



Unlocking Success: A Comprehensive Exploration of Innovative Approaches and Best Practices in Digital Marketing Strategies

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Abstract

This research paper delves into the multifaceted realm of digital marketing, aiming to unravel its dynamic landscape. Through a comprehensive analysis of contemporary strategies, trends, and challenges, the study navigates the evolving online business environment. Emphasizing the importance of strategic prowess, the paper explores innovative approaches and best practices that shape successful marketing campaigns in the cyber age. Metrics and their implications are scrutinized, offering a holistic understanding of the effectiveness of digital marketing efforts. The research contributes to a deeper comprehension of the subject, paving the way for informed decisions and future prospects in this ever-changing domain.

Keyword: digital marketing, digital marketing strategy, traditional marketing, challenges of digital marketing

Introduction

India is seeing a sharp increase in the use of digital marketing. Digital marketing is being used by some Indian businesses to get a competitive edge. The internet is largely responsible for digital marketing's crucial role. (2019, Kumar) For billions of people worldwide, using the internet, social media, smartphone applications, and other electronic communication technology has become a daily occurrence. 5.3 billion people are current internet users as of January 2023, according to latest figures. (Dwivedi et al., 2021). Numerous new avenues for marketing and promotional operations have been created by the widespread usage of the World Wide Web for both personal and professional purposes. (2019, Kumar) Together with traditional TV and radio, mobile and the Internet are the primary promotional mediums for digital marketing, which encompasses a wide range of service, product, and brand marketing strategies. The ability of electronic commerce is harnessed by internet marketing to market and sell goods. Electronic commerce encompasses any online marketplace that facilitates the exchange, purchase, and sale of goods and services. Electronic commerce includes internet marketing as a subset. Internet marketing has begun to gain enormous popularity along with the internet's explosion in growth. (Bala & Verma, 2018) When IBM released the first PC in 1981, Channel Net Soft Advertising Group, an advertising agency that tried to incorporate numerous soft-form ad campaigns with the aid of advertising digitalization, introduced the concept of digital marketing. This gave rise to promotional experiments like Reader Reply Cards that were anticipated in magazines and in exchange received a floppy disc containing multimedia content. (2019, Kumar) With the expansion of the internet, product sales are no longer the only thing being done; information about items, software, stock trading, auctions, and matching are now being offered. (Varma & Bala, 2018) Online photo sharing amongst friends is made easier for customers by Canon image Gateway. Attempting to increase consumer brand loyalty, L'Oreal's Lancôme brand sends out email newsletters to stay in touch with its audience. To increase the rate of re subscription, magazine publishers

might use SMS and email marketing to engage and redirect their readers to the Internet. (Yasmin et al., 2015) This essay presents opinions on a few recent and upcoming developments in internet marketing.

Rationale for the study

Technology is transforming the marketing landscape and its practices. Marketers are being pushed to survive in a world that is more complicated and dynamic, where they no longer have complete control over the media and their message. The behaviour of customers is also evolving: instead of being as trusting as they once were, consumers are becoming more astute, critical, savvy, and proactive than before. These days, one has to acquire fresh information, abilities, and strategies. As technology advances, marketing becomes more digital and presents new opportunities and difficulties. Some of the most intriguing and difficult fields in which future marketers are anticipated to be able to work and deliver include mobile marketing, the Internet of Things, data analysis, big data, three-dimensional printing, AI, artificial intelligence, cloud computing, and customer. It is quite difficult to keep up with the rapid advancements in digital communication and technology and to make the most of them. The author felt compelled to concentrate on this in the present investigation for that reason.

Problem statement and study objectives

Given that social media and the internet will only get stronger in the next years, this subject will be essential to all organisations. Social media combined with smartphone power poses an ever-growing threat to many businesses. The second major thing to keep in mind is the ongoing trend of kids, teens, and adults utilizing social media and the internet more and more excessively. The present research aims to address these issues by concentrating on recognizing online marketing and its methodology, with the following set of goals:

- To know about the successful techniques of internet marketing used today.
- To know about the most preferred internet marketing approach.
- To study difference between traditional and digital marketing approach.

Methodology

Research design

This research is exploratory and incorporates qualitative as well as quantitative analysis.

Data collection

This report has been prepared by a thorough analysis of secondary data and information. The secondary data and information came from publications that were published in various journals, magazines, conference proceedings, blogs, annual reports and CSR activity reports on business websites, as well as internal newsletters. Information and data about the firm that is publicly accessible on their websites is used.

Analysis and discussion of study

Digital marketing:

Any form of marketing that makes use of the internet or an electronic device is referred to as digital marketing. To communicate with both present and potential consumers, businesses use digital platforms including search engines, social networking sites, email, and their websites. Other names for this include "web marketing," "internet marketing," and "online marketing." Using a variety of digital channels and strategies to reach out to clients where they spend a significant amount of time—online—is what is meant by digital marketing. "Digital marketing" encompasses a wide range of strategies, from websites to businesses' online branding assets, such as email marketing, digital advertising, online brochures, and more. (Vidyapeeth & Desai, 2019)

The following Figures 1 and 2 illustrate the growing trend of active internet users in terms of both absolute number and growth rate between 2018 and 2025. An increasing trend in these statistics indicates that using digital marketing tools for a successful marketing plan is more beneficial for the organisation.

Figure 1: active internet user in India

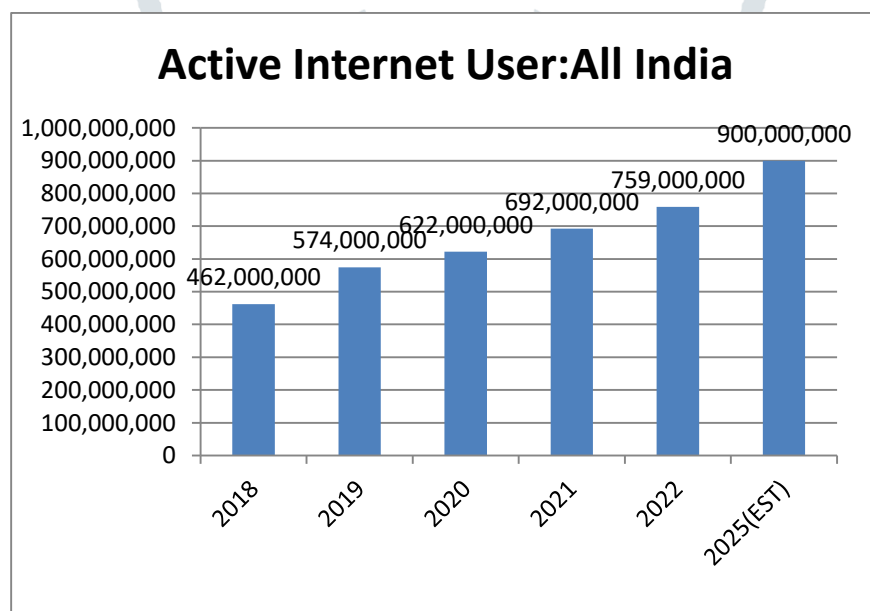
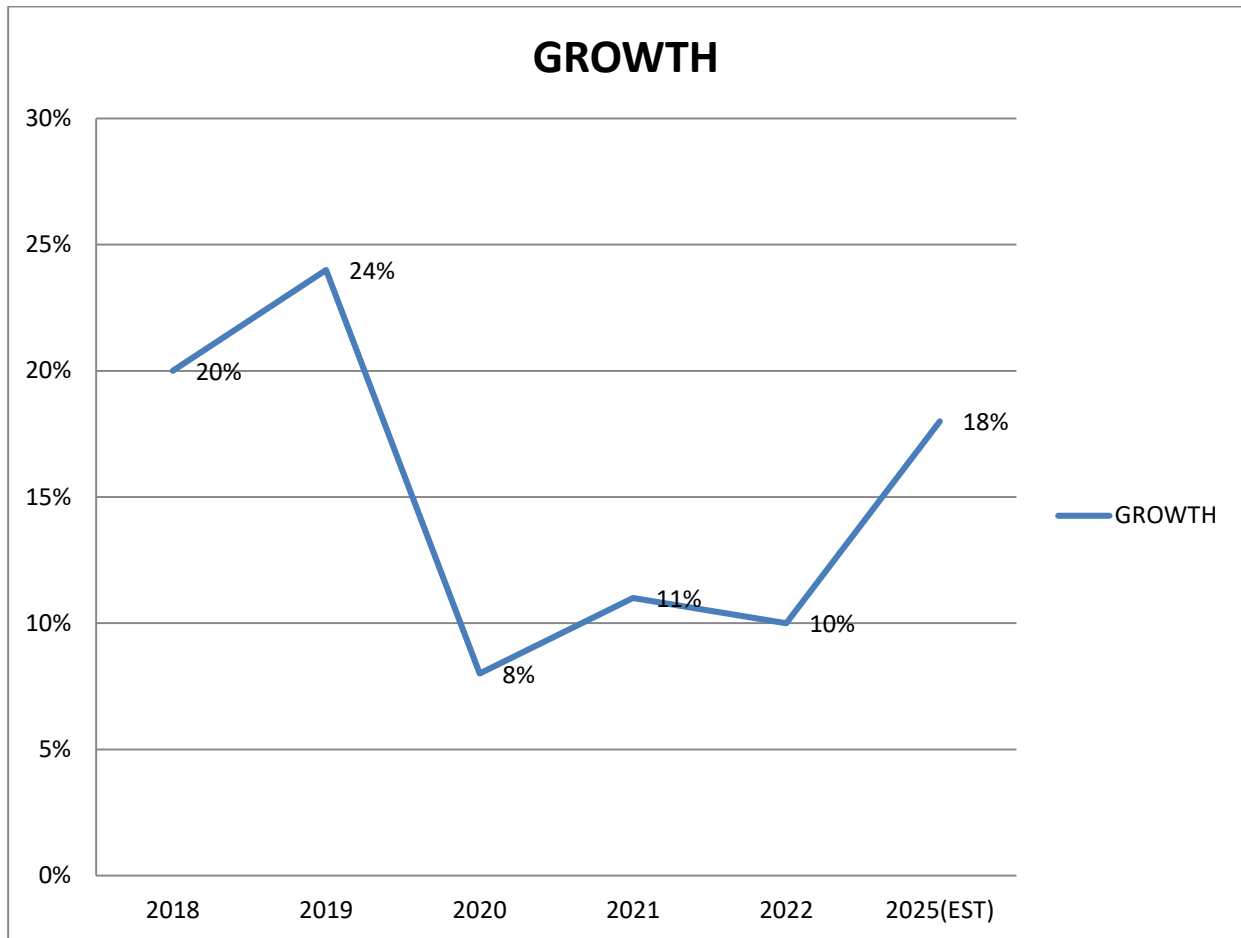


Figure 2: growth rate of active internet user in India.

(India's Active Internet Users Set to Increase From 759mn to 900mn by 2025: IAMAI-Kantar,



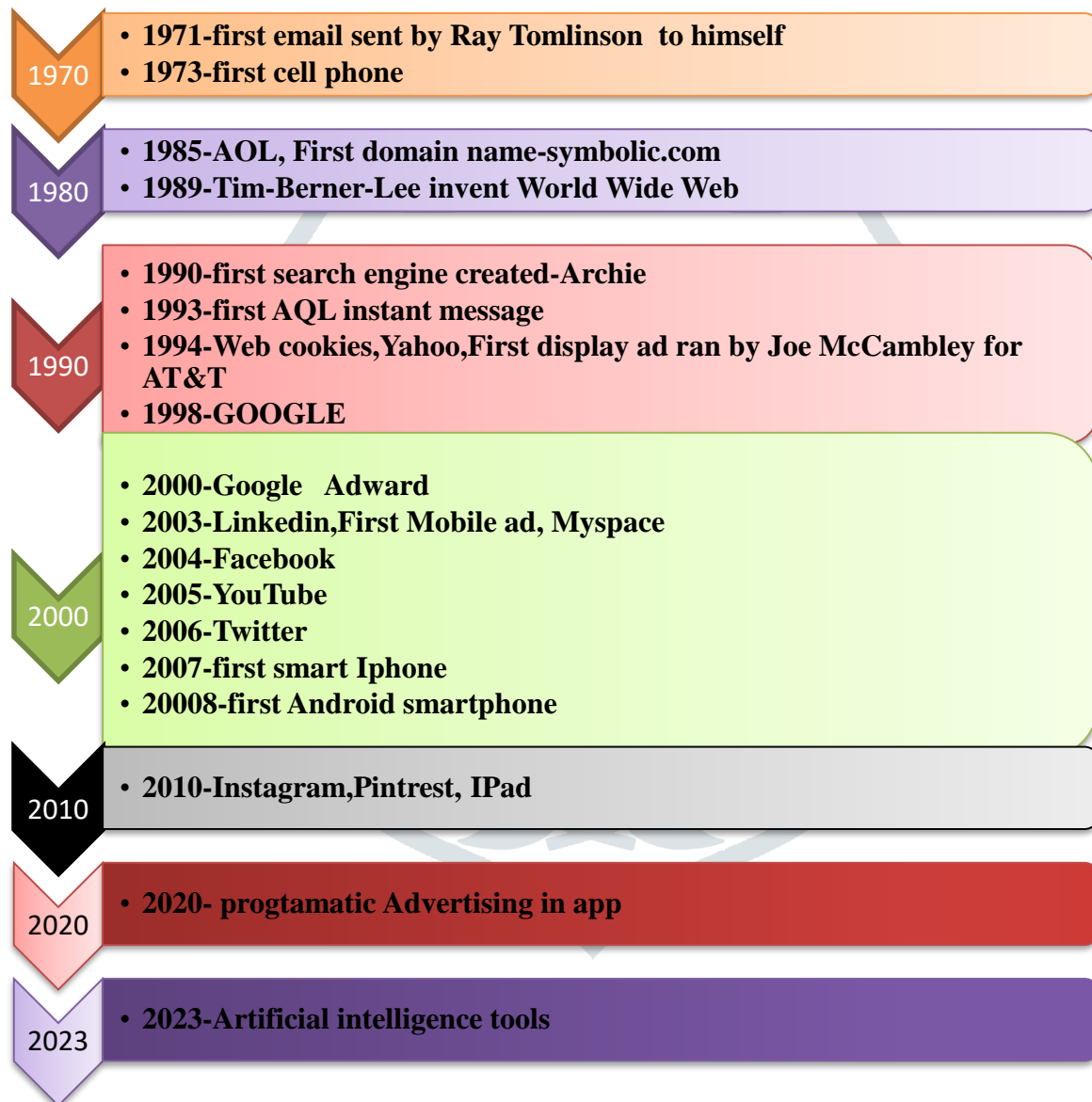
(India’S Active Internet Users Set to Increase From 759mn to 900mn by 2025: IAMAI-Kantar, 2023)



Evolution and history of digital marketing:

Figure 3, which is shown below, illustrates how digital marketing has changed annually between 1970 and 2023.

Figure 3: evolution and history of digital marketing



(Hassani, 2020)

Different trends/techniques of internet marketing

- **Search engine optimization (SEO)**

Enhancing a website or page's visibility in a search engine's "natural" or organic (unpaid) search results is known as search engine optimisation, or SEO. Search engine users will visit a website more frequently and earlier (or higher ranked) on the page of results while they are searching, which ultimately increases the number of visits to the website. Searches for images, local businesses, videos, academic content, news, and vertical search engines unique to a certain sector can all be targeted by SEO. (Yasmin et al., 2015)

- **Search engine marketing (SEM)**

The two key components of search engine marketing (SEM) are "search engine optimisation (SEO)" and "paid search advertising" (PSA). Together, they form the basic framework of online marketing.

In order to get better search engine results based on alternatives for goods, services, deals, suppliers, distributors, buyers, end users, etc., SEO entails using the right optimisation tactics. "On Page SEO" and "Off Page SEO" are its two main parts. The purpose of a paid search advertisement, or PSA, is to entice users to submit relevant adverts to search engines. The most often used method is "Pay Per Click" (PPC), and the most widely used tool for advertising on Google and partner networks is Google Ad Words. (Minculete & Olar, 2018)

- **Content creation:**

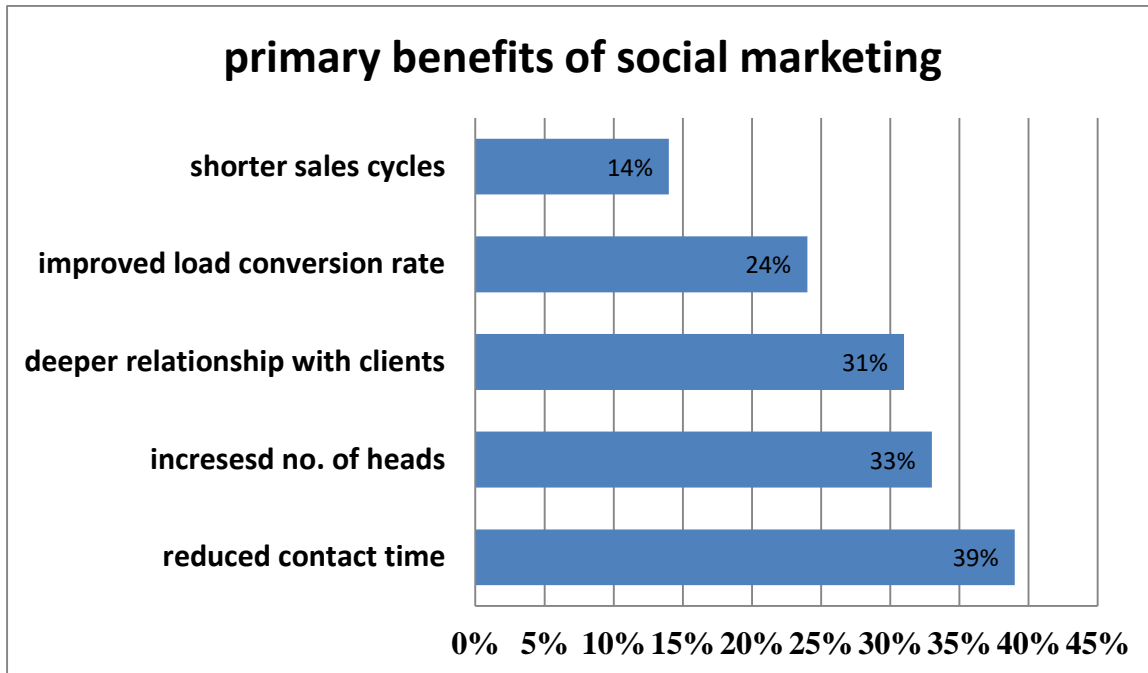
It describes the process of producing and disseminating content assets with the aim of increasing brand recognition, traffic, leads, and sales. Blog entries, EBooks and whitepapers, info graphics, online brochures, and look books are some of the channels that can be used in your content marketing plan. (Desai and Vidyapeeth, 2019)

- **Social media marketing (SMM)**

One of the most significant digital marketing platforms available today is social media marketing. It's a computer-based application that lets users produce and share content about the company's goods and services, including images and thoughts. Google+, LinkedIn, Twitter, and Facebook are examples of social media marketing networks. Businesses may use Facebook to advertise events related to their goods and services, manage promotions that go by Facebook policy, and look for new business prospects. A corporation may raise brand recognition and exposure by using Twitter. It is the most effective instrument for promoting the goods and services that a company offers. Professionals create profiles on LinkedIn and exchange information with others. Businesses may enhance their LinkedIn profile to allow professionals to explore and learn more about the company's offerings. Another social networking platform that works better than others is Google+. Facebook is only one example. (Yasmin & others, 2015)

The benefits of social media marketing for digital marketers are illustrated in Figure 4, which is provided below. This graph illustrates how social media marketing benefits an organisation in a number of ways, but mostly by decreasing contact times and increasing headcount.

figure 4: primary benefits of social marketing



- **Digital display advertising:**

An internet advertising consisting of text, photos, and an address that directs viewers to a web page where they may purchase or find out more information about things. Ad formats come in a variety. Often known as rich media advertising, they can be either static with a single picture or animated with several images, a video or dynamic text. Different advertising campaigns aim to educate consumers about their products, while others use simple games or riddles to draw viewers in and keep them entertained. Common display advertising, such as banner ads, are often utilised in awareness campaigns. (MAILCHIMP)

- **Mobile marketing:**

Mobile marketing is a multi-channel internet marketing strategy that uses websites, e-mail, SMS and MMS, social media, mobile applications, and feature phones, tablets, or any other relevant device to target a specific audience. Customers can get personalised, time- and location-sensitive information from mobile marketers that offer products, services, ideas, and appointment reminders. Mobile marketing is defined more broadly by scholar Andreas Kaplan as "any advertising campaign undertaken through an accessible system to which consumers are constantly linked using a personal mobile device." (Wikipedia)

- **Interactive marketing:**

In order to encourage audience engagement with your information, interactive marketing strategies include captivating images or videos. Inspiring, entertaining, and imaginatively showcasing your good or service is the goals of this type of marketing. (Clifford, 2022)

- **Viral marketing:**

The goal of viral marketing is to use email, the Internet, or word-of-mouth to distribute knowledge about a good or service from one person to another. To achieve an exponential rise in the number of recipients of a marketing message, viral marketing aims to motivate people to share it with loved ones, friends, and other people. (Kagan, 2022)

- **Email marketing**

Email marketing is the practice of sending messages about goods and services to current and potential customers via email. Direct digital advertising is employed to transmit commercials, increase brand recognition, foster consumer trust, and foster brand and customer loyalty. A business may readily use this aspect of digital marketing to promote its goods and services. In comparison to other types of media exposure or advertising, it is quite inexpensive. By using an eye-catching combination of text, images, and links to their products and services, a company may capture the attention of potential customers. (Yasmin et al., 2015)

- **Affiliate marketing**

Performance-based marketing includes affiliate marketing. Under this kind of marketing, affiliates receive compensation for every website visitor or client they refer to the firm through their marketing campaigns. The publisher (sometimes referred to as an affiliate), the network, the merchant (often referred to as a store or brand), and the client are the four main participants in the industry. (Yasmin et al., 2015)

- **Online public relations (online PR)**

The process of getting legitimate online press via blogs, digital periodicals, and other content-driven websites is known as online public relations (PR). It is similar to traditional PR, however it takes place online. To get the most out of your PR efforts, you may use the following channels: Social media outreach for journalists participating in internet reviews for your business, leaving thoughtful remarks on your own blog or website. (Desai, & Vidyapeeth, 2019)

- **Digital media planning and buying:**

The process of determining, evaluating, and choosing media platforms and channels to reach a specific audience is known as media planning. Media planning's main goal is to place an organization in the path of the appropriate audience at the appropriate moment and convey the appropriate message. (Media Tool)

- **Web analytics:**

Analyzing a website's visitor behaviour is known as web analytics. This is monitoring, analyzing, and summarizing data to assess online behaviour, encompassing the consumption of a web page and all of its elements, including pages, photos, and videos. Website analytics may gather information on traffic sources, referring websites, page views, pathways followed, and conversion rates. In order to simplify and enable better business decisions, the collected data is frequently used as part of managing client relationships analytics. With the use of web analytics, a company may enhance customer retention, draw in additional clients, and raise average transaction amounts for each client. (Web analytics)

- **Pay per click (PPC)**

Rather than "earning" hits to your website by organic means, pay-per-click marketing uses advertising on search engines to drive clicks to your website. Both marketers and searchers benefit from pay per click. It is the ideal method for business advertisements since it is inexpensive and increases customer interaction with the goods and services.

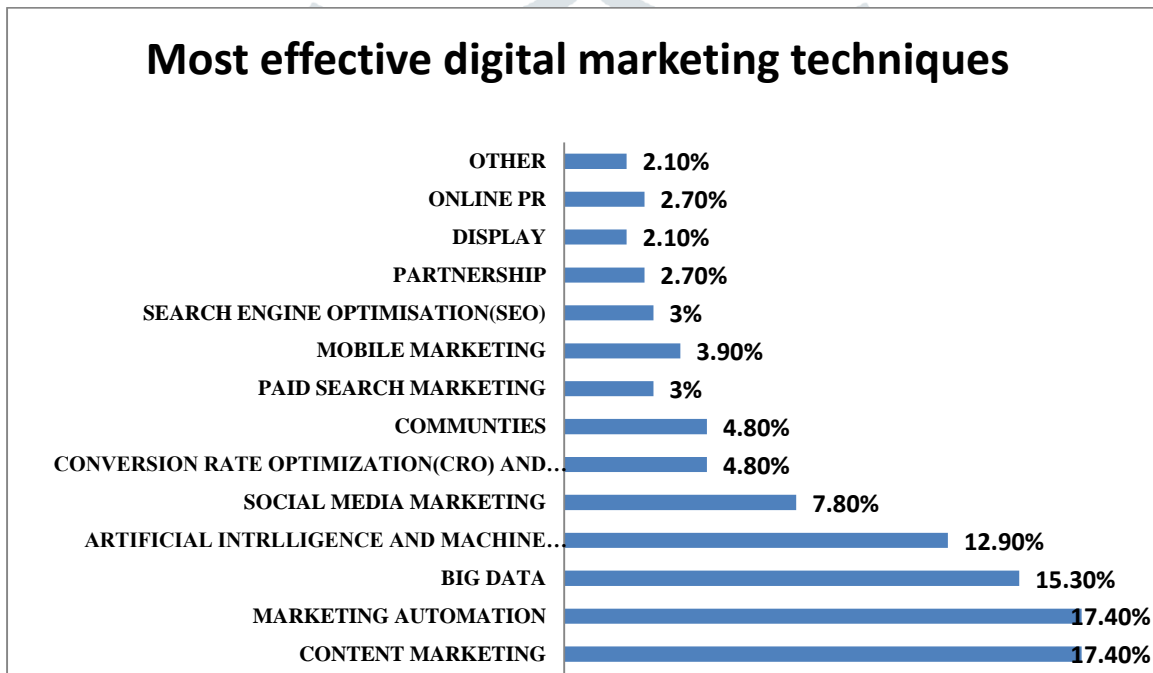
- **Text messaging**

It is a means of communicating details about the goods and services from smart phone and cellular devices. A business can transmit text messages (SMS), images, videos, or audio by employing phone devices. (Yasmin et al., 2015)

Most preferred internet marketing approach

Figure 5 lists marketing automation and content marketing as the two most successful digital marketing strategies employed by marketers.

Figure 5: Most effective digital marketing techniques



(Most Effective Digital Marketing Techniques 2020 | Statista, 2023)

Traditional marketing v/s Internet marketing

traditional marketing	digital marketing
Direct mail, television, print, and telephone are examples of traditional marketing.	Search engine optimization, pay per click, social networking, text messaging, email marketing, affiliate marketing, and online advertising are all examples of digital marketing.
Absence of communication with the listener	Interaction with the viewership
Findings are simple to quantify.	The majority of the time, results are simple to quantify.
A lot of effort is spent planning advertising strategies.	Ad campaigns are organized in brief bursts of time.
costly and drawn-out procedure	comparatively quick and inexpensive method of promoting the goods or services
Mailings, television, print, as well as telephone are examples of traditional marketing.	Internet search engine optimization, pay-per-click, social networking, instant messaging, email marketing, marketing through affiliates, and online advertising are all examples of digital marketing.
Absence of communication with the listener	Interaction with the watching public
Findings are simple to quantify.	The majority of the time, results are simple to quantify.
A lot of effort is spent planning advertising strategies.	Long-term planning is done for advertising campaigns.

costly and drawn-out procedure	comparatively quick and inexpensive method of promoting the goods or services
If the business is able to reach a sizable local audience, traditional marketing tactics might be deemed successful.	If a company is able to reach a certain percentage of the local audience, then its digital marketing methods have been successful.
For a very long period, one campaign wins	Campaigns are highly modifiable and adaptable, and each campaign may incorporate new ideas.
restricted consumer reach since there aren't enough customer technologies	increased client reach as a result of using a variety of consumer technologies
Exposure all year round is not feasible.	Exposure can occur year-round, around the clock.
Incapacity to become viral	Possibility of becoming viral
One-sided dialogue	Bidirectional dialogue
Comments are only accepted during business hours.	Reactions or comments are possible at any moment.

(Yasmin et al., 2015)

Challenges of digital marketing

Digital ad fraud:

Up to 20% of impressions are thought to be fraudulent. Visit fraud, robot traffic, and advertising stacking are just a few examples of the various sorts of fraudulent advertising.

Privacy Issues:

Privacy concerns have been brought up by the internet advertising industry's dependence on data collection. Increasingly, customers are becoming worried about the gathering, keeping, and utilization of their information, which is resulting in stricter laws like the CCPA and GDPR.

False Information:

The dissemination of false information has been made possible via social media. Digital marketers need to exercise caution so as not to feed false information to the public and make sure their ads don't show up next to fake news articles.

Ad Blockers:

A growing number of people are using ad blockers; according to some estimates, up to 30% of those who use the internet have installed one. Digital marketers now have a harder time reaching their target demographic as a result.

Fragmented Channels:

Developing a cohesive marketing strategy can be difficult given the abundance of digital channels available to businesses. Marketers have to decide which channels to priorities and how to create a message that is consistent across all of them.

Rivalry:

As the market for digital marketing expands, rivalry intensifies. Larger companies with more resources may be harder for small and medium-sized businesses to compete with.

Frequently Updating Algorithms:

Digital marketing activities may be significantly impacted by the frequent algorithmic updates made by search engines as well as social media platforms. In order to adjust their plan, marketers need to stay up to date on these developments.

Advertising Saturation:

As a result of the constant barrage of commercials, consumers may become weary of seeing them. To stand out from the crowd, marketers need to be more creative and inventive, according to this.

Measuring ROI:

It could be difficult to determine the return on investment (ROI) of internet advertising strategies, particularly for smaller businesses. Marketers need to learn how to evaluate the effectiveness of their work and defend their spending to stakeholders.

Lack of Trust:

Finally, there is a growing lack of confidence in the digital marketing industry. Customers are becoming more skeptical of the advertisements they hear and more conscious of the strategies used by marketers. In order to acquire trust from their intended audience, marketers need to be genuine and honest.

Brand Safety:

Marketers are required to ensure that the locations in which their ads are shown are appropriate and safe. Advertising placed next to offensive or disagreeable content can damage the image of a company and attract unwelcome attention.

Ad view ability:

Advertisers need to make sure that the people they are trying to target see their Ads. Ad spend might be lost and campaign efficacy can be reduced by poor ad view ability rates.

Talent Shortage:

To keep up with the rapidly changing digital marketing landscape, many organisations are finding it difficult to find qualified specialists. This is causing a skills crisis in the area.

Complexity:

Managing the multitude of apps, platforms, and media involved in digital marketing is becoming more and more challenging. This makes staying up late difficult for marketers, which can occasionally result in mistakes or lost chances.

Budget Restrictions:

Although electronic advertising can assist you in reaching a large audience, it can also be expensive. Entrepreneurs and small businesses may find it difficult to provide sufficient funds for digital marketing activities, which might be detrimental to them.

Technical Problems:

Since information technology is the main component of digital marketing, technical errors can significantly affect the effectiveness of campaigns. In order to ensure that their campaigns run well, marketers need to be equipped to deal with technical difficulties. (Kubode, 2023)

Future prospect of digital marketing

The dominance of video content, AI-driven personalization, and a greater dependence on data analytics bode well for the future for digital marketing. The environment will also continue to be significantly shaped by voice search optimization, immersive technology, and social commerce. For digital marketing tactics to be effective, staying current with changing technology and customer behaviour is imperative.

Limitations of the study

Drawing from this research, one might contend that an additional crucial element in ensuring the success of an online marketing campaign for a business understands the social media platforms that people in that market use. Analysis is possible when it comes to the efficacy of Internet marketing for various businesses. The research may be expanded to include a comparison of internet marketing strategies tailored to different types of enterprises.

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