

A Study on Digital Marketing

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Abstract

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Therefore E-marketing/Digital marketing by its very nature is one aspect of an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

As such an aspect, E-marketing/Digital marketing has its approaches and tools that contribute to the achievement of marketing goals and objectives. Digital Marketing /E-marketing is achieving marketing objectives through the use of electronic communications technology.

Keywords: Return on Investment; Electronic Customer Relationship Management; Information and Communication Technologies; Social Media Marketing; Return on Investments; Business to Business; Business to Customer/ Consumer; Customer to Customer

Introduction

In today’s 21st century each & every task is done fast & quickly using the Technology. Nowadays, every technology becomes a basic need of human beings. & therefore if says that there are Four Basic Needs of Human Being, i.e., Food, Shelter, Cloths & Technology then it’s not getting wrong.

Because Today in each & every second we all are using Technology from grinding grains in a kitchen to connecting the peoples. & then how the business is an exception to this, it is also using the technology of the internet through Web Sites, Software & different applications on mobiles. Because today’s nature of business functions like Production, Finance, HR Related activities & Marketing are changed with technology. In case of Marketing of business usually apply Traditional Marketing ways like Brochure, Newspaper Advertise, Audio campaigns through Auto/ Van in Rural Areas, Campaigns at Crowded Places, Banners, Pamphlets, Door to Door Marketing, etc. It is not effective in today’s life because according to C.K. Pralha’s Rule

Objective of Study

1. To Study the Overview & Scope of Digital Marketing
2. To understand the purpose /Advantages of Digital Marketing.
3. To understand Online Marketing Methods/ Ways
4. To discuss the difference between Traditional & Digital Marketing
5. To study the concept of Digital Marketing Strategy
6. To understand the basic concepts/components which are must consider before the foundation of Digital Marketing Strategy.

Meaning of Digital Marketing

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with stakeholders. Digital Marketing is the promoting of brands using all forms of digital advertising Means to reach consumers

Digital marketing applies technologies or platforms such as Websites, E-mail, Apps (classic and mobile) and Social Networks. Social Media Marketing (SMM) is a component of digital marketing. Many organizations use a combination of traditional and digital marketing channels; however, digital marketing is becoming more popular with marketers as it allows them to track their ROI (Return on Investment) more accurately compared to other traditional marketing channels.

Today most of the businesses used these new digital technologies/ Types of digital marketing for advertising & promoting the product/services & for reaching the targeted Customers/Consumers. There are following types / new technologies used in digital marketing.

Scope of E-Marketing

Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales. Internet marketing offers the possibility of tracking almost every action a visitor or potential customer takes in response to marketing messages and how they navigate through their buying cycle. One of the most desirable aspects of Internet marketing is a low barrier to entry.

E-Marketing/Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet but also includes marketing done via e-mail and wireless media. Digital Customer Data and Electronic Customer Relationship Management (ECRM) systems are also often grouped under internet marketing.

Most of the Digital Marketing Process is done with the help of Website & at the time of creating that Marketing Web site the following 7 C's are most important & that is

Types of Digital Marketing

There are so many technologies used for the marketing of product & services in today's business world. Now a day's businessman / seller find new ways using new technologies for reaching to the target customers/ consumers. From these few technologies which are used for digital Marketing is Smart phone Apps: Smart phone are mostly using by peoples & Smart Phone is the device from which person can operate any work from any place. & it becomes basic things of people & therefore this Smart Phone is the new device to provide the information & therefore according to technologies of Smart phone, i.e., Android/ Windows the application is build/apps is created & used for providing different services to the new customer as well as an existing customer.

CRM: Customer relationship management systems use technology to organize, synchronize, and automate business practices. CRM systems for marketing help the enterprise identify and target

potential clients and generate leads for the sales team. A key marketing capability is the ability to track and measure multichannel campaigns, including Email, Search, Social Media, Telephone, and Direct Mail. Metrics monitored include Clicks, Responses, Leads, Deals, and Revenue. In a web-focused marketing CRM solution, organizations create and track specific web activities that help develop the client relationship. These activities may include such activities as free downloads, online video content, and online web presentations.

Social Media Marketing: Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing involves using peer recommendations, building a brand personality, and addressing the market as a heterogeneous group of individuals. It also uniquely encourages customers to create their content and buzz around a product. In other words, programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Hence, this form of marketing is driven by word-of-mouth; this means it generates results in earned media rather than paid media.

Advantages of Digital Marketing

There are many advantages of digital marketing, including:

- It’s more affordable to deploy than traditional marketing and advertising
- Digital marketing goes from planning to execution more quickly.
- Digital marketing gives fans/viewers/readers a chance to share your content.
- Digital marketing campaigns are easier to attach to other campaigns & growth in customer’s base.
- Digital marketing campaigns have longer shelf lives & access to wide international markets.
- Digital marketing gives the brand more time and space to tell its story.
- Small Firms can market themselves internationally.

Digital Marketing V/s Traditional Marketing

The debate continues as to whether digital marketing is overpowering and surpassing traditional marketing or not. Many think that for the most part, digital marketing has taken over and traditional marketing barely exists, if at all. Recent occurrences such as the magazine giant, Newsweek switching to totally digital publications cause ripples throughout the marketing arena. Over the last year or so traditional marketing had fallen nearly 160% while in the same time frame expenses for digital marketing increased over 14%. Are there any real advantages to using digital marketing over traditional means? And what is the big difference between these two anyway?

Defining Traditional Marketing- There are many facets of traditional marketing and examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures. Traditional marketing is anything except digital means to brand your product or logo. Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.

Defining Digital Marketing- The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices. However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find. People may conduct an organic online search, a paid search; find your business on a social network or by reading content that has been published online such as a blog or an article. The more they see you or your content, the more

familiar they will become with your brand and they will eventually develop a trust and a rapport with you through this online presence.

Traditional Marketing's Advantages and Disadvantages- Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time. Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one. One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all. In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more like you are throwing information in front of people and hoping that they decide to take action.

Digital Marketing's Advantages and Disadvantages- One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience, but it can also be used on the web and reach the entire globe when appropriate. Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very

Digital Marketing Strategy

The purpose of any marketing strategy is to address a business or brand challenge or objective that has been revealed. An effective strategy involves making a series of well-informed decisions about how the brand, product or service should be promoted; the brand that attempts to be all things to all people risks becoming unfocused or losing the clarity of its value proposition. It means to know what do people want from your brand, and what would convince them that business offers this.

Once business has a clear sense of what it's challenges or objectives are and business have defined how its marketing strategy will work towards fulfilling the objectives/challenges, then business can start thinking about its digital marketing strategy

Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should constantly be iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimizing and improving their online marketing efforts.

Prospects of Digital Marketing

Prospects of Digital marketing in Developing Economies Despite the numerous problems confronting Digital marketing in developing countries, there exists prospects and opportunities for future growth and development of Digital marketing as the pivot of developing economies. These prospects are explained as follows:-

Growing Population: Before multinational companies establish their hold in any country they expect to have a ready market for their products and services. No business flourishes where people are not living or where it is not habitable by people. Developed countries with their small population and saturated domestic markets prefer E-marketing/Digital Marketing their products and services to emerging markets in developing countries. India is one of the most populous nations which are a ready market for both domestic products and foreign brands. This is because Digital Marketing/E-marketing does not operate in a vacuum but requires a large population of people with

the willingness to do business and patronize businesses. Therefore the high and growing population of developing countries is an attractive incentive, as they represent large potential markets.

The absence of Competition and Large Unexplored Markets: By their large populations and underdevelopment, developing countries have large markets that are not yet served or are partially served. Thus they are not as saturated as those of developed countries. Hence, there is hardly any form of intensive competition, especially amongst serious manufacturers. The economies of these nations hold great opportunities for innovators, investors and marketers to enjoy booms in their markets with many challenges from competitors within and outside.

Attractive Government Incentives: Trade policies in most developing countries are becoming quite favorable to both local and foreign investors. These incentives include profit tax holidays, reduced or even free customs and excise duties, liberalization of immigration and profit repatriation laws for foreign investors. There are also improvements in infrastructural facilities that will ginger the performance of E-marketing in these economies. According to Pearce (1998) liberalization encourages the adoption of policies that promote the greatest possible use of market forces and competition to coordinate both E-marketing and economic activities.

Conclusion

According to change, the technique & way of working & doing things like Accounting, HR & Marketing is also changed. & who adopted the change that person will succeed in his life & if he don't then will be kept aside. So according to change each & every technique of life / Business function it must be changed.

Today, the nature of business function is changed according to time from Sending Message through Post to E-mail. Like the same performing, each function of business is also changed from traditional ways to Modern ways, i.e., Purchasing/Selling/advertising Online instead of direct selling through a door to door/ advertising using traditional methods. & there is no barrier/ restriction free from geographical areas of selling the product/ advertising of a product. So using new ways of advertising/Marketing through the internet will be profitable & affordable for each & every business.

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