

A Study on Digital Marketing Processes at Digitally Inspired Media

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Abstract: The article talk about digital marketing and internet marketing. Majority of the population thinks that digital marketing and internet marketing are the same but they are not. As digital marketing is gaining a lot of importance as a marketing technique, it is important to understand the difference between the two of them. It is necessary to understand that they might be related to each other but there is a subtle difference between the two of them and this is what the article explains. The article concludes by stating that internet marketing is only a subset of digital marketing and the scope of digital marketing is far beyond internet marketing. The article gives certain examples of different channels under digital marketing, and also elaborates about some of the channels under internet marketing. Overall it explains the concept of digital marketing and internet marketing in detail, which would help in understating the difference between digital marketing and internet marketing.

Keywords: Channels, Digital marketing, Internet marketing, Online marketing, Offline marketing.

Introduction: Digital marketing is often referred to as internet marketing, online marketing, or web marketing. With the increasing use of digital media, the term digital marketing and its impact has also grown. Digital marketing is one of the most convenient and effective way of marketing these days and with the development in technology, its technique and scope is also developing. When digital marketing evolved, it was mostly only on the internet, and that was the reason it was started to be referred as internet marketing, web marketing or online marketing. Even today many of the countries still refer digital marketing as internet marketing, and a large proportion of the population still think that they mean the same. But it is very important to understand that digital marketing and internet marketing are not the same things. A detailed explanation of the two is given below. Digital marketing is the marketing using both online and offline digital technologies, and internet marketing is marketing only using online technologies or on the internet. So fundamentally internet marketing is only a subset of digital marketing, but digital marketing has a lot of other channels under it. It is essential to understand the difference between digital marketing and internet marketing because it might help us in shaping our overall marketing strategy. This article studies the two in detail, and later concludes by identifying the difference between them.

Digital Media Marketing or Digital Marketing: The term ‘digital marketing’ was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital Marketing is Defined as “marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”. (Wikipedia, 2008)

Importance of Digital Marketing: In today’s technology driven world, a new fast paced digital economy is emerging. In the near future, it wouldn’t be surprising to see that there are companies that exist only inside computer networks. Most business transactions will be made electronically, directly from the producer to the consumer, bypassing the supply chain. In the digital marketing environment, the consumer becomes an integral player in the development of the product. It is e-commerce that is changing the way products and services are conceived, manufactured, promoted, priced, distributed and sold. There was a time when Television was the most popular medium for

Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

1. Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.
2. Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).
3. Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

Services provided by Digitally Inspired Media:

1. Social Media Marketing ,
2. Video Content Development,
3. Web Branding. (Source: *Digitally Inspired Media, 2012*)

SWOT of Digitally Inspired Media :

Strengths

- Ø Popular in the Industry, due to the brand image.
- Ø Strong customers, base with long term relationship.
- Ø Efficient employees with chunk of ideas.
- Ø Have sufficient experience in branding with many brands from different industries.
- Ø Strong and supportive backend technology team.

Weaknesses

- Ø Number of employees is not sufficient for managing clients.
- Ø Expansion of business to new geographic locations inside India is absent.

Opportunities

- Ø Growing Internet penetration in India.
- Ø Marketers are changing their communication pattern from traditional to digital media.
- Ø Increase in number of mobile users in India.
- Ø Number of players are less in market.
- Ø Development of technology in Digital ecosystem.

Threats

- Ø Competitors
- Ø Traditional agencies are now moving to digital also.
- Ø Business risk is very high since business is completely based on client's requiremen

Porter's Five Fore Model Analysis: Porter's model will help in analysis of the industry and the company. This will help us to understand where the power lies in the business.

Threats of New Entry

- Ø Full service agencies have high demand in Market.
- Ø Lack of getting efficient work force is a threat in digital advertising.
- Ø Cost of setting up a digital agency is low. But agencies need to invest a huge amount in backend functions like, technology.
- Ø Getting clients in the initial stage is a bit difficult, since clients will usually look the past experience of agency.
- Ø Government regulations in the digital advertising are low.

Bargaining Power of Suppliers

- Ø Lot of suppliers are there, but some suppliers who have higher reach and affinity will charge higher price for placing ads in their portals.
- Ø Real time bidding will lead to increase in the demand of some portals.
- Ø Seasonal campaigns put pressure on the supply side to charge high

Bargaining Power of Buyers

- Ø Buyers are the clients of agencies; basically buyers are high idea seekers.
- Ø Clients will choose agencies which have good experience in industry.
- Ø Clients can ask agencies to change pattern of campaigns at any time.

Threats of Substitutes

- Ø Number of substitutes is high; substitutes include Print media, TV, OOH and Radio.

- Ø Substitutes are too popular among buyers. They had high demand in past years.
- Ø Main competitor for Digital advertising is TVC.

Rivalry by Existing Competitors

- Ø At present competition is low, but it can increase in future, because lot of new players are trying to enter in the Digital marketing.
- Ø Most of the traditional agencies have now started concentrating on digital technology.
- Ø Existing firms in the Industry are creating variety of unique campaigns for clients.

Conclusion of Porter's Five Force Analysis

- Ø Low threats for new entry.
- Ø High bargaining power of suppliers.
- Ø Bargaining power of buyer is medium, but in coming years there is chance for increase, due to entry of lot of players in the industry.
- Ø Threats of the substitutes are high, but it will change in coming years.
- Ø Indian market is a high potential market for digital advertising due to high internet and mobile penetration.
- Ø Most of the traditional agencies have now started concentrating on digital technology.
- Ø Existing firms in the Industry are creating variety of unique campaigns for clients.
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Project Methodology: In this section, we present the approach selected by researcher to meet the objectives and motivation behind selecting that approach.

To increase the web presence of the clients, work was carried out on Social Media Marketing.

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Problem Statement and Objectives of the Study

In this section, we present the problem statement and objectives of the study.

Problem Identified

Poor 'Online Brand Visibility' and Brand Reputation of the clients of Digitally Inspired Media.

Objectives of the Study

Primary Objective : The main objective is to increase the 'Online Brand Visibility' of the clients.

The above objective was divided in to the following :

- To build 'Brand Reputation'.
- To understand the effort behind fulfilment of brands objective through campaigns.
- To choose appropriate media for communication.
- To maintain relationship with clients.
- To understand the Target Group for different brands.

Social Media Marketing: Social networking sites act as word of mouth. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted. By repeating the message, the user's connections are able to see the message, therefore, reaching more people. Since the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now a days, social media has become a platform for marketers to make conversation with customers. Brands are now engaging customers through social media.

Key Findings: To quickly summarize the advantages of the digital marketing as seen from the point of view of the user as well as the marketer. These findings are an outcome from the experience of the researchers at Digitally Inspired Media. Also, they are from the view point of the organization and its client's customers.

To the User :

- Digital marketing gives more control in choosing content. It offers customization of the content, the way the user wants to view it. It offers a variety of options for information and entertainment. It offers a wide range to choose from for the user.
- It offers tremendous convenience to the user not only in delivery of information, but also in allowing him to transact — often in a seamless manner.
- The best example of giving control of content is the My Yahoo!! service offered by the Internet giant, Yahoo Inc. It gives the user the choice of content for various topics ranging from news to stock options to entertainment to sports and just about everything.

To the Marketer :

- It offers several options to a marketer trying to target a particular community.
- It serves not only as a channel of information, but also of product distribution.
- It offers a highly interactive medium that sometimes (e.g. chats and forums) is almost equal to one-to-one interaction with the audience.
- It allows the marketer to actually link his spends to action, and pay only on action. This action could be a click on the banner or even product purchased or just a banner impression or per 1000 impressions
- Given the payment options and high interactivity, the Internet offers a medium for high level of experimentation at a low cost.

Benefits of Digital Marketing:

1. Increased Brand Recognition.
2. Improved brand loyalty.
3. More Opportunities to Convert.
4. Higher conversion rates.
5. Higher Brand Authority.
6. Increased Inbound Traffic.
7. Decreased Marketing Costs.
8. Better Search Engine Rankings.
9. Richer Customer Experiences.
10. Improved Customer Insights.

Recommendations: This section covers the recommendations made by the researcher for the digitally Inspired Media to resolve its problem. Below are few recommendations for the company:

Expansion of Business to New Geographic Locations Inside India: Digitally Inspired Media has its presence only in Chennai. So the agency can be expanded in all the metro cities where there is high demand for digital marketing.

Start Advertising with Google AdWords and AdSense: The biggest advantages of advertising with Google AdWords are lower advertising expenses, greater control over your own ad campaigns, faster customer conversions, easier performance tracking, and more accurate customer targeting.

Recruit More Number of Employees: Number of employees in Digitally Inspired Media are 26 which is not sufficient for managing clients. So increasing their employees will help Digitally Inspired media to connect with their clients and also understand their requirements better.

Conclusion: Digital marketing refers to marketing or promotion of products, services or brands using digital media, or electronic media through various channels both online and offline like social media marketing, pay per click, search engine optimization, email marketing, content marketing, phone marketing, print ads, banners, digital advertising, television marketing, radio advertising, gaming advertising, etc. All these channels can be divided into two subgroups i.e. online and offline channels. All the channels that need or use internet as their platform come under internet marketing. This includes, social media, search engine optimization, pay per click, email marketing, etc. There are other channels which don't require internet as their platform or are done offline. These are referred to as offline digital marketing channels. These channels include SMS/MMS marketing, gaming advertising, radio and television advertisements, etc. Digital marketing includes both online and offline channels of marketing. Thus, it makes the concept very clear that internet marketing comes under digital marketing, it is a very important part of digital marketing but is only a subset of

it and they are not the same things. Internet marketing or online marketing is the most common ways of digital marketing and is also the most expensive way. Since it is the most common channel and the evolution of digital marketing was through online marketing, the concept of digital marketing for most of the people is still only marketing through the internet. This is the major reason why most of the people still refer digital marketing as internet marketing. But we have to understand that with rapid growth of technology, the techniques of digital marketing were used offline as well. It is very important to understand the difference between them and keep in mind that internet marketing is only a part or subset of digital marketing and they are not the same because it might help us selecting the most appropriate marketing tool or technique to use in our marketing campaigns and also in shaping our overall marketing strategy.

Benefits of Digital Marketing: Digital Marketing provides instant results. The reason why digital marketing has become so popular is because they provide three major benefits to potential customers. They are:

Convenience: Customers can order products 24 hours a day no matter wherever they are. They don't have to commute in traffic, lack of parking space, and walk through crowd to visit countless shops to find and examine goods.

Information: Customers can find a large amount of comparative information about companies, products, competitors, and prices without leaving their office or home.

Fewer Hassles: Customers do not have to face salespeople or open themselves up to persuasion and emotional factors; they also don't have to wait in line.

Digital Marketing Provides a Number of Benefits to Marketers

Quick Adjustments to Market Conditions: Companies can quickly add products to their offering and change prices and descriptions.

Lower Costs: On-line marketers avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogs for much less than the cost of printing and mailing paper catalogs.

Relationship Building: On-line marketers can dialogue with consumers and learn from them.

Audience Sizing: Marketers can learn how many people visited their on-line site and how many stopped at particular place on the site. This information can help improve offers and ads.

The Internet is a powerful tool for strengthening relationships. By offering customers, content and time value, Digital Marketing has opened new vistas for marketers. The greatest feature of the digital economy is that it enables the E-Marketer to eradicate traditional barriers before entering new market.

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