

Digital Marketing

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ABSTRACT

Digital marketing is the area of marketing that promotes goods and services using the Internet and other online-based digital technology like desktop and mobile computers, as well as other digital media and platforms. The 1990s and 2000s saw its rise, which altered how companies and brands use technology for marketing. Digital marketing campaigns are increasingly common, combining search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, and social media marketing. This is due to the increasing integration of digital platforms into marketing strategies and daily life. The term "digital marketing" encompasses non-Internet platforms that offer digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold ringtones. Digital marketing is distinct from online marketing because it has been expanded to offline venues.

I. INTRODUCTION

Digital marketing is the practice of promoting goods and services via online platforms like social media, search engine optimization (SEO), email, and mobile apps. Digital marketing is any type of advertising that uses electronic media. It can be done online and offline; in fact, both kinds are important for a well-rounded digital marketing strategy.

In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts.

How Digital Marketing Works

Marketing refers to activities that a company uses to promote its products and services and improve its market share. It requires a combination of advertising savvy, sales, and the ability to deliver goods to end-users if it's going to be successful. Professionals, known as marketers, take on these tasks either internally (for companies) or externally with marketing firms.

Corporations traditionally focused on marketing through print, television, and radio. Although these options still exist, the internet led to a shift in the way companies reach consumers. That's where digital marketing came into play. This form of marketing involves the use of websites, social media, search engines, and apps anything that incorporates marketing with customer feedback or a two way interaction between the company and its customers.

Increased technology and newer trends forced companies to change their marketing strategies. Email became a popular marketing tool in the early days of digital marketing. That focus shifted to search engines like Netscape, which allowed businesses to tag and keyword stuff to get themselves noticed. The development of sites like Facebook made it possible for companies to track data to cater to consumer trends.

Smartphones and other digital devices now make it easier for companies to market themselves and their products and services to consumers. Studies show that people prefer using their phones to go online. So it should come as no surprise that 70% of individuals make buying decisions (usually on their phones) before they actually hit the purchase button

II. TYPES OF DIGITAL MARKETING CHANNELS

As noted above, marketing was traditionally done through print (newspapers and magazines) and broadcast ads (TV and radio). These are channels that still exist today. Digital marketing channels have evolved and continue to do so. The following are eight of the most common avenues that companies can take to boost their marketing efforts. Keep in mind that some companies may use multiple channels in their efforts.

A) Website Marketing

A website is the centerpiece of all digital marketing activities. It is a very powerful channel on its own, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

B) Pay-Per-Click Advertising

Pay-per-click advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google,

Bing, LinkedIn, Twitter or Facebook and show their ads to people searching for terms related to the products or services.

These campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular platforms are Google Ads and Facebook Ads.

C) Content Marketing

The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. The tools of content marketing include blogs, eBooks, online courses, info graphics, podcasts, and webinars.

D) Email Marketing

Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. This type of marketing allows companies to get in touch with potential customers and anyone interested in their brands.

Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

E) Social Media Marketing

The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

F) Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

G) Video Marketing

YouTube is one of the most popular search engines in the world. A lot of users are turning to YouTube before making a buying decision, to learn something, read a review, or just relax.

There are several video marketing platforms, including Facebook Videos, Instagram, and even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

H) SMS Messaging

Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or give opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

III. KEY PERFORMANCE INDICATORS (KPIs) IN DIGITAL MARKETING

Another key point to remember is that digital marketers use key performance indicators (KPIs) just like traditional marketers. KPIs are quantifiable ways that companies can measure long-term performance by comparing them to their competition. This includes corporate strategies, financial goals and achievements, operational activities, and even marketing campaigns.

The following are some of the most common KPIs that marketers can use to help companies achieve their goals:

- **Blog Articles:** Marketers can use this KPI to figure out how many times a company publishes blog posts each month.
- **Click through Rates:** Companies can use this KPI to figure out how many clicks take place for email distributions. This includes the number of people that open an email and click on a link to complete a sale.
- **Conversion Rate:** This measure focuses on call-to-action promotional programs. These programs ask consumers to follow through with certain actions, such as buying a product or service before the end of a promotional period. Companies can determine the conversion rate by dividing successful engagements by the total number of requests made.
- **Traffic on Social Media:** This tracks how many people interact with corporate social media profiles. This includes likes, follows, views, shares, and/or other measurable actions.

- **Website Traffic:** Marketers can use this metric to track how many people visit a company's website. Corporate management can use this information to understand whether the site's design and structure contribute to sales.

IV. DIGITAL MARKETING CHALLENGES

Digital marketing poses special challenges for its purveyors. Digital channels proliferate rapidly, and digital marketers have to keep up with how these channels work, how they're used by receivers, and how to use these channels to effectively market their products or services.

It's becoming more difficult to capture receivers' attention because receivers are increasingly inundated with competing ads. Digital marketers also find it challenging to analyze the vast troves of data they capture and then exploit this information in new marketing efforts.

The challenge of capturing and using data effectively highlights that digital marketing requires an approach to marketing based on a deep understanding of consumer behavior. For example, it may require a company to analyze new forms of consumer behavior, such as using website heat maps to learn more about the customer journey.

V. IMPLICIT BIAS IN DIGITAL MARKETING

Implicit bias has a way of creeping into digital marketing, even when marketers and companies do all they can to ensure it doesn't. The term implicit bias refers to attitudes and stereotypes people have against or toward other groups of people that occur automatically without any conscious knowledge.

Algorithms are a major foundation of digital marketing, which makes them very important when companies craft their marketing strategies. These algorithms are often created with the intention of being unbiased.

Keep in mind, though, that this is all programmed by various individuals, including engineers, developers, data scientists, and marketers—all of whom come with their own implicit biases. This means they may program, input, and manipulate data in certain ways, even if they don't intend to on purpose.

Something as simple as adding stock photos or videos to a campaign can come with implicit bias. For instance, companies may unintentionally use images and videos of heterosexual White individuals while excluding Black, Indigenous, and people of color, along with those of different body types and abilities.

VI. WHAT SKILLS ARE NEEDED IN DIGITAL MARKETING?

You need to be skillful in writing content along with communication skills to effectively tell your product's story to your consumer base. Data analytics skills are important for understanding how well your marketing campaigns are performing and where they can be improved. Finally, social media and other online skills are a must.

VII. THE BOTTOM LINE

Some of the world's biggest advertising campaigns were executed through traditional means. The Marlboro Man was very popular in print while Wendy's wowed individuals with its "Where's the beef?" tagline. But changes in the way people consume media forced companies to shift their focus. Digital marketing is now just as big, if not bigger, than traditional advertising and marketing tools. This includes the algorithms used in digital marketing campaigns. When used properly, they can help avoid implicit bias. The main thing to keep in mind is that as technology continues to change, you can also expect digital marketing to evolve.

VIII. CONCLUSION AND SUGGESTIONS

People are investing more money in online content, and businesses who find it difficult to incorporate this fact into their advertising plan must swiftly adapt. The amount of time people spend online each year increases, and as a result, the role that digital platforms play in their lives also increases. The promotion of digital media is the primary goal of digital India. Because customers may utilize digital platforms from anywhere in the world at any time, businesses must switch from traditional to digital marketing strategies.

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

IX. REFERENCES

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