



A review on digital marketing and its advantages for business promotion

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Abstract

With the advent of new technologies, the use of digital marketing, social media and social media market. Digital marketing become an important tool in current scenario to dissemination the knowledge, content and promotion, awareness of products. In this paper, we will discuss the various demands arise from the customer, advantages of digital marketing and its utilization in business for the development of any organization. In this current scenario, we can't imagine the success of any organization without using of digital marketing. Through this platform, a company can reach out to the customer in more effective manner and able to disperse better service to them.

Keywords: digital marketing, social media, social media market etc

Introduction

Digital marketing is the term used in marketing of products & services through digital technologies, mainly on internet but also used mobile phones, display advertising and other digital medium. Digital marketing is referred to as "Online marketing", "Internet marketing" or "Web marketing". Digital marketing is an umbrella term for the marketing of product or service using digital technologies mainly on the internet. Digital marketing campaigns are becoming more prevalent as well as efficient, digital platforms are incorporated into market plans and everyday life and people become digital devices instead of going to physical shops.

Digital marketing play the major role in current scenario because whole world is changing at a phenomenal pace. It constantly using the technologies and changing the way the life of people. By using digital media, people able to access the information and able to interact with one another on a global scale. It is also changing the way, we choose and by our products and services. Philip Kotler has also given a definition of what digital marketing is. He defines digital marketing as a form of direct marketing, which links consumers with sellers electronically using interactive technologies like emails, online forums and news groups, interactive television, mobile platforms, social media, etc. So, in this definition, he captures everything that talking about: use of electronic platforms, use of electronic media, and how customers can be made aware of your products, how products can be delivered to these customers, how you can understand what the customer is feeling about your products, and on top of all of that, how you can create new products and strategize your way to succeed.

Objective

The main purpose of this paper is to review the usefulness of digital marketing in business promotion.

Methodology Applied

Secondary data is used from national/international journals, Articles, books and magazines to analyse.

Literature Review

A number of research papers provide in detail insight on digital marketing. The following review find as;

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives. (Kiani, 1998)

E-satisfaction is the attitude of the customers about the quality; it adopts customer support, on-time delivery, clear and trustworthy privacy policies and reasonably priced shipping and handling. (Schefter and Reichheld, 2000)

Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success. (Song, 2001)

E-customer adherence depends upon various factors such as usage of the websites and technology, value to be delivered, branding, customer service and trust and security. These brand factors embrace various other factors such as speed, customized features, easy payment methods, quick delivery, trust and authentication. (Marcel Gommans *et al*, 2001)

In order for digital marketing to deliver results for business, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing. (Kantilla, 2004)

It had pointed out that there are nine distinct customers that impacts or influence e-satisfaction. They are, design of the web, price, promotion, and delivery on time, product availability, and return policy, expectations that are met, customer service and tracking of the order. (Adam, 2004)

Expectation in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement. (Pepelnjak, 2008) Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of

people about products and services and has opened new marketing

opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Internet marketing has been described simply as “achieving marketing objectives through applying digital technologies”. (Chaffey *et al*, 2009)

Marketing professional must truly understand online social marketing campaigns and programs and understand has to do it effectively with performance measurement indicators. As the market dynamics all over the world use changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization’s marketing communication plan. (Rohm & Hanna, 2011)

Monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for government to function in a more efficient manner. (Munshi, 2012)

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs. (Chaffey, 2013)

Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company’s website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014).

Consequently, businesses have implemented strategies that are carried out in that media platform to provide an interactive, focused and measurable way of reaching consumers. This strategy is commonly known as Digital Marketing. (Lamberton & Stephen, 2016).

Digital Marketing has turned into an essential tool to compete in the market. Since everyone is unintentionally immersed into the digital era, its usage is the most efficient tool to reach potential consumers (Kannan, 2017) ^[3].

Advantages of Digital Marketing

Digital marketing is one of the fastest e-commerce solutions in current scenario. Digital marketing uses digital technology to place the product and sell to any part of the world. Digital media is so pervasive that the consumers have direct access to information any time any any place they desire. Internet usage continues to explode across the world with digital marketing like B2C & B2B. Digital marketing has tremendous opportunities and focus on the challenges faces in the process of digital.

High level of interactivity

creates an opportunity for interactive communication with consumers, thus more responsive to their understanding and expectations for seeking and receiving information. Interactive communication, in turn, creates opportunities to build a dynamic environment, changing space, specific navigation, depending on

the user's preferences, dynamic design, use of top-level special computer code, mobile technologies and continuous innovation.

Creates more convenience for consumers - with the help of digital technologies, they can receive much more and better information about products and services that interest them, buy them from home and save time.

It requires less investment

the use of different digital tools for marketing activities requires less investment than traditional channels, therefore digital marketing has higher profitability.

Suitable for start-ups, small and medium-sized companies

we can say that digital marketing is very suitable for new and small companies as it provides a high degree of efficiency with small investments

Segmentation

how you broke down the heterogeneous market into homogeneous groups so that you can target few of these groups very effectively. Now with digital platforms, you can do segmentation and targeting much effectively because segmentation and targeting requires data and understanding of the customer which the digital platform provides to you.

So, it is possible for us to market individually to each customer and provide options and services and products for the requirements of specific customers at an individual level, which was not very easy and not very effective in the earlier days of traditional marketing.

Various elements of Digital Marketing

Affiliate Marketing

Affiliate marketing is a mechanism where you can enhance the sales force that you have in order to reach out to customers. You are making sure that a lot of people who are out there in the digital space are now promoting your brand. There can be websites which are promoting certain promotions and thereby giving links to your website. There can be a lot of experts in the area who can provide reviews and user generated content or unboxing videos on YouTube, etc. They provide links to the website. There are a lot of people on social media who might also act as affiliates. Many of the e-commerce platforms out there like Amazon, Flipkart, eBay, etc, has their own affiliate platforms where interested affiliates can go and register and promote their products.

Affiliate marketing can be done very effectively on social media wherein you can have a lot of affiliates who act as your extended sales force on the social media platform where they can promote your products and every time an actual customer comes and buys your product, they get a certain commission or a certain part of the margins that you're going to make from the product sale is provided to them. Thereby they are also trying to be part of a referral program and they are going to get paid only when the customers are purchasing through these affiliates.

Affiliate marketing is a system of reward whereby referrers are given a finder’s fee for every referral they give. It is widely used to promote e-commerce websites, with the referrers being rewarded for every visitor, subscribers or customer provided

through their efforts. It is one of the tactics for brand building and acquisition.

E mail marketing

Email marketing is a form of direct marketing that delivers commercial and content-based message, to an audience. It is extremely cost effective, highly targeted, customizable a mass scale and completely measurable.

Email marketing is one of the channels of digital marketing which is used to promote brands and business through emails. It is powerful means of increasing visibility of your products. Email marketing is not only used for promoting awareness but also generate the business for the company.

E mail marketing is a tool for building relationship with potential and existing customers through valuable content and promotional message. It allows maximize the retention and value of these customers, ultimately leading to greater profitability for the organization. A targeted, segmented email database means that a brand can direct message at certain sectors of their customer base in order to achieve the best results.

Common types of emails are:

1. Welcome Email: For welcoming the customer to the loyalty program or welcoming the interaction with the customer or welcoming a certain transaction from the customer. Welcome emails generally are short emails which are which are very warm and very cordial. These emails don't carry a lot of information.

2. Transaction Confirmation Email: Every time you do an online transaction, there is a confirmation of transaction email that is sent. This is like a receipt that the customer can always have, something that the customer needs to have because this gives the customer certain evidence of the fact that the transaction has happened. It is automatically generated at the end of a transaction and sent to the email account of the customer, and is more systematic.

3. Thank you Emails: There are also thank you emails that are provided in many cases when the customer has bought something from you, the customer has given you feedback about some element, the customer has participated in a survey, the customer has participated in the promotional activity, the customer has recommended somebody else. In such situations, you send the customer a thank you email for having done something that was extremely relevant. So hence a thank you email is a third form of email that generally is given to the customer.

4. Lead Management Email: Emails that can be used in a very nice manner to make sure those customers can move from one stage to the other in the entire customer funnel. Lead management email should not be very intrusive, should not be annoying to customer, so it should be used very effectively

Social Media

Social media is also known as customer generated media which is shared in the form of text, visuals and audio. It has changed the face of marketing by allowing collaboration and connection in a way that no other channel has been able to offer.

The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback for their

customer as well as determine what media platforms work well for them.

With social media, it has become very easy for you to now understand customers because many of these customers are talking about different consumption patterns, talking about different products that are used by them. So here you are able to gather what the customer feels and what the customer is thinking about without actually going to the customer and asking for all of this information. And there is another important element to understand here, which is about the kind of data that you can gather from all of these customers.

Social media is useful for brand building, raising awareness of the brand story and allowing the customer to become involved in the strong collaboration. Social media platforms play major role in building awareness due to its viral nature. It can also provide feedback and allow brands to share valuable content directly with their fans.

Online Advertising

Online advertising is the form of marketing and advertising which was the internet to deliver promotional marketing messages to consumers. Online advertising refers to any type of marketing message that shows up with the help of the internet. That means, it could appear in a web browser, search engine, on social media, on mobile devices and even in email.

Online advertising is only growing in scope, as new avenues for marketing pop up, but while some of the ads are less common or just gaining traction. There are plenty that we are exposed to multiple times every day.

Search Engine Optimization (SEO)

Search engine optimization is a technique that helps your website rank higher in organic search result thus making your websites more visible to people who are looking for your product or service via search engines. If we take the entire search result page or the entire output that a search engine provides to you, you will have organic search engines or organic SEO, which is the phrase used to describe processes to obtain a natural placement on the organic search engine result page.

Search engine optimization is one of the practices of optimizing a websites to rank higher on the search engine results pages for relevant search terms. SEO involves creating relevant, fresh and user friendly content that search engines index and serve when people enter a search term that is relevant to your product or service.

SEO has a key role to play in acquisition. It ensures your organization's offering will appear in the search results allowing you to reach potential customer.

SEO is part of the topic of search engine marketing a form used to describe all marketing strategies for search. Search engine marketing have both organic and paid search. Through paid search, you can pay to list your websites on a search engines so that your websites shows up when someone types in a specific keywords. Organic and paid listing both appears on the search engine but they are displayed in different location on the page.

Pay Per Click

Paying per click refers you only pay when prospect customer clicks on your ads. Pay per click is also known as cost per click. It is an internet advertising model used to drive traffic to websites.

Through this, an advertising pays a publisher when the ad is clicked.

Search engine advertising is one of the most popular terms of pay per click. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. In pay-per click, the advertiser pays only when someone clicks on their ad. The ads appear on search engine result pages. PPC means an ad will come up in response to the search terms entered by customer. It plays a role in sales, acquisition and retention. It also allows the advertiser to reach people who are already in the expressing interest in what they have to offer.

Conclusion

In the current scenario, digital marketing plays a significant role for the development of any business, companies are using many devices such as tablets, smart phones, TV, Laptops, media, social media, e-mail and other devices to support their company for providing its products and services. It facilitates the activities of marketing professionals and reduces the time to develop and run marketing campaigns.

In this highly competitive market, marketing practices have been changed from traditional practices to digital marketing. Digital marketing is a tool which can be used for expanding and exploring the business globally. With the help of digital marketing, one can also compare a product with another product and it may allow 24*7 hours of services to purchase, even it allows customers to return a delivered product if they are not satisfied with it.

The final analysis of the study defines through the research that the use of digital marketing is effective and efficient for the company in reaching the consumers and increasing brand awareness of the product or service developed by the company.

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