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B Sam Karan
Student at Lovely Professional
University, Punjab, India

Andrew Davis Milanzi
Student at Lovely Professional
University, Punjab, India

Leveraging the value of digital marketing in today's ERA

B Sam Karan and Andrew Davis Milanzi

Abstract

Digital marketing as the name implies refers to the marketing of goods and services mainly over the internet through digital devices. With the rapid advancement in technology digital marketing has become a more sort out form of marketing by many businesses. This has also been accelerated by a shift that sees more employees working from home due to the Covid-19 pandemic. In addition, digital devices have become much more affordable to customers giving many individuals the ability to own digital devices such as smartphones, laptops and TVs. Thus, this paper mainly aims to highlight the importance of digital marketing and touches on a few tools being used by individuals and companies to market their products and services online.

Keywords: Marketing, digital, social, business, media, services, tools, websites, consumer, advertising, online, global

Introduction

First, here we need to understand what digital marketing is? Digital marketing is a process used with recent technologies and other sources to promote brands, products, or services. The role of digital marketing is very significant in every business nowadays, and every organization has a wish that they should have an internal digital marketing department that provides services to gain more traffic and target audience to generate more sales. It also helps in many other successful promotions.

It is the process where a company can easily connect with the people and discuss their wants through technologies and in the best way to reach out to people queries and solve their concerns. Many consumers are often involved in online shopping. It is time-saving and cost-effective, and further, the Consumer and the vendors themselves can reach out to each other. Impacts of digital marketing a comprehensive and fruitful when it is joined up with the right marketing strategies, which can quickly get them more sales leads. Every organization, e.g., Textile, Garments, IMTs-(Modern International trade), is involved and gain beneficial results.

The impact itself came into existence with the higher volume of people shifted towards social media. Such Social media websites Like Twitter, Facebook, Instagram, and other helped people worldwide get socially connected and share their views on any global issue. Somehow, it allowed the business thinkers to exceed the platform for social use in earlier times, and it can be used for a commercial purpose.

Thus that strategy worked out, and people are starting to get involved in online shopping. Initially, people having many trust issues while making their purchases, and even the vendors themselves were handing significant problems in identifying their target audience. Thus, the detailed study of digital marketing and new tools helps both the consumer audience and vendors retrospectively. The introduction of secure payment methods like PayPal helped many customers to place their orders freely. Further, it becomes one of the high-tech topics, and the innovation process starts in developing primary marketing tools to help people worldwide make sales globally.

Tools

Few digital marketing strategically tools can be discussed below

Organic Social Media: It included the sharing of content free for public view, Such as Images, Educational and promotional videos, and blogs, etc., which use to share.

Corresponding Author;
B Sam Karan
Student at Lovely Professional
University, Punjab, India

Paid Social Media: In this marketing tool, Brands and businesses pay social media websites to promote their products and services to the right and target audience.

Email Marketing: Email marketing is one pioneer and a classical digital marketing strategy in which emails are routed to the customer and among peoples to create a relationship and promote and detail the products and the business.

Business Websites: Vendors or services providers use to create a business website to develop their products, mentioning the detailed product line, Company portfolio, Brand details, and providing other e-commerce solutions.

Video Hosting Service

Video hosting services enable people to share their videos through video hosting service allows them to share them with other people to provide guidance and knowledge about the products and services.

Content Creation: Content writing is a particular procedure to Write, Create and modify the content displaying on social media pages or websites. It included writing a blog and articles mentioned and detailing the reader to provide more theoretical knowledge about any product or services through the digital marketing process.

In current situations of the pandemic, Digital marketing technology-enhanced very rapidly. Due to the lockdown of every public and commercial place, it becomes a challenge for the Consumer to have their necessities and vice versa. It affected the business as well. Much small industry business was unable to bear the cost due to close of their commercial outlets, and company employees were afraid in concern to job security.

How the business got suffered globally due to covid-19 and how this pandemic created a problem further leads to a crisis in each country. Hence digital marketing, with the help of the social platform, has provided an excellent and significant impact not only in getting the sales or purchasing of necessities but also in alerting the daily situations and controlling and monitoring events that happen all around the world.

It was essential to develop a positive perspective among Consumers and make them reassured and positive during the crisis. Hence it was not an easy task in the first place. People were working remotely to get the thing done positively in business.

Further introduction of communication tools develops such as zoom was one of the most critical players in providing outstanding assistance during this pandemic. From one-on-one calls to conference meetings, these tools helped around the globe reduce the problem of communication, and a vast reduction appeared during further risk assessments.

Currently, it is also observed that people are getting more digitally active during this pandemic. Due to following the correct SOPs for maintaining social distancing, Consumer and vendors are getting more involved in digital expertise and start learning and trusting the interrelation to meet their end touchpoints.

As the world has seen a certain growth and development of the implementations of digital marketing strategies. Therefore, the need for digital marketers to opt for adequate and appropriate measures and techniques has inevitably

grown. For this purpose, it can be recommended to the digital marketers to look into following aspects.

Search Intent: The changing capability of Google to analyze and understand the semantic and search mechanism has resulted in more focus on the intent of user to search rather keywords. In this regard, the digital marketers would be more benefited if they also focus on improving their functionality to improve search intent rather than search research.

PPC marketing and Improved Privacy: While PPC marketing has become a growing and one of the most reliable measures, the improved requirement of consumer privacy as per the California Consumer Privacy Act (CCPA) in US and General Data Protection Regulation (GDPR) in EU. This would require PPC marketer to adapt their practices and performance in accordance to these laws to ensure authenticated practices and avoid any breach

Implications

Previously advertising and creating effective awareness was majorly dominated by big businesses that were able to pay the massive advertising fees. Now however digital marketing has created an equal playing field by allowing even smaller companies to reach a wider audience at affordable prices. Many companies can now make use of the digital advertising tools such as social media advertising or pay per click.

Furthermore, with the advancement in technology such as machine learning the ease of completing transactions online has increased. More and more customers prefer to shop and search for product information online. This has increased the importance of digital marketing. However, one major setback is that it has also led to the rise of cyber-crime.

Conclusion

The study has provided with a brief discussion about the concepts of digital marketing, while providing an insight in the history, evolution and uses of digital marketing providing an overview about the conceptual explanation of digital marketing. It is the strategy through which companies and corporate firms connect with people and consumers to better acknowledge their needs, wants and requirements. The essay further highlighted that the evolution of the digital marketing came into being through the growing use of social media, which provided a new approach to companies to improve their access to consumers. The benefits of digital marketing significantly include, improved cost-effectiveness, time saving and more interactive. Strategies and tools like organic social media, content creation and business websites has also improved the provision of services and maintain business during covid-19 as well.

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