



TRANSFORMATION OF TRADITIONAL MARKETING TO DIGITAL MARKETING

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Abstract

Many changes have occurred as a result of digitalization, which has had an impact on people's social and economic lives. Companies have begun to use digitalized marketing to reach their target audience because traditional marketing has been ineffective for a long time. Due to advancements in information technology and broadband internet services, the speed of access to online shopping sites is increasing. As a result of these changes, the business has entered the digital environment. As information technology has progressed, traditional marketing methods are being phased out in favor of digital marketing. Companies that have implemented new technology can interact directly with customers, identifying their needs and desires, and providing them with new products. The biggest advantage of using digital marketing is that it demonstrates how to contact the target audience by utilizing social media and search engines. In the placement of digital ads and social media marketing, social engines play a critical role. Digital marketing gives you tangible proof of the merchandise. The goal of this essay is to help you understand the history of digital marketing, its benefits, how traditional marketing differs from digital marketing, and which strategy is best for effective marketing.

Keywords:- *Digital marketing, digital environment, social media, social engine.*

Introduction

Many changes have occurred as a result of digitalization, which has had an impact on people's social and economic lives. Because traditional marketing has been ineffective for a long time, businesses have begun to use digital marketing to reach their target audiences. Companies used to leave their competitors behind during the process of globalization and branding, and they put in a lot of work to establish plans and adapt to the competition. As client demands grew, it became more difficult to meet and satisfy them. At the same time, technology advanced dramatically, resulting in changes in every aspect of our lives. Companies are inevitably influenced by these changes, and they have begun to exploit information and communication technology in the marketplace.

The most major advantage of the internet is that it allows us to solve most of our problems fast and easily. Furthermore, technological advancements have raised customer awareness. Consumers learn about various items, brands, and start comparing them in terms of quality and pricing with the help of social media. Companies also research client behavior and habits. Digital marketing is more sophisticated in companies that update their websites regularly.

Literature Review

Belch & Belch (2006) created a rough time frame for exposure, or lifetime traditional marketing communications. Magazines are the most durable traditional marketing medium (Blakeman, 2014). Magazines can be distributed from person to person or left at an office for passers-by to read. Newspapers can be quite good at using audience data to target marketing. Newspapers have a shorter lifespan than magazines; however, a daily newspaper can be picked up, left on a commute, and then picked up by another member of the public. According to Mort et al. (2002), traditional advertising and marketing approaches have given way to digital marketing. Furthermore, technology is so powerful that it has the potential to help the economy recover and provide enormous opportunities for governments to operate more efficiently (Munshi, 2012). Firms in Singapore have put digital marketing technologies to the test to see if they are effective and useful in obtaining outcomes. Teo (Teo, 2005) more crucially, digital marketing has grown as a result of rapid technological advancements and shifting market dynamics.



According to Curran et al. (2011), social networking sites such as Face book are superior to traditional advertising outlets because they maintain data on all of its users, guaranteeing that marketing reaches a retailer's precise target market. Retailers can utilize information collected on social media sites to improve customer experience with their brand, and retailers can use information stored on social media sites to build an experience.

Objectives:

The goal of this article is to better comprehend the digital marketing period and its benefits.

- To understand the differences between traditional and digital marketing.
- To learn more about how it raises customer awareness.
- To understand the various consumers's buying pattern.

Traditional marketing

It is based on a well-known marketing strategy. In the beginning, this type of promotion and advertising was employed by the firm to advertise their goods. It was only allowed in certain regions. You'll find a market and sales anywhere there's a concentration of a given commodity. A traditional market is a gathering place for buyers and sellers to conduct business. For various commodities, there were many markets. Traditional marketing is still dependent on promotional tactics including print media, direct sales, television, business cards, billboards, and so on. The 4Ps (product, pricing, location, and promotion) are used in traditional marketing tactics. Every company should understand how to apply these four marketing principles to their operations.

Traditional marketing is more easily used by local audiences in most circumstances, and the length of service is the key reason why people are at home with traditional marketing. Companies that use this kind of marketing should have a well-thought-out strategy, put it into action, and monitor it to ensure that the specified goals are accomplished.

Digital marketing

Marketing is divided into several subcategories, one of which is digital marketing. We call it digital marketing when we do marketing through digital media. Digital marketing refers to the use of electronic devices and the internet in marketing endeavors. Digital marketing is now used by almost every marketer. It has surpassed traditional marketing in terms of popularity. Because many people nowadays spend the majority of their time online. Businesses have begun to use digital marketing to sell their products and services on the internet. Digital marketing is more adaptable, providing a more personalized experience for customers as well as comprehensive product information that lead to immediate purchase.

It is the process of reaching out to a target audience using various online marketing channels such as search engines, social media networks, and e-mail. You can locate people who are interested in your offering, interact with them, and establish confidence in your brand through digital marketing. The most essential sorts of digital marketing include website marketing, content marketing, PPC advertising, and email marketing.

Measurability and Digital Marketing when compared to traditional marketing, digital ads have distinct parameters. Traditional advertisements are evaluated using measures such as the Gross Rating Point (GRP). On the other hand, for the ads in digital media, more distinctive strategies, such as CPM (Cost Per Mile), CPC (Cost Per Click), are employed (Açikel and Çelikol, 2012:13). When it comes to advertising companies, the Internet provides accurate values that can be measured. Advertising is becoming more important with each passing day because it is utilized to reach customers by providing product information. Advertisements aid in the formation of a positive perception of the products and, as a result, earn the loyalty and commitment of customers.

Customers, on the other hand, can make healthy choices because ads provide precise information about products and services (Gökaliiler and Sabunculu, 2008:1314-17). Companies receive measurable feedback in exchange for their digital media advertisements in this way. Furthermore, advertising via digital media is far more cost-



effective than traditional media. This paves the way for the digital marketing business to expand at a breakneck pace. As technology progresses, we may be exposed to new methods of advertising daily. The fact that band capacity has increased and technology is now more readily available make it easier to reach the target audience with video commercials.

Common Digital Marketing Applications

a) Digital Marketing via Social Media

Members of social networks can communicate and share information over the internet. Social networks are the most popular phenomenon of the twenty-first century because interaction among members is so simple. These formations also offer excellent digital marketing opportunities. Websites can use social media to raise brand exposure, cut down on communication barriers, and develop new partnerships. These manufacturers, on the other hand, come in waves. Social media is watched and measured after the objectives and activities have been established. Social media reflects social relations as well. People join groups with similar ideas and views. To put it another way, communities emerge as a result of shared interests and needs. Members' daily lives are recorded in the digital realm thanks to social networks such as Face book, Google +, Instagram, Twitter, and Pinterest. People now disclose information that they used to only discuss with their closest pals in the past.

b) Digital Marketing via Search Engines

Google, Yahoo, and Bing are just a few of the world's most well-known search engines. The indexing of web pages is how search engines work. Indexing algorithms work in the background, recording important data. Search engine marketing is a type of digital marketing that aims to get your website to the top of search engine rankings. A decent website organization and a good keyword analysis are required to improve search engine visibility. Search engines originally appeared in the 1990s, and their significance has grown steadily since then. The pay-per-click (PPC) service was launched in the early 2000s. Google is currently the top leader in search engine marketing. Microsoft (Bing) and Yahoo come in second and third, respectively (Ask.com). Language differences affect the search engine market. People in China, Russia, and Hong Kong, for example, utilize Baidu, Yandex, and Tim way. These lookups.

c) Digital Marketing via Viral Applications

Because customers' rates of using the internet and e-mails fluctuate, viral marketing is divided into two halves, referred to as low and high participation techniques. Customers' use of the links put underneath the articles to share them is an example of a low participation technique. High involvement strategy entails a more proactive approach through the use of social media platforms such as Facebook and Twitter (Ünal, 2011:75-76). Viral marketing, often known as word-of-mouth marketing, is focused on people expressing their opinions on items. A widespread internet message serves as a starting point. Furthermore, the expense of using this marketing strategy is minimal, if at all. In addition, the fact that customers speak with individuals they trust about products expedites the buying process.

Conclusion

The internet is seen as a change agent in the Indian consumer sector. This research has led me to believe that digital marketing is more effective than traditional marketing. It raises customer awareness of products and gives them additional options when it comes to purchasing them. Digital will have a bright future in the coming years. Tablets, smart phones, and other electronic devices have grown commonplace as the rate of technological advancements has accelerated. People who use social media and e-mails, on the other hand, have been using digital media for buying. People can now surf the web considerably more easily thanks to search engines. Furthermore, the process of making a purchasing decision has become much easier, thanks to promotional videos and product reviews that assist customers in making their decisions. The most significant distinction between digital and traditional marketing is that data is appropriately utilized in digital marketing.



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