketing where we have to wait for stipulated time frame to find out the response from the customers, online marketing is realtime.
- Since we can the response of the customers in real time, it is easier to track if a particular campaign is working for the product or not and based on the feedback marketer can made the appropriate changes in the promotional campaign, in traditional marketing this flexibility is notpossible.
- In traditional marketing, it is difficult for small retailers to compete with the big competitors inthemarketowingtothecostinvolvedandstrategymakingexpertisewhereasincaseof

online marketing, through a crisp website you can reach your target audience with wider reach with better service assurance.

- Cost involvement is another point which creates a lot of difference between the conventional marketing techniques over online marketing; business house can create its respective digital marketing strategy with very little cost and replace conventional costly advertising methods such as print media, radio coverage, television and magazine.
- Through online marketing any business promotional idea have far greater reach and coverage as it can be seen any part of the world via one marketing campaign in optimal cost compared to conventional marketing campaigns and once any marketer optimized the important word search criteria content in website then it is a great return on investment with very marginal cost to maintain the positioning.
- With electronic marketing, marketer can create options to stimulate their target audience to take favorable appropriate action, visit the respective website, to know about their products and its features and different services, by this mechanism customers can express their view about the product, their choice of buying the product and corresponding feedback, which is also visible in the website thus by this way the marketer get an effective opportunity to engage with the customers, which is usually diluted in case of traditional mode of marketing.
- Through online marketing brand development can be done better than traditional mode of marketing, a well-designed website with quality information can target the requirement of the customers and add significant value to their expectations with creation of greater opportunities. Online marketing has the potential to create ripple and viral effect in promotion over traditional mode marketing, for an instance using social media networking website, email and social media channels promulgates the content of the message to be shared incredibly quickly.

### ***Advantages digital marketing brings for customers***

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below: -

- **Stay updated with products or services**
- **Greater engagement**
- **Clear information about the products or services**
- **Easy comparison with others**
- **24/7 shopping**
- **Share content of the products or services**
- **Apparent Pricing**
- **Enables Instant Purchase**



## Conclusion

We experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India as compared to traditional or conventional methods. Cha (2009) also established in his study that more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for items on social networks. The wide range of consumers utilizing social networks means that most target markets can be reached (Cha 2009). Shankar (et al. 2011) also revealed in his study that more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions; promotion through these media has become important.

