

## Digital Marketing: An Analysis

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### ABSTRACT

In the era of the digital world digital marketing has advanced rapidly. We can divide the phases of the growth of Digital Marketing into three categories- 1. The Internet Phase, 2. The Social Media Phase and 3. The Mass Media Phase. The promotion of products has become the most important paramount of element where mostly the credits goes to digital marketing it is the process where the goods were been categorized into the specified categories and making it available to purchase. Digital marketing is resulting in the normal/traditional market as it offers users with various of opportunities sort of a wide selection of products, hassle-free online payments or answers to online search queries.<sup>1</sup> Most of the marketers use data communication by which they will inscribe the products still as service toward masses distributed among different geographical locations. This research paper aims to target different aspects of digital promotion for both marketers further as end-users. It will target the various tools by which digital marketing will be flooded over the net plus advantages likewise as disadvantages. Basically Digital Marketing is an innovation of new technique to use all types of digital technologies to promote the goods and services and make it available for the customers to avail it. It is generally an effective way of marketing over the internet. Digital Marketing plays a very important role in generating Business to Business B2B contact or Business to Customers B2C contact.

**KEYWORDS-** WEB MARKETING , E-COMMERCE , TRADITIONAL MODE OF MARKETING , DIGITAL MARKETING.

### I. INTRODUCTION

<sup>2</sup> Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital

marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers and uncover performance of marketing programs in real-time. Sometimes Digital Marketing can also be termed as Internet marketing, but their actual process is different as Digital marketing is considered more targeted, measurable and interactive.

Digital marketing is thought by different kinds of names like 'internet marketing', 'online marketing' and 'web marketing'. With the growing and developing ages of times, the concept of digital marketing has grown up in many folds. Digital marketing is sort of a bunch of flower which incorporates digital technologies like computer program optimization, computer programme marketing, digital advertising and many other digital methods. It uses the potential of electronic commerce to trading of products which support selling, buying and other services associated with products over the net. With the arrival of digital media, end users can access the knowledge about the product anywhere on the world at any time. Together with this, nowadays consumers are very shrewd, they not only follow the company remarks about the merchandise but also follow other mediums like social networking, media and chat forum in order that they'll analyse the merchandise more accurately. In today's computer world, a replacement growing paced digital wealth is appearing.<sup>3</sup> Digital Marketing is ubiquitous furthermore as effective and is increasing in multiple folds within the coming future, there could also be a probability that companies will only exist inside digital computer networks. Most of the business will do their all operation electronically from company to end-users even bypassing the supply chain. Consumers will like better to opt for digital shopping instead of physical shops within the era of digital marketing domain, the consumer are the pivotal part within the success of the merchandise .It is e-

<sup>1</sup><http://www.ijaset.com/fileserve.php>

<sup>2</sup><https://www.toprankblog.com/2014/07/digital-marketing/>

<sup>3</sup><http://www.ijaset.com/fileserve.php>

commerce that's revamping the way products and services are conceived, manufactured, promoted, priced, distributed and sold. The foremost reason for growing E-commerce is thanks to its large broad coverage, less expensive moreover because it provides the customer with more wide selection and satisfaction. Different methods of selling like video advertising, mobile advertising, social network advertising, facebook, twitter. Conclusion about this edition is that the majority of future businesses will rely on digital marketing because it is more reliable than traditional marketing.

Methodology like systematic and theoretical analysis is employed and conducted this approach on both primary moreover as secondary data sources. Conclusion of this edition is that digital marketing will be employed by even small businesses due to its cheap and efficient ways. Markets try different approaches to attract the customers to avail the product.

## II. DEFINITIONS OF DIGITAL MARKETING.

<sup>4</sup>**Author Definition American Marketing Association (AMA) (2013)** Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

<sup>5</sup>**Kotlet (2008)** "What a company does to publicize, promote and sell products and services on the Internet".

**CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT** Due to the rapid changes in Internet and also the use of selling within the 2.0 environment, there was little academic research about Digital Marketing available until some years ago. A review of the most research journals handling the sort of research we have an interest in shows that the most topics of research which are administered are Digital Marketing, Electronic Commerce, Social Media Marketing, B2C and B2B practices, Email marketing, <sup>6</sup>Digital campaigns, programme Marketing and Optimization (SEM and SEO), Web Analytics for Social Media and Digital marketing, Mobile marketing and Video marketing.

### HISTORY

Digital Marketing has always been inextricable from technology advancement. One of

the key elements is the beginning in 1971, when Ray Tomlinson delivered the first message, and his software established the place for people to transmit and receive data via multiple machines. <sup>7</sup>The more identifiable era is the beginning of Digital Marketing was 1991 as the Archie Browser was developed as an Archie of File Transfer Protocol (FTP) pages. The Word Digital Marketing has been first introduced in 1990s. With the advent of server and client computing and the rise of desktop computers, customer relationship management (CMR) systems has become a major part of communications technology. With ever more online users as well as the launch iOS in 2001, consumers began to search for goods and started making decisions about their desires digitally first rather than <sup>8</sup> contacting a salesman, creating a new challenge for a corporate marketing team. People often recognized digital marketing, social media marketing and network marketing is providing value to their life. Online Marketing has gained prominence over decades Internet advertising is still common in many countries.

### DIGITAL MARKETING SYSTEM

<sup>9</sup>Digital Marketing System is indeed a hierarchical network management mechanism utilized mainly for goods and services. <sup>10</sup>This incorporates a content management system (CMS) through internet syndication, desktop and virtual media.

1. **WEB** : A DMS operates web networks, typically as a hold-alone site. This can handle any aspect of internet system, like Web design, Hosting services, Domain registrations, Advertising etc other online promoting techniques . Web Publishing aims to bring the individual an online environment on the Internet where customers, visitors as well as other media players come into a portal.

2. **SOCIAL MEDIA**- A DMS uses popular online networks like FACEBOOK AND Twitter as a means of communicating to supporters, family, associates and clients and gain exposure of the website.

3. **MOBILE**- <sup>11</sup> A DMS produces original content for portable devices such as iPad, iPhone or Android Phones. Web Publishing is always an online-optimized website style with wider scope. A digital publishing includes device supporting mods, push updates or sms.

<sup>7</sup><https://books.google.co.in/?hl=en>

<sup>8</sup><https://books.google.com.bh/books>

<sup>9</sup><https://books.google.com/?hl=en>

<sup>10</sup><https://books.google.co.uk/?hl=en>

<sup>11</sup><https://books.google.com/?hl=en>

<sup>4</sup><https://heidicohen.com/marketing-definition/>

<sup>5</sup><https://www.mdpi.com/1999-5903/11/6/130/pdf>

<sup>6</sup><https://www.mdpi.com/1999-5903/11/6/130/pdf>

4. SCANNER-<sup>12</sup> Platforms for scannable surface contain tablet computer, publication content, TV press etc. QR Code will scan immediately the data they want without spending a lot of time while checking and scrolling it.

#### **OBJECTIVES OF RESEARCH**

- 1) The main purpose of this paper is to understand and recognise the usefulness of digital marketing in the competitive market.
- 2) To study the developments along with the impact of digital marketing on consumers purchase.

#### **METHODOLOGY USED**

- Primary Data: The research is done through various observation and collection of data through questionnaires.
- Secondary Data: Secondary data is collected from journals, books, internet and magazines to develop the theory of research.

#### **WHY DIGITAL MARKETING ?**

At a view point, online marketing was just a new emerging concept towards the different aspects of marketing. Where people basically prefer to opt for their goods under one roof. It also opened up a new form of media on which to peddle goods and services. But within last few years the growth in digital marketing has arose up as or the demand of customers digital marketing is able to fulfil the needs of the common people also people find it more effective to purchase a product from online because of its less price perhaps there are also few disadvantages of digital marketing. The importance of digital marketing has become the most priority part of the customers. It let us to be equipped with adept adaptability for lot that ensures online business survival for us and hence it lets us enjoy long-term benefits of the goods and services. The most important part of Digital marketing is it saves time. The way in which digital marketing has developed since the 1990s and 2000s has put up changed the way brands and businesses utilize technology and digital marketing for their marketing strategy. Digital marketing campaigns are becoming more prevalent as well as an efficient way because digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to the physical shops.

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<sup>12</sup><https://books.google.com.bh/books>

**DIFFERENCE BETWEEN DIGITAL MARKETING AND TRADITIONAL MODE OF MARKETING**  
**BASIS OF DIFFERENCETRADITIONAL MARKETINGDIGITAL MARKETING**

1. Audience.	With traditional marketing methods only local or limited consumers can be targeted	With digital marketing approach, we can reach the target consumers all over the globe.
2. Marketing Approach.	Physical peer to peer relationships are formed while delivering goods.	No physical relationship is required between marketers and consumers in the digital form.
3. Documentation	Promotion of products is done with the help of brochures ,pamphlet or hard copy of products and services.	Digital marketing is paperless. It is done with help of online videos, websites and social media pages.
4. Marketing	Cost Traditionally marketing involves physical mode of marketing which cost much higher to company.	Digital marketing is much cheaper than traditional marketing as it works online with the help of social websites.
5. Marketing Analysis	As traditional marketing depends upon surveys as well as the findings of the marketing, so result analysis is complex and does not provide efficient data.	Facts and figures of digital data in the form of sorted facts and figures which make it easy for marketers to analyse the result quickly.
6. Availability	Not possible to retain 24/7 availability.	24/7 around the year is available
7. Communication	One way communication.	Two way communication which is very beneficial for growing organization.

**ADVANTAGES AND DISADVANTAGES DIGITAL MARKETING**

Digital marketing is a beneficial businesses for giving access to the mass market at reasonable price. Unlike TV or Print advertising, it allows truly personalised marketing to the customers. Digital marketing also comes with a number of challenges we should be aware of hence there are some advantages and disadvantage too.

**ADVANTAGES**

1. Cost :The low cost of electronic communication reduces the cost of displaying online advertisements compared to offline ads.<sup>13</sup> Online advertising and in particular social media, provides a low-cost means for advertises to engage with large established communities, Advertising online offers better returns than in other media.
2. Targeting :Publishers can offer advertisers the ability to reach customizable and narrow market segments for targeted advertising. <sup>14</sup> Online advertising may use geo-targeting to display relevant advertisements to the user’s geography. Advertisers can customise each individuals ad to a particular user based or on user’s preferences platforms.

3. Coverage : Online Advertising can nearly reach to every market sector by promoting online as well as offline sales.

4. <sup>15</sup> Trackable, Measurable Results : With web analytics and other online metric tools makes it easier to establish how effective the campaign has been. Online advertisers can collect data on their ads effectiveness such as the size of the potential audience or actual audience response, how a visitor reached their advertisement by conduction online surveys through google forms or e-mails.

**DISADVANTAGES**

1. Security Concerns- According to many surveys it has came to know that there are still privacy and security issues. Since every online services we were asked to log in with our credentials before any service is rendered to the customers, during this process one needs to share their ATM CARD NO, CVV NO, ADDRESS, PHONE NO. So sometimes being a customer it drawbacks the intention of Cyber Fraud which is an punishable offence.
2. Banner-Blindness- Sometimes banners or posters that are mostly visible on any online applications like Amazon, Flipkart, Snapdeal or any

<sup>13</sup><https://books.google.com/?hl=en>

<sup>14</sup><http://onlinemarketing-advertising.blogspot.com/>

<sup>15</sup><https://marketingbydes.com/digital-marketing-to-grow-your-business/>

other platform does not fulfil our choice. In such circumstances we prefer to go with the traditional mode of marketing where we can touch the product, see its quality and pay accordingly to our choice.

3. Fraud on the Advertiser- There are numerous ways that advertisers misrepresent the goods and overcharged for it. Being a customer its our primary duty to check the product or services which we are going to avail .

### DIGITAL MARKETING AND THE MARKETING MIX

The Marketing Mix is one of the most frequently used concepts from marketing theory. Originally it represents a sort of formula for marketing activities. The idea is that the marketer should be a kind of chef, mixing the four elements together in order to achieve an offer that caters optimally to<sup>16</sup> the taste of the target audience; a product that aligns with their needs and desires, a price they are willing to pay for that product, a place where they can buy or reserve the product and promotion to stimulate the sales of the product.<sup>17</sup> Another analogy is that of the marketer as the “conductor of the orchestra”, bringing in each instrument at the appropriate time and at the appropriate volume.

#### FOUR P’s

Today almost every organization uses Internet for the promotion of goods and to have effective communication with the customers. This could be simply termed as way of providing information by replacing the traditional mode of marketing but also advertising on online display for sale. The internet’s contribution towards each marketing strategy are-

1. Place,
2. Product,
3. Price,
4. Promotion.

### MARKET RESEARCH VERSUS MARKET REALITY

The primary challenge for any business no matter how large or small, its quite simple- how to get its product and service into the hand of customers. How the Company will achieve this informed by market research, get instant polls, surveys and research about existing habits and activities. However, when conducting market research especially surveys, we need to take care one key factor into account- “Customer’s choice

and Taste matters”. The internet enables us to learn from market reality by looking at what people gives their feedback after purchasing the goods and services. With a better understanding of customer’s habit one can easily achieve to the target of getting customers attracted to avail their goods. As with all aspects digital marketing cannot be emphasized enough by setting tangible measurable goals. Goals will help to create a plan, direct day-to-day task and of course motive to rise up competitors in the market.

#### WHO DO MARKETERS COMPETE WITH ?

Almost every business owner has at least one well known competitor. They try their level best to put their strategy in the market and gain valuable feedback from the customers. In order to come up with a list of real competitors we first need to identify in an unbiased way the strongest online players in the market who were stealing the ranking and scooping our opportunities.

#### FOR WHAT DO THEY COMPETE FOR ?

Ultimately everybody competes for leading opportunities. To take up an standing position in the market but in online things are bit complex. Here, we compete for branded goods with discounted price, Trust, Relevancy, Content Discoverability, Engagement and Conversions.

### III. CONCLUSION

Currently we are living in the digital era, where we prefer to get our things done by the mode of digitalization process. Every work is available to be done through the mode of Internet .Digital marketing has turn out to be the most crucial part of approach of many companies. At the present scenerio, still for a small business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions.<sup>18</sup> Company can utilize any devices such as tablets, smart phones, tv, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve at its peak if it considers customer’s desire as their priority.

<sup>16</sup><https://books.google.co.uk/?hl=en>

<sup>17</sup><https://books.google.com/?hl=en>

<sup>18</sup>[https://www.academia.edu/42049405/DIGITAL\\_MARKETING\\_IN\\_INDIAN\\_CONTEXT](https://www.academia.edu/42049405/DIGITAL_MARKETING_IN_INDIAN_CONTEXT)



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