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## IMPORTANCE OF DIGITAL MARKETING

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### Abstract

In today's world everything is online. The Internet has made our lives easier. Through the internet we can take advantage of many facilities through phone or laptop. We can do many things like online shopping, ticket booking, recharge and bill payment, online transactions, etc. through the internet. Due to this fashion (trade) of the internet, businesses are adopting digital marketing. If you look at the market statistics, about 80% of buyers search online before buying any product or service. And that's why digital marketing is so important for any company or business. Attempts to establish a digital market were made in the 1980's but were not successful. But its name and use began in the late 1990's. Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

### Keywords

online payment, Digital Market, Social currency, Focus on online movements

### Definition

Digital marketing is a form of marketing for promoting and selling products or services on the Internet. It's the process of leveraging different online marketing channels like search engines, social media networks and email to reach your target audience. Through digital marketing, you can find people interested in your offering, interact with them, and build trust with your brand.

### Objectives of Digital Marketing

1. To make online advertising more comprehensive.
2. Gain more potential customers using search campaigns.
3. Making your business website more effective to make your business more visible through online marketing (digital marketing),
4. To see how digital marketing helps businesses to reach their customers.

5. Focus on online movements. Only allow your users to show your ads selected in certain ways in your ads. For example, Facebook ads allow you to target specific age users.

## Advantages of Digital Marketing

- 1.Global reach - a website allows you to find new markets and trade globally for only a small investment.
- 2.Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- 3.Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- 4.Personalisation - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- 5.Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- 6.Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- 7.Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

## Demand of Digital Marketing in Covid-19

While COVID 19 pandemic has grappled the whole world, the business community has been hit the hardest. However, businesses have to find innovative yet effective ways to survive & also be profitable. Thus, digital marketing comes into the picture. While literally, every brand is fighting to find its space on digital platforms, the demand for digital marketing jobs has also grown many folds.

### 1.Consumer Market Change

Usually, brands majorly focused on reaching out to consumers through traditional or modern marketing techniques, however, due to the COVID 19 pandemic & lockdowns of cities, now brands have switched over to digital platforms to reach out to their consumers. This shall majorly remain the same even after the pandemic as it would have become a norm of the modern world by then. This lifestyle would have changed the buying habits of consumers, wherein now they would be more comfortable in spending more money on buying products online than they used to. Brands are focusing to reach out to these consumers through various channels to ensure maximum visibility & profitability. This primary marketplace change has left a huge void of digital marketing jobs which needs to be filled at the earliest, thus creating a huge opportunity for a career in digital marketing to grow tremendously.

### 2.Strong Opportunity for Brands to Create a Positive Image

This pandemic has also opened a door of opportunity for marketers to reach out to the maximum audience in a single digital campaign. No matter how depressing the reasons may be, the truth is that it is for the first time the whole world literally switched to digital presence, thus creating a perfect opportunity for marketers

to reach out to them.Brands are spending much more to hire an innovative workforce to run online campaigns to boost their positive brand image.

### **3.Growth of SEO Strategies for Marketing**

Search Engine Optimization (SEO) is an important digital content marketing strategy for brands nowadays.Most people use search engines & relevant keywords to find results to desired queries.Marketers focus on consumer groups that may have been looking out for queries related to their product category.Thus it becomes paramount that their respective product should be ranking on top of search engines to ensure maximum visibility.This can be achieved through a well-devised SEO strategy that requires digital marketing professionals.

### **4.A New Normal of Social Distancing Etiquette**

This pandemic has also created paranoia amongst people across the globe. Most people prefer to maintain a safe social distance to remain safe from the virus.This habit is slowly becoming a part of a global culture. While most people prefer not to be around crowded places, the only other relevant shopping option they shall rely upon is “online”.Now the competition to dominate the digital space is much fierce. Brands would need to invest much more in hiring the best digital marketing workforce to maintain an upper hand in the online space.Thus here also we believe that digital marketing jobs shall be on the rise.

### **5.Social Media & Website Development**

Social media has literally become the backbone of businesses across the world. Businesses that were not using social media aggressively are also trying to grow it extensively.This is happening because most consumers spending most time indoors due to the lockdown, they tend to spend more time on social media than ever. This can majorly influence their buying decision.Keeping this in mind, brands have started opening up to hire more social media professionals.This is because activation of social channels can have a direct impact on the business sales of a brand.

### **6.Maximum Market Reach Minimum Cost**

Most brands want maximum visibility. Imagine the cost of marketing through offline techniques including spending on hoardings, pamphlets & various other forms of marketing.Now with the rise in online buying preference of consumers, brands have to spend much less than usual to market their products on digital channels.However, this requires an efficient workforce & an innovative campaign plan.Here is where digital marketing professionals prove to be important for brands. In order to attain online superiority, more & more digital marketing professionals need to be hired.Albert Einstein had said, “In the middle of difficulty, lies opportunity.” Starting a career in digital marketing is one such opportunity during this COVID 19 Pandemic.Digital marketing jobs shall be on the rise post-COVID 19 as most brands would heavily depend on digital presence for growth.

### **Suggestion**

- 1.Whether you are a small business provider of local goods and services or you have a limited budget. Online marketing can help you achieve your business goals if you are looking for ways to reach customers.
2. The most important way to help online marketing is Communication with customers. In the digital age, customers expect meaningful demand to engage with their favorite brand. Respond to customer complaints and questions on social media and introduce yourself as an expert in your business.
3. Online marketing provides specific functionality that can be analyzed and optimized.we can take feedback of good work, this is often accurate for television, radio and print ads.

## Conclusion

1. Looking at how online marketing helps businesses to reach their goals, It is important to consider their role in advertising.
2. To see the value of your marketing efforts, there are free tools like Google Analytics that make it possible and easy to measure how effective your digital marketing and advertising is.
3. Once traditional advertising mediums such as TV and print advertising dominate the world of marketing, online media can be harmful in terms of return on investment.

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