

An Overview on Digital Marketing

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ABSTRACT: *Marketing is no exception to the world's transition from analog to digital. Digital advertising, online marketing, and search engine optimization are all becoming more popular as technological advances. Digital marketing is the promotion of goods or services via the use of digital technology, such as the Internet, mobile phones, display ads, as well as any other digital media. Internet users are constantly growing, and online marketing has reaped the greatest benefits due to its reliance on the internet. The purchasing habits of consumers are evolving, and they are becoming more receptive to online marketing rather than conventional marketing. The goal of this review paper is to investigate the effect 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 conventional and digital marketing, and the benefits, drawbacks, and significance of digital marketing in today's world.*

KEYWORDS: *Digital Marketing, E-mail, Internet, Services, Social Media.*

1. INTRODUCTION

Marketing refers to the steps that the company takes to promote the buying of any products or services[1]. Marketing is used by the business to find clients or consumers for its goods or services. The promotion of any product or service in a digital format is referred to as digital marketing i.e. marketing using cell phones, desktops, laptops, tablets, and other digital device. Digital marketing is a kind of direct marketing that uses interactive technology such as email, sites, internet forums as well as newsgroups, interactive television, mobile communications, and so on to connect customers with merchants electronically[2].

The phrase 'digital marketing' was originally used in the 1990s. Online marketing, internet marketing, and web marketing are all terms used to describe digital marketing. It's called "internet marketing" because of the rapid development of digital marketing that has accompanied the emergence of the internet[3]. The main benefit of digital marketing is that it allows marketers to offer their goods 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 level of connection, it facilitates many-to-many interactions and is often used to offer services or goods in a timely, relevant, private, and cost-effective way[4].

1.1 Digital Marketing:

All marketing activities that utilize an electronic device or the internet are referred to as digital marketing. To interact with existing and potential consumers, businesses use digital channels such as search engines, social media, email, and their websites. It's also known as 'online marketing,' 'internet marketing,' or 'web marketing.' Digital marketing is described as the use of a variety of digital techniques and platforms to engage with consumers who spend a significant amount of time online[5]. There's a range of techniques that come under the banner of "digital marketing," from websites to business's online branding assets - digital advertising, email marketing, online brochures, and beyond.

1.2 Digital Marketing Channels:

Digital marketing is made up of different channels that a marketer may utilize to advertise their goods or services. As an advertiser, your primary goal is to choose the most effective communication channel while maximizing your return on investment (ROI). The following is a list of significant digital marketing channels as discussed below:

1.2.1 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[6]. The practice of acquiring traffic or sites via social media sites is known as social media marketing. "Social media marketing," according to Neil Patel, "is the process of producing content that is customized to the context of each social media platform in order to increase user engagement and sharing."

- *Facebook*: It is the most popular social networking site in the world. A business may use Facebook to advertise its products and services.
- *LinkedIn*: Professionals create LinkedIn profiles that they may share with others. The business also creates a profile, and LinkedIn connects these two dots of businesses and professionals.
- *Google+*: It is Google's social network, where users may interact quickly based on shared interests and friendship.
- *Twitter*: Its goal is to raise brand recognition and sales, get new followers, and increase leads and conversions.
- *Pinterest*: Pinterest is a social networking site where users may share and save visual material with others.

1.2.2 E-mail:

Email marketing is when a message about a product or service is delivered to a prospective consumer via email. It's a straightforward digital marketing medium to grasp. Email marketing is used to promote a product via discounts and event advertisements, raise brand recognition, and lead visitors to a company's website[7]. Blog subscription newsletters, welcome email series, seasonal campaigns, post-purchase drips, cart abandonment campaigns, follow-up emails when website visitors download something, holiday promotions to loyal members, re-engagement campaigns, and so on can all be sent as part of an email marketing campaign. 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 producing graphic and visual advertisements, as well as linking product pictures to the business's website, the corporation may capture a customer's attention.

1.2.3 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 action that improves a user's website's rank in any search engine is referred to as search engine marketing. Search engine marketing is divided into two categories: search engine optimization (SEO) and sponsored search. Search engine optimization, according to Neil Patel, is the technique of ranking high in the unpaid part of a search engine. 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 get. When it comes to SEO, there are two components: a search engine and a searcher. And Google accounts for 67 percent of all searches. As a result, Google is the most used search engine on the planet. Paying for a better 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. 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 depending on their bid and quality score. In the near run, many marketers prefer sponsored search over SEO since it provides a quicker result.

1.2.4 Online Display Advertising:

Traditional marketing is 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 accomplish the same result by using online display advertising. Video advertisements, banner ads, interactive ads, rich media ads, and more kinds of display advertising exist. Because of the visual advertisements, display advertising is excellent for grabbing the attention. A marketer may target an audience based on website content, location, gender, age, device kind, and other factors. As a result, the marketer may display a relevant ad to the appropriate consumer, lowering the budget and boosting sales.

1.2.5 Affiliate Marketing:

This is a kind of performance-based advertising in which you get compensated for promoting the goods or services of others on your website. Hosting video advertisements via the YouTube Partner Program and posting affiliate links from your social media profiles are two examples of affiliate marketing platforms.

1.2.6 Native Advertising:

Native advertising refers to ads that are mainly content-driven and appear alongside non-paid content on a platform. Sponsored content on Buzz Feed are an excellent example, but so many individuals also regard Facebook ads and Insta advertising to be "native" advertising.

1.2.7 Pay-Per-Click (PPC):

It is a technique of generating traffic to your website by paying a publisher each time your ad is clicked. Google Ad Words is one of the most popular forms of PPC, allowing you to pay for top spots on Google's search engine results pages at a cost "per click" of the links you put. Paid advertising on Facebook, Promoted Tweets on Twitter, and Sponsored Messages on LinkedIn are some of the other channels where PPC may be used.

1.3 Digital Marketing Benefits:

Technology is rapidly changing, and this has had an impact on consumer purchasing habits. Some of the benefits that digital marketing provides to consumers are stated below:

- Consumers can use the internet to perform a variety of tasks, such as visiting a company's website, reading information, purchasing products, and so on. This has enhanced the consumer's experience and boosted their involvement.
- Consumers are less likely to be misinformed by salespeople in traditional marketing, but in digital marketing, consumers receive clear and accurate information about any product or service. And the internet provides comprehensive item information on which customers can rely when making a purchase decision.
- Because many different companies use digital marketing to promote their products, consumers can easily compare products from various companies. They don't have to go to multiple stores to compare products.
- Because the internet is available 24 hours a day, there are no time constraints, and customers can purchase the product at any time.
- The company uses digital channels to display item costs, making them extremely understandable and straightforward for customers. The company also adjusts its prices for any holiday or festival to provide a discount to customers and is very open with them.
- In traditional marketing, customers first see advertisements on posters, television, or other traditional media before going to a store to buy them. Consumers can buy a product instantly through digital media when they see advertisements in digital marketing.

1.4 Digital Marketing Challenges:

Digital marketing has many advantages in today's world, but it also has a few drawbacks, which are discussed below:

- A competitor can easily copy a competitor's digital marketing campaign. Customers may be duped using brand names or logos.
- If the internet connection is sluggish or if there is a problem with the website, it may take too long for the website to load, and the client will not wait long before leaving.
- Customers may physically touch goods in conventional marketing, but this is not feasible with e-commerce.
- Despite the fact that India is becoming more digital, many consumers still have reservations about or are unaware of the online payment system.
- Clients' lack of confidence owing to the large quantity of fakes in the field of virtual advances. Fair organizations may be affected since their image and reputation for worth may be harmed.
- There have been many instances when individuals purchased goods utilizing the pay-on-delivery option with no intention of purchasing using a forged ID. This demonstrates a pay-on-delivery loophole.
- Digital marketing is heavily dependent on the internet and technology, both of which are prone to errors.

2. LITERATURE REVIEW

Dr. Madhu Bala et al. discussed a review on Digital Marketing[8]. This article discusses some present and future marketing trends. The information is based on recent research and current events in the business sector. The research is based on secondary sources. The article is based on previously published material as well as online sources. Various publications, studies, reports, newspapers, magazines, websites, and online material have all been examined. In India, we are seeing a significant shift toward digitization. In comparison to old or conventional techniques, consumers are researching and searching more on the internet to get the greatest price from vendors throughout India. We found that digital marketing, such as search engine optimization (SEO), search engine optimization (SEM), content creation, content marketing, content automation, e-commerce marketing, social media marketer, as well as online marketing, social networking sites optimization, e-mail direct marketing, display advertising, e-books, optical disks, and game marketing, can all benefit businesses. It is possible to assess the success of Internet marketing in relation to various businesses. The research may be expanded to examine internet marketing methods used by different types of companies.

Joel et al. discussed about Digital marketing Communication on Consumers [9]. The introduction of the Internet and IT-enabled sectors has had a significant impact on the lives of ordinary people from all walks of life. The formation of online shops has allowed products to be sold virtually anywhere and at any time. The products are offered 24 hours a day, 7 days a week, in these virtual stores, with no topographical or temporal restrictions. This research paper aims to fill that void. This study aims to assist online food delivery system marketers in framing a suitable Digital Marketing platform based on the discrepancies recognized during the Literature Review process. In addition, this research looks into consumer perceptions and purchasing behavior when it comes to ordering food online. Despite the prevalence of mobile food delivery apps, a study shows that order food over the phone is now the most popular method. The primary goal of this study is to explore the factors that affect consumers' online food purchasing decisions, as well as the impact of the internet on consumer purchasing decisions.

Dr. Vaibhava Desai discussed a review on Digital Marketing [10]. Digital marketing refers to the promotion of goods or services via the use of digital technology, such as the Internet, mobile phones, display advertising, and any other digital media. Since the 1990s and 2000s, digital marketing has revolutionized the way brands and companies utilize technology for marketing. Digital marketing efforts are growing more common and efficient as digital platforms are more integrated into marketing strategies and daily life, and as consumers utilize digital gadgets instead of visiting physical stores. This paper primarily focuses on a conceptual knowledge of digital marketing, how digital marketing assists today's businesses, and several case studies as examples.

3. DISCUSSION

Marketing refers to the steps that the company takes to promote the buying of any products or services. Digital marketing, often known as online marketing, is the promotion of businesses via the internet and other kinds of digital communication in order to engage with prospective consumers. Many companies like Amazon, Myntra and Flipkart provide online services to their users. As a marketing channel, this covers not just email social media, and web-based advertising, but also text and multimedia communications. The primary benefit of digital marketing is that it allows you to contact a specific audience in a cost-effective and quantifiable manner. Other benefits of digital marketing include increased brand loyalty and increased online sales. Digital marketing allows you to build engaging campaigns utilizing content marketing techniques leveraging social currency. The future of Digital marketing platforms is bright as most of the people doing their shopping online.

4. CONCLUSION

It is impossible to deny that the world is rapidly transitioning from a simple to a digital world. Individuals are investing more in online content, and businesses that are finding it difficult to incorporate this fact into their marketing strategy must adapt quickly. The more time people spend online each year, the more digital platforms they use play an increasingly important role in their lives. The primary goal of Digital India is to encourage the use of digital media. Because people can access digital platforms from anywhere in the world 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 ultimately close down. Customers who wish to purchase a product online may quickly get product information and compare it to other goods without having to visit a retail store or shopping center. It demonstrates that consumers prefer to shop online rather than go to a physical store. As customer purchasing habits evolve, businesses must adapt their advertising strategies and embrace digital marketing channels.

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