

Digital Marketing - An Overview

Dr. S. Yesodha

Assistant Professor, Department of B.Com (e-Com & SF)
PSGR Krishnammal College for Women, Coimbatore, TamilNadu, India
yesodha@psgrkcw.ac.in

Abstract: *A business is a legally recognized organization designed to provide goods or services or both to the consumers, business and Government entities. It is typically formed to earn profit that will increase the wealth of the owners and lead to develop the business itself. The entrepreneurs and organizers of a concern have as one of their primary achievement the token or generation of a financial return or generations of a financial return in exchange for work and acceptance of risk. Businesses can also be formed as not for profit or be state owned. The etymology of "business" pertains to the kingdom of being busy both as an man or woman or society as a whole, doing commercially possible and worthwhile work.*

Keywords: Marketing.

I. INTRODUCTION

A business is a legally recognized organization designed to provide goods or services or both to the consumers, business and Government entities. It is typically formed to earn profit that will increase the wealth of the owners and lead to develop the business itself. The entrepreneurs and organizers of a concern have as one of their primary achievement the token or generation of a financial return or generations of a financial return in exchange for work and acceptance of risk. Businesses can also be formed as not for profit or be state owned. The etymology of "business" pertains to the kingdom of being busy both as an man or woman or society as a whole, doing commercially possible and worthwhile work.

In a few specialized corporations, there can also be licenses required both because of specific laws that preside lounge into certain trades, occupations, or professions which may require special education. Few business are subject to ongoing special regulation and these industries includes such as public utilities, banking, insurance, broadcasting and healthcare providers. The Digital Marketing has come to be the essential route of motion of enterprise homes and they are striving for each single innovation which can be possibly added in the modern business so as to maximize the revenue of business outfit.

II. DIGITAL MARKETING:

Digital advertising is the advertising of services or products sing virtual technology at the Internet, through cell telecell smartphone Apps, show advertising, and some other virtual mediums. Digital Marketing is typically an extensive time period which includes such as Internet Marketing, Social Media Marketing, and Search Engine Marketing. People have become exceptionally social and additionally the usage of Internet, Social Media, and Applications are growing and turning into a vital a part of day by day sports of each person.

Digital Marketing facilitates a marketer to attain their merchandise for clients via diverse channels like E-Mail Marketing, Social Media, Websites, E-Commerce, etc. A marketer, earlier than launching any merchandise or services, can behavior a survey on-line and take responses from capacity clients, in order that a marketer can release consistent with the desires of clients, after reading the responses given via way of means of them. Digital advertising is the usage of the Internet, cell devices, social media, seek engines, and different channels to attain consumers. Some advertising professionals bear in mind virtual advertising to be a wholly new enterprise that calls for a brand new posture of drawing close prospects and new tools of know-how how correspondent behave as linked to conventional advertising.



Source: <https://www.dreamstime.com/photos-images/digital-marketing.html>

Why Digital Marketing is important?

In virtual advertising and marketing, a reporting and analytics engine may be layered inside a marketing campaign which lets in the agency or logo to reveal in real-time how a marketing campaign is performing, which include what is being viewed, how often, how long, in addition to different movements which include reaction fees and purchases are shaped.

- The use of virtual advertising and marketing within side the virtual technology now no longer simplest lets in for manufacturers to marketplace their services and products. However, additionally gives on-line customer service through 24x7 offerings to make the patron experience supported and cherished.

The use of social media in virtual advertising and marketing interplay lets in manufacturers to acquire each fantastic and poor remarks from their clients in addition to decide what media structures paintings nicely for them.

Digital advertising and marketing offers multiplied gain for manufacturers and businesses. It is now not unusual place for customers to submit remarks on-line the social media sources, blogs, and web sites approximately their enjoy with a product or logo.



Source: <https://www.istockphoto.com/photos/digital-marketing>

FEATURES OF DIGITAL MARKETING:

- **Flexibility:** There are masses of approaches through which you could do virtual advertising like electronic mail advertising, social media posts, content material advertising, banner advertisements, etc. Hence, your duty is to pick the suitable medium and undertake right strategies to set up advertising activities. You also can make use of all of the feasible mediums to growth your visibility and emblem awareness. It additionally enables you to investigate thru which medium you get higher responses and what form of marketing campaign is being effective.
- **Affordability:** Digital Marketing strategies are affordable in comparison to different strategies of advertising. Prices may also range primarily based totally at the method you implement. Besides, fees for commercials also are relatively low in virtual advertising.
- **Expansion:** A majority of human beings spent a big quantity on line purchasing. When purchasing even from far-flung regions is made smooth in some clicks and nominal, human beings will pick on line purchasing. Digital advertising may be implemented right here to draw clients. You can sell your services and products to extreme paid campaigns. This will assist you to force greater visitors to web sites speedy with much less effort.
- **Interactivity:** It opens up a platform so that you can without delay have interaction with the clients. You can get hold of reviews, feedback, and comments from the patron and reply to it to advantage the patrons believe. This may also lead them to experience reputable and inspire them to have interaction in greater enterprise offers with you. Your transparency can entice greater clients to you. It may also assist you to restore any problems confronted through clients rapidly.
- **Authority:** We all could pass for recommendation from a person who we believe and experience are able to giving the proper recommendation. Likewise, if you could go away the impact that you could be truthful on your respective fields, clients will come again to you for accumulating information, and eventually, they may emerge as shopping for your products/services. Giving precious suggestions/feedback on problems or controversies associated with your product/enterprise zone can verify you as an enterprise professional and instill believe in you.
- **Mobile phones:** Almost anybody owns a clever smart phone within side the gift day. You can effortlessly attain your clients across electronic mail/textual content message advertising, banner advertisements in apps, social media promotions, etc, and maintain them up to date approximately your products, services, and offers. It is the nice manner to attain greater centered clients at a given factor in time. This online presence can emerge as in a enterprise deal.
- **Tracking:** Besides communication, it additionally helps you to music which campaigns lead a patron to conversion. Thus, it is simple so that you can deal with the region this is bringing greater visitors in your web page and improve your efforts over there. Likewise, you could remodel at the strategies which are not beneficial.
- **Multimedia:** People generally tend to have interaction greater with advertising substances that integrate distinctive forms of content material like pix and videos. It is less complicated to contain those contents in virtual advertising. Thus, this form of advertising helps you to entice greater clients in your web page.

III. ELEMENTS OF DIGITAL MARKETING:

1. Content Marketing:

Content advertising is a strategic advertising method targeted on developing and dispensing valuable, applicable, and regular content material to draw and hold a virtually described audience. It in the end objectives to force worthwhile patron action. Content advertising is an umbrella time period protecting a hard and fast of strategies, techniques, and procedures to satisfy commercial enterprise and patron desires via way of means of the use of the maximum applicable content material to serve, attract, convert, hold, and interact customers. Content makes use of blogs, podcasts, video, and social media web sites as a vehicle. It is a exercise now being utilized by 86% of corporations today. However, powerful content material advertising is not always so clean to find.

Purpose of Content Marketing:

- Brand awareness
- Lead generation
- Engagement
- Sales
- Lead nurturing
- Customer retention and loyalty
- Customer evangelism
- Up-selling and cross-selling

2. Search Engine Optimization (SEO):

Search engine optimization stands for Search Engine Optimization. It is the system of having visitors from the free, organic, editorial, or herbal seek outcomes at the seek engines. Simply put, it is the call given to the hobby that tries to enhance seek engine rankings. In many respects, it is sincerely great manage for websites. SEO can also additionally goal extraordinary varieties of seek, inclusive of photograph seek, neighborhood seek, video seek, and information seek engines. Employing a valid search engine optimization approach will assist you function your internet site well to be determined on the maximum important factors within side the shopping for system or whilst humans want your site.

Search Engine Crawlers - The main seek engines, consisting of Google, Bing and Yahoo!, use crawlers to discover the pages for his or her algorithmic seek outcomes. Pages which can be related from different seek engine listed pages do now no longer want to be submitted due to the fact they may be determined automatically. Search engine crawlers can also additionally have a take a observe some of various factors whilst crawling a website. Not each web page is listed through the hunt engines. Distance of pages from the basis listing of a website can also be a issue in whether or not or now no longer pages get crawled.

3. Viral Marketing:

Viral is today's digital equal of old style phrase of mouth. Viral Marketing is a approach wherein a completely unique content material spreads exponentially online, due to the fact the content material is appreciated, shared and favored immensely. This is a exquisite manner to emblem and pressure site visitors on your website. The content material can take any format all you want is to be creative. Marketers have caught the computer virus and are more and more weaving viral additives into their advertising plans. Not simplest is the method surprisingly inexpensive, however additionally it may now and again be extra plausible than widespread ads

4. Interactive Marketing:

Make certain your marketing and marketing approach engages the capacity patron in a conversation. According to a survey through ExpoTV.com, fifty five percentage respondents favored to have ongoing communications with the organizations they purchase from; and 89% felt extra unswerving to the organizations in the event that they had been invited to offer comments. Use equipment like widgets and opt-in functions to make your internet site interactive, solicit comments and tune consumer behavior. Engage with the clients actively and customize gives primarily based totally on their alternatives and surfing activities.

5. Search Engine Marketing (SEM):

Search Engine Marketing or SEM is the complete approach to force site visitors to your enterprise, frequently via paid efforts. Hence it is also known as Paid Search Marketing. The universe of SEM is numerous and complicated. Based in your enterprise structure, you can pick out PPC (pay- per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are unique systems for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the maximum popular. SEM additionally consists of Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising.

6. SMM – Social Media Marketing:

Social media networks have ruled the virtual media during the last decade, attracting tens thousands and thousands or maybe billions of customers throughout the globe. This makes them a treasured supply of traffic. Just take a look at out what number of human beings there are at the 3 maximum famous social media platforms:

Facebook – 1.66 billion active daily users

Twitter – 330 million active monthly users

Instagram – 500 million active daily users

7. Digital Display Advertising:

This again is a subaided of your SEM attempt. You may use a variety of display advertising formats to target potential audience be it text, image, banner, rich-media, interactive or video ads. You can readjust your message based on gain, content topics, or the mission of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

8. Pay-Per-Click Advertising:

Pay Per Click, commonly known as PPC, refers to a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Pay-per-click is calculated by dividing the advertising cost by the number of clicks generated by an advertisement is one of the most common types of digital marketing. It's a specific advertising model where you only pay for the number of clicks that you get on your ad.

9. Mobile Marketing:

Mobile marketing is a relatively new branch of marketing, referring to the two-way marketing commands between company and customers that takes place via mobile devices. The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing.

10. Affiliate Marketing:

The performance may be based on conversions promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Basically, the publishers will give you space in their pages to promulgate your corporation and help you drive conversions; and you will pay them assumed on the reimbursement mock. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for startups, as it will bring in more traffic to their business through high-traffic sites like Amazon, eBay, LinkShare and Flipkart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

11. Email Marketing:

Email marketing is an efficient way to stay connected with your clients while also promoting your business. Doing so, you can easily and quickly reach target markets without the need for large quantities of print space, television or radio time, or high production costs. When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With competent email promotion software, you can rejuvenate email lists that are separated based on miscellaneous delegates, numbering patrons likes and dislikes, and dropping habits. However, note that Email Marketing may also be considered as spamming and there are laws against it in some countries.

Email marketing can be carried out by –

- Email newsletters
- Digests
- Dedicated Emails
- Lead Nurturing
- Sponsorship Emails
- Transactional Emails

IV. ADVANTAGES OF DIGITAL MARKETING:

- Global attain: Internet site lets in you to locate new markets and exchange globally for simplest a small investment.
- Lower price: Nicely deliberate and properly centered virtual advertising marketing campaign can attain the proper clients at a miles decrease price than conventional advertising methods.
- Personalization: In case your purchaser database is connected on your internet site, then every time a person visits the site, you may greet them with centered offers. The greater they purchase from you, the greater you may refine your purchaser profile and marketplace correctly to them.
- Openness: Through getting worried with social media and dealing with it carefully, you may construct purchaser loyalty and create a popularity for being clean to interact with.
- Social currency: Virtual advertising helps you to create attractive campaigns the use of content material advertising tactics. This content material (images, videos, articles) can benefit social currency being handed from person to person and turning into viral.
- Improved conversion rates: When you have a internet site, then your clients are simplest ever some clicks far from creating a purchase. Unlike different media which require human beings to rise up and make a smart phone call, or visit a shop, virtual advertising may be seamless and immediate.

V. DISADVANTAGES OF DIGITAL MARKETING:

- Skills and training: You will want to make certain that your group of workers have the proper information and information to perform virtual advertising and marketing with success. Tools, structures and developments extravert hastily and it is crucial which you hold up-to-date.
- Time consuming: Duties which include optimizing on line marketing and marketing campaigns and developing advertising and marketing content material can soak up a variety of time. It is vital to degree your consequences to make certain a return-on-investment.
- High competition: At the same time as you may attain a worldwide target market with virtual advertising and marketing, you also are up in opposition to worldwide competition. It may be a project to face out in opposition to competition and to seize interest most of the many messages aimed toward purchasers on line.
- Complaints and comments: Bad comments or grievance of your logo is may be seen in your target market via social media and assessment websites. Carrying out powerful customer support on line may be challenging. Negative feedback or failure to reply successfully can harm your logo reputation.
- Security and issues: There are some of criminal issues round accumulating and the usage of consumer information for virtual advertising and marketing purposes. Take care to conform through the guidelines concerning and information protection.

Traditional Marketing versus Digital Marketing

Traditional Marketing	Digital Marketing
Traditional advertising consists of print, broadcast, direct mail, and cell phone	Digital advertising consists of on-line advertising, e-mail advertising, social media, textual content messaging, associate advertising, seek engine optimization, pay in step with click
No interplay with the target	market Interaction with the target market
Results are clean to degree	Results are to a wonderful volume clean to degree
Advertising campaigns are deliberate over an extended time frame	Advertising campaigns are deliberate over quick time frame
Expensive and time-ingesting manner	Reasonably reasonably-priced and speedy manner to sell the goods or services

Success of conventional advertising techniques may be celebrated if the corporation can attain massive nearby target market	Success of virtual advertising techniques may be celebrated if the corporation can attain a few unique quantity of nearby target market
One marketing campaign prevails for a long term	Campaigns may be without problems modified easily and improvements may be delivered inside any marketing campaign
Limited attain to the patron because of constrained quantity of patron era	Wider attain to the patron due to using diverse clients era

VI. CONCLUSION:

No element might be capable of survive, or compete hurdle the marketplace without adopting a right virtual advertising and marketing method. A steady boom in enterprise is not always viable without accepting this ultramodern income advertising tool. Organizations, who have understood this enterprise essentiality, are becoming beforehand in their nearest competition constraint the marketplace. Again, there are numerous enterprise entities are developing relatively handiest on the idea in their on line presence, and virtual advertising and marketing tools. These organizations, like Amazon, Alibaba, Flipkart, Jabong, Snapdeal, and masses different are the starkest examples of destiny enterprise idea of the world.

New technology in virtual advertising and marketing has moved an awesome deal. The marketplace technique has additionally advanced with the upward thrust of recent technology. Digital advertising and marketing has some of development and enhancements in its method provided the emblem the expertise in their customers wants and needs as the ones virtual channels made it clean for them to maintain in contact with the customers. Digital channels additionally assist manufacturers to attain to the most important wide variety of social media customers which enables to get increasingly more customers. As there are numerous demanding situations from the usage of virtual advertising and marketing; the emblem proprietor wishes to understand how every channel works so it is able to be used correctly to construct sturdy emblem sustainability and recognition with the aid of using enhancing customer's carrier via virtual channels.