



# ROLE AND IMPORTANCE OF DIGITAL MARKETING

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## ABSTRACT

*The Purpose of the present descriptive research is to know about various components of digital marketing and how it is ranked superior as compared to the traditional advertising efforts. With passing time the system has become more complex and to secure the reach, consumer base etc digital marketing is more concentrated by marketers. The traditional ways of marketing are still golden but advancement in market campaign, competition complexity, consumers expectations, and market has forced the company to adopt more dynamic method to reach and attach consumers. The paper attempts to study the general understanding and response related to digital marketing. Data pertaining to the current work is referred from both primary and secondary sources.*

## **Introduction :-**

*Approaching consumers and converting them into potential prospects has become a complex task. Striking a balance between right time, right place, right product and right method has really become a challenge for marketers. The traditional ways of marketing are still golden but advancement in market campaign, competition traditional ways of marketing are still golden but advancement in market campaign, competition complexity, consumers expectations, and market has forced the company to adopt more dynamic method to reach and attract consumers. To solve this issue a pervasive method / technique was required whose reach, influence, dynamism and consistency can be observed and felt.*

## **Methodology :-**

*In Context to the present work the concept of Descriptive research has been used as the main aim was to describe the stated objectives. The secondary data has extensively been used in relation of the task. Primary information was obtained through a self administered questionnaire. The concept of simple random sampling has been used and the findings are presented in the form of pie chart and tables. The geographical scope of this work is limited to Delhi Only.*

## **Literature Reviewed :-**

*Digital marketing is related to the use of Electronic media against traditional advertisement vehicle for the purpose of advertisement and promotion of the products and services of the company (Yasmin A 2015) The reach and subscription rate both are stimulated with an active planning and use of digital advertising (Merisavo et al. 2004) Hoge (1993) Has highlighted electronic media as the electronic method which facilitates transfer and services. Digital methods of communication / advertisement have resulted into the optimal flow of information from the manufacturer / company to the consumer there by reducing the chance of misrepresentation of information flow of standard information has also increased the accountability of the company.*

## **Findings :-**

*A set of self administered questions were designed to carry out a preliminary study just to know about the basic meaning, importance and use of digital platform in marketing and the Product, services and information needs of consumer, They can assess the interactive platform as per their convenience.*

## **Advantages of Digital Marketing :-**

*To describe stated and measured advantages of digital marketing in few sentences is a challenging task. Some of the evident advantages of digital marketing perceived by company consumers are as following.*

## **Findings :-**

*A set of self administered questions were designed to carry out a preliminary study just to know about the basic meaning, importance and use of digital platform in marketing and the some of the important findings are presented in the form of a simple pie chart.*

According to the response obtained the most common tool of digital marketing is internet / website (40%) followed by social media (35%) mobile and SMS/mobile marketing (15%) followed by specific video media content (10%)

According to the response obtained 95% respondents, felt that the digital marketing has resulted into an increased awareness about the products, services and specifications of product and services.

According to the response obtained most of the respondents (40%) felt that the most important advantage of digital platform is information followed by quick service (30%) comparison (15%) easiness of payment (15%)

According to the response obtained 85% respondents felt that the digital marketing platform is cost effective as compared to traditional marketing tools where as 15% respondents were against the idea.

## **Conclusion :-**

With increase in the number of internet users supplemented with the mobile and digital revolution, now the digital marketing has become inseparable part of human life. As compared to traditional ways of marketing digital marketing offers benefits related to reach, cost effectiveness and efficiency. Some of the most common digital platform includes the active use of internet, websites, mobile television SMS etc. To enjoy creativity, innovation, loyalty and large consumer base the companies are concentrating and increasing the use of digital platform to promote their product and services.

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