

Trends and Role of Digital Marketing in Industry

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ABSTRACT: Digital marketing is rising in India with very speedily. The business world has witnessed the popularity of online shopping industry and has also seen the emergence of e-commerce in other areas which has ultimately given rise to Digital Marketing. Digital marketing is also referred to as Internet marketing (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. Digital Marketing helps to find out the right audience to whom goods and services are to be provided by the business organisations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. Indian companies are using digital marketing for competitive advantage. However success of marketing campaign cannot be solely achieved by digital marketing only. This paper is about the aspect of Digital Marketing and necessity of using this strategy of marketing for the marketing of the product and services.

KEY WORDS: Digital marketing, social network, e-commerce, online retail, consumer Behaviour, Digital India, Internet, Online purchasing, Online advertising.

I. INTRODUCTION:

Digital marketing involves promoting product and service by means of a range of digital channels to reach customers at the accurate time through their favoured channel. The Digital Marketing has become the vital course of action of business houses and they are striving for each single innovation which can be possibly added in the modern business so as to maximise the revenue of business house. Our Prime Minister Mr. Narendra Modi focused more & more on digitalisation process in our country so that with the using of the latest technology people of India enhance their living standards and connect in the global era. Digital India has been also started with the aim to make the India totally digital so the various companies should focus on the digital marketing for the marketing of their product and services.

Definition of Digital Marketing:

Digital marketing can be defined as “An attempt as a cyclic practice done by a business which involves the analysis of needs of customers, which is followed by a manufacturing process as per the read needs of customers from target market, which also gives space to the sound pricing and study about the convenient place where product of a service will be kept for sale, however the last phase of one cycle of this practice is about monitoring the released satisfaction after consumption of the sold product or a service and the mandatory part in this cyclic practice is each part consist of use of modern communication devices from information and communication technology available till date”.

OBJECTIVE OF STUDY:

1. In this paper we focus on the study of Digital-Marketing and online behaviour of consumers.
2. To review the different trends of digital marketing.
3. To study the different Marketing channel.
4. To explain the difference between Traditional marketing and Digital marketing.
5. Analyse the importance and reasons for the development of Digital marketing in India.

There are different Digital Marketing objectives depending on their individual circumstances. A basic framework for developing effective Digital Marketing objectives is the five S's framework, which includes:

1. Sell : For sell products and services.
2. Serve : To serve best service to customers.
3. Speak: Internet use for communicate with customers.
4. Save: Using Internet to save cost
5. Sizzle: To build brand identity.

II. LITERATURE REVIEW:

Most of the scholars have defined Marketing as an innovative practice adopted by the business organisations in order to execute the study of customer in reference with-

1. What customers want?

2. How this can be produced?
3. What will be the sound pricing of this needsatisfying bundle?
4. Which place will be convenient for both seller and buyer?
5. How the satisfaction is released from the merchandise sold?

1. Coviello, Milley and Marcolin defines digital Marketing as “Using the internet and other interactive technologies to create and mediate dialogue between the firm and identified customers”, different researchers have pointed out the Digital Marketing and expansion of Online Banking Services in different horizons, while at the same time the expansion of both is parallel and simultaneous. The study concludes that the used and implementation of Digital Marketing provides companies an edge over the expenditure which appears as the additional revenue for the company.

2. According to CAM Foundation – “Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so.” Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing.

Digital Marketing Channel:

Digital Marketing is facilitated by multiple channels. There are multiple online marketing channels available namely:

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing

So Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers.

III. TYPES OF DIGITAL MARKETING:-

1. Search Engine Optimiser:

Search engine optimiser or SEO for short, is possible for popular search engine to index a website and boost it up to the top of the result page.

- * He Should revise the structure of website, webpages or blog.
- * He Should correct the errors.
- * He should develop his own content.
- * He should manage online campaign.
- * Listening: Know when to engagement

2. Social Media Marketing:

Social media marketing (SMM) is the process of gaining website traffic or attention through social media sites. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. The use of social media services to garner attention and website traffic is gaining just as much popularity as the networks themselves.

- * Sharing: Turn your buyers into salesmen
- * Measuring: Track ROI in social

3. Blog Marketing:

Blog marketing is any process that publicises or advertises a website, business, brand or service via the medium of blogs. This includes,

- * To raise the visibility of our company.
- * To increase the sale growth and profit
- * To make a contribution to our industry.
- * To give the public a look at what goes on within a real live publishing company about the feature of their upcoming products.

4. Pay Per Click Advertising:

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to earn those visits organically.

- * It based on advertisers' keyword list to show relevant content to the user.
- * Using Pay per Click is the quick measurement of success.
- * It creates a highly targeted audience to attract visitors.

5. E-mail Marketing:

Email marketing is a way to reach consumers directly via electronic mail. Unlike spam, direct email marketing reaches those interested in your business' area of expertise. It includes:

*It's the easy, effective, and affordable way to keep your customer coming back

* It should be professional to attract about new product.

* Promoting their products by wishing special events

* While giving feedback they put information about their product too

* Save paper and postage

* More Freedom

6.Networking:

A business model in which a distributor network is needed to build the business. Usually such businesses are also multilevel marketing in nature in that payouts occur at more than one level.

IV. REASONS TO SHOW THE IMPORTANCE DIGITAL MARKETING OVER TRADITIONAL MARKETING:

Digital marketing is not only investment-wise decision but also an effective marketing channel that can help you grow your business.

1.Digital Marketing Levels the Online Playing Field

2.Digital Marketing Is More Cost-Effective than Traditional Marketing.

3.Digital Marketing Delivers Conversion

4. Digital Marketing Helps Generate Better Revenues

5.Digital Marketing Facilitates Interaction with Targeted Audiences

6. E Digital Marketing Caters to the Mobile Consumer

7.Digital Marketing Builds Brand Reputation

8. Digital Marketing Provides better ROI for Your Marketing Investments

9.Digital Marketing Earns People's Trust

10.Digital Marketing Entices People to Take favourable Action

11.Digital Marketing Makes You Ready for the Internet of Things

12.Digital Marketing Ensures Business Survival Online.

Trends in Digital Marketing:

Digital Marketing Trends Institutions are incorporation of a wide range of digital channels so as to connect consumers in an addition to customised way. Digital Marketing trends that organisations are rapidly taking up include:

1. **Mobility** – Business Insider's latest report indicates that worldwide, one in every five individuals owns a smart cell phone, three and one in every seventeen owns a tablet. That's a boost of nearly 1.3 billion smart phones in last four years. Hence an increased user support accessing the internet using smart phones has driven many businesses to optimise their online substance for mobile devices.
2. **Community Media** – Institutions are focusing on involvement with customers through social medium to offer real-time communications. Social media helps Business institution reach out to a huge pool of prospective customers by supplying them with remedial and campaign-related understanding.
3. **Social-Local-Mobile Marketing** –The growing fame of smart mobile campaign, increasing position based social performance like knowledge sharing, re-evaluate reading via social media and the development of Global Positioning System (GPS) are serving companies influence Social-Local- Mobile Marketing actions.
4. **Customised Content Marketing** – Customer rendezvous, acquisition and preservation have all taken on a new face with the delivery of unique, adapted, and relevant messages through acknowledged digital channels. Email is one of the most chosen marketing channels to transmit targeted institutional messages and campaigns to live and prospective consumers.
5. **Advanced Analytics**- Enlarged adoption of digital channels is yielding large volumes of consumer behavioural data. Superior actionable analytics can aid organisations name targeted marketing strategies.

V. IMPORTANCE OF INTERNET MARKETING:

There are some reasons why it is absolutely important for any business to invest in online marketing for their brands. Some of them are :

1.Cost effective

Digital marketing is one of the best cost effective ways of advertising because marketing products on the internet is less expensive in comparison to physical marketing due to short chain of middlemen in online marketing as well as less expenses on the physical outlet of the showrooms and the use of marketing articles or social media in establishing an online presence is minimal and you don't have to incur cost of rental property and its maintenance because you will not

have to purchase stocks in bulk for display in a store.

2. Convenient

Digital marketing enables to provide 24*7 services without worrying about the opening and closing hours of a physical store. It's also convenient for your customers because they can browse your online store at any time and from any place worldwide and place their orders at their own convenient time.

3. Increase website traffic

The use of articles or social media as a marketing strategy will help to increase traffic to a business website. The more people visiting the site the more likelihood to closing with more sells and generating more interests of people in the products.

4. One-to-one Marketing

Digital marketing overcomes barriers of distance is overcome by internet marketing because you can sell goods in any parts of the world without setting up a local outlet over there, thus the scope of target market becomes very wide. However if you want to sell the product or services internationally you will have to use localisation services to ensure that your products are suitable for local markets and comply with local business rules and regulations. Localisation of services include translation and product modification which reflect the differences in local market.

5. Improves customer seller relationship

Better platform to build relationships with customers to increase customer retention level is provided by internet. For example when a customer has purchased a product, first step to begin the relationship by sending a follow up e-mail to confirm the transaction and then thank the customer. You can also invite the potential customers to give product reviews on your website regarding the existing product and this will help to build a sense of community.

6. Personalisation

By building a profile of their purchasing history and preferences, internet marketing will help a business to personalise offers for customers. You can do this by tracking the product information and web pages that helps to prospect, visit and make targeted offers which reflect their interests.

7. Increases sales

Internet marketing will increase your sales because it provides the consumers opportunity to purchase the products online rather than physically going to a place or sending an order form by mail. This will increase the impulse rate of purchasing power resulting in an increase of revenue for business organisations and an excellent return on their investments.

8. Always available to consumers

Using internet marketing techniques businesses can give their consumers a 24 hour outlet for finding the products they want, in physical outlets shopping is done in only normal working hours which impact the work schedule and lifestyle of the customers.

9. Better conversion rate

If you have a website of your business organisation, then your customers are only few clicks away from completing a purchase from your website. Unlike other media, e-marketing is seamless, which require people to get up and make a phone call, post a letter or go to a shop.

VI. CONCLUSION:

Role of digital marketing play vital role in business for growth because its have less time and less amount do advertising through world. And also if any changes occurred in product we have to change easily and it create more awareness rather than traditional marketing. In this digital marketing we have to use so many types tools .Day by day growing Digital Market in India is an evident that the digitisation is taking place with a high speed. All reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Digital marketing offers business the opportunity to gain data about their consumer base to an extent that has till now been very difficult to achieve via traditional marketing methods. The development of internet marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result.

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