



A Study on Understanding the Different Models of Digital Marketing

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Abstract

Digitalization is a process where most of the activities are done using the digital mode. The journey of being digital has influenced the needs, wants, and lifestyles of the people. Explosion of internet access and globalization has increased the use of digital gadgets and accessories in the last decade. The expectations of consumers for goods and services is becoming more challenging to the existing manufacturers and retailers in both the offline and online channels. The Digital revolution has given many platforms to trace and track the customer's needs and behavior, the application of artificial intelligence has given scope to study expectations of the dominant customers like, Search Engine Optimisation (SEO), Search Engine Marketing (SEM), E-mail Marketing, Pay per click etc. This paper attempts to understand the functionality of different types of platforms in digital marketing to reach target customers.

KeyWords: Digital Marketing, Search Engine Optimisation (SEO), Social Media Marketing, e-Customers, Content Marketing, online, e-retailors etc

1.1.Introduction to digital era

The digital era has significantly influenced human interactions by fostering the growth of digital communities. These communities and networks have eliminated barriers, allowing individuals to connect with anyone across the globe. A pivotal moment occurred in 1971 when Ray Tomlinson sent the first email. His ground breaking technology laid the foundation for enabling people to send and receive files between different machines.

Marketing has undergone a remarkable evolution, shaped by the rapid advancements in technology. This transformation has enabled companies to streamline various marketing tasks, making processes more efficient and accessible. Digitalization has fundamentally changed the landscape, simplifying core functions, broadening geographical reach, diversifying business lines, and redefining how work is conducted. In the

traditional marketing framework, the planning process was often laborious and time-intensive, leaving marketers waiting weeks or even months to assess the effectiveness of their campaigns. In stark contrast, the digital age has revolutionized this approach. Marketers now enjoy the ability to gather instant feedback, allowing them to make real-time adjustments and improvements right from the initial stages of planning. Yet, amidst these advancements, challenges abound. Marketers are now confronted with significant complexities, such as channel fragmentation, where numerous platforms vie for attention, and the ever-evolving nature of products and customer preferences. These shifts are not static; they are dynamic and continually evolving, creating a landscape that changes almost daily due to the relentless pace of digital transformation. This scenario demands that marketers remain agile, innovative, and responsive to thrive in an increasingly complex environment.

1.2. Digital Marketing Revolution

The concept of "Digital Marketing" first surfaced in the vibrant and transformative 1990s, a decade marked by the rapid expansion of the internet and the introduction of the Web 1.0 platform. This ground breaking platform enabled users to locate information with ease, yet it lacked the functionality for sharing that information with others online. As a result, marketers around the globe were left navigating the uncertainties of this new digital frontier, unsure about the effectiveness of their strategies in a landscape that had yet to become mainstream. During this formative period, the internet was commonly referred to as Web 1.0, representing the earliest iteration of the web. In fact, the term "Digital Marketing" was first coined in 1990, coinciding with the launch of Archie, the internet's very first search engine. This pivotal year heralded a wave of innovative products and services, including the popular search engine Yahoo!, alongside smaller competitors like Alexa, HotBot, and LookSmart. It was also the time when the first social media site, sixdegrees.com, made its debut, paving the way for future platforms. The launch of Google and Microsoft's MSN, along with Yahoo!'s web search capabilities, marked significant milestones in the evolution of the internet, transforming how users interacted with information and each other.

As the years unfolded, the landscape of the internet underwent remarkable changes, revealing newfound opportunities for investors eager to explore its potential. The transition from Web 1.0 to Web 2.0 marked a pivotal shift, particularly in the wake of the Dot-com bubble burst in 2002. This period heralded the rise of social media platforms, with LinkedIn and WordPress.com emerging as key players. Then, in 2004, Facebook burst onto the scene, becoming an instant sensation among teenagers. However, it's essential to recognize that the trailblazers of early social media, like MySpace, had already paved the way, as many kids from the early 2000s fondly remember. As these teenagers began to delve into the world of social media, it quickly evolved from a budding novelty into a powerful force on the internet. This growth spurred a cascade of significant events. Google, with its innovative spirit, went public and unveiled its groundbreaking email service, Gmail, making communication more accessible. Soon after, a vibrant array of beloved platforms, including YouTube, Twitter, Tumblr, Skype, and WhatsApp, made their appearances, all before the dawn of 2010. The internet expanded rapidly, with countless new services introduced alongside others that faded away, illustrating the dynamic nature of the digital landscape. People around the globe began to immerse

themselves in the internet, spending billions of hours online, captivated by the endless possibilities it offered. This surge in online activity translated to billions of dollars in advertising revenue, largely fueled by the thriving realms of social media and digital marketing. Digital marketing, in essence, encompasses any marketing initiative that harnesses the power of online media and the internet through connected devices such as smartphones, desktops, or the increasingly prevalent Internet of Things. It revolves around crafting and delivering brand messages through a variety of channels, including search engines, social media platforms, mobile applications, email campaigns, and dedicated websites, all aimed at engaging audiences in this ever-evolving digital age.

In today's landscape, digital marketing is fundamentally centred around the strategic delivery of messages designed to convert potential customers. This approach involves engaging individuals through a variety of channels—such as social media, email, and online advertising—as they navigate their journey through the sales funnel. The ultimate aim is to guide these customers seamlessly toward making a purchase decision. To enhance effectiveness, marketing teams strive to analyse and understand the specific contributions of each message and channel, gaining insights into which elements resonate most with audiences and drive them toward the desired outcome.

1.3.Review of Earlier Studies and Literature Gap

The rise of digital retailing has presented both opportunities and challenges for businesses in the modern commercial landscape. Social media platforms have become a key component of many e-commerce marketing strategies, enabling direct communication between businesses and consumers (Mensah et al., 2020) (Heggde & Shainesh, 2018). Social media has revolutionized the way consumers interact with and make purchasing decisions (Mensah et al., 2020). E-commerce enterprises have increasingly incorporated social media marketing as a central pillar of their overall marketing strategies, recognizing its capacity to extend brand visibility and foster meaningful connections with prospective and existing customers. When a media agency researches and makes a comprehensive strategy framework, we call it Digital Media Planning. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behavior, the media agency plans different platforms and formats to reach the desired audience. The agency works with different partners and buys relevant space and ideas. The convergence of social media and e-commerce has given rise to a new paradigm known as "social commerce," which encompasses the use of online social platforms and services to facilitate product discovery, comparison, and purchase, as well as post-sale sharing and engagement (Mensah et al., 2020). The integration of social media into the e-commerce landscape has profoundly transformed the way consumers engage with and make purchasing decisions, presenting both opportunities and challenges that digital retailers must navigate to remain competitive in the increasingly dynamic and interconnected digital marketplace (Xu, 2020) (Zhou et al., 2013). In future, firms will need to make decisions about how many and which specific new-age technologies to adopt. This necessitates a deeper examination of their implications for firms, customers, and other entities who are involved in the implementation of new-age technologies (Kumar et al, Elsevier 2021),

The disruption of new-age technologies (NATs) is immensely impacting the space of SIs, providing a resource-efficient solution, and bringing multiple outcome benefits (Guptha et al, 2019). The digital economy contributes decisively to an increase in competitiveness, especially as digital transformation involves migrating to newer technological models where digital marketing is a key part of growth and user loyalty strategies. Internet and Digital Marketing have become important factors in campaigns, which attract and retain Internet users (Jose & David, 2019), The KEB model is used to study buying behavior of consumers using two categories of goods like fashion and fitness instruments, to identify the changes in purchasing decisions. The need for more empirical investigations, based on inductive studies that provide insight into how digital participation happens in practice (Ashman & Julia, 2015)

1.4. Research Questions

2. What is the need of understanding the working function of Digital Marketing?
3. What are major models playing significant role in Digital Marketing?
4. What is the impact of Digital Marketing on E-customers and e-retailors?

1.5. Objectives:

2. To understand the need of Digital Marketing
3. To know the key elements of Digital marketing
4. To analyse the impact of Digital Marketing

1.6. Methodology

The study has been carried with secondary data through review of articles, journals and papers which are related to digital marketing and its technology, Consumer perception and behaviour. The methodology is theoretical based, and opinions are personal views based on certain and assumptions

2.1. Transforming phase of Marketing

Digital transformation represents a fundamental shift in how businesses operate and engage with their customers. It is about reimagining traditional business models and expanding into new avenues that leverage technology. Essentially, it can be seen as classic marketing strategies reinvented for the contemporary marketplace, packaged with innovative tools and methods. This transformation comprises two critical phases: innovation, where new ideas and technologies are embraced, and extinction, where outdated practices and strategies fade away. At its core, digital transformation emphasizes the importance of evolving both organizational culture and core values. Businesses must be agile, adaptable, and open to change. In today's digital landscape, retailers need to cultivate a mindset that prioritizes selling in every possible scenario. This involves seamlessly integrating digital marketing strategies, ensuring that they capitalize on every opportunity to connect with consumers, enhance engagement, and drive sales.

Digital transformation represents a fundamental shift that goes far beyond merely adopting IT and technology; it encompasses a comprehensive redefinition of an organization's entire business model and corporate culture to flourish in an increasingly digital world. Companies are called to not only embrace digital technologies but also to innovate their core business approach, crafting entirely new models of operation that meet contemporary demands. A prime example of this transformation is Amazon.com. This

company is not just an online marketplace; it has fundamentally altered the landscape of retail by seamlessly integrating supply chain logistics with e-commerce. Amazon's model illustrates how a business can expand its role, moving beyond limited transactions to encompass a holistic approach to customer service and operational efficiency. In the current digital age, customers, channels, and competitors are deeply integrated into a digital ecosystem. This shift has profoundly changed how consumers behave and what they expect from businesses. Activities such as searching for products, browsing options, reading emails, and making global purchases have become second nature for many, illustrating the vast changes in consumer habits. E-commerce is experiencing a remarkable annual growth rate of 23%, with an ever-increasing number of online retailers and consumers emerging on the global stage. The acceleration of digital transformation unfolds in two significant ways: through the continuous evolution of technology, often in experimental phases, and through the growing availability and utilization of data. Data has emerged as an invaluable asset, providing insights into real-time dynamics, customer preferences, competitive benchmarks, supply chain intricacies, and overall market trends. This wealth of information empowers businesses to make data-driven decisions and form sophisticated analyses of market conditions. Furthermore, digital transformation has opened new avenues for small businesses and independent retailers, granting them a platform to enhance their operations and compete on a larger scale. By leveraging digital tools, these enterprises can reach broader audiences, streamline processes, and ultimately take their businesses to new heights in the digital landscape.

Digitalizing a business encompasses the comprehensive process of collecting, securing, analyzing, and effectively using data related to customers, market trends, and competitors. This initiative goes beyond mere technology upgrades; it fundamentally reshapes the company's overall strategy, transforms business operations, and enhances marketing capabilities. Moreover, as companies undergo this digital transformation, it is essential to upgrade the roles and skills of human resources to align with the evolving demands of the digital landscape. This ensures that employees are well-equipped to thrive in a data-driven environment and contribute to the organization's success.

2.2. Differences between Traditional or Conventional Marketing and Digital Marketing

It is very important to know and understand some of the conceptual differences between Conventional Marketing and Digital Marketing

Table No. 01: Conventional Marketing V/S Digital Marketing

Conventional Marketing	Digital Marketing
Establishes direct face to face contact with buyer.	Establishes digital contact through social media, mobile app etc through email
Point of sale is easily identifiable	Point of sale is not identifiable
Study of consumer behaviour is quite difficult	Study of customer behaviour is quite easy by the application of analytics
Getting reviews and feedback takes	Fast feedback and reviews can be

more time	collected through digital rating system
Quality and quantity in case of goods can easily identifiable and measurable	Quality and quantity in case of goods cannot be easily identifiable and measurable
Indoor shopping is not possible	Indoor shopping is possible
Geographical barriers to reach the customer will be biggest challenge	Geographical barriers will be removed to reach the target customer using internet
Elimination of middle men is difficult	Elimination of middle men is possible
Option of returning a product is at the discretion of the seller.	Returning a product is easier as the seller himself will collect the product without any queries
There is no cash back option for the returned product. It is replaced or the customer has to buy another product	The digital retailer generally encourages the customer to maintain an account where the cash backs are credited to be used later.
Discounts and bargains vary from customer to customer	Discounts and bargains are given for valued customers irrespective of their inclination to purchase

2.3. Elements of Digital Marketing

Let us try to understand some of the key elements of digital marketing. Why there is a frequent increase in online shopping ratio, what elements influence the customer to consider digital platform as an alternative to conventional marketing

- i. Advertisement
- ii. Mobile apps
- iii. Emails
- iv. Graphical display
- v. Maintaining Customer Preferences
- vi. Giving reminders for new stock or availability
- vii. Easy return policy
- viii. Giving Discount
- ix. Reward points
- x. Avoiding direct physical contact

- xi. Access to open review
- i. **Advertisement:** In today's digital era, many traditional advertising methods—such as print media, flyers, pamphlets, and door-to-door marketing—have significantly diminished in effectiveness. The shift towards digital platforms like Facebook, LinkedIn, and various retailers' websites allows businesses to reach a vast audience more efficiently and at a fraction of the cost. Digital advertising not only offers a broader reach but also leverages visually engaging graphical representations of products. These vibrant images can captivate potential customers, making it easier for them to browse and compare options. As a result, consumers are empowered to make quicker purchasing decisions, transforming the shopping experience into a seamless and enjoyable process.
 - ii. **Mobile apps:** By installing a free mobile app, customers can enjoy a shopping experience that is both personalized and secure. The app provides seamless access to an extensive catalog of products, allowing users to browse through a wide array of options effortlessly. Customers can explore detailed reviews and ratings for each item, ensuring they make informed decisions. The app also includes helpful reminders and features that let shoppers easily compare different products side by side, making it simpler to find the best fit for their needs. Overall, this innovative tool transforms shopping into a more enjoyable and efficient process.
 - iii. **Emails:** Establishing consistent communication with customers is a vital component of effective marketing, and utilizing email is an excellent way to achieve this. Through email, sellers can keep customers informed with timely updates about the availability of products, exclusive digital vouchers for their purchases, and exciting new launches. This ongoing dialogue not only enhances the customer experience but also empowers them to make informed purchasing decisions, ultimately driving sales and fostering customer loyalty.
 - iv. **Graphical display:** The integration of artificial intelligence presents an innovative approach that streamlines the selection process, optimizes product combinations, and enhances overall suitability for customers. Through detailed digital analysis, this technology can provide personalized recommendations tailored to individual preferences. As a result, businesses can expect a significant reduction in return rates and a marked improvement in customer satisfaction.
 - v. **Tracking customer Preference:** Customer behavior can be effectively analyzed through digital marketing by leveraging advanced analytics tools. These tools track and record customers' previous transactions, allowing marketers to gain valuable insights into purchasing patterns and preferences. By analyzing this data, businesses can tailor the shopping experience, ensuring that the most relevant and desirable products are prominently displayed on the customer's screen. This personalized approach enhances engagement and increases the likelihood of conversion, creating a more satisfying shopping experience for each individual.
 - vi. **Giving remainder about new stock or availability:** Frequent emails and digital messages from online retailers will keep customers informed about the availability of items or services they have added to their wish lists. This proactive communication ensures that customers are always in the

loop, allowing them to make timely purchasing decisions. Unlike traditional marketing methods, which often lack this level of engagement, this approach fosters a more personalized shopping experience, enhancing customer satisfaction and loyalty.

- vii. **Easy return policy:** When a customer finds themselves unhappy with a product they've purchased, they often seek to exchange it for something more suitable. This dissatisfaction can arise from various factors, such as the product not meeting their expectations, issues experienced after the purchase, or concerns about inferior quality. To tackle these challenges and enhance customer satisfaction, many online retailers have adopted comprehensive return policies that allow customers a specific timeframe to return items. This flexibility provides peace of mind, as customers know they have an option to rectify their purchase decision. Furthermore, if a customer prefers not to exchange the item, they can opt for a full refund, which is a feature that is frequently absent in traditional brick-and-mortar retail environments. This modern approach to returns not only fosters trust but also encourages customers to shop with confidence.
- viii. **Giving Discount:** For sellers, maintaining long-term customer relationships is often one of the most significant challenges they face. One of the time-honored strategies used to encourage customer loyalty is the provision of discounts. Traditionally, retailers have relied on loyalty points and promotional discounts to entice repeat business. However, this approach can be cumbersome, as both retailers and customers struggle to keep track of accumulated points and offers. With the advent of digital marketing, this landscape has transformed. Now, each customer is usually provided with a personalized account that presents a wealth of information at their fingertips. This account not only showcases current promotions and discounts but also tailors these offers to align with the individual buyer's preferences and shopping habits. This level of customization not only simplifies the shopping experience but also strongly motivates customers to make purchases, fostering a deeper connection between them and the brand.
- ix. **Reward points:** In today's competitive market, one of the most popular methods for attracting customers involves offering cashback incentives or reward points. This approach not only encourages purchases but also enhances customer satisfaction. Additionally, the excitement of scratching digital coupons adds an element of fun, making the shopping experience more engaging. Customers can accumulate reward points over time, allowing them to recognize tangible benefits from their shopping habits. This tactic underscores a significant drawback of traditional marketing methods, which often lack such interactive and rewarding elements.
- x. **Avoiding direct physical contact:** In light of the risks associated with direct physical contact with retailers, particularly during a pandemic such as COVID-19, the option of indoor shopping emerges as a safer alternative. This approach allows customers to browse merchandise in a controlled environment, minimizing exposure while still enjoying the experience of shopping. By opting for indoor spaces designed with safety measures in place, shoppers can feel more secure as they select items and engage with staff in a way that prioritizes their health and well-being.

- xi. **Access to open review:** Writing reviews about the satisfaction levels of products or services has become a vital practice in both traditional and digital marketing. In the realm of digital marketing, customers can freely share their experiences, providing valuable insights. What sets digital platforms apart is their open access to these reviews, allowing prospective buyers to browse through a wealth of feedback. This transparency empowers consumers to make informed purchasing decisions based on the experiences of others, ultimately enhancing the shopping experience.

3.1. Scope of Digital Marketing

Digital marketing has become a vital strategy for reaching consumers in our increasingly digital world. As more individuals rely on their mobile devices for a wide array of daily tasks—ranging from managing financial transactions to purchasing goods and services online—the importance of this approach has grown significantly. The widespread adoption of smartphones, coupled with a surge in internet use, has propelled this trend forward. Moreover, forward-thinking businesses recognize the advantages of digital marketing, which offers a broader target audience than traditional methods. This shift not only allows for more effective engagement with potential customers but also significantly reduces marketing costs, making it an appealing option for businesses looking to maximize their impact in a competitive landscape.

a) Ease of Audience Targeting

Digital marketing enables businesses to segment their customer base into distinct groups according to a variety of characteristics, such as age, gender, income level, and geographical location. This segmentation allows for a deeper understanding of the specific preferences and behaviors of each group. Furthermore, companies can develop targeted content and specialized products designed exclusively for these segments, ensuring a more personalized experience. Advertisements can also be carefully tailored to address the unique needs and interests of each customer group, maximizing engagement and effectiveness.

b) Low Investment, High ROI

Digital marketing generally offers a more cost-effective approach for companies looking to reach their target audience. By leveraging tools like paid search and pay-per-click advertising, businesses can precisely target specific customer segments, ensuring that their marketing efforts are both efficient and effective. This strategy contrasts sharply with traditional marketing methods, which often involve hefty investments with uncertain returns. In essence, digital marketing allows companies to invest less while achieving significantly higher returns, making it an attractive choice for brands aiming to maximize their marketing budgets.

c) Mobile Users

The rapid expansion of internet access and the widespread use of smartphones have revolutionized the landscape of digital marketing, making it more accessible than ever for consumers. In today's world, information on current events and trending topics is just a tap away on mobile devices, allowing individuals to stay informed effortlessly. This swift adaptation to a digital-focused lifestyle has been especially pronounced in the wake of the pandemic and various natural disasters, which have led many people to

become more cautious about venturing outside for their daily activities. As a consequence, the growth of digital marketing has provided a vital lifeline, allowing individuals to meet their needs and desires without leaving the comfort of their homes. Moreover, the convenience of online services has become increasingly appealing, as more people opt for digital solutions to manage their everyday tasks. This shift not only highlights the importance of technology in our lives but also signifies a broader change in consumer behavior and preferences.

Companies are using social media platforms for both B2B (Business to business) and B2C (Business to Consumer) market campaigns.

Business-to-Business (B2B) involves transactions that take place between two organizations, rather than between a business and individual consumers. To effectively generate leads and connect with potential clients, B2B marketers leverage the power of social media, particularly platforms like LinkedIn and Twitter, where professionals gather to network and share industry insights. Additionally, B2B marketers often utilize pay-per-click (PPC) advertising campaigns to strategically target specific audiences, allowing them to maximize their reach while keeping costs manageable. This combination of social engagement and targeted advertising helps B2B companies build valuable connections and drive growth.

B2C (Business to Consumer) describes the process in which businesses offer their products or services directly to individual consumers. In this dynamic marketplace, B2C marketers focus on building strong brand recognition and attracting potential customers to their websites. They leverage the power of social media platforms such as Facebook, Twitter, Instagram, and Pinterest to engage with their audience, showcase their offerings, and create compelling content that resonates with consumers. By using targeted marketing strategies, they aim to create memorable experiences that drive sales and foster customer loyalty.

While sharing advertisements and content on Facebook and various other popular platforms continues to be a powerful strategy for connecting with your target audience, the realm of digital marketing extends far beyond social media. In addition to leveraging these platforms, astute businesses explore a diverse array of strategies to engage new audiences. This includes using email marketing, search engine optimization (SEO), content marketing, and online advertising. These methods not only help in reaching potential customers but also play a crucial role in building and sustaining strong brand awareness in an increasingly competitive digital landscape.

- i. Paid Search
- ii. Organic Search
- iii. E mail Marketing
- iv. Content Marketing
- v. Webinars

vi. Podcasts

3.2. Digital Marketing Strategies:

As we realise that the future of selling activities is becoming digital, we can now list out the Digital Marketing Ideas or Strategies which will help organisations to be the leader in their field. Some of the Digital marketing Strategies are

Having a strong omni-channel retail strategy: Implementing a robust omni-channel retail strategy involves establishing a strong presence across all available promotional platforms, such as print media, television, mobile applications, and websites. By doing so, the organization can effectively engage with a wide array of consumers, ensuring that it reaches both traditional shoppers and those who prefer digital interactions. This comprehensive approach not only enhances visibility but also allows the organization to monitor and analyze consumer behavior across different channels, leading to more informed marketing decisions and improved customer experiences.

Seamless Customer Experience: This strategy continues from the previous one. By harnessing the right tools and providing a downloadable guide with practical steps, the organization can ensure customers have a seamless experience when shopping online.

Video Marketing: Here a connected T V will enhance the customer's experience and make him an addict of online shopping.

Digital Banking: By providing a range of financial services, organizations can effectively motivate customers to make purchases. Numerous apps offer enticing credit options, such as cashback incentives, competitive interest rates, loyalty points, and opportunities for redeeming points based on usage, all of which serve to encourage consumers to buy products on credit. Additionally, it's important to note that these beneficial financial services are typically available exclusively for online shopping, leaving physical retail shopping without such incentives.

Experimenting during times of uncertainty: The business environment is inherently unpredictable, and successful companies craft effective strategies to navigate through these uncertainties. Take, for example, the recent pandemic; many small businesses adapted by embracing digital payment methods like UPI for transactions, which streamlined their operations. Additionally, they pivoted to offer home delivery services, ensuring they could meet the needs of their customers while maintaining safety and convenience. This adaptability not only helped them survive but also allowed them to innovate in an ever-changing landscape.

Year in Search Reports: At the conclusion of each year, we will create a comprehensive report that captures detailed insights into customer behavior. This report will outline the websites each customer visited, the products they explored, and the items they ultimately purchased. Additionally, it will include information on the payment methods they used for their transactions. By analyzing this data, we can tailor individual customer preferences and develop targeted strategies that maximize engagement and drive results effectively.

Concentrating on specific areas: The global landscape of internet usage offers valuable insights into the varying levels of access among countries, particularly spotlighting regions that are still developing their internet infrastructure. Recent statistics reveal that Southeast Asia is rapidly becoming a dynamic center for digital marketing, with an increase in online engagement and innovative marketing strategies. This region's expansion into the digital realm presents unique opportunities for businesses and marketers alike, making it a focal point for future growth in the digital marketplace.

Gaming Trends: In recent years, gaming apps have seen a remarkable rise in popularity, a phenomenon significantly accelerated by the pandemic, which led to an increase in mobile device usage. As people sought entertainment and social interaction from home, these apps transformed into a vibrant and engaging platform. This shift not only captivated a diverse audience but also created a powerful channel for digital marketing, allowing brands to connect with users in innovative and interactive ways.

3.4. Digital Marketing Process

A process is a series of interconnected activities that unfold in a continuous sequence, where each step naturally leads to the next. When the final activity of the cycle is completed, the process begins again with the first activity. In the realm of digital marketing, this process starts with thorough research to understand the target audience and market trends. It then moves through various stages, such as content creation, campaign execution, and performance analysis, ultimately aiming to achieve one key goal: ensuring customer satisfaction. Each of these stages is crucial, as they collectively contribute to the success of the overall marketing effort.

It can be summarised in three phases:

- Set Goals
- Define Targets
- Create and Publish Campaigns

Even though this is the core of Digital Marketing, the process can be explained more elaborately through the following chain:



Now we shall try to understand each component and its importance in the Digital Marketing Process

- i. **Research:** This piece emphasizes the critical need for businesses to thoroughly research various elements that contribute to their success, including their operational strategies, customer demographics, product offerings, and online presence. Organizations must take a moment to reevaluate their approach and strategize on how they can not only survive but thrive in the ever-evolving marketplace. Understanding target customers is vital; businesses should delve into their demographics, educational backgrounds, and digital habits. This knowledge empowers companies to tailor their marketing efforts and communication styles effectively. Additionally, it's essential to educate customers about how to navigate and utilize digital platforms, ensuring that they can access

the products and services offered seamlessly. The presentation of the product itself is equally important. Organizations should consider how to showcase their offerings in a way that captivates potential buyers, making their products the preferred choice. Beyond primary products, enhancing customer loyalty may involve providing complementary accessories or services that resonate with consumers and strengthen their connection to the brand. Furthermore, companies must prioritize online marketing strategies to effectively reach and engage their audience. Conducting comprehensive research into consumers' experiences with online shopping—assessing factors like accessibility and adaptability—will allow businesses to refine their approaches and better meet the evolving needs of their customers. By adopting a holistic view that incorporates these elements, organizations can position themselves for sustained growth and a loyal customer base.

- ii. **Create:** This section delves into the crucial processes of establishing goals, objectives, strategies, plans, and digital identities. Goal setting is essential for an organization, as it involves clearly defining what the organization intends to achieve—be it capturing a specific market segment or engaging particular consumers. Well-defined goals serve as a guiding compass, offering the organization a clear purpose and direction. They illuminate the path forward, enabling the organization to strategically align its efforts and resources toward meaningful outcomes.
- iii. **Objectives:** The methods outlined here are crucial for successfully reaching the organisation's overarching goals. Objectives serve as specific benchmarks that define the expected results of the actions we will undertake to accomplish these ambitions. By focusing on these objectives, we can break down the broader goals into manageable, measurable parts, making it easier to track progress and ensure that our efforts are both effective and aligned with the organisation's mission.
- iv. **Strategies:** The organization has devised a comprehensive set of plans aimed at establishing itself as a leader in the market. These strategies are tailored specifically to the organization, granting it a distinct edge over competitors. One key area of focus is brand strategy, which seeks to cultivate a memorable and unique brand identity. This involves not just developing high-quality products but also packaging them in innovative ways that resonate with consumers. Another crucial aspect is channel strategy, which emphasizes the creative use of advertising media. By employing unconventional methods and platforms, the organization aims to capture the attention of its target audience and engage them effectively. Together, these strategies create a robust framework for achieving market leadership.
- v. **Plans:** Plans play a crucial role in the planning process, serving as structured frameworks that guide actions and decisions. They can differ in time span; some are designed for the long term, outlining strategies for several months or years, while others focus on short-term goals, addressing immediate tasks and challenges. Each plan typically includes specific deadlines, which help ensure that objectives are met in a timely manner. In the realm of digital marketing, these plans are particularly strategic. They aim to captivate the target audience, encouraging potential customers to engage with a product. The process involves not only attracting consumers' attention but also fostering a seamless purchasing experience that leads to satisfaction and loyalty. By carefully crafting each step of the

marketing plan, businesses can effectively meet their consumers' needs and enhance their overall experience with the product.

- vi. **Digital Identities:** Websites, blogs, and apps together form a triad similar to that of offices, shops, and showrooms in the traditional marketplace. Each of these digital platforms occupies its own unique niche, catering to diverse audiences based on their specific needs and preferences. Showrooms serve as specialized retail spaces where customers can experience a brand's offerings firsthand, creating an immersive shopping experience. In contrast, apps provide a convenient and accessible way to engage with a brand's products and services through online interactions, reaching users wherever they are. As digital marketing continues to infiltrate every facet of our lives, it becomes imperative for organizations to cultivate a strong digital identity. Establishing a clear and engaging online presence not only enhances visibility but also builds trust and fosters customer loyalty in an increasingly interconnected world.
- vii. **Promote:** Promotion serves as a vital gateway to showcase an organization and its products, with the core objective of drawing consumers into the marketplace. In the realm of offline marketing, promotion manifests through compelling print media—such as brochures, flyers, and advertisements in newspapers—and through personalized door-to-door campaigns that foster direct interaction. In the digital age, businesses leverage sophisticated search engines to empower consumers in their quest for the right products. These powerful platforms not only aid in honing searches but also suggest alternative products, similar items, and complementary goods. This capability allows consumers to engage in thorough comparisons, all from the comfort of their homes, eliminating the need for time-consuming store visits. Moreover, network display advertising offers another layer of promotion. Here, visually engaging advertisements seamlessly integrate into the content consumers are browsing. The striking imagery and messages resonate with viewers, making it more likely they will recall these products when the need arises. In addition to these methods, businesses increasingly utilize email marketing and instant messaging to reach consumers directly. Social media platforms like Facebook, Instagram, and others play a crucial role in this landscape. With these applications readily available on mobile devices, today's consumers frequently interact with their screens, providing a constant opportunity for brands to capture their attention and engage them meaningfully.
- viii. **Analyse:** Following the promotions, it becomes essential to evaluate their impact on consumers. This evaluation involves a deep dive into analytics, where the behavior of the target audience is meticulously examined. Key aspects such as the effectiveness of various promotional methods, the volume of customers using specific online platforms, and their purchasing habits are recorded and analyzed. This analytical process provides valuable insights into whether potential consumers can be persuaded to adopt the company's products. It also identifies the strategic approaches necessary to entice these consumers to engage more with the company's portal. Analytics play a pivotal role in this process. They not only help organizations comprehend the characteristics of their current consumer base but also elucidate what is required to not only retain these customers but also attract

new ones. Ultimately, understanding and enhancing customer satisfaction stands as a crucial element of successful digital marketing strategies.

- ix. **Optimise:** The final phase of the digital marketing process is optimization, a crucial step where businesses refine their strategies based on in-depth understanding of their customers. At this point, individual customers have been thoroughly analyzed, taking into account their preferences, buying habits, and areas of interest. In this stage, advertisements and promotional methods are meticulously tailored to resonate with each customer personally. For instance, loyal buyers are rewarded with loyalty points, which they can redeem for discounts or free items in their next purchase. Alternatively, some customers may be recognized as premium members, allowing them to enjoy exclusive benefits, such as early access to sales or personalized offers. This thoughtful approach not only enhances customer satisfaction but also fosters long-lasting relationships.

After this stage the first stage of research begins again either for selection of new market, product, consumers and so on. This in short is the Digital Marketing Process.

4.1. Business Models of Digital Marketing

Digital marketing models encompass the various channels utilized to deliver marketing activities in the digital space, ultimately aimed at reaching target customers effectively. These models can be categorized into seven distinct phases, which are visually represented in the accompanying diagram. Each phase plays a crucial role in the overall digital marketing strategy, guiding businesses on how to attract, engage, and convert their audience in a rapidly evolving digital landscape.



4.2. First Model: Search Engine Optimisation (SEO)

Search engine optimization (SEO) is a strategic process aimed at increasing both the quality and quantity of traffic to a website through organic search results. Think of search engines like Google and Bing as vast digital libraries, meticulously cataloging information from countless webpages across the internet. They harvest data from various sources, indexing this information to enable users to find exactly what they need quickly and efficiently. SEO revolves around understanding the intricate technology behind search algorithms, which are the complex formulas that determine how websites are ranked in search results. Google's internal methods for assessing and ranking content are multifaceted, considering numerous factors

such as keyword relevance, user experience, and site authority. By optimizing a website accordingly, businesses and individuals can improve their visibility online, ultimately attracting more visitors and providing them with valuable content tailored to their needs.

These algorithms meticulously analyze each page within the index, weighing a multitude of ranking factors and signals—often numbering in the hundreds. This complex assessment allows them to expertly determine the order in which these pages should appear in search results for any given query. To put this into perspective, imagine a librarian who has read every single book in an expansive library. With this extensive knowledge, the librarian can precisely guide you to the book that holds the answers you seek, ensuring you find exactly what you need amid countless options.

Defining Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a strategic process aimed at driving traffic to a website through unpaid, organic, editorial, or natural search results on search engines. By optimizing various elements of a website—such as content, keywords, and technical structure—SEO seeks to enhance the website's visibility in search engine results pages (SERPs). The primary objective is to achieve a higher ranking, as websites that appear at the top of search results are more likely to attract visitors, ultimately increasing engagement and conversions. In essence, a higher position in search results leads to greater exposure and opportunities for success online.

Good SEO involves many different activities, such as:

- Identifying relevant keywords with good search traffic potential
- Creating high-quality, useful content and optimizing it for search engines and for users
- Including relevant links from high-quality sites and measuring the results

4.2.2. Importance of SEO for marketing

SEO is a crucial pillar of digital marketing, as it plays an essential role in connecting businesses with consumers. Every year, people conduct trillions of searches—many of which are driven by a desire to discover information about various products and services. For brands, search engines often serve as the primary gateway for digital traffic, effectively complementing other marketing channels like social media and email campaigns. When businesses achieve higher visibility and secure better rankings in search results than their competitors, it can lead to a substantial boost in revenue and overall success. In recent years, however, search results have transformed significantly. Search engines now aim to provide users with more direct answers and rich information, which helps keep visitors engaged on the results page instead of navigating away to other websites. Features such as rich snippets, which provide brief answers directly in the search results, and Knowledge Panels, which consolidate key information about a company or topic, can enhance a brand's visibility and improve user understanding. In essence, SEO serves as the foundation of a well-rounded marketing strategy. By gaining insight into what your website visitors are seeking, you can

effectively implement that knowledge across all your marketing campaigns—both paid and organic—while ensuring a cohesive experience on your website and enhancing your presence across social media platforms. This holistic approach enables you to better meet consumer needs and drive sustained engagement.

4.3. Second Model: Search Engine Marketing (SEM)

Search engine marketing (SEM) is a process that involves creating paid advertising campaigns to appear in search engine results. Advertisers pay to target specific keywords based on the search terms used by their potential customers. This strategy allows advertisers to promote their products or services to individuals actively searching for them. One of the major benefits of SEM is that it enables advertisers to track their success, manage their budgets effectively, and increase their revenues. If a business is struggling with its digital transformation, SEM can be a valuable tool to attract new customers by placing advertisements at the top of search results, ensuring visibility to potential clients.

Simplified SEM process for Advertisers:

- **Choosing good SEM channels** like Google Ads, Microsoft Ads, or Amazon Ads.
- **Estimating monthly budget:** Apart from estimating it is necessary to allocate advertisement costs among multiple channels and also keep track of the money spent every month against the budgeted costs.
- **Setting up landing page:** This refers to the location where the business wishes to advertise by avoiding SEM traffic.
- **Setting-up conversation tracking:** This is used to track results based on which keywords. Major SEM will allow tracking the keyword used, landing performance, and effectiveness of advertisements in channels.
- **Choosing target keywords:** Keywords in SEM helps to find products and services. Making sure again whether keywords target the customers or not.
- **Creating ads and launching a campaign:** This is the end result of analysis of the consumer wants based on target results and making sure that the advertisements are organized and people are seeing it.
- **Tracking results and optimizing:** This is the phase where results and performance of Search is matched. Optimizing is making sure of getting positive results for the investment.

Top search engines and top Advertising platforms:

- Google. com-Google Ads
- YouTube.com-Google Ads
- Bing. com-Microsoft Advertising
- Amazon. com-Amazon Advertising
- Yahoo. com-Microsoft Advertising
- Pinterest. com-Pinterest Ads
- Ebay.com- eBay Advertising.

4.3.3. Differences between SEO and SEM

Following table depicts the differences between SEO and SEM

Search Engine Optimization (SEO)	Search Engine Marketing(SEM)
SEO is about improving website for better ranking	SEM is a form of internet advertising which uses search results for promotion of a brand or website through paid advertising
SEO involves more time than SEM but at a lower cost.	SEM takes less time than SEO but involves high cost.
SEO gives results organically	SEM is a paid advertisement
Long term benefit	Short term benefit
No need to pay for the click	Need to pay for click
Difficult to target specific audience	Can easily target specific audience
Preferred by low budget agencies and companies	Preferred by high budget agencies and companies
Traffic potential unlimited	Traffic potential is limited by budget
Results are always shown at the centre of the screen	Results appear mainly on the top of screen or side

Source: Author Source

4.4.Third Model:Social Media Marketing(SMM)

Social media marketing is a powerful tool in the realm of internet marketing, acting as a virtual storefront to showcase and sell products and services. It involves leveraging various social media platforms or websites to effectively promote a company's offerings. This form of marketing has emerged as a dominant force in the digital landscape, given the widespread use of social media platforms such as Facebook, Instagram, LinkedIn, and Twitter among the majority of the population. As people increasingly invest time in curating and engaging with their social profiles, the impact of social media marketing on a company's brand and digital growth becomes increasingly significant. Social media marketing presents unique opportunities to tap into social connections for targeted advertising. It has gained popularity as a platform for companies to

promote their products or services to their existing social circles. Common types of content shared in social media marketing include:

Please remember the following information: -

Text posts: These are known as text and post ads, where interested people will blog and share. - **Image**

posts: These are known as image ads on SMM platforms where single or multiple attractive images will be shared to attract the target audience.

Video posts: On this platform, feedback and testimonies from consumers will be shared to gain customer confidence.

Lead Ads: A lead to the product or service is given based on information collected from newsletters, blogs, and publications.

Through the utilization of social media marketing (SMM), individuals and businesses are able to foster creativity, build connections with their target audience, and influence them to take action, such as exploring or making purchases of products and services. Over time, companies can gather valuable insights into customer profiles and analyze the engagement metrics of their posts, including likes, dislikes, and shares. As the number of social media users continues to rise, social media platforms have evolved into a highly influential and impactful tool within the realm of digital marketing.

4.4.1. Types of Social Media Marketing

Facebook Marketing

The world's largest social media platform, provides a powerful tool for businesses to promote their products and services. By creating targeted Facebook pages, businesses can reach specific regions and demographics. With Facebook Ads, businesses can connect with their target audience and share content, while also leveraging the platform for advertising. Through Facebook advertising, businesses can precisely target potential customers based on factors such as location, occupation, interests, and past activity, allowing for highly effective marketing campaigns.

Instagram Marketing

Creating an Instagram marketing page is an innovative approach to marketing. Instagram's visually-focused platform makes it perfect for brands with products that are visually appealing and easily integrated into visual media. The platform predominantly attracts a younger demographic that is enthusiastic about spending. If your products possess these characteristics, Instagram is the ideal platform to reach your target audience. On Instagram, you can engage in promotion, receive feedback, gather suggestions on purchases and usage experiences, and track likes, dislikes, and comments to understand your audience better.

LinkedIn Marketing

LinkedIn serves as a powerful platform for businesses to establish their professional presence and engage with customers. Companies utilize their profiles on LinkedIn to foster meaningful interactions and gather

valuable insights about their business offerings. As the world's largest professional network, LinkedIn boasts a vast and diverse user base, allowing businesses to effectively target audiences based on specific job qualifications.

Twitter

Twitter has been one of the most popular social media channels since its launch in 2006. It is a go-to platform for discovering breaking news and engaging with small- and big-name influencers. When it comes to Twitter advertising, brands have two options to create ads:

1. **Quick Promote:** This option allows Twitter to automatically promote Tweets to your target audience. You just need to choose a promotable Tweet from your timeline and specify your target audience, and Twitter will handle the rest.
2. **Twitter Ads:** These ads are objective-based. You need to choose your preferred business objective first, and then Twitter will only bill you for actions that align with your goal.
3. **What's App Marketing,** which is another type of digital marketing. Companies and businesses create a business What's App group to interact with customers and provide updates about products or businesses in the market.

4.5.Fourth Model: Content Marketing

Content marketing is a deliberate marketing strategy that emphasizes the creation and dissemination of informative, valuable, and consistent content. The primary goal is to attract and retain a well-defined audience and encourage profitable customer action. Put simply, content marketing involves the process of crafting and sharing content to engage and maintain a loyal customer base. It serves as an inbound approach within the broader scope of digital marketing strategies, and its effectiveness is heavily influenced by the quality of content and the strategic use of distribution channels. When categorized, content marketing primarily encompasses the following key elements:

1. **E-books:** These are in-depth pieces of written content that provide valuable information. To access this content, customers are required to share their email address and name. Another effective way to engage the target audience is through social media marketing and webinars.
2. **Testimonials and Reviews:** Customer testimonials and reviews play a crucial role in attracting new customers, as they have a significant impact on potential buyers' decisions.
3. **Website:** Utilizing email marketing videos on the website can be a powerful way to engage and convert visitors.
4. **Infographics:** These visual representations are designed to present complex information in a more engaging and easy-to-understand format. Instead of lengthy textual content, many people prefer to consume information through visually appealing and informative videos.

4.6.Fifth Model: Pay per click(PPC)

PPC advertising, short for pay-per-click advertising, is a digital marketing method in which advertisers pay a fee each time one of their ads is clicked. This model is commonly used in search engine advertising, with Google Ads being a prominent example. Advertisers bid on keywords relevant to their target audience, and when users search for those keywords, the ads are displayed. The advertiser is charged only when the ad is clicked, making it a cost-effective and targeted advertising strategy for driving traffic to websites and apps.

Working mechanism of PPC: In the realm of online advertising, advertisers place ads on various websites and portals to reach their target audience. They have the flexibility to set the cost per click based on their advertising budget and goals. When users engage with these ads by clicking on them, the advertiser incurs the cost per click. Google Ads stands out as the leading PPC system in this space, facilitating the entire process through an intuitive online platform. The cost per click is calculated using the formula: $(\text{Advertisement cost} + \text{Pay per cost}) / \text{Ads clicked}$.

4.7.Sixth Model: E-mail Marketing

Email marketing is a powerful method of promoting products or services by utilizing email communication to send commercial messages to potential and existing customers. This digital marketing strategy involves the strategic use of emails to engage prospects and customers, ultimately leading to conversion and customer loyalty. It stands out as a unique marketing approach where consumers voluntarily opt in to receive promotional content. In today's digital landscape, email marketing serves as a critical channel for reaching and engaging target customers, playing a vital role in both customer acquisition and retention strategies.

Fig. No. 01: Working mechanism of email marketing work



Source: Author Source

When compared to other forms of advertising, email marketing strategies offer the advantage of reaching the intended audience promptly and effortlessly. This is made possible by the fact that customers have the ability to access their emails at any time and on any device, thereby enhancing the impact of marketing efforts.

Prospectus or customers will be receiving different kinds of emails like:

- Welcome Emails
- Feedback request emails
- New product launch emails
- Promotional emails
- Anniversary and birthday emails
- Survey emails
- Follow-up emails
- Event or webinar invitation etc

Email is an incredibly efficient and speedy method for reaching out to customers, especially when compared to the traditional postal system. It transcends geographical barriers, allowing people to communicate with anyone around the world who has an internet connection. As a result, it offers a multitude of benefits, some of which are outlined below:

Personalized content is created:

In email marketing, personalized content is meticulously crafted to ensure that the information shared with recipients remains confidential and exclusive to them. This personalized approach allows for monitoring individual interests, thus enabling the creation of targeted content that resonates effectively. It is imperative for a successful email strategy to deliver tailored content to the right recipient.

Collecting customer feedback is easier:

Gathering valuable customer feedback has been made more convenient through the use of email communication. Businesses can effectively collect feedback by distributing surveys and forms to customers, prompting them to share their thoughts and rate their overall purchasing experience. This method is particularly effective as customers are generally responsive to emails sent by sellers. Furthermore, in addition to collecting feedback, businesses can also use this approach to gauge customer satisfaction levels, allowing for a comprehensive understanding of customer sentiment.

Establishing effective communication:

To effectively connect with their target audience, markets should focus on improving their communication strategies. Engaging customers through a consistent stream of well-crafted emails can help to establish and

reinforce brand loyalty. It's essential to understand that people value and appreciate receiving relevant and timely emails that add value to their experience.

Cost-effective campaign:

In the realm of digital platforms, email stands out as the most cost-effective method of reaching customers when compared to traditional mail. Email campaigns are not only swift to produce and distribute, but they also eliminate the need for expenses such as printing and postal charges, making it an efficient choice for marketers.

Reaching the right people:

By utilizing mail as the primary marketing channel, we can effectively target and reach out to specific individuals who have shown an interest in our product or service. This targeted marketing strategy allows us to tailor our messages to the needs and preferences of potential customers, resulting in more impactful and meaningful interactions compared to broad, mass marketing efforts.

4.8. Seventh Model: Affiliate Marketing

Affiliate marketing is a powerful online strategy that enables businesses to collaborate with website owners, known as affiliates, by utilizing affiliate programs. Affiliates earn revenue by driving traffic and generating sales for the business, and also by attracting new leads and customers. This marketing model involves online retailers paying a commission to external websites for the traffic or sales resulting from their referrals. In essence, affiliate marketing involves one party promoting and selling a product or service to another party and receiving a commission in return for the sales generated.

Working mechanism of Affiliate marketing

When a sale is made, the merchant will provide a unique tracking link. When someone clicks on the link, files known as "cookies" will be created and stored on the user's device. An affiliate cookie serves two purposes: 1. It helps the merchant attribute the sale to the correct person. 2. It typically has an expiration date, ensuring that you still receive payment if the buyer delays their purchase.

4.9. Conclusion

In today's rapidly evolving marketplace, it is evident that the traditional marketing strategies of yesteryears have become obsolete and ineffective in capturing the attention of contemporary consumers. The emergence of the internet and the widespread adoption of digital technologies have revolutionized the way businesses approach marketing. Modern consumers are characterized by their discerning nature, seeking comprehensive information about products and services before making purchasing decisions. They also demand enhanced services such as installation support, complimentary demonstrations, and other value-added benefits. Furthermore, brand loyalty has waned, with many consumers being open to switching to alternative brands that offer superior deals and experiences. As a result, it is imperative for companies not

only to focus on acquiring new customers but also to prioritize efforts aimed at retaining their existing consumer base.

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