

Digital Marketing: The Conspectus

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Abstract

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, any form of marketing that exists online is called as Digital Marketing. This paper puts an overview on digital marketing enlisting its types, benefits and limitations.

Keywords: Digital, content, SEO, SEM, SMM, viral, affiliate, influencer.

INTRODUCTION

What Is Digital Marketing?

Any type of marketing for products or services that use electronic devices.

If you can believe it, digital marketing is nothing new. Digital marketing came on to the scene as electronic devices entered our lives. People often assume that digital marketing is all about content marketing and social media. While these exist as types of digital marketing, they are not all encompassing. Digital marketing happens online and offline.

Why Digital Marketing Matters

The amount of time we spend connected to our electronic devices increases every day. In fact, Americans spend over 11 hours each day using electronic devices. I know what you're thinking: "but there are only 24 hours in a day."

This might scare you, but we're so close to spending every waking hour on electronic devices, digital marketing is more important and impactful than ever before. Without digital marketing efforts, you stand to reach almost no one. As a result, your business will get left in the dust. Don't get left behind. Consider the following types of digital marketing and think about which ones work best for your industry, your company, and your audience.

Types of Digital Marketing

We've arrived! It's time to dive head first into 9 types of digital marketing. Types of online digital marketing include:

1. Search Engine Optimization (SEO)
2. Search Engine Marketing and Pay-Per-Click Advertising
3. Social Media Marketing
4. Content Marketing
5. Affiliate Marketing
6. Influencer Marketing
7. Email Marketing
8. Viral Marketing
9. Mobile Phone Advertising

1. Search Engine Optimization

Search Engine Optimization or SEO refers to the process of growing your online visibility in non-paid (organic) search engine results. SERPs or search engine results pages appear to users after they search for a given set of keywords using a search engine like Google or Bing. Each user receives an individualized results page based on keywords, the user's location at the time of searching, and their browsing history.

Organic search results appear in a list and are ranked using the search engine's algorithm. As users change the way they search and engage with online content, these algorithms change. The higher you rank on a SERP, the more traffic is directed to your site and the more chances of making a passive visitor an active customer.

2. Search Engine Marketing

Search Engine Marketing or SEM covers the ground SEO ignores, paid traffic from search engines. With SEM you purchase advertisement space that appears on a user's SERP. The most common paid search platform is Google AdWords. Next, is Bing Ads.

The search engine charges a marketer a predetermined amount to display an advertisement in a number of places on a SERP generated from specific keywords or phrases. One example of SEM is pay-per-click advertising or PPC. PPC refers to a digital marketing method wherein search engines charge a company each time their advertisement is clicked.

Social media platforms began adopting PPC advertising in recent times. These ads show up in the news feeds of a company's target audience. This system is a great example of how the different types of digital marketing bleed into each other to form a complete digital marketing strategy. In this example, SEM overlaps with social media marketing.

3. Social Media Marketing

By now you know that social media is a crucial part of your marketing strategy. But do you know the ins and outs of social media marketing? Social media marketing gives you increased exposure. It allows you to connect with your consumers in a more intimate way. From this interaction, you can gain valuable customer feedback that allows you to improve your customer service, product, or service.

Using social media marketing you'll gain more reach when you post quality content. Everything you do to increase traffic or business on your social media channels is social media marketing. Whether you're on Facebook, Twitter, Snapchat, or LinkedIn these efforts all amount to social media marketing.

Most everyone benefits from social media marketing, but B2C companies stand to gain the most. Pay attention to what your target audience talks about on social media. Engage in the conversation. Use social media marketing as a way to gauge what content you put out does well by monitoring shares and likes. Shares equate to free advertising for you.

4. Content Marketing

Content marketing refers to the practice of delivering a quality piece of content to your users to generate sales and leads. This content can live anywhere online. Tweets, a YouTube video, and blogs on your website all comprise content marketing. Content Marketing works because it melds together exceptional content with other types of digital marketing like SEO and Social Media Marketing.

Keep your audience in mind as you create content. Remember who you're talking to and what they're interested in. This will dictate the subject of your content. Consider the language your audience uses when they search online for information. Use these keywords to boost your SEO.

Last, share your content across all of your social media platforms for maximum exposure and feedback. Content marketing is an ongoing practice. It's not always about sales but more so about engaging and educating your consumer to build brand recognition, trust, and equity.

Stay away from fluff pieces. Think about how much content a user comes by every day. Creating relevant, quality content helps you stand out and boosts your SEO.

5. Affiliate Marketing

Affiliate marketing refers to the process of paying for conversions. Think of it like hiring a sales person for your product or service. That affiliate earns a commission. You determine the rate for affiliate marketing. You only pay for conversions. This means there is no upfront cost to affiliate marketing. Many bloggers or e-commerce websites use affiliate marketing.

When you choose to use affiliate marketing ensure that all of your terms and boundaries are discussed beforehand. The affiliate represents your brand, so you want them to carry your brand's message close to them. Think about the kinds of words you want the affiliate to use. Of course, you need to make the deal work for the affiliate, too.

6. Influencer Marketing

Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by your target market to drive traffic and sales.

Influencer marketing is popular on social media channels like Instagram and Snapchat. Companies hire Instagrammers with large followings to promote their brand by posting one or more photos with the product. Companies now engage in Instagram or Snapchat "takeovers" where the hired influence controls the company's social media platform for a given amount of time, most

often a day. These social media takeovers drive the influencer's following to your social media channels increasing your new followers and unique views.

Always make sure to do your research on an influencer before you decide to do business with them. You might want to verify their Google analytics and make sure their following proves legitimate and not full of fake accounts.

7. Email Marketing

Email marketing allows you to update your email subscribers on a regular basis about your company. This fosters a relationship unlike any of the other types of digital marketing. Your email updates provide value to your consumer. As a result, you build brand trust and brand loyalty.

The best email marketing campaigns involve a list of subscribers earned by your content and company, not paid for by your company. People who opt-in to your email subscription prove more likely to become active buyers.

8. Viral Marketing

Viral marketing refers to a post of some sort that is trendy, funny, or strange enough to garner a massive amount of shares online. Viral marketing causes an enormous spike in website traffic over a short period of time. This is hard to do but the benefits alone make the effort worth your time.

B2C companies stand to gain the most from viral marketing. B2C companies can use social media to reach an enormous audience across all of their active platforms.

9. Mobile Phone Advertising

Each of the types of digital advertising can happen on a mobile device. Some types of marketing using a mobile phone do not fit the above types of digital marketing.

These include SMS advertising which could prove an asset to local marketing efforts. You can prompt your consumers to use SMS to receive special offers, coupons, and updates from your company.

Advantages and Disadvantages of Digital Marketing:

Digital marketing provides businesses with the opportunity to communicate with a vast, global audience at a low- usually, free entry cost.

The advantages of Digital Marketing include:

- It is comparatively inexpensive for the target audience numbers involved.
- Instant campaigns to address hot topics can be created.
- It can be highly personalized (ads on specific websites, SMS direct to the individual's desk, handbag or pocket).
- You can show feedback from happy customers (great opportunities for hotels or accommodation with review websites, such as Trip advisor - but you can also add a feedback section on your own website.)
- You can measure and monitor responses to ad campaigns at the click of a mouse.
- You can see exactly how many people opened a newsletter and when, and what further action (if any), they took.

The disadvantage of digital marketing includes:

- There can be many legal issues to consider, as compliance varies according to your location and the technique used - from Ads on Facebook to email shots.
- Delivery of email shorts can be blocked or registered as spam.
- It can be wasted on customers with limited or no internet connectivity.
- You are dependent on your customer's technology; their computer and internet connections are outside your control.

METHODOLOGY:

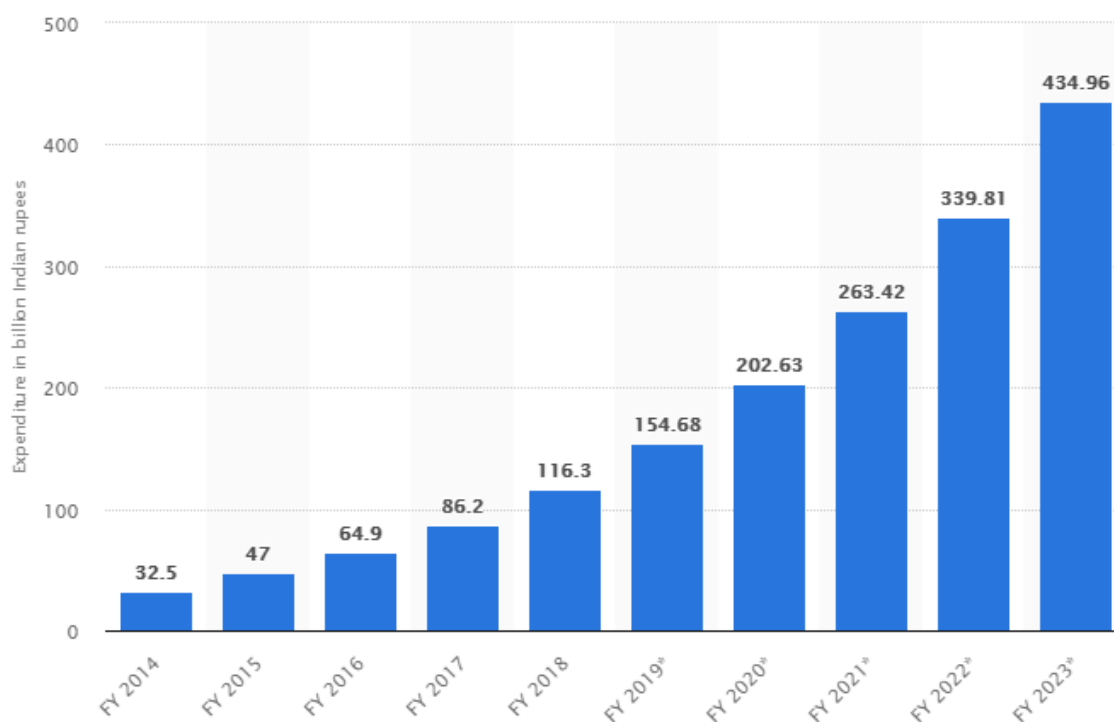
Primary data was not collected for the research paper.

Secondary Data

The secondary data has been collected. For this purpose various magazines and journals have been used as it is a conceptual paper. Thus, the focus is to know

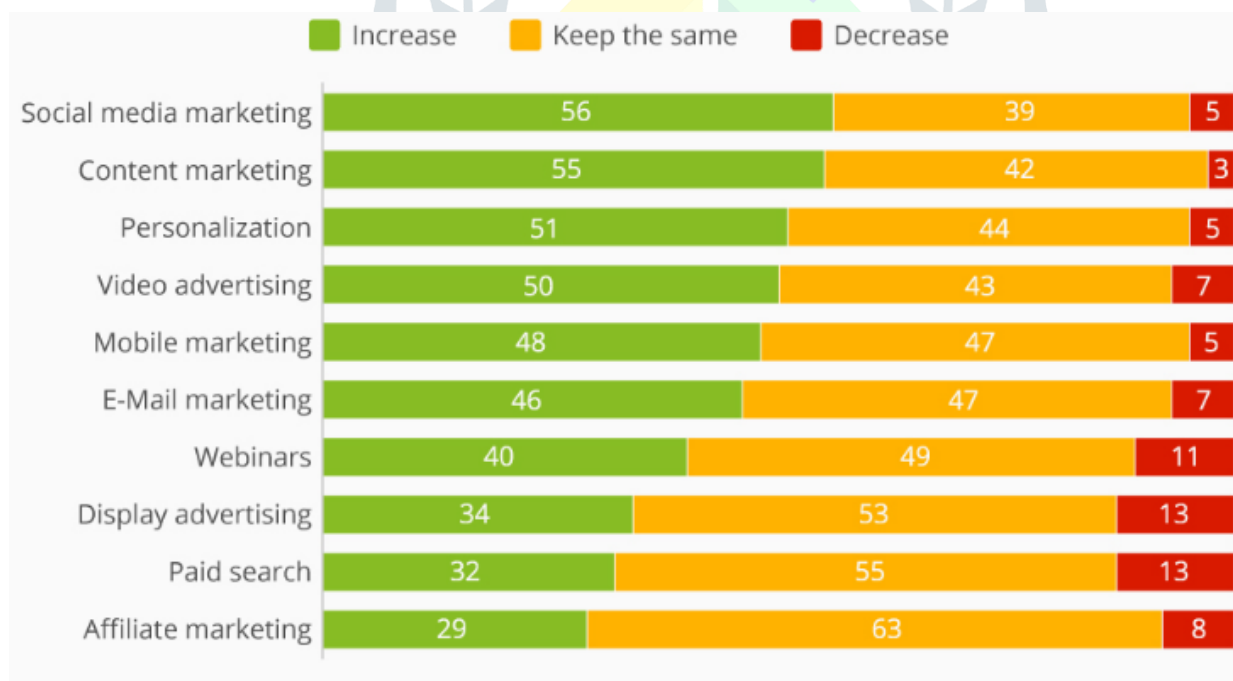
More about the concept, its application and the impact on economy via other parameters. Therefore qualitative and quantitative data have been used.

Digital advertising expenditure in India from FY 2014 to FY 2023
(in billion Indian rupees)

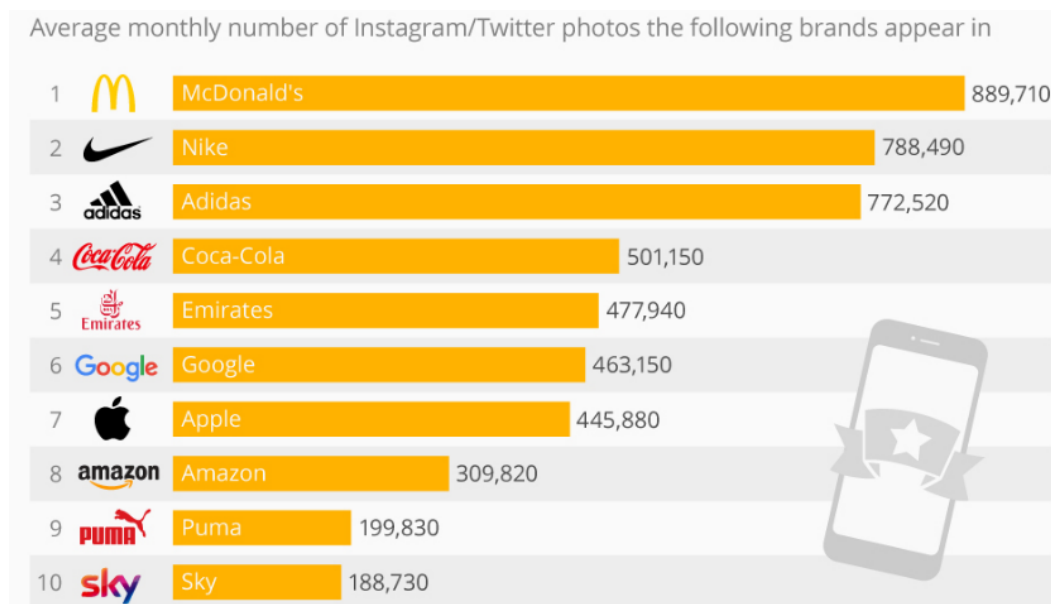


The statistic presents data on the Digital advertising expenditure in India from financial years 2014 to 2018, with forecasts until 2023. In the 2023 fiscal year, spending on digital advertising was forecasted to amount to around 435 billion Indian rupees.

Social Media & Content Are Top Priorities for Marketers in 2017



As our chart illustrates, 56 percent of the respondents plan to increase their social media spending while just 5 percent plan to do the opposite. Content marketing and personalization are also high on marketers' agenda this year, while spending on display and search advertising won't be further increased by the majority of marketing professionals.

The Most Visible Brands on Social Media

The above data is based on a sample of 100 million photos on Twitter and Instagram, which were analyzed for the appearance of 300 brand logos between August and October 2017

CONCLUSION:

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. So, digital marketing is about utilizing digital technology to achieve marketing objectives. There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However, for now, it remains a useful term because digital marketing requires a certain skill set to utilize the digital technology effectively.

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