



Digital Marketing is essential for Business Growth:

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Abstract: Digital Marketing refers to the use of Digital media for reaching out to consumers. As per one of the surveys an Indian spent 2hrs 36 minutes¹ on an average on social media. Usage of the Internet, Smartphones, and Laptops is increasing day by day. From producer to consumer everyone is increasingly using smartphones for buying or selling online. The ever-increasing use of the internet & smartphone indicates the shift of business activities online. Now-a-days almost all the functions of business can be conducted online. The year 2019-22 was the most beneficial year for Digital platforms because of the lockdown the online business activities increased manifold. The present article discusses the need and importance of digital marketing for Business growth.

Keywords: Digital Marketing, Web 3.0, SEO, Affiliate Marketing

Introduction: The offline mode of Business was closed down by the government due to the Covid-19 wave resulting in the increase of Online Business Activities. People were indirectly forced to purchase goods or services online. All online businesses be they small or large got the benefit of Lockdown. Post Lockdown period was like a revival phase for offline businesses. When we visited shops or business houses to study whether the business is back to normal, the common answer is Offline Businesses are facing stiff competition with online businesses. Thanks to the Digital Marketing strategy few businesses were able to counter competition with their online competitors. It is rightly said that “Marketing is all about connecting with the people at the right time and the right place, and we know that people are spending their significant time on the internet so now it’s digital marketing that will take charge of all our marketing needs.”

Need & Importance of Digital Marketing:

We are now in the world of Web 3.0 where almost everything is being done online so is marketing. Digital marketing is the future of marketing, through this, we can reach a large number of consumers in a limited time. Digital marketing is the need of the hour for small medium and large business enterprises. Every year the number of online consumers is increasing, people are spending 2-3 hrs on an average on social media such as Whats app, YouTube, Facebook, Instagram and Twitter etc. Data consumption is increasing at a rapid pace. This allows businesses to reach out to consumers when they are online. Digital Marketing helps businesses reach out to a large number of consumers in a limited period. There are many success stories of recent times, many entrepreneurs have achieved the milestone of making their company “Unicorns” and if we study their success deeply the one common thing is that they promoted their products digitally. Digital marketing is the future of marketing which must be adopted by all business organisations in a manner that suits them well.

Types of Digital Marketing:

1. **SEO (Search Engine Optimization):** This strategy of Digital marketing helps in higher ranking of websites on search engines. This is helpful for businesses selling infographics, information, etc. on-page SEO, off Page SEO, and Technical SEO are three different strategies that can be adopted depending on the need.
2. **Content Marketing:** To promote the Brand, generate leads, and create customers, businesses now-a-days use content marketing whereby they collaborate with content creators for the aforesaid purpose.

¹ <https://www.weforum.org/agenda/2022/04/social-media-internet-connectivity/>

3. **Social Media Marketing:** Now-a-days social media is less used for social purposes and more for business purposes. When you open your social media account the thing that you see more often is the advertisement and brand promotion. One of the cost-effective ways of digital marketing that is used by business organisations across the world.
4. **Pay Per Click (PPC):** PPC is one of the forms of paid advertisement in which a business pays a website to show its webpage as an ad when a particular product is searched by a consumer online. e.g., Google ads, Twitter ads, Facebook ads, etc.
5. **Affiliate Marketing:** This strategy is very popular now-a-days. In this form of Digital marketing one can promote the product of others on their website for a commission. Social media influencers are the biggest gainers of Affiliate marketing.
6. **Native Advertising:** It is a form of advertisement where the content or Products are aligned with the publication or site's establishment editorial style. e.g., if we search top five smartphones it takes us to a page where the top five phones are listed with their descriptions which may include one or two products that were paid for to be there in the list.
7. **Marketing Automation:** It refers to the use of software that is used to automate the marketing efforts which were done manually.
8. **Email Marketing:** Companies send emails to inform the audience regarding their product, brand, discount offers, or events.
9. **Online PR:** To increase the online presence of any business, brands online PR is used. Online PR is a form of web-based public relations maintained by using online media.
10. **Inbound Marketing:** Inbound Marketing is a method of Marketing where the marketer engages with customers at every stage of the journey that a buyer goes through.
11. **Sponsored content:** when a brand pays another organisation for promoting their product on the content that they create is known as sponsored content.
12. **Search Engine Marketing:** Search engine Marketing is a form of marketing where an ad is placed on search engines for promoting the product and get leads.
13. **Instant Messaging Marketing:** It is a form of marketing in which direct messages are sent to prospective customers on their mobile phones or any other social messengers like whats App, Telegram App, etc.

Strategies For Digital Marketing:

There are various strategies available for Digital Marketing that depend on the clients. A B2B Digital Marketing strategy would be quite different from a B2C Digital Marketing Strategy. In a Business-to-Business digital marketing strategy the objective is to get online lead generation, the lead that will ultimately take the prospective business buyers to talk to a salesperson. In a Business-to-Customers Digital Marketing strategy, there will not be any need to talk to the salesperson before buying. In this strategy the objective is to convert prospective buyers into your customers.

The requirement for Digital marketing varies from business to business. You can't have a single strategy that works for all. While designing the campaign the marketer must take into account the types of business organisation, the target customers, the targeting place, etc. A successful Digital marketing campaign would generate a greater number of leads of which 20 to 50 percent would be converted in the sales.

Advantages of Digital Marketing:

Digital marketing has the following advantages compared to conventional marketing.

1. **Wider reach:** In the case of Digital Marketing one can reach a large number of prospective buyers at the same time because the digital advertisement reaches faster compared to conventional advertisement.
2. **Cost-effective:** Digital marketing is cost-effective. Example: For running a Facebook Advertisement for 5 days you need to spend just 5 hundred rupees.
3. **Quick Queries or Feedback from Prospective Customers/Buyers:** In a Digital marketing campaign you can get feedback or queries from the prospective buyers instantly which is not possible in conventional marketing.

4. Quick Start of Advertisement Campaign: In the case of Digital marketing one can start a digital campaign quickly. For doing that one needs to have a smartphone, social media account/pages, and some sort of applications for designing your advertisement campaign. Even if one knows nothing, he/she can take advantage of YouTube in Learning these things. You don't need to be an expert if you want to start a digital campaign but yes expertise will get you more customers and that expertise will come with knowledge and experience.
5. Flexibility: If an advertisement is not connecting well with the audience, then you can quickly stop and rework the advertisement to make it effective.

Disadvantages of Digital Marketing:

The followings are the disadvantages of Digital Marketing.

1. Expertise needed to get more leads: In digital marketing you need to learn more techniques to get more leads. When it comes to learning not everyone gets ready for that.
2. Costly: When you take services of Digital marketing you may have to buy packages of at least 3-5 months costing you thousands which may become a burden for small businessmen.

Conclusions:

Digital marketing is indeed the need of the hour for businesses, a good digital marketing campaign can take the business to the unimaginable height. In the Web 3.0 every business must try to adopt latest technologies in their business, especially in the areas of marketing. Now-a-days businesses are using social media platforms to promote their product. There are several cases where well-known social media influencers have launched their start-ups and some of them tasted success in a very short span of time and the credit for the success goes to their digital marketing campaign. While designing a digital marketing campaign one must keep in mind the following factors such as the target audience, the cost of the campaign, the financial capacity of the organisation, and the choice of the social media platform, all these factors help the marketer design a good digital marketing campaign. Overall, it can be said that in today's world presence of the business in the digital world is equally important for the growth of the business that can be achieved through digital marketing.

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