

Analytical Study of Exigency and Benefits of Digital Marketing in Today's Marketing Epoch

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ABSTRACT: *The Internet is quickly turning into an acknowledged correspondence/advancement medium for various types and sizes of organizations. It is particularly huge in reference to the real showcasing elements of promoting and deals. Showcasing systems have changed speedier in the course of recent years than in the whole a century ago because of the advancement of Web. The utilization of web-based social networking, advanced publicizing, versatility and huge information is upsetting conventional promoting techniques and giving numerous advantages to the organizations the individuals who are utilizing Digital Marketing. It's also has many channels like SEO, SEM, SMO etc.*

KEY WORDS: *Online Advertising, Digital Marketing, Traditional Marketing, Social Media*

I. INTRODUCTION

Promoting is an imperative piece of any business which one can't overlook. An insightful and visionary business person will guarantee setting a piece of the financial plan for advertising endeavours alone. Be that as it may, it is a time where an extensive segment of individuals make online exchanges, another lump of the populace doesn't know how to utilize web. This makes it exceedingly troublesome for the business person to choose which part of brand advertising to focus on; computerized showcasing or customary promoting. Customary promoting alludes to the traditional strategies for showcasing utilized as far back as the idea of notices or advertising appeared. Computerized promoting is the new age advertising strategy for the worldwide domain. With web discovering its application and advantage in each part of life, showcasing too has figured out how to not just make mindfulness or advance brands through it, yet in addition give them a worldwide stage to achieve a more extensive client base. (Shiram n.d.)

II. OBJECTIVES

- To Understand the Exigency of Digital Marketing
- To Discuss the Importance & Benefits of Digital Marketing
- To Study the available channels of Digital Marketing
- To Study the transfiguration Marketing from of Traditional to Digital

III. RESEARCH METHODOLOGY ADOPTED

In this study Secondary sources are used as a base for this research. Journals, Article and web resources are used to draw a conclusion and also the author tried to gain all the necessary information in order to answer the main research question of exigency & Benefits of Digital Marketing in Today's Marketing Epoch

IV. RESULTS & DISCUSSIONS

1. Traditional Marketing

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Basically, traditional marketing involves the promotional strategies used prior to the Internet, or what is now referred to as offline marketing.

Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads. Some factors about digital marketing are discussed below.

- Communication is unidirectional in traditional marketing, which means, an organization communicates about its services with its audiences.
- Medium of communication in traditional marketing is generally phone calls, emails, and letters.
- Campaign in Traditional marketing takes more time as designing, preparing, and launching are involved.
- It is best for reaching local audience.
- It is almost impossible to measure the effectiveness of a traditional marketing campaign.

Traditional marketing refers to the conventional methods of marketing used ever since the concept of advertisements or marketing came into existence. This primarily includes the following modes for brand promotion:

- Television advertisements
- Radio advertising
- Print advertising
- Direct mail advertisements
- Billboards and off-site signs
- Cold calling
- Door-to-door

- Publications – newspapers, magazines, journals

2. Digital Marketing

Today's time of Internet has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing, businesses cannot just share their product and services online; additionally they can gain clients for their business, entice them and can convert them to boost their ROI.

The speed and straightforwardness with which the digital media transmits data and support a business is astonishing. In this Introduction to Digital Marketing E-Guide, every single aspect of Digital Marketing will be discussed to help marketers understand what Digital Marketing is, how it functions, and how it can help them optimize their marketing campaign.

The world is super-connected nowadays and all things considered, marketing and advertising are no more the same as they once were. This is particularly valid because of the ascent of online networking, which has changed how organizations speak with potential and existing customers.

So, before jump onto the introduction to Digital Marketing, let's know what precisely Digital Marketing is and what does it incorporate? Essentially, it is an aggregate term, which is utilized where advertising and marketing meet web innovation and different types of online media platforms. (Ditital Vidya n.d.)

3. Digital Marketing Channels

Search Engine Optimization (SEO)

SEO can be understood as the process of optimizing the structure, design, and content of your website so the Search engines can index them accurately and position sites in the top results of SERPs. SEO also incorporates different promotional activities that boost search engine ranking of your site.

Social Media Marketing

Social Network Marketing incorporates marketing strategies that use social media channels as marketing tools for optimizing exposure of a brand, targeting audiences, conversions and returns. Social Media marketing can be done by promoting sites through social media channels by updating tweets, statuses, blog posts, photos and so on. Most of the Digital Marketing PDF considers SMM as second most important digital marketing channels.

- Facebook Marketing
- Twitter Marketing
- LinkedIn Marketing
- Google+ Marketing
- Video Promotion

Online Paid Advertising



Online Paid Advertising, Pay per click advertising or PPC is another important digital marketing channel that you need to understand while going through introduction to digital marketing. In paid advertising, you need to pay each time a user clicks on your Ad. You need to pay according to your bid amount and one of the most popular pay per click programs is Google AdWords.

Google AdWords

- Understanding purpose of your PPC campaign
- Researching on target audiences
- Proper Keyword Research and conduction of A/B Testing
- Learning from your competitors' Ad copy before you make your own AdWords campaign
- Keyword grouping and Organization along with Ad groups creation and Management, etc.

Facebook Ads

- Facebook offers its users the unique facility of paid advertising to advertise their product or services on Facebook.
- Facebook offers different options like Click to Website, Page Post Engagement, Website Conversion, Page Likes kinds of Paid Advertising options

Twitter Ads

- Marketers can directly implement Twitter ads right into the timeline of Twitter that lets ads inherently fit in, and hence do not distract the viewer's experience.

- Twitter is considered incredibly competent through its promoting Ads and product. Some of the noticeable Twitter Ads are-
- Twitter new Ads arrival with Download options
- Ads with click to call button
- Promoted hash tags, promoted account, promoted tweet
- Twitter Cards (Digital Vidya n.d.)

4. Transfiguration: Traditional To Digital

Promoting change is the way toward rethinking an authoritative advertising office which is never again fit-for-reason.

Late changes in the promoting scene, including the multiplication of computerized channels and the appearance of cell phones, joined with intense changes in client desires have left numerous showcasing divisions working wastefully or at diminished limit.

In spite of the fact that advertiser's abilities have enhanced, the idea of promoting change tends to the requirement for a whole showcasing association to move past computerized fitness; supplant inheritance methodology, process and frameworks with an unavoidable, responsible, completely robotized, advanced local way to deal with showcasing.

There are more open doors than any other time in recent memory to achieve buyers on the web, and the way that the way clients connect with your image in the computerized world can be observed, recorded and deciphered, implies that it's anything but difficult to associate Return on Investment (ROI) straightforwardly with your advertising endeavours.

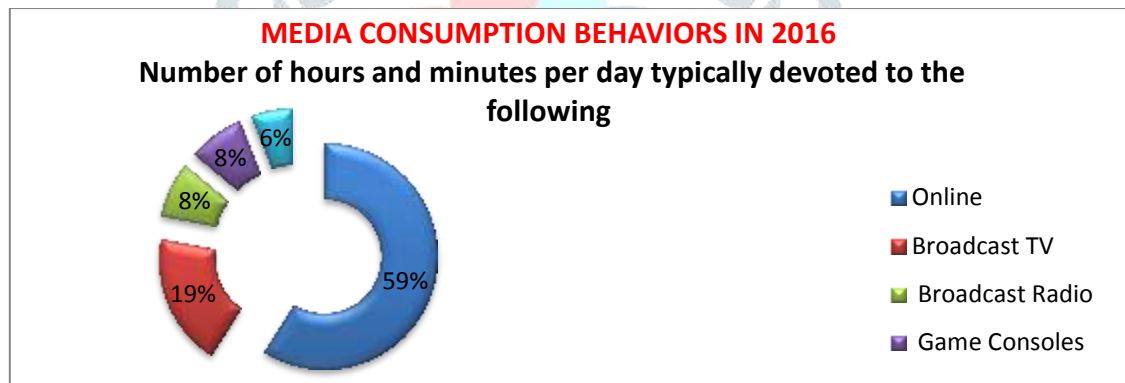
Why Digital marketing taking over the Traditional Marketing

The shift from traditional to digital media is largely discussed but rarely quantified.

This section offers a unique perspective on day-to-day media consumption behaviours, analyzing how much time people are spending online, and further tracking the types of media they are consuming while assessing the share of time spent on digital versus traditional forms of television and print press.

Key Insights

- On a typical day, internet users estimate that they spend almost 6 and a half hours online. This means that they're spending longer online than they are on linear TV, broadcast radio, games consoles and print press, combined •
- Online TV is capturing almost an hour per day, but linear TV is holding steady at about 2 hours.
- Over 2 hours a day is spent on social networks/ services, meaning this activity accounts for the biggest share of online media time (32%).
- With over 85% second-screening as they watch TV, simultaneous multi-*media consumption* is now the norm. Mobiles are the clear device of choice here. (socialmedia.market 2017)



Source: www.socialmedia.marketing (Report Sep. 2017)

5. BENIFITS OF DIGITAL MARKETING OVER TRADITIONAL MARKETING

1. Reduced cost

Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money.

2. Real time result

With traditional marketing, you have to wait for weeks, sometimes even months before the boosts start to turn up. In this battle of traditional vs. online marketing, online marketing wins again owing to its quick results.

You can see everything in real time including:

- Number of visitors.
- Most active time of the day.
- Conversion rates.
- Bounce rates.

When you have the result handy in real time, you waste no time taking action.

3. Brand development

This is principally in light of the fact that with the constrained space and recurrence of ads with customary promoting, advanced advertising unmistakably wins this classification.

You can have an entire site rather than a section on a daily paper page. You can advance things to individuals at whatever point you need once you claim a blog or a Page via web-based networking media. With this space, you can make a predictable picture for your Company.

4. Non-intrusive

People buying the newspaper do not buy it for the ads in it. People listen to the radio for music and the weather forecast. Not to forget the radio is a dying concept already. People buying magazines go for it for the contents list which does not include the ads. So, it is safe to say, traditional advertising mostly goes ignored. With online advertising on the other hand, you can choose whether you want to see it or not.

5. Higher exposure

Now, you can't claim that a television ad or an advertisement on every newspaper in town is going to cover the majority of the population. Any means of traditional advertisement is limited to a certain locality.

Whereas online advertisement reaches out to the entire world so you are missing out on nothing.

6. Higher engagement

With traditional marketing, you cannot really interact with your target audience. You need to wait out for the responses to come in before you can plan your next step. This is a long and tedious process.

Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately.

7. Quicker publicity

Very much due to the real time results of online marketing, you get instant publicity. If you don't, you at least instantly know that this particular ad isn't working for you.

8. Non Interruptive

Audience can choose to skip Ads.

For example, the option of choice of ads. With traditional marketing, flyers are handed to you when you are rushing to board that bus.

Whereas, online marketing will offer you the choice of time and media. Also, you cannot opt to receive a newspaper without ads. You can always skip online ads if you are not interested.

9. Good for All Stages of Fields

There are certain matters in which online advertising takes precedence with due course in the battle of traditional marketing vs. digital marketing.

10. Easy Analytics

With online marketing you instantly know what is working for you and what isn't via Google Analytics. You can measure the inbound traffic, bounce rate, conversion rate, profit, and the general trend of interested audience, all in real time.

11. Strategy Refinement

The very point of getting results and the analytics in real time is to be able to catch up in real time. When you know how things are going down, you will have a chance to improve them from bad to good and good to better. (technians.com n.d.)

V. CONCLUSION

- 41% confirm that digital techniques produce a significant ROI – and one that they can measure
- 2 out of 3 marketers have moved at least 30% of their budgets from traditional to digital media
- People are spending Over 2 hours a day on social networks which giving a rise to digital marketing
- The Social Media Networking (SMN) sites are becoming more effective in marketing information dissemination and it is found that the percentage of such paradigm shift will increase continuously in the near future
- Digital marketing provides real time analysis with help of Google Analytics and many other tools
- Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately.
- Online advertisement helps to reaches out to the entire world so you are missing out on nothing.
- With the help of Digital Marketing you can measure the inbound traffic, bounce rate, conversion rate, profit, and the general trend of interested audience, all in real time.

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