

BUSINESS TRENDS IN ONLINE MARKETING

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ABSTRACT :-

This article will enable the readers to know about 1)How many businesses /people use or know about Online market . How Online market functions. Some of the important structures of digital marketing . How/Why it came in existence. 2) How money circulate in online market. Scope of online marketing. Who invest money in this market. Who is beneficial of this investment. How they invest money in the Digital marketing 3) How to market a Website/YouTube channel / Portal using tools like content marketing, search engine optimisation, social media optimisation, email marketing. 4)How to earn online through affiliate marketing , pay per click , Google AdSense. 5) importance of the Digital /Online marketing in todays world. 6) Digital/ Online marketing as a career option in todays world . 7)Advantage of Digital/Online marketing for converting India in cashless society 8)Limitation in growth of Digital/Online marketing.

Digital marketing is one of the most important aspect in todays world . Online marketing is becoming a hot topic in every business sector and gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the Internet to deliver promotional marketing to consumers. The paper is designed to give the reader an insight how companies utilise the possibilities of Internet advertising and branding.

Internet is no longer a medium of “new economy” and “E-business” . The Internet is used in any and all industries, as a branding and marketing tool , as an internal communication tool , and the start of most business transactions.

The marketing reached completely new scale with the invention of Internet and resulted in the emergence of Digital marketing. The importance of digitalization and online presence involved companies into tough competition for customer's attention.

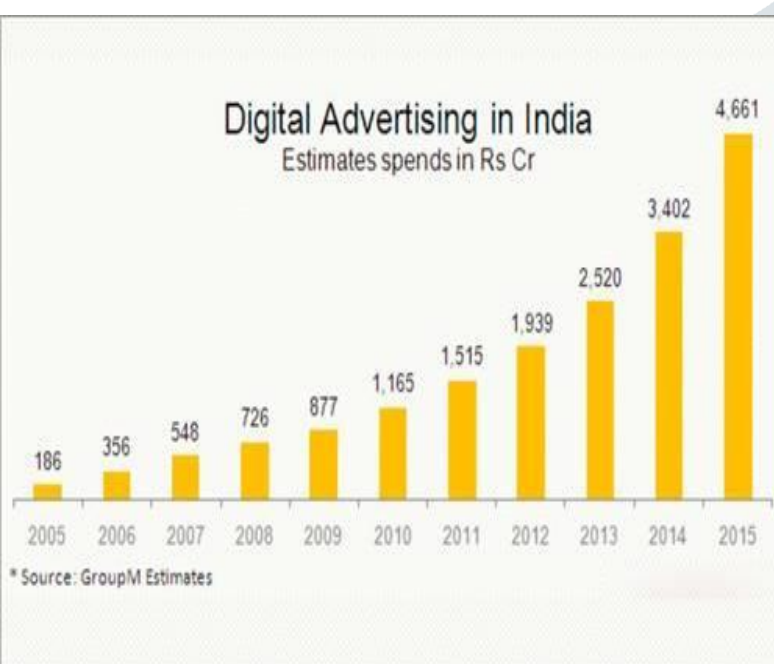
Important words –Internet , content marketing, search engine optimisation, social media optimisation, Google AdSense

INTRODUCTION:-

Even before the internet there was many different ways to advertise, in different media such as radio , tv , newspapers , magazines as well as via telemarketing or pamphlet. Usually the goal was to get a company and / or product name , a statement etc communicated to as many people as possible for the smallest price possible

When the internet arose , a number of search options become available. Companies had option to advertise themselves on a large scale . The Internet has therefore experienced enormous growth in online advertising . Success stories in advertising are easy to find like Amazon , Coca Cola , MasterCard etc.

Increase in investment in Digital Marketing in India in past few year



Gone are the day's when we used to struggle to convey the message or to find information, now Digital marketing is growing at a rapid pace in India , it's incredible in past few years. As per recent survey , Digital marketing is growing so fast another industry in struggling. Since digital marketing get revolution, users are continuously increasing day to day , now online shopping banking and reading have been so easy . Nowadays entrepreneurs are adding their advertising strategy to digital marketing instead of traditional marketing as digital marketing is a low-cost and time saver medium.

- With the help of digital marketing, it improves

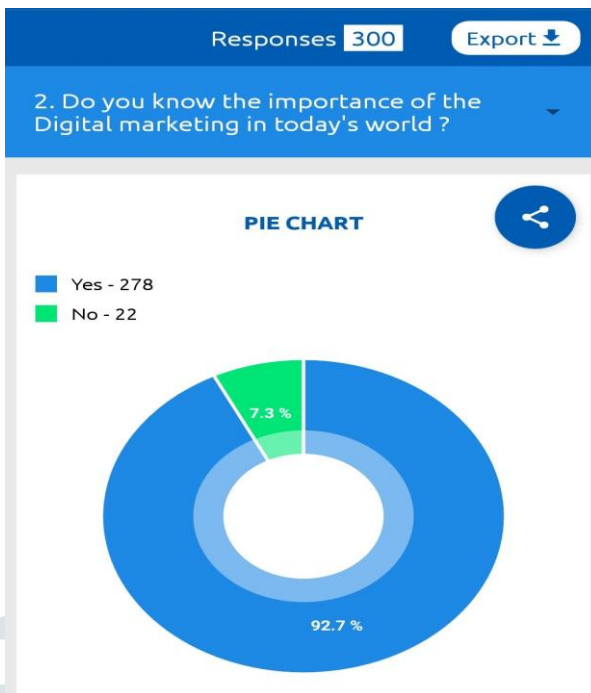
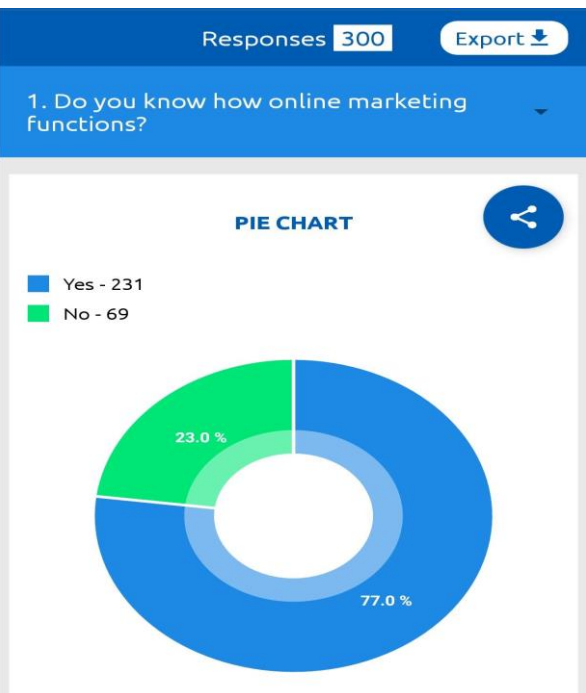
the reach of content.

- It enhances the brand value
- Once you grab the attention of the users with the help of native ads, you can retarget them later with other forms of an ad.
- It already achieved a growth rate of 40% in year 2017 and most important part is the growth rate is not going to be stagnant in coming years.

We have seen how digital marketing is growing in India , this industry has a great career platform. You can start your career in one area such as SEO . But based on your interest or business needs, you can also learn social media, PPC, analytics , mobile, content marketing, SMO, etc .

Current status of Digital Marketing

As I collect primary data from **BAF department of PATKARVARD E COLLEGE (GOREGAON)**. The student of college are aware

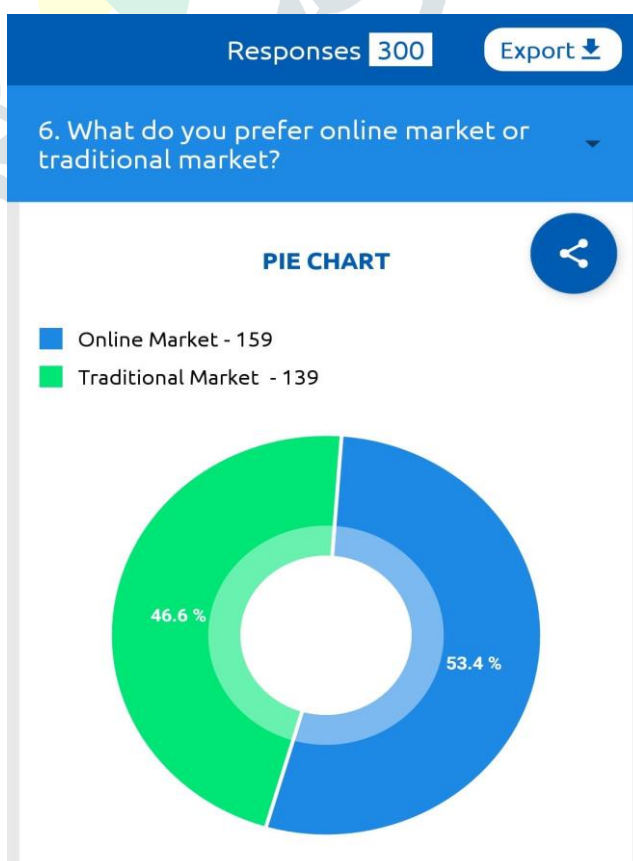
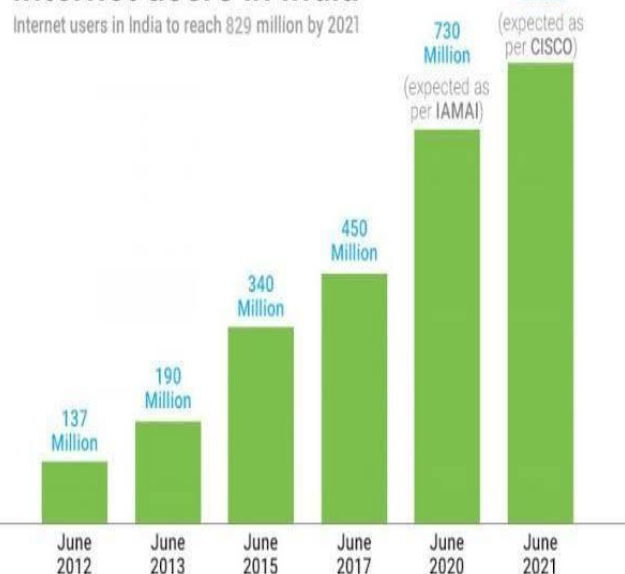


of How online marketing functions and its importance . Almost 77% of students know how online marketing functions and around 92.7% of students know the importance of online marketing in todays world .

Online marketing helps today's generation to select brands and seek information about the product without wastage of time and energy. It also have many advantages like return back policy , cash on delivery and so on. Virtual visualisation of products help teen to get information , sight of a product. This gets a edge to teenagers while shopping .

Around 92% of students know the importance of the Digital marketing in todays world but they are not yet

Number of Internet users in India



aware of the power of Digital marketing as it can also be a great career option. Youth uses online market only as a consumer but one should think online market as a business opportunity.

Scope of DIGITAL MARKETING

According to the survey conducted in **PATKAR VARDE COLLEGE (GOREGAON)** around 53.4% of students prefer online market over traditional market . It means that more than 50% of youth like online shopping and number of Internet users is going to increase to 829 Million as per the survey conducted by Delhi School of Internet Marketing . This shows the popularity of Internet and online market among the youth of India.

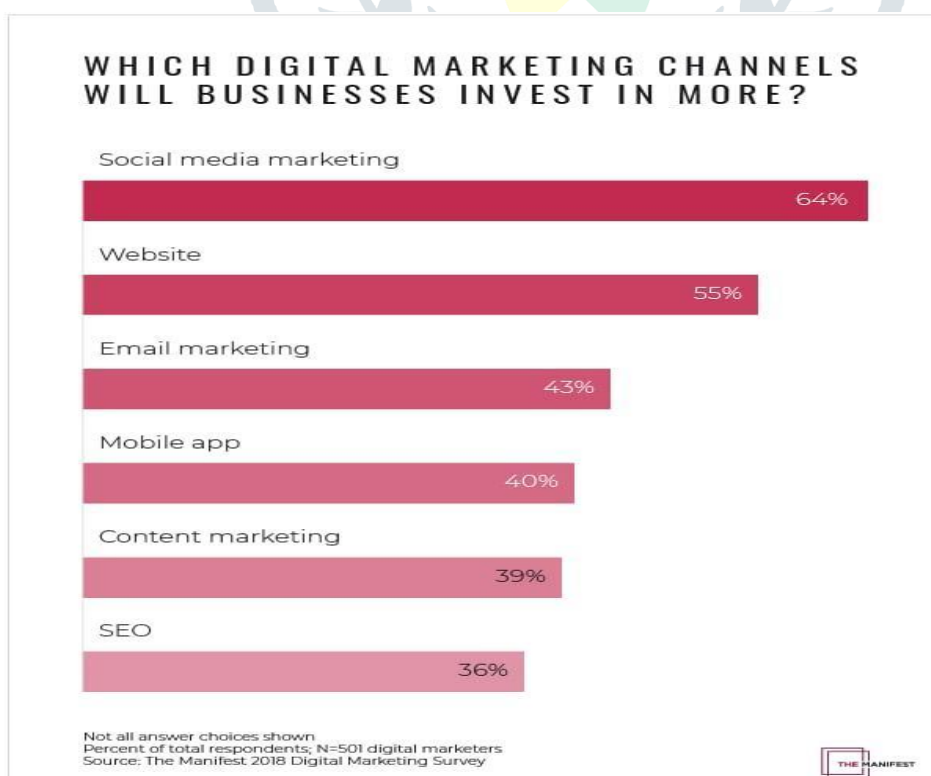
As per above data the scope of Digital marketing is perfectly elastic in nature .There about more than 50% of population using online market as a primary market along with increase in population the scope of DIGITAL MARKETING become more stronger . One should look this as an opportunity and be a part of Digital marketing with atleast little study of Digitalization.

Importance of Digital Marketing ?

Digital marketing is vital for modern business because the internet plays a significant role in how today's consumer makes purchasing decision. Buying behaviour has drastically changed over the past decade. Now more consumers have started their buying journey online. This shift in decision making of consumers from traditional market to online market had made digital marketing must for any and every business which try's to compete in modern marketplace, regardless of size and industry .

It is important for a businessman to understand how digital marketing works so that the/she can strategically use the right

digital tools to engage their audience/consumers.



How Digital Marketing Works / Structure of the Digital marketing?

The key to understand how digital marketing works is getting to know each element of digital marketing and recognizing how each can help you reach your marketing tactics like

1)Content Marketing 2)Search Engine Optimisation 3)Social Media Optimisation.

1. CONTENT MARKETING

Content marketing is an important tactic that plays a significant role in how digital marketing works. Content marketing is essentially when your business creates and promotes certain content. These content assets can be created for number of different purposes, including generating brand awareness, growing site traffic , boosting leads or retaining customers .

No matter which tactics used as a part of digital marketing strategy, there will be need to create a content which supports the tactics. The content can be something as short and simple as a Thank you email or can be a longer , more detailed piece like an e-book , that describes and provides information about one of the biggest challenges that your customers face

The key to create great content assets that help support your digital marketing campaigns is strategically choosing topics that appeal most to your audience.

2. Search Engine Optimisation

Search engine optimisation also plays a big role in how digital marketing works. A recent research found that around 71% of consumers start their buyer's journey on search engines like Google. Search engine optimisation is the process of optimizing your site's content so that it appeals to the search engines . The end goal is to rank higher on search engine results pages (SERP) to increase visibility in online market. The higher website rank on SERP , the more traffic website can drive to itself.

Search engine optimisation not only brings more traffic to a website, but it also helps ensure that website bringing in are of a higher quality. The goal of digital marketing is to attract those who are right for the website's products or services, and SEO plays an important role in doing just that

3. Social Media Optimisation/Marketing

Most brands today are using social media marketing to support their digital marketing campaigns and drive more traffic to their website. Social media marketing involves promoting your content and engaging with you target consumers on social media channels like Facebook, Instagram etc . This tactic is used in digital marketing to help businesses increase brand awareness, generate more leads , and improve customer engagement

One of the biggest appeals of social media marketing is that it allows businesses to reach a wider audience online . Social media not only works as its own tactic , but it can also support all of your other digital marketing efforts. For instance, if your brand devolves an informative eBook that speaks to your target audience's pain point , you can use social media to promote the eBook and drive traffic to the website.

These are some of the structure of Digital marketing.

Review Of Literature

1) Stephen _Curre...h_101215.pdf

This article review recently published research about consumers in Digital and social media marketing setting. Five themes are identified a) consumer digital culture b) responses to digital advertising c) effects of digital environment on consumers behaviour, d) mobile environment and e) online word of mouth (WOM) . Collectively these articles shed light from many different angles on how consumers experience , influence, and are influenced by the digital environment in which they are situated as part of their daily lives . Much is still to be understood, and exiting knowledge trends to be dis proportionately focused on WOM, which is only part of the digital consumer experience. Several directions for future research are advanced to encourage researchers to consider a broader range of phenomena.

2) Anastasiis.sotn...nal.thesis.pdf

The changing environment and technological development redirected consumption, way of doing business means of promotion . The marketing reached completely new scale with the invention of the Internet and resulted in the emergence of digital marketing. The importance of Digitalization and online presence involved companies into tough competition for customer's attention.



Research Methodology

The research contains the primary data as well as secondary data also .The primary data was collected in **PATKAR VARDE COLLEGE** whereas secondary data was collected from internet through various sources.

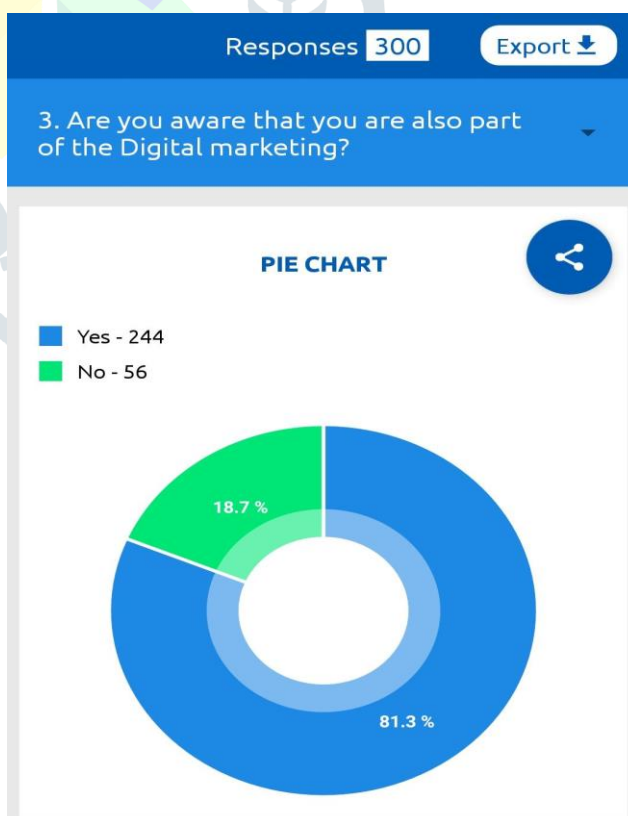
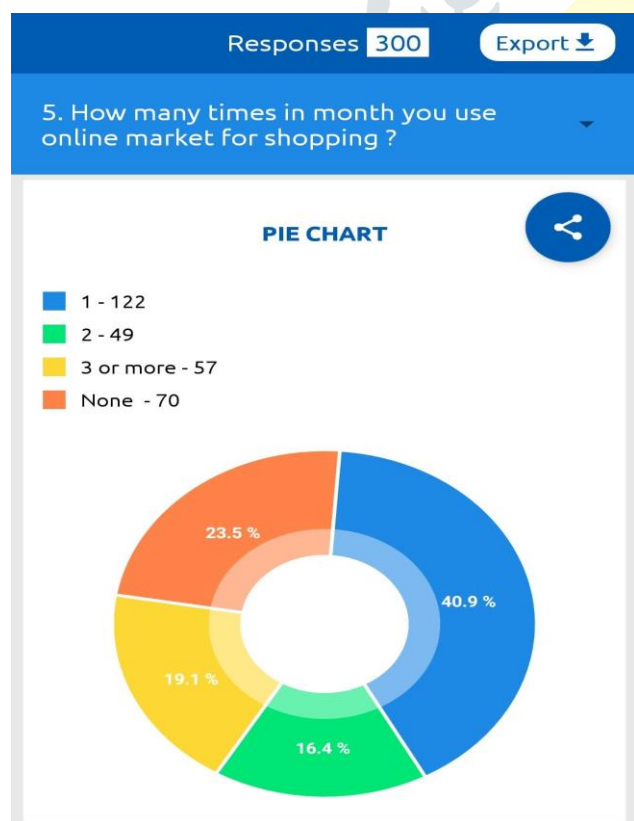
Objective

- Digital marketing is a career option in todays world.

There’s no getting around the fact that almost all business , sooner or later , must indulge digital in their marketing activities . And demand for digital marketers outweighing the supply , there are plenty of opportunities out there for those looking to get into the field like **1. Affiliate marketing**

This type of digital marketing is based on the weight of one's recommendation. Unlike other digital marketing ways , this affiliate marketing is based on one to one recommend a product to your friend and then he/she uses the link given by you to purchase the product then you would gain a commission out of that sale . This is called as affiliate marketing. This is the oldest type of digital marketing. Many online e-commerce giants have successful affiliate marketing programs . It is also called referral marketing. In affiliate marketing, you can put a tie up with a company your referral link and this how to earn money by digital marketing to sell its goods through your referral link and earn commission for every product sold via yor link.

- Digital Marketing helps India to convert in cashless society
 Digital marketing market the online market where virtual visualisation of products take place and cashless transactions is insisted . This would help to convert India into a cashless society. This would help Indian to grow economically.



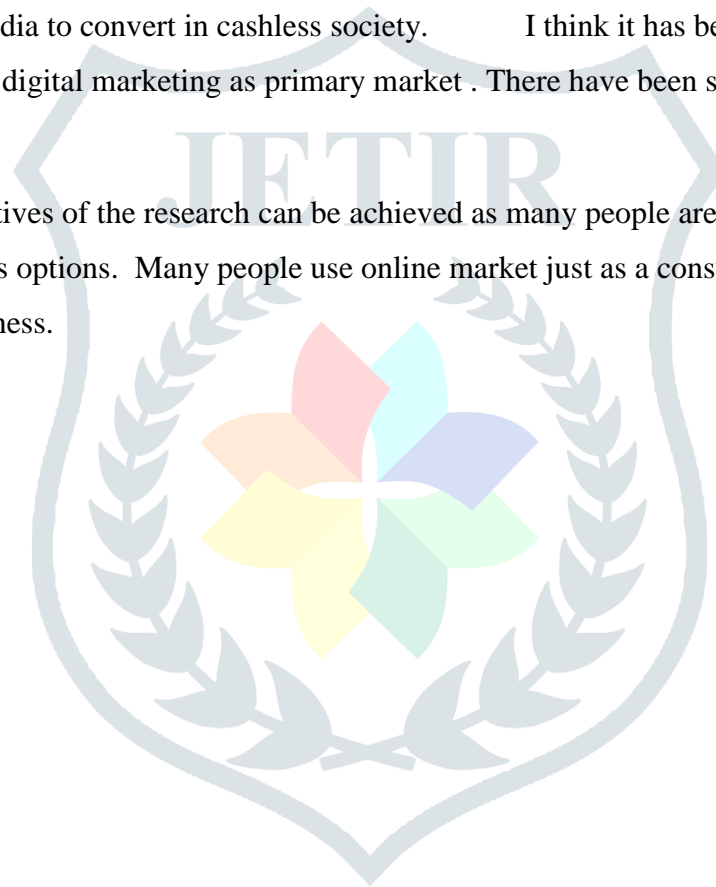
Data Analysis and Interpretation

As per the data collected in PATKAR VARDE COLLEGE most of the people are aware of that they are also a part of Digital Marketing . The youth is not being a victim of Digital marketing strategy but using it in a very efficient way . And according to other data almost 75% of people have used online market atleast once. This shows that Digital marketing is blooming day by day and it has a great future ahead.

Hypothesis

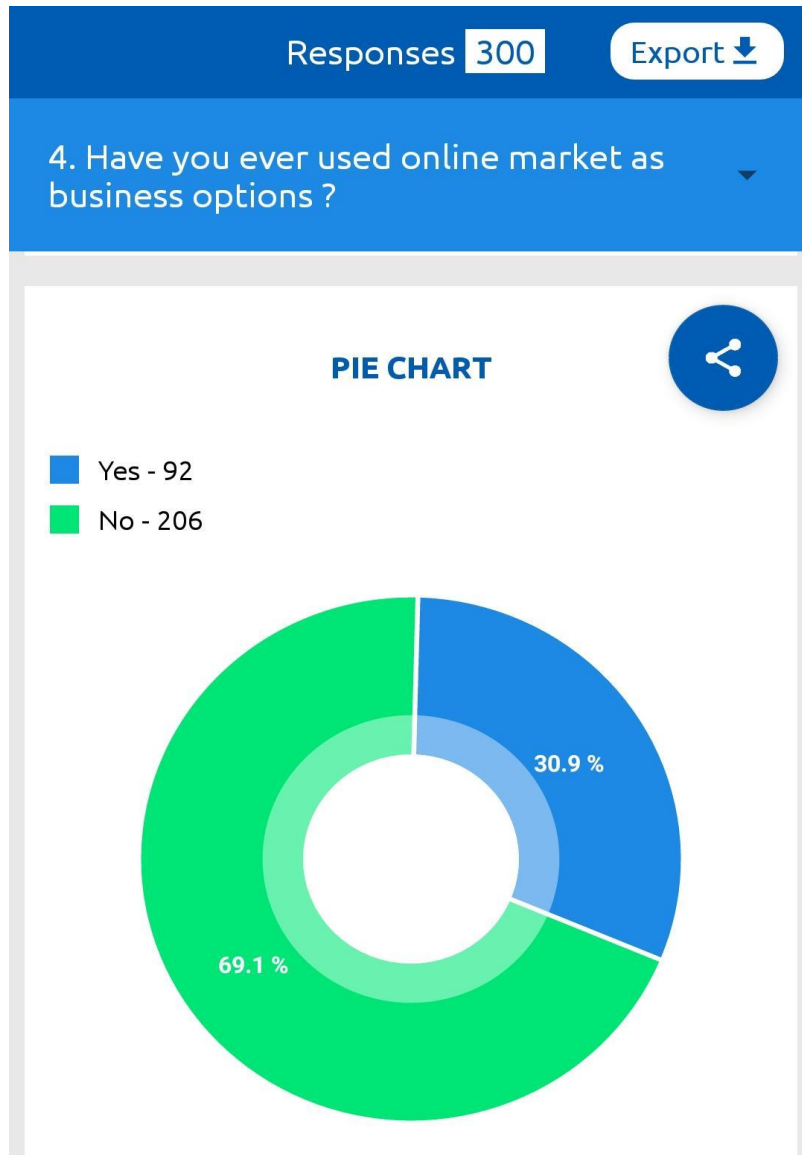
H1 I think the objectives of the research can be achieve as it is Digital marketing as a career option in todays world and Digital marketing helps India to convert in cashless society. I think it has been stared as many people/businesses have opted digital marketing as primary market . There have been seen increase in cashless transactions in India.

H0 I don't think that the objectives of the research can be achieved as many people are not aware how online marketing is used as a business options. Many people use online market just as a consumer but no one think it as a great opportunity to set a business.



Limitations are stated below .

Limitations



1. Almost 70% of students of PATKAR VARDE COLLEGE haven't used digital marketing as a business options.

2. There are many people who don't even know that online market can be career option.

3. People don't know how digital surveys are conducted.

Suggestions

1. We should not ignore the power of Digital marketing and should seriously think about digital marketing as a career option
2. We should use plastic money to help government to convert India into a cashless society.

Conclusion

Online market is a new generation market place , according to me it doesn't have end for atleast a decad.

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