

An Overview of Digital Marketing

Swapnil Raj

SOEIT, Sanskriti University, Mathura, Uttar Pradesh, India

Email Id- swapnil.cse@sanskriti.edu.in

ABSTRACT: *Marketing is no exception to the world's transformation from analogue to digital. Digital marketing, social media marketing, and search engine marketing are all becoming more popular as technology advances. Internet users are quickly rising, and digital marketing has reaped the biggest benefits due to its reliance on the internet. The buying habits of consumers are evolving, and they are becoming more receptive to digital marketing rather than traditional marketing. The goal of this review paper is to investigate the influence of digital marketing and its importance to both consumers and marketers. This paper starts with a definition of digital marketing, then goes through the many types of digital marketing, the differences between traditional and digital marketing, and the benefits, drawbacks, and importance of digital marketing in today's world. With the growing population, implementation of digital marketing is increasing day by day and is expected to achieve higher success in future.*

KEYWORDS: *Consumers, Digital marketing, Social media, Search engines, Traditional marketing.*

1. INTRODUCTION

Marketing is defined as a fast-paced, always changing, and energetic commercial activity. Because of the various crises in the area of marketing, such as a shortage of materials and energy, high unemployment, inflation, and economic downturns, marketing's function has changed dramatically. Apart from these crises, terrorism and conflict, fading industries, dying firms, and rapid technical deviations in particular industries are all causes for marketing's function to shift dramatically[1].

The measures that a firm takes to promote the purchase of any products or services are referred to as marketing. Marketing is used by the firm to find clients or consumers for its products or services. The promotion of any product or service in a digital format is referred to as digital marketing. Marketing on cellphones, desktops, laptops, tablets, and other digital devices, for example. Digital marketing is a type of direct marketing that uses interactive technology such as emails, websites, online forums and newsgroups, interactive television, and mobile communications to connect customers with merchants electronically[2].

Different people use the notion of digital marketing in different ways. The words "internet or web marketing," "e-marketing," "e-commerce," and "e-business" are sometimes used interchangeably with "digital marketing." Despite the fact that all of these words are related, there is a dissimilarity in the middle of them all. Furthermore, Internet or online marketing refers to the promotion of services and products through the internet, which necessitates a real-time live internet connection. . On the other hand, the word "e-business" is used in a wide range of contexts and refers to the use of cutting-edge technology to internal company processes as well as commercial transactions with third parties. E-commerce is a subset of E-business and represents its side of business, as well as e marketing, which represents its marketing side. Furthermore, the phrase E-marketing, often known as "electronic marketing," refers to a technique that incorporates both digital and internet technology, as well as the promotion of goods and services using automated means or mass media. Furthermore, E-marketing is defined as the practise of using digital technology in conjunction with information technology to complete marketing processes such as the development, communication, and distribution of value to customers, as well as the management of customer relationships. The word "E-Commerce" refers to the commercial aspect of selling and buying things through the internet, as well as monetary enterprises that use electronic media[3].

1.2 History of digital Marketing;

The phrase 'digital marketing' was originally coined in the 1990s. Online marketing, internet marketing, and web marketing are all terms used to describe digital marketing. It is referred to as "internet marketing" because of the rapid expansion of digital marketing that has accompanied the emergence of the internet. The main benefit of digital marketing is that it allows marketers to offer their products or services 24 hours a day, 365 days a year, at a reduced cost, with more efficiency, to encourage customers to make additional purchases, and to enhance customer service. Because of its high degree of connection, it facilitates many-to-

many communications and is typically used to offer services or goods in a timely, relevant, private, and cost-effective manner[4].

1.3 Various Channels of Digital Marketing:

Digital marketing refers to the numerous channels that a marketer may utilise to advertise their products or services. As an advertiser, your primary goal is to choose the optimal medium for communication while maximising your return on investment (ROI). The following is a list of major digital marketing channels:

1.3.1 Social Media:

Social media marketing is one of the most significant forms of digital marketing in today's world. It is the most rapidly expanding digital channel. The technique of obtaining traffic or sites through social media sites is known as social media marketing. "Social media marketing" is defined as "the practice of tailoring content to the context of each social media platform in order to increase user engagement and sharing. In 15 years, the percentage of people who use the internet has risen from 16.6% to 62 percent, and social media marketing has benefitted the most[5].

1.3.2 Email Marketing

Email marketing is when a message about a product or service is sent to a potential consumer through email. It's a straightforward digital marketing medium to grasp. Email marketing is used to promote products by offering discounts and event advertisements, raise brand recognition, and lead visitors to a company's website. Blog subscription newsletters, welcome email series, seasonal campaigns, post-purchase drips, cart abandonment campaigns, follow-up emails when website visitors download anything, holiday promotions to loyal members, re-engagement campaigns, and so on are all examples of email marketing campaigns. The most significant benefit of email marketing is its low cost in comparison to other marketing methods. It is often used to increase client loyalty rather than acquire new consumers. By developing graphic and visual advertising, as well as linking product photos to the firm's website, the corporation may capture a customer's attention[6].

1.3.3 Affiliate Marketing

In affiliate marketing, the firm compensates subsidiaries for each customer or visitor brought to the company's website as a result of their marketing activities or strategy on the company's behalf. Pat Flynn's book *Smart Passive Income* claims that "Affiliate marketing is the practise of making money by advertising the products of other people (or companies). You locate a product you enjoy, recommend it to others, and get a cut of the profits from each sale "[eighth]. Affiliate marketing involves four separate parties:

- *The Merchant:* This might be a vendor, a brand, or a retailer. This group created a product that they wanted to market. It might be a single person, a small business, or a large corporation.
- *The Affiliate:* This individual is often referred to as a publisher. It might also be a single person, a small business, or a large corporation. Every service or product they offer earns them a commission from the vendor. Customers are brought to the merchant by the affiliate.
- *The Customer:* The client, often known as the consumer, is an integral component of the whole system. They go to affiliates, who then lead them to merchants in exchange for a commission. The affiliate will not be able to receive a commission until there is a client.
- *The Network:* The network acts as a go-between for affiliates and merchants. Affiliates need a network in order to market their products or services.

1.3.4 Search Engine Marketing

A search engine is a web-based tool that assists users in locating the information they need. Google, Yahoo, Bing, Baidu, and other search engines are examples. Any effort that improves a user's website's rank in any search engine is referred to as search engine marketing[7]. Search engine marketing is divided into two categories: search engine optimization (SEO) and sponsored search.

The art of ranking high in the unpaid part of a search engine is known as search engine optimization [6]. Organic marketing or organic listing are other terms for it. In general, the higher a webpage's search engine ranking, the more visits it will receive. When it comes to SEO it consists of a search engine and searcher. And Google accounts for 67 percent of all searches [6]. As a result, Google is the most used search engine on the planet.

Paying for a higher ranking in a search engine is known as sponsored search. The same keywords will be used in paid search as they are in organic marketing campaigns. A commercial search engine, such as Google, Yahoo, or Bing, runs the bulk of a paid search engine [3]. Paid search operates on a pay-per-click basis, meaning that advertisers only pay when someone clicks on their ad. The advertiser's ad will be ranked by the search engine algorithm based on their bid and quality score [3]. In the near run, many advertisers prefer sponsored search to SEO since it provides a speedier result.

1.3.5 Online Display Advertising

Traditional marketing entails placing a company's sign or billboard on both sides of the road, or placing an ad in a magazine or newspaper to promote their product or service. A digital form of this is online display advertising. Today, a marketer may achieve the same result by using online display advertising. Video advertisements, banner ads, interactive ads, rich media ads, and more forms of display advertising exist [3]. Because of the visual adverts, display advertising is excellent for capturing the eye.

A marketer can target an audience based on website content, region, gender, age, device kind, and other factors. As a result, the marketer may present a relevant ad to the appropriate customer, lowering the budget and improving sales.

1.4 Comparison Between Traditional and Digital Marketing

Traditional marketing is the most recognizable form of marketing. Most people are used to traditional marketing due to its longevity. Some examples of traditional marketing include tangible items like ads in a newspaper or magazine. It also includes a billboard, brochure, commercial on TV or radio, poster, etc. It is a non-digital way of marketing. Whereas digital marketing uses various digital channels to reach customers. Some comparisons are given below:

Table 1: Representation of numerous differences between Traditional and Digital Marketing.

| Traditional Marketing | Digital Marketing |
|--|--|
| Example of traditional marketing includes a poster, brochure, magazine, newspaper, broadcast, telephone. | Example of digital marketing includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization. |
| With a traditional marketing approach, only limited or local customer can be targeted. | With a digital marketing approach customer around the world can be targeted. |
| Advertising campaign takes a long period to plan. | Advertising campaign take a short period to plan. |
| It is costly and time-consuming. | Relatively cheap and faster. |
| A physical relationship is shaped while conveying merchandise. | No physical relationship is formed due to the digital nature of digital marketing. |
| One campaign stays for a long time and change is expensive. | A campaign can be changed very easily. |
| For the promotion of product poster, paper, billboard many various types of material is used. | No physical stuff is required because digital marketing is done on website, social media platforms, or through online videos. |

| | |
|--|---|
| Due to the physical nature of traditional marketing, its cost is high. | Digital marketing is cheaper compare to traditional marketing because it is done on websites and social media. |
| For market analysis traditional marketing depends on surveys or experimentation, it is complex to analyze the result and does not provide accurate data. | Facts and data available on various analytic tools make it very convenient to analyze the data and to interpret it. |
| 24/7 marketing is not possible. | 24/7 marketing all around the globe is possible. |
| Only one-way communication can happen. | Two-way communication can happen. |
| No capacity to go viral. | Capacity to go viral. |
| Customer can feedback only during the working time. | Customer can give feedback any time. |

1.5 Importance of Digital Marketing:

- Internet marketing is infinitely more modest than any other form of offline marketing. It can easily reach a larger audience.
- With the aid of various monitoring software, digital marketing outcomes can be readily followed and monitored. Rather than doing costly customer research, companies may continually monitor client reaction rates and assess the success of their marketing efforts, allowing them to better plan the next one.
- When compared to traditional marketing channels like TV, radio, or billboards, gathering client feedback is simple. They may simply provide feedback on any goods using an online marketing website, which aids a businessman in rebranding themselves in their specialized area.
- It aids in the advancement of a business via an online medium such as the web or a mobile device, allowing it to reach a huge number of clients in a matter of seconds. To underwrite oneself worldwide, a large number of small and large businesses are using web-based marketing techniques.
- Digital advertisers monitor things like what is being viewed, how often and for how long it is being seen, what substance works and what substance does not work, and so on. While the internet is perhaps the most closely associated with digital marketing, additional channels include remote content informing, mobile applications, sophisticated television, and radio stations.
- Because digital marketing is reasonable, targetable, and quantifiable, it is used by businesses and advertisers alike.

1.6. Advantages Of Digital Marketing:

Technology is rapidly developing, and this has had an impact on consumer purchasing habits. The following are some of the benefits that digital marketing provides to consumers:

- Consumers may use the internet to do a variety of tasks, such as visiting a company's website, reading information, purchasing items, and so on. This has improved the consumer's experience and boosted their involvement.

- Customers are less likely to be deceived by salespeople in conventional marketing, but with digital marketing, consumers receive clear and precise information about any product or service. And the internet provides comprehensive item information on which customers may rely on making a purchase decision.
- Many different firms use digital marketing to sell their products, making it easier for consumers to compare items from other companies. They don't have to go to a bunch of different stores to compare items.
- Because the internet is open 24 hours a day, there are no time constraints, and buyers can purchase the product at any time.
- Viewers may exchange information and qualities about items or services with others thanks to the digital media.
- The company uses digital channels to display item pricing, making them highly understandable and simple for customers. The firm also adjusts its rates for every holiday or event to provide a discount to customers and is extremely open with them.
- In traditional marketing, customers first see advertising on posters, television, or other traditional media before going to a store to buy them. Consumers may buy a product quickly through digital media when they encounter advertising in digital marketing.

2. LITERATURE REVIEW

Deepak Verma et al. discussed digital marketing in which they explained how Search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, ecommerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical discs, and games are all examples of digital marketing that are becoming more and more common. It has been proven that we are all linked via Whatsapp and Facebook, and the growing usage of social media is opening up new chances for digital marketers to acquire clients via digital platforms. Consumer motivations must be understood in order to have a better knowledge of what motivates people to produce content about a brand or business. Digital marketing is cost-effective and has a significant commercial impact. According to the findings of this study, understanding which social media sites a company's target market uses is another important aspect in ensuring that online marketing is successful. It is possible to assess the success of Internet marketing in relation to various businesses[8].

Moyeenudin H et al. discussed Digital marketing in hotel industry in which they discussed how the promotion of items or brands over the internet is known as digital marketing. The demand for digital marketing in hotels has risen in recent days, with Social Media Marketing (SMM), which works with social networking sites, and Search Engine Optimization (SEO), which makes the website appear in search results with advertisements on Google and online magazines via search engine marketing (SEM), video marketing via YouTube, and websites being examples. Searching for hotels online via computers and mobile devices with hotel websites is the latest digital marketing trend, and it provides opportunities to improve local search on hotels by providing needed information, user profiles, managing citations, and in search results. The purpose of this research is to look into the function of digital marketing in the hotel sector[9].

Kannan P et al. discussed Digital marketing in which they created and explain a framework for digital marketing research that emphasises the touchpoints in the marketing process as well as the marketing strategy process where digital technologies are having and will continue to have a major influence. We arrange advancements and existing research around the framework's features and touchpoints, and analyse the research literature in the broadly defined digital marketing arena, using the framework. We discuss the increasing challenges in and around the touchpoints, as well as the research questions that will be addressed in the future. Finally, we put these questions together and create a study agenda for future digital marketing research to look into the issues[10].

3. DISCUSSION

This paper focuses on several aspects of digital marketing. This paper discusses several concepts related to digital marketing. Advertising supplied using digital channels such as search engines, websites, social media, email, and mobile applications is referred to as digital marketing. Digital marketing is the process of corporations endorsing goods, services, and brands via the use of various online media platforms. This paper history and several channels of digital marketing. Several advantages and disadvantages of digital marketing

has been discussed in this paper. This paper discusses difference between traditional and digital marketing. Several other important concepts of digital marketing have been discussed in this paper.

4. CONCLUSION

It is impossible to deny that the world is rapidly transitioning from a basic to a digital one. Individuals are spending more in online content, and businesses who are finding it difficult to incorporate this reality into their marketing plan must adapt swiftly. The more time people spend online each year, the more digital platforms they utilise play an increasingly important role in their lives. The primary goal of Digital India is to encourage the use of digital media. Because individuals may access digital platforms from anywhere in the globe at any time, businesses must shift their marketing strategies from traditional to digital. Companies who do not use the digital platform to market their products and services will be unable to compete with their competitors and will eventually close down.

Customers who wish to purchase a product online may quickly obtain product information and compare it to other items without having to visit a retail store or shopping centre. It demonstrates that people prefer to shop online than go to a physical store. As customer buying habits evolve, businesses must adapt their advertising strategies and embrace digital marketing channels. With the growing population, implementation of digital marketing is increasing day by day and is expected to achieve higher success in future.

REFERENCES

- [1] H. M. Taiminen and H. Karjaluoto, "The usage of digital marketing channels in SMEs," *J. Small Bus. Enterp. Dev.*, 2015, doi: 10.1108/JSBED-05-2013-0073.
- [2] H. E. Alagoa, "A Review of Digital Marketing Influences on the Music Industry and a Vision of the Industry in the Next 5 Years.," *SSRN Electron. J.*, 2015, doi: 10.2139/ssrn.2688210.
- [3] B. W. Wirtz, *Electronic Business*. 2013.
- [4] Y. Kamal, "Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies," *Int. J. Eng. Sci. Comput.*, 2016.
- [5] K. Taken Smith, "Longitudinal study of digital marketing strategies targeting Millennials," *J. Consum. Mark.*, 2012, doi: 10.1108/07363761211206339.
- [6] E. Fariborzi, "E-mail Marketing: Advantages, Disadvantages and Improving Techniques," *Int. J. e-Education, e-Business, e-Management e-Learning*, 2012, doi: 10.7763/ijeeee.2012.v2.116.
- [7] R. Aswani, A. K. Kar, P. V. Ilavarasan, and Y. K. Dwivedi, "Search engine marketing is not all gold: Insights from Twitter and SEOClerks," *Int. J. Inf. Manage.*, 2018, doi: 10.1016/j.ijinfomgt.2017.07.005.
- [8] M. Bala and D. Verma, "A Critical Review of Digital Marketing," *Int. J. Manag.*, 2018.
- [9] S. J. Parvez, H. M. Moyeenudin, S. Arun, R. Anandan, and S. K. Janahan, "Digital marketing in hotel industry," *Int. J. Eng. Technol.*, 2018, doi: 10.14419/ijet.v7i2.21.12383.
- [10] P. K. Kannan and H. "Alice" Li, "Digital marketing: A framework, review and research agenda," *Int. J. Res. Mark.*, 2017, doi: 10.1016/j.ijresmar.2016.11.006.