



DIGITAL MARKETING: A NEW ERA OF MARKETING

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Abstract

Currently, the digital economy contributes decisively to an increase in competitiveness, especially as a digital transformation involves migrating to new technological models where digital marketing is a key part of growth and user loyalty strategies. Internet and Digital Marketing have become important factors in campaigns, which attract and retain Internet users. Marketing has been revolutionized due to the rise of digital media and new forms of electronic communication. In response, academic researchers have attempted to explain consumer- and firm-related phenomena related to digital, social media, and mobile marketing. This study reviews various researches to understand the concept of digital marketing as new era of marketing.

Keywords: Digital marketing, SEO, Advertisement, Mobile marketing.

1. Introduction

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing (Bala and Verma, 2018). Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

2. Types of digital marketing

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples. Search engine optimization Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as “the art and science of making web pages attractive to search engines.” The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking. Today, the most important elements to consider when optimizing a web page include: Quality of content Level of user engagement Mobile-friendliness Number and quality of inbound links. The strategic use of these factors makes SEO a science, but the unpredictability involved makes it an art.

Digital marketing can be broadly broken into 7 main categories including:

1. Search Engine Optimization
2. Pay-per-Click
3. Social Media Marketing
4. Content Marketing
5. Email Marketing
6. Mobile Marketing
7. Marketing Analytics



2.1. Search engine optimization (SEO)

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers.

2.2. Pay per click

Pay-per-click (PPC) is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.

Pay-per-click is commonly associated with first-tier search engines (such as Google Ads, Amazon Advertising, and Microsoft Advertising formerly Bing Ads). With search engines, advertisers typically bid on keyword phrases relevant to their target market and pay when ads (text-based search ads or shopping ads that are a combination of images and text) are clicked. In contrast, content sites commonly charge a fixed price per click rather than use a bidding system.

2.3. Social media marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. (Hole, no date) Social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

2.4. Content Marketing

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals: attract attention and generate lead, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Content marketing attracts new customers by creating and sharing valuable free content. It helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future.

Content marketing starts with identifying the customer's needs. After that the information can be presented in a variety of formats, including news, video, white papers, e-books, infographics,



email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc.

2.5. Email marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads. (Lamberton and Stephen, 2015)

2.6. Mobile Marketing

Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services, appointment reminders and ideas. In a more theoretical manner, academic Andreas Kaplan defines mobile marketing as "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device".

2.7. Marketing Analytics

Marketing analytics is the practice of managing and studying metrics data in order to determine the ROI of marketing efforts like calls-to-action (CTAs), blog posts, channel performance, and thought leadership pieces, and to identify opportunities for improvement. By tracking and reporting on business performance data, diagnostic metrics, and leading indicator metrics, marketers will be able to provide answers to the analytics questions that are most vital to their stakeholders.

Regardless of business size, marketing analytics can provide invaluable data that can help drive growth. Enterprise marketers at first may find the process too complicated, while small and mid-sized business (SMB) marketers assume a company of their size won't benefit from implementing metrics, but neither perception is true. As long as marketing analytics is carefully curated and properly implemented, the data collected can help a business of any size grow.

3. Difference among digital marketing and traditional marketing

Traditional marketing and digital marketing are different in many ways. Few of the differences are mentioned in the below table.

S.NO.	Parameter	Digital Marketing	Traditional Marketing
1	Definition	Put simply, digital marketing is using digital channels such as websites and social media as tools for marketing communication. If you're using social media you will be well versed in the adverts	Traditional marketing on the other hand involves traditional channels, like billboards and printed media. Think Don



		that pop up in your stream— that’s digital marketing.	Draper in Mad Men brainstorming TV commercial ideas and copy for Coca-Cola. Up until the development of the internet in the 1990’s, traditional marketing was pretty much the only type of marketing.
2	Medium of marketing	digital marketing uses digital media, such as social media or websites	traditional marketing uses traditional media like magazines and newspapers
3	Time consumption	Time taken in digital marketing is very less	Time taken to conduct the traditional marketing is very high
4	Reach of audience	Anyone can reach to any corner of the world	Comparatively very less reach of audience
5	Cost	If used properly, digital marketing is very cost effective	Traditional marketing is comparatively costly

4. Literature reviews

(Shirisha, 2018) Digital marketing is the fastest e-Commerce solution available. We can buy or sell fast in this marketing strategy. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. It really plays an important role in modern commerce system. This system makes our business more fast and accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one. This paper made an attempt to highlight the importance of digital marketing in the new era.

(Dahiya and Gayatri, 2018) The effect of digital marketing communication on product categories like books, music, fashion accessories, clothing, banking and online gaming etc. has been well researched by the researchers; but automobile industry despite being one of the largest digital spenders has faced dearth of academic studies especially in India. The present study aims to understand the effect of digital marketing communication on consumer buying decision process in Indian passenger car market. Mixed methodology was adopted for the study. Primary data was collected from 784 respondents from ‘Delhi’ using area wise proportionate sampling. One sample



Wilcoxon Signed Rank, one sample binomial test and chi-square tests were applied as tests of significance. The study concluded that 75% of the respondents used at least one digital channel of communication while buying a car. 'Website' was the most used digital channel of communication while buying a car followed by 'social networking sites' and 'smart- phones'. Each and every stage of car buying decision making process right from 'need recognition' to 'post purchase' was 'significantly' affected from digital marketing communication with 'evaluation' being the most affected stage. The results of the study confirmed that digital marketing communication is capable of even triggering need recognition in high involvement product category like car. The results also established that consumers feel positive towards digital communication, get affected from other customers' reviews and express their post-purchase feeling feelings over digital platforms. However, the study also confirmed that although customers appreciate the usage of digital channels throughout the decision making journey, still they don't book a car online.

(Yasmin, Tasneem and Fatema, 2015) Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

(Gibson, 2018) The rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.

(Kaushik, 2016) Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

(Kiradoo, 2017) In the last decade, a massive change has occurred in marketing and advertising industry of India. Indian market is significantly changing with the massive use of Internet and information technology. Marketing, which is the core business activity of any business, has shifted



from traditional platforms to modern digital platforms. Digital marketing is being used in different ways for marketing activities. Therefore, this research has focused on understanding the growth of digital marketing in India and what are the current trends in digital marketing. This research has adopted the qualitative research approach and provides a review of existing literature in order to understand the scope, growth and development of digital marketing in India with the current trends that derives industry growth.

5. Conclusion

Traditional marketing have provided a lot of success in the field of marketing but digital marketing is the new, advanced and a better approach of marketing. Through this review, it can be stated that on all the parameters, digital marketing gives the marketer a better benefit than the traditional marketing. The world has changed and with the increase in globalization, it is very essential to reach to the largest audience size and to attain this, digital marketing is evidently the best way. However, it all depends on the use of the tools of digital marketing. Even now, many people don't know how to effectively use these tools. A study to make these tools more simple and available to every individual can be conducted which will benefit both the consumer and the company.

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