

# Advantages of Digital Marketing: A Comprehensive Review

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**ABSTRACT:** *Marketing efforts that display on a computer, phone, tablet, or other device are referred to as digital marketing. It can come in a variety of formats, such as internet video, display advertisements, and social network postings. Traditional marketing methods such as magazine advertisements, billboards, and direct mail are frequently contrasted to digital marketing. Surprisingly, television is frequently grouped with conventional marketing. Marketers are presented with new challenges and opportunities in the digital era. Digital marketing is the use of electronic media by marketers to push products or services into the market. The main objective of digital marketing is to attract clients and allow them to interact with the company via digital media. This article discusses the importance of digital marketing for both businesses and consumers. We investigate the impact of digital marketing on a company's revenue. The differences between traditional marketing and digital marketing are also explored in this article. This review article discusses several forms of digital marketing, as well as their efficacy and influence.*

**KEYWORDS:** *Internet, Marketing, Digitization, Social Media, Digital Marketing.*

## 1. INTRODUCTION

Marketing is an ever-changing, fast-paced company activity. The function of marketing has changed dramatically as a result of various crises, such as material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying businesses, terrorism and war, and the consequences of rapid technological developments in specific industries. The internet, for example, has pushed today's marketing leaders to make more market-driven decisions. strategy decisions requires a structured system for gathering reliable and timely data regarding customers, commodities, the market, and the environment in general Internet marketing is the use of the Internet to advertise and sell goods and services. Internet marketing takes advantage of the power of electronic commerce to sell and advertise products. Electronic commerce refers to any market conducted through the internet. People may sell, buy, and exchange products and services over the internet using electronic commerce. Digital marketing is a subcategory of electronic commerce[1].

Companies have tended to focus on the technology itself while overlooking the consequences for marketing as the digital revolution has unfolded. However, when the world transforms from physical to virtual, and as value goes from tangible to virtual, from the industrial age's gears and harsh steel to the lofty ideas of a knowledge What could be more essential to businesses than their connections with customers and other external stakeholders, understanding what they want and how to get it connect with them, satisfy their evolving requirements, and establish a long-term relationship with them Relationships and commitment To ensure that all marketing ideas, techniques, and practises are fit for the evolving global digital environment, the reinvention of marketing necessitates a re-examination of all marketing concepts, methods, and practises. This presents a significant challenge to both academics and business practitioners. For academics, altering their research topic is the most difficult obstacle. A move toward a multi-disciplinary, cross-functional approach based on a comprehensive grasp of the Internet's strength and widespread influence, as well as associated developments in information technology, is required.

Digital As a result of the fast spread of the internet, marketing has surged in popularity. Internet marketing began in the early 1990s, according to mythology, with simply text-based websites that supplied product information. With the internet, it's no longer just about selling something; it's also about offering product information, advertising space, software programmes, auctions, stock trading, and matchmaking. Google.com, Yahoo.com, Amazon.com, Alibaba.com, and Youtube.com are just a few of the companies that have revolutionised the way people promote on the internet.[2].

### *1.1 Different Aspects of Digital Marketing:*

#### *1.1.1 Online Advertising:*

It is impossible to overestimate the value of online advertising in digital marketing. It's also known as internet advertising, and it's a means for a company to promote its products or services to the public. Internet-based advertising serves the best interests of consumers by providing the most relevant information and adverts. Publishers make information about their products or services available on their websites for free to consumers or users. Advertisers should take use of the internet to place more effective and relevant advertisements. Using online advertising, the company is able to keep a tight handle on its budget and timeline.

#### *1.1.2 Email Marketing:*

Email marketing is defined as delivering an email message to an existing or potential consumer about a product or service. Direct digital marketing is a type of advertising that is used to build brand and consumer loyalty, customer trust, and brand awareness. A firm may use this aspect of digital marketing to simply promote its products and services. It is quite affordable when compared to advertising or other forms of media exposure. A firm may catch the customer's entire attention by creating an enticing combination of pictures, text, and links about products and services. Email marketing is a method of sending a commercial message to a list of potential customers via email.. Using effective email marketing software, you may segment email lists based on a number of variables, such as customer preferences and spending habits. Remember to personalise your emails; this will aid in the development of trust. Keep in mind, though, that email marketing might be misconstrued as spam, and some nations have laws against it[3].

#### *1.1.3 Social Media:*

Social media marketing is one of the most important digital marketing channels nowadays. It's a computer-based platform that allows people to produce, share, and exchange data and photos about a business's products and services. According to Nielsen, internet users continue to spend more time on social networking sites than any other category. Social media marketing networks include Facebook, Twitter, LinkedIn, and Google+. Companies may use Facebook to promote product and service events, conduct promotions that follow Facebook's guidelines, and look into new opportunities. Companies may use Twitter to increase brand recognition and visibility. It is the most effective marketing strategy.

#### *1.1.4 Text Messaging:*

It's a way for cellular and smart phone devices to transmit product and service information. The company may use phone devices to transmit information in the form of text (SMS), pictures, video, or voice. (MMS). Mobile SMS (Short Message Service) marketing became more popular in the early 2000s. In the 2000s, Europe and parts of Asia were hit hard. Order confirmations and shipping notifications messages can be sent through text. SMS marketing produces more immediate and substantial outcomes. This is used by businesses. approach to increase their profits may send real-time marketing messages to their consumers at any time and be certain that the messages will be received. The message will be received. A questionnaire can be created by a company to collect useful information [4], [5].

#### *1.1.5 Affiliate Marketing:*

Pay-per-click advertising is a type of affiliate marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they attract to the company through marketing efforts they produce on behalf of the company. The four major actors in the business are the merchant (also called as retailerL or brandL), the network, and the publisher.. sometimes referred to as the affiliateL and the customer The market has become increasingly complicated, resulting in the affiliate management companies, super-affiliates, and other secondary players have emerged. Specialized third-party service providers Affiliate marketing may be approached in two ways: The business can provide a service. It can join up to be an affiliate programme for others or it can sign up to be an affiliate programme for others. Affiliate marketing is a pay-for-performance marketing approach in which you reward publishers for referring new customers to your business. . Conversions, SAS promotions, leads, or sales, may be used to gauge performance. You might be interested in joining several publishers' affiliate programmes. In essence, the publishers will offer you space on their pages to market your business and aid

conversions, and you will compensate them according to the compensation plan. An Affiliate Network may be able to assist you [6], [7].

#### *1.1.6 Search Engine Optimization (SEO):*

The practise of changing the visibility of a website or a web page in a search engine's natural or unpaid organic search results is known as search engine optimization (SEO). The earlier (or higher listed on the list) the better. The more often a website appears in the search result list, the more visitors it will receive from search engine users. Image search, local search, and other types of searches may be targeted by SEO. Video search, academic search, news search, and specialized search engines for specific industries.

#### *1.1.7 (PPC):*

Pay-per-click marketing is a way of obtaining website clicks by purchasing them rather than earning them organically. Both searchers and advertisers benefit from pay-per-click advertising. It is the most cost-effective technique of promoting a company's products and services since it leads to increased engagement with those products and services. Examples of content kinds include blogs, white papers, e-books, case studies, how-to manuals, question-and-answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, and material for micro blogging and social networking sites. Panda, Penguin, and Hummingbird are among recent Google algorithm changes that highlight the significance of content when filtering search results. You may be inventive and create material on any subject, then link it to your company indirectly. You might find our piece on how to utilise content to promote your startup or business for free interesting. You'll also need to modify your content for multiple platforms. Mobile phone content, for example, should be brief and succinct. Always keep in mind that a solid method will spark your readers' interest and make them want to learn more from you. Good content is the most effective way to market your organisation since it gets shared.[8].

#### *1.1.8 Mobile Marketing:*

Mobile marketing is a relatively new marketing discipline that refers to two-way marketing communications between a company and its customers using mobile devices. The website, applications, and content are all being created in a mobile-friendly format. Every day, the number of mobile users grows, and it is the most effective way to market. Mobile marketing, according to Dushinski (2009), is a breakthrough tool for connecting businesses with their consumers via their mobile devices at the right time, in the appropriate location, and with the right direct message[9], [10]. The diagrammatic depiction of many components of digital marketing is shown in Figure 1.

#### *1.1.9 Content Creation:*

Blogs, white papers, e-books, case studies, how-to manuals, question-and-answer sections, forums, news and updates, images, banners, and other formats can all be utilised to communicate information. Content includes infographics, podcasts, webinars, videos, and content for microblogging and social networking sites. Panda, Penguin, and Hummingbird are all recent Google algorithm changes that point to the same conclusion. When it comes to refining search results, content is the most important factor to consider. You may be creative and produce content on any topic, then indirectly link it to your firm. You might find our piece on how to utilise content to promote your startup or business for free interesting. You'll also need to modify your content for multiple platforms. Mobile phone content, for example, should be brief and succinct. Always keep in mind that a solid method will spark your readers' interest and make them want to learn more from you. Good content is the most effective way to market your organisation since it gets shared.

#### *1.1.10 Digital Display Advertising:*

*Once again, this is a subset of your SEM activities. You may use a variety of display advertising formats to target a prospective audience, including text, image, banner, rich-media, interactive, or video ads. You may tailor your message to the customer's interests, content topics, or stage of the purchasing process. Keep in mind, however, that digital display advertising is not inexpensive. You'll need experts to obtain a good return on your investment..*



### 1.1.11 Viral Marketing:

In today's environment, viral is the technical equivalent of old-fashioned word-of-mouth. Viral marketing is a form of internet marketing in which a unique piece of information spreads quickly as a result of how well it is recognised, shared, and appreciated. This is a great way to promote your brand and get more people to visit your website. You may use any format for the material; all you have to do is think beyond the box. Marketers have caught the viral bug and are adding viral aspects into their ads at an increasing rate. The technique is not only cost-effective, but it also has the potential to be more believable than traditional advertising..

### 1.1.12 Web Analytics:

Web analytics is maybe the most important aspect of your digital marketing strategy. In short, Web Analytics assists your organisation in the gathering, measurement, understanding, analysis, planning, reporting, and forecast of web activity. The words "web analytics" and "web statistics" should not be confused. Web analytics, rather than simple reporting, gives you new insights and views on your company. Some of the most popular Web analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint, and Chartbeat. Without a doubt, every advertiser should use Web Analytics to better understand his business and boost ROI and conversions..



**Figure 1: Diagrammatic Representation of Different aspects of digital marketing [Wikipedia].**

### 1.2 Customers Gain Benefits From Digital Marketing:

#### 1.2.1 Stay Updated With Products Or Services:

Consumers may use digital marketing technologies to stay up to date on company news. Many customers can now access the internet from anywhere at any time, and businesses are continuously updating product and service information.

#### 1.2.2 Clear Information About The Products Or Services:

Through digital marketing, Consumers are given clear information about the items or services they are purchasing. Information acquired from a retail salesperson may be misunderstood in a tiny percentage of cases.

On the other hand, the Internet gives comprehensive product information on which customers may make purchasing judgments.

### *1.2.3 24/7 Shopping:*

Because the internet is available 24 hours a day, there is no limit to when a customer may make an online purchase..

### *1.2.4 Share Content Of The Products Or Services:*

visitors to share the product or service's content with others. One may quickly share and get information on the features of a product or service to others via digital media.

### *1.2.5 Enables Instant Purchase:*

Customers who purchase products or services through traditional marketing initially view the advertisement before coming to a local business to buy them. Customers can buy products or services fast with the help of digital marketing..

### *1.2.6 Apparent Pricing:*

The firm uses digital marketing platforms to highlight product or service pricing, making costs very clear and transparent for customers. On a regular basis, the firm may change the cost or provide promotions..

### *1.2.7 Easy Comparison With Others:*

Because so many companies are striving to sell their products or services through digital marketing, it is quickly becoming the most valuable advantage to customers in terms of allowing them to compare products or services from different suppliers in a cost-effective and time-efficient manner. Customers don't have to visit many businesses to learn about the products or services they're interested in.

## **2. DISCUSSION**

Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other platforms to reach clients. In compared to traditional marketing, some marketing experts think that digital marketing is a whole new endeavour that needs a different approach to clients and a new understanding of how customers act. Accessibility, navigation, and speed of digital information are regarded as key attributes for marketing in order for digital marketing to provide outcomes for businesses. Another proven and established strategy for achieving success through digital marketing is to use word-of-mouth WOM on social media and to make the site popular. WOM is also linked to new member recruitment and increased website traffic, both of which improve marketing visibility.

We're all connected through WhatsApp and Facebook, and the rising use of social media is presenting new opportunities for digital marketers to gain customers through a digital platform. Understanding your clients' motivations is critical since it provides you an advantage over the competition by providing you with a deeper understanding of the things that inspire them. consumers to produce content about a brand or shop This is it. , who investigated the relationship between Facebook brand related groups, concurs. involvement, advertisement reactions, and self-disclosure and attitude-related psychological variables among Facebook group members and non-members Users who are According to the study, users of Facebook groups are more inclined to reveal personal information than nonmembers. observed that Facebook group members had a greater degree of involvement and have a more positive attitude toward the internet and social media advertising.

## **3. CONCLUSION**

We are seeing a huge movement toward digitalization in India. Consumers are researching and searching more on the internet than in the past to find the best pricing from suppliers all over India.. We recognised in our study that Search engine optimization (SEO), search engine marketing (SEM), and content marketing are examples of digital marketing. , and social media marketing, may be extremely beneficial to organisations. Marketing strategies include content automation, e-commerce marketing, campaign marketing, and influencer marketing. strategies. Social media marketing, Social media optimization, e-mail direct marketing, and display advertising are all examples of digital marketing. all examples of social media marketing. E-books, optical discs, and games are becoming increasingly popular in our rapidly changing world. According to Vogus (2011), major

corporations view social media sites as strategic tools, with some organisations even paying staff to manage their social media accounts. According to Mangold and Faulds (2009), social media should be considered an important element of an organization's overall marketing plan and should not be overlooked. Digital marketing is cost-effective and has a significant commercial impact. Indeed, Small companies may now reach out to particular clients at a reduced cost and compete with larger enterprises on an equal footing. It may also be claimed that Another key component of guaranteeing the effectiveness of internet marketing is knowing which social media sites a company's target market uses. The success of Internet marketing may be measured in terms of numerous companies. The study may be broadened to include online marketing. strategies used by different types of organisations.

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