



A STUDY ON DIGITAL MARKETING

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Abstract

Digital Marketing is an electronic way of communication widely used by marketers. This paper is based on how digitization impacts the process of marketing. Every customer is now a days is digitally present on various social platforms like Face book, Instagram, Whatsapp, Twitter. Reasons behind the customers being digitalized is the availability of internet plans and smart phones at cheaper rates. Every industry has faced a radical change due to up gradation of digitalization and marketing industry is one of them. As digital marketing is growing with a fast pace it can be used as competitive weapon against the competitors. Customers buying patterns and behaviour have completely changed because of it. With the arrival of new technologies it becomes easy for the advertisers to promote their products internationally. This paper focuses on what digital marketing is and how it influences both marketers and customers as it has changed the traditional way of doing the business.

Keywords: Digital Marketing, Digitization

Introduction

Digital marketing simply means the promotion and selling of good by using digital channels. It focuses on both present and potential customers .In today's era where from an teenager to an old age, almost everyone is present online through different applications. It becomes easy for an advertiser to promote products and provide information regarding the products online. Digital marketing proves to be more convenient because customers can easily compare products of various brands on different traits like –availability, prices etc. In 1990's when the term digital marketing was first used, no one knew that this term will bring dynamic change in marketing industry. Not only for the customers but also for the businesses it becomes easy to gather every single information about their customers as customers buying records are available to them .Digital marketing unlike the traditional marketing is like more return on less investment because marketers can target large number of people in short period of time. In earlier days televisions were considered as the source of digital marketing but now due to advancement in the technologies such as Search Engine Marketing[SEM], Search Engine Optimization[SEO], Web Marketing, Tele Marketing are used to promote products.

Types of Digital Marketing

- **Social Media Marketing:** Today when there are more than 4.66 billion internet user available worldwide then every business wants to take the advantage of this by promoting their products and services on various social media platforms either it is paid ads running on a YouTube channel or various posts on Instagram .People share the products with others which they find interesting and useful. This creates the brand awareness among all.
- **Content Marketing:** In content marketing, all the marketers have to do is to understand the actual needs and wants of customers so that they can satisfy them delightfully. Various types of content can be created like pictures , blogs, short videos if it attracts customers then business will surely lead to win situation .Success of content marketing largely depends on the content marketing team.
- **Search Engine Optimization:** It is a process of getting higher rank in SERPs [search engine results page]of your WebPages. Main aim of SEO is to get the maximum website visitors in SERPS. SEO is considered as the cheapest among all other techniques of marketing which promises to provide long term benefit.
- **Influencer Marketing:** Influencer marketing means the involvement of influencers like-famous cricketers, experts, celebrities and public figures who have large fan following. They are used to promote the products on different platforms like-YouTube, Face book, snap chat. It is done under believe that



followers will trust them and make purchases on their recommendations. This form of marketing needs large amount of money to be paid to celebrities.

- **Affiliate Marketing:** Affiliate marketing is assigning the task of promotion to an outsourced individual who will receive commission in return. That individual is known as affiliate who will promote the product on websites and if customer buys that product then the affiliate will get benefit of the purchase by getting commission. Affiliate needs to get proper knowledge about product only then he is able to promote it in a better way.

Review of Literature

After studying books, journals and research papers detailed information of digital marketing is gathered. Here are some of the findings presented below:

RamyaandKartheeswaran [2020] studied that mobile marketing one of the technologies of digital marketing proves to be effective and beneficial if it pays attention on the right customers.

Bala M.,Verma D.[2018] examined that due to technological developments like-Artificial Intelligence, cloud computing it becomes challenging for the marketer to remain up to date with them and gain full advantage. Also argue that success of any business would depend on the selection of right social media.

K.Bhava and H.Vyas[2020] examined that by upgrading digital marketing more rural consumers can be attracted and the problem of doing business in rural areas can be removed. Highlighted that real information about the number of individuals who has visited website can be gained with the help of digital marketing.

Vaibhava Desai[2019] states about 'Attribution Modeling' to know every information about customer starting from the first digital touch so that you are aware about their buying patterns and make strategies accordingly.

Kaushik [2016] presented fact about digital marketing that in June 2014, India has one of the largest number of internet users in world which was around 190 million. In 2020 India has crossed over 500 million internet users.

Objectives of Research

Objective of doing this research is presented below:

- To know about various forms of digital marketing.
- To identify the implications of digital marketing.
- To understand the difference between traditional and digital marketing.
- To study the consumer buying behaviour that has changed due to arrival of new technologies.

Methodology

The nature of study is exploratory. For the purpose of research data have been collected from various sources. Qualitative data is collected and deep study of various research papers have been done for context of this paper. Secondary data from various articles, company websites, and conference papers have been studied.

Implications of Digital Marketing

Arrival of digital marketing has put a great impact on both customers and marketers. Both advantages and disadvantages can be studied under this which are as follows:

Advantages

- Availability of more than half of world population on social platforms has increased the brand awareness because audience can be easily targeted and it becomes easy to connect with them.
- Customer full records and their purchasing patterns are maintained by the companies with the help of which they can easily target them by providing products of their choice.



- Not only on marketers, digital marketing has an impact on customers .Now they have many products to compare and provide them wider choice.
- It is cost effective marketing to do because it does not include large amount of investment as digital channels proves to be cheaper than traditional channels.
- Marketers can connect with large audience at single platform in short period of time.

Disadvantages

- Doing marketing digitally requires internet which is not available in rural areas.
- Some customers consider digital marketing as negative because of trust issues and chances of fraud are there.
- Along with global reach, companies face global competition. It becomes difficult to attract audience towards yourself when you have large number of competitors.
- It is difficult for a seller to satisfy customers by providing right product at correct place on proper time without any defect.

Difference between Traditional Marketing and Digital Marketing

After studying both the topics we find some areas on the basis of which these can be differentiated and the difference between the two are given below:

- Digital marketing is a fastest way of connecting with the target audience and can easily influence them whereas traditional marketing is considered as the slow method of connecting with the audience.
- Flexibility and cost effective is the another advantage of digital marketing over traditional marketing as it is a complex process with high cost.
- Availability of product is 24*7 in digital marketing because we can make order anytime but in traditional way of marketing one has to visit the store physically to get the product.
- Modern media's like-Facebook, amazon, flip kart, instagram are used in digital marketing whereas newspaper, magazines, radio were earlier used in traditional marketing.
- Digital marketing can be known as transparent kind of marketing because customers already have all the information about the product whereas traditional marketing is non-transparent.

Conclusion

Digital marketing is growing very vastly and considered as an effective way of marketing. Customers today are more interested to get best offers digitally rather than going to a store .In this study it can be concluded that with the arrival of digital marketing concept both businesses and customers are benefitted. Digital marketing has great potential to get more success if applied in a right way.

References

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