

Digital Marketing

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Abstract: Digital marketing is referred to as the marketing of products or services using the aid of digital technologies. It relays mainly on the internet, but also including mobile phone, display advertising, and any other digital medium. Nowadays brands and businesses utilize technology and digital marketing for their marketing. People choose digital devices instead of going to physical shops.

Online marketing which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising and mobile advertising. Online advertising involves both a publisher and an advertiser. Other potential participants include advertising agencies, an ad server and advertising affiliates. In this method virtual space is used to put marketing messages on websites to attract internet users.

E-mail marketing, using e-mail for sending promotional messages to internet users has been considered one of the more effective methods of online marketing. Among its benefit points to "high response rate" and "low costs" of e-mail marketing and believe that this advantages "are rapidly turning e-mail marketing into an invaluable tool". Affiliate marketing and social media marketing are other online marketing methods. Affiliate marketing refers to the process of gaining a commission by promoting products or services of another company. Social media marketing is a term used to describe the process of boosting website traffic or brand awareness through the use of social media networking sites.

The main advantages of digital marketing are empowering effect, avoid geographic barriers, efficient target reach, better results, immediate result, cost effective, wide audience. It also possesses some disadvantages like copyright, taken un-serious, not appropriate to, high competition, damage from negative, lack of trust. However it is the most advanced technology of market.

I. INTRODUCTION

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing.

Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops. Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones, call-back and on-hold mobile ring tones.

The term *digital marketing* was first used in the 1990s, but digital marketing has roots in the mid-1980s when the Softad Group, now Channel Net, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives.

Digital marketing became more sophisticated in the 2000s and the 2010s, and the proliferation of devices able to access digital media has led to great growth of digital advertising; statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term *digital marketing* has grown in popularity over time, particularly in certain countries

a. *Ease of access*

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Face book,

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YouTube, Forums, and Email etc. Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead of to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer.

b. Competitive advantage

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconsistency with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet. Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.

c. Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may

have implications that could negatively their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. "Since social media use can enhance the knowledge of the brand.

Establishment of customer exclusivity: A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behaviour. This is effective in digital marketing as it allows organisations to build up loyalty over email.

Low Technical Requirements: In order to get the full use out of digital marketing it is useful to make you advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.

II. INEFFECTIVE FORMS OF DIGITAL MARKETING

Digital marketing activity is still growing across the world according to the headline global marketing index. Digital media continues to rapidly grow; while the marketing budgets are expanding, traditional media is declining (World Economics, 2015). Digital media helps brands reach consumers to engage with their product or service in a personalised way. Five areas, which are outlined as current industry practices that are often ineffective are prioritizing clicks, balancing search and display, understanding mobiles, targeting, viewability, brand safety and invalid traffic, and cross-platform measurement (Whiteside, 2016). Why these practices are ineffective and some ways around making these aspects effective are discussed surrounding the following points.

Digital marketing communications

Changing at an impressive speed, digital marketing constantly evolving technologies, and the way people using them, is transforming not just how you access your information but how you interact and communicate with your friends on a global scale. People are embracing digital technology to communicate in ways that would have been unimaginable just a few short years ago. No longer the preserve of tech-savvy early adopters, today ordinary people are integrating digital technologies continuously into

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their everyday lives (Ryan, 2014). The global population of people who are online in the Internet was around 2.1 billion at the end of March 2011 (Internet World Stats). By mid-2012 the figure had already climbed to almost 2.5 billion people online. Direct marketing communication (DMC) is described as the use of new digital communication channels or technology tools to create an integrated and measurable communication process that helps companies acquire and retain customers while building a deeper relationship with them (Mulhern, 2009). Other terms closely related with DMC include “e-marketing”, “Internet marketing” and “new media” (Hennig-Thurau et al., 2010). DMC has its roots in interactive marketing and one-to-one marketing (Wymbs, 2011) and, as a concept, is preferable to either e-marketing or Internet marketing, which are more limited in focus. Customers now represent the personalization and participation as they become contributors to content and creators of marketing communication, rather than just passive objectives (Hennig-Thurau et al., 2010). The majority of digital marketing agencies now undertake the changes from advertising products to building brands. It is now more about establishing lifestyles, experiences and sensitivities around brands. Changing from trying to influence consumer perceptions of the brand to telling a storied product is the trend of digital agencies now. Customers have become content creators and active participants in the communication process. Recent improvement in communications technology, such as the upswing of interactive media, has put emphasis on some of the interactivity and proficiency. Recent studies have claimed that social media, as one part of DMC, should concentrate on lead generation by releasing attention-grabbing content with a clear call-to-action element (Bodnar and Cohen, 2012). Researchers agreed that creating awareness and strengthening the brand are the two most important objectives of marketing communications (Karjaluoto, Mustonen, & Ulkuniemi, 2015).

Using digital marketing in the newly introduced digital era enables brands and businesses to create a whole new relationship and communication channel with their customers and raises new opportunities for businesses to develop the value of their brand. The widespread use of technology is moving marketers closer to one-on-one as the web not only offers merchants the ability to communicate instantly with each other, but also allows the customer to talk back and that makes it possible for companies to

customize offers and services, start conversation and gain valuable feedback, In allowing this, it builds on the relationship a brand has with its customers and allows customers the opportunity to have personal relationships with the brands, strongly influencing the brand loyalty of a customer.

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