

Study on Digital Marketing and It's Impact

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Abstract: *Marketing is not an exception to this shift from analog to digital. The use of digital marketing, social media marketing, also search engine advertising is too rising in tandem with technological advancement. Digital marketing has made the most money because it mostly relies on the internet, and the number of people using the internet is growing quickly. The buying habits of consumers are changing, and digital marketing is now more popular than traditional marketing. The reason for this survey paper is to concentrate on the effect of advanced showcasing and how significant it is for the two customers and advertisers. This paper begins with an overview of digital marketing before focusing on the various digital marketing channels, the distinction between digital and traditional marketing, as well as the advantages, disadvantages, and implication of digital marketing in today's creation.*

Keywords: Digital Marketing, Internet, Online Advertising, Internet Marketing

I. INTRODUCTION

The actions that a company takes to encourage customers to purchase its goods or services are referred to as marketing. With the assistance of marketing, the firm pursues clients or consumers for their goods or facilities. Any kind of digital marketing of a product or service is referred to as digital marketing. Marketing with smartphones, computers, laptops, tablets, and other digital devices is one sample. Digital marketing is a kind of straight marketing that usages cooperative techno logies like communications, internet site, online mediums and newsgroups, interactive TV, portable communications, and so on to connect customers and sellers electronically [12].

The term "digital marketing" was primary focus in the 1990s. The term "digital marketing" can also be referred to as "internet marketing," "online marketing," or "web marketing." Because digital marketing has grown at a rapid rate alongside the rise of the internet, it is referred to as "internet marketing." The main advantage of digital marketing is that it allows industries to trade their goods or amenities round-the-clock, 365 days a year, at lower costs, with increased efficiency, to encourage repeat purchases and enhance customer service [13].

Due to its high level of connectivity, it facilitates many-to-many communications and is typically used to sell services or products in a timely, relevant, personal, and cost-effective manner.

There were approximately 1.1 billion internet users in 2005, or 16.6% of the total population [8]. Internet users will make up about 4.8 billion people in 2020, making them 62 percent of the population [8]. Additionally, the internet and digital marketing share a direct connection. India and China, which have the most internet users, stand to benefit greatly from this opportunity.

The main objectives of this review paper are the following:

- Understand the various channels of digital marketing
- Comparison of traditional marketing and digital marketing
- Importance of digital marketing
- Advantages and disadvantages of digital marketing
- Challenges digital marketer face
- Various channels of digital marketing

Computerized advertising comprises of different channels which are medium utilized by the advertiser to advance their items or administrations. The primary objective of an advertiser is to select the communication channel that provides the greatest return on investment (ROI) [15]. The following is a list of important digital marketing channels:

1.1 Social Media

In the current era, social media marketing is one of the most important media in digital marketing. It is the fastest-growing digital channel. Social media marketing is the process of driving traffic to your website from social media. According to Neil Patel [7], "Social media marketing" is the practise of developing content that is specifically customised to the environment of each social media platform in order to encourage user interaction and sharing. Social media marketing has profited the most from the rise in internet usage over the past 15 years, which has gone from 16.6% of the population to 62% [8].

Distribution of numerous social media platform[6]. Below is the list of important social media platforms.

- Facebook: It is the number one social media platform. A company can promote their product and services on Facebook.
- LinkedIn: Professional write their profiles on LinkedIn and can share with others. The company also build their profile and LinkedIn connect these two dots companies and professionals.
- Google+: It is Google's social network, user can easily connect based on their common interest and friendship.
- Twitter: Its strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.
- Pinterest: It is a social media platform in which visual content is available and the user can share or store with others.

1.2 Email Marketing

When a message is sent through email about any product or service to any potential customer it is known as email marketing. It is a simple digital marketing channel to understand. Email marketing is used to sell a product using discounts and event ads, increase brand awareness, and direct people to their business websites [1]. In an email marketing campaign, the types of email can be sent are blog subscription newsletter, the welcome email series, the seasonal campaign, the post-purchase drip, the cart abandon campaign, follow up email when website visitor download something, holiday promotional to loyal members, the re-engagement campaign, etc. [4]. The biggest advantage of email marketing is that it is very cheap compare to other marketing mediums. Instead of attracting new customers, it is typically used to increase customer loyalty among current ones. By developing graphic and visual advertisements and linking product images to the website, the business can attract customers' attention [1].

1.3 Affiliate Marketing

In affiliate marketing, the parent company pays affiliates for each customer or website visitor their marketing initiatives or strategies on the firm's behalf result in. Pat Flynn's book Smart Passive Income claims that "Affiliate marketing is the technique of generating income by advertising the goods of other people (or businesses). You discover a product you enjoy, spread the word about it, and get paid a percentage of the sales price "[8]. In affiliate marketing, there are 4 different parties:

The Shopkeeper The seller, the brand, or the merchant may occasionally be to blame. To sell, this group created a good. It could be a person, a small business, or a well-known corporation [5].

The Affiliate is often referred to as the Publisher. Additionally, it could be a person, a startup, or a large Fortune 500 firm. For each service or item they sell, they receive a commission from the vendor. Customers are brought to the merchant by the affiliate.

- The Client: A crucial component of the entire system is the customer or consumer. They visit affiliates, and the affiliates use his commission to direct them to retailers. The affiliate cannot receive a commission in the absence of a consumer.
- The Network: The Network serves as a go-between for affiliates and merchants. A network is necessary for affiliates to promote goods or services [5].

1.4 Search Engine Marketing

A search engine is an online tool that aids users in finding the information they need. Search engines include Google, Yahoo, Bing, Baidu, and others. Any effort that raises a user's website's ranking in a search engine is referred to as

search engine marketing [3]. Search engine marketing comes in two flavours: sponsored search and search engine optimization (SEO).

According to Neil Patel, Search engine optimization is the art of ranking high on a search engine in the unpaid section [6]. It is also known as organic marketing or organic listing. In general, the higher the rank of the webpage in the search engine more visitors will visit that webpage. When it comes to SEO it consists of a search engine and searcher. And 67 percent of all searches happen on Google [6]. So Google is the most important search engine in the world.

In paid search one need to pay to get a higher rank in search engine. In paid search, one will have the same kind of keywords as on their organic ad campaign. The majority of a paid search engine is run on a commercial search engine such as Google, Yahoo, Bing, etc. [3]. Paid search work on the pay-per-click model, in which marketers will only pay when someone clicks on their ad. The search engine algorithm will determine the rank of the advertiser's ad based on their bid and quality score [3]. Many advertisers prefer paid search rather than SEO in short term due to its ability to give a faster result.

1.5. Online Display Advertising

In traditional marketing, there is a poster or billboard of any company on both sides of the road or an ad in a magazine/newspaper to promote their product or service. Online display advertising is a digital version of that. Today, a marketer can use online display advertising to achieve the same thing. There are different types of display advertising such as video ads, banner ads, interactive ads, and rich media, etc. [3]. Display advertising is great for catching the eye due to graphic ads.

An online display advertising marketer can target an audience based on website content, geography, gender, age, device type, etc. So the marketer can show a suitable ad to the relevant customer which helps in decreasing the budget and increasing sales [1].

1.6 Comparison of Traditional Marketing and Digital Marketing

Traditional marketing is the most well-known type of marketing. Due to its longevity, traditional marketing is familiar to the majority of people. Ads in newspapers and magazines are tangible examples of traditional marketing. A poster, billboard, brochure, television or radio commercial, etc., are also included. It is a non-digital marketing strategy. Digital marketing, on the other hand, reaches customers through multiple digital channels. The following are some comparisons:

II. IMPORTANCE

The following is a summary of the significance of digital marketing that every marketer should follow, based on the above discussion:

When compared to traditional methods of advertising, internet marketing is infinitely more restrained. It is simple for it to reach a larger audience [11].

Various tracking software makes it simple to follow and monitor results in digital marketing. Organizations are able to quickly see client reaction rates and continuously measure the success of their promoting effort, empowering them to design even more appropriately for the subsequent one [11], rather than leading costly client research.

It's easy to compare customer feedback collection to other traditional marketing methods like billboards, radio, and television. In online marketing, they can easily provide feedback on any product by using a website, which helps a businessman reinvent themselves in their particular field.

It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second. Numerous little and huge organizations are following the methodologies of web-based showcasing to underwrite themselves globally [15].

Digital advertisers monitor information such as what is being viewed, how often and for how long, what content is effective and ineffective, and so on. Although perhaps the medium most closely associated with digital marketing is the internet, others include remote content delivery, mobile apps, cutting-edge TV, and radio channels.

Because digital marketing is affordable, targetable, and quantifiable, businesses use it and advertisers adore it.

III. ADVANTAGES

Technology is changing rapidly and it also has affected consumer's buying behavior. Below is given some advantages digital marketing brings to the consumer:

In the year 2020 consumers can access the internet any time from any place in the world. And due to the digital nature of digital marketing consumers can stay updated about any product or service 24/7 times [10].

Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer's engagement and improved their experience.

In traditional marketing, there is a little chance that consumers can be misinformed by salespeople, but in digital marketing, consumers get clear and accurate information about any product or service. And the internet gives exhaustive item data that clients can depend on and settle on a buy choice.

Many different companies promote their product through digital marketing, so it becomes convenient to compare products of the different companies for the consumer. They don't need to visit various retail stores to compare products [1].

Internet is available all day so there is no restriction on time and customers can buy the product any time [14].

Due to the digital medium viewer can share information and characteristics about products or services with others [1].

The organization shows the costs of items through digital channels and this makes costs extremely understood and straightforward for the consumer. The company also changes its prices on any holiday or festival to give a discount and is very transparent to the consumer.

In traditional marketing first consumers watch advertisements through posters, TV, or any traditional way and visit a retail store to buy them. But in digital marketing when consumers see advertisements they can buy the product instantly through digital media [14].

IV. DISADVANTAGES

In today's era digital marketing has many advantages though it has a few disadvantages that are discussed below:

A competitor can easily copy the digital marketing campaign of others. Brand names or logos can be utilized to swindle customers [14].

If the internet connection is slow or there is some problem with websites, then websites may take too much time to open and the customer will not wait much and leave.

In traditional marketing, customers can physically touch the products to verify but it is not possible in e-commerce.

Though India is digitalizing, many customers still don't trust the online payment system or don't know [11].

The absence of trust of the clients due to the enormous number of fakes concerning virtual advancements. Fair organizations might be influenced since their picture and the notoriety of value can endure harm [14].

There are many cases when users ordered products through pay on delivery method with no intention of buying using a fake id. This shows a loophole of pay on the delivery method.

Digital marketing is profoundly reliant on the internet/technology which can be inclined to mistakes [10]

Digital marketing isn't yet grasped by all individuals: some customers, especially more established ones don't believe in a computerized climate, wanting to utilize the traditional strategies.

4.1 Challenges Facing Digital Marketers

There are numerous advantages of using digital marketing for promoting products and services yet a digital marketer needs to face some challenges. The difficulties are as per the following:

Consumers use different digital devices and various digital channels and those devices have various digital channels that lead to the proliferation of digital channels. And Marketers face difficulty in choosing medium and audience [11].

Digital marketing is extremely cheap compare to traditional marketing and it covers every small business which leads to intense competition [15].

Consumers leave behind a gigantic amount of data in digital channels every time they visit the channel. It's amazingly hard to understand such data, just as locate the correct data inside detonating information volumes that can assist you to make the right choices.

V. CONCLUSION

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down.

When customers want to buy any product online, they can easily get product information and can compare with other products without visiting any retail store or shopping mall. It shows that customers are extra motivated in the direction of online purchasing rather than visiting a retail store. As consumer's buying behavior is changing companies also need to change their advertising strategy and embrace digital platforms for marketing.

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