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A review paper on digital marketing

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Abstract

This study discusses some present and future marketing trends. The information is based on recent research and current events in the business sector. The research is based on secondary sources. The paper is based on previously published material as well as internet sources. Various articles, studies, reports, newspapers, magazines, websites, and online material have all been examined. In India, we are witnessing a significant shift toward digitalization. In comparison to traditional or conventional techniques, consumers are exploring and searching more on the internet to find the greatest bargain from merchants across India. We recognized in this study that Digital Marketing, such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical discs, and games, can be extremely beneficial to businesses. It has been proved that we are all connected via Whatsapp and Facebook, and the growing use of social media is opening up new potential for digital marketers to acquire clients via digital platforms. Consumer motivations must be understood in order to gain a better knowledge of what motivates people to publish content about a brand or shop. Digital marketing is cheaper and more effective and has a significant commercial impact. According to the findings of this study, knowing which social media sites a company's target market uses is another important component in ensuring that online marketing is successful. It is possible to assess the efficacy of Internet marketing in relation to various businesses. The research might be extended to elaborate internet marketing tactics used by organizations.

Keywords: Digital marketing, global market, social media marketing, entrepreneurship

Introduction

Happy customers are possible when the business stays a step ahead of them. Digital marketing is a practice of using digital technological channels to market products or services which results in creating, and/or retaining customers. It is targeted, measurable, and interactive. In today's ever-changing world, consumers have also become more dynamic in terms of awareness and decision-making. This allows companies to adopt the latest and most creative ways to communicate, advertise and commercialize their work. Due to the pandemic caused by COVID-19, the world has gone through a drastic change. Humanity around the globe has never experienced such complications in the past 100 years. The new world order has come into existence. A major effect of this pandemic was on the global market as well. As the lockdown was imposed on almost all major cities around the world and more and more people relied on online shopping, it became difficult for traditional businesses to survive without taking their business online. Such innovations, such as the internet, have compelled today's marketing thinkers to be more market-driven in their core decision-making, necessitating a systematic method of obtaining accurate and timely information about customers, goods, the marketplace, and the entire environment. The use of the Internet to market and sell goods or services is known as Internet marketing. To sell and market things, internet marketing makes use of the power of electronic commerce. The advent of digital marketing can be traced back to the early 1990s when the newly arrived World Wide Web (www) made the complex internet accessible to common households. It is then that companies started advertising their products through the internet by simple plain texts and gradually adding more graphics and media for customer knowledge and awareness. Today, as we see, companies are not just focussing on selling the products or services but also creating a brand value and a loyal customer base. Some of the major and key players in this industry, who have established a benchmark in the e-commerce industry and its subset digital marketing, are; apple.com, amazon.com, alibaba.com, indiamart.com, and many more.

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This paper discusses how digital marketing has evolved across the ages and what could be its future in today's dynamic environment.

This paper also sheds some light on how digital marketing is making an impact on new-age entrepreneurship from an Indian perspective.

Review of Literature

Numerous research has been done on this subject and innumerable works are ongoing. Some findings from selected works are presented below:

Internet marketing is, 'achieving marketing objectives by applying digital technologies' (Chaffey *et al.*, 2009) ^[1]. Companies in the developed world have grasped the value of digital marketing. To be successful, businesses will need to combine online and traditional ways to better satisfy the demands of their customers (Parsons, Zeisser, Waitman 1996) ^[2]. The use of technology to assist marketing efforts in order to improve customer knowledge by meeting their needs is known as digital marketing (Chaffey, 2013) ^[3]. For businesses to succeed, online advertising is a potent marketing engine for developing brands and driving traffic (Song, 2001) ^[4]. New technologies have opened up new business prospects for marketers that want to manage their websites and achieve their goals (Kiani, 1998) ^[5]. Digital marketing is more cost-effective for monitoring ROI on advertisement because expectations in terms of generating outcomes and measuring performance for advertisement money spent are higher (Pepelnjak, 2008) ^[6].

Digital marketing has supplanted traditional advertising and marketing approaches. Furthermore, it is so powerful that it has the potential to help revitalize the economy and provide enormous opportunities for governments to operate more efficiently (Munshi, 2012) ^[7]. More crucially, digital marketing has grown as a result of rapid technological advancements and shifting market dynamics (Mort, Sullivan, Drennan, Judy, 2002) ^[8]. Firms in Singapore have put digital marketing technologies to the test to see if they are effective and useful in obtaining outcomes (Teo, 2005) ^[9].

Digital content such as accessibility, navigation, and speed is defined as vital features for marketing in order for digital marketing to generate results for organizations (Kanttila, 2004) ^[10]. The usage of word-of-mouth WOM on social media and for making the site popular is another tried and tested strategy for obtaining success through digital marketing (Trusov, 2009) ^[11]. Furthermore, WOM is linked to the recruitment of new members and the rise of website traffic, both of which improve marketing visibility.

A huge social media platform like Instagram, today, has changed the meaning of marketing and business. A 2 billion-plus monthly user base (statista.com) ^[12], makes it extremely viable for extensive digital marketing practices. Such platforms have provided a large opportunity for newcomers and existing businesses to grow and explore the undiscovered marketing spaces. This can be achieved by aware managers and executives (Mangold, 2009) ^[13]. With great knowledge and understanding of the techniques and functionalities of digital marketing operations by the professionals, desired results get achievable. Also in the continuously changing environment, it becomes important to strategically integrate these approaches in the organizations' marketing communication plans (Rohm & Hanna, 2011) ^[14].

The objective of the Study

As the power of the internet and social media will not wane in the next years, this topic will be critical to every business (Giedd & Chief, August 2012) ^[15]. The combined strength of smartphones and social media is posing a persistent threat to many businesses (Felt & Robb, 2016) ^[16]. The second major factor to examine is the growing trend of children, adolescents, and teenagers utilizing digital and social media in increasingly excessive amounts (Giedd & Chief, August 2012) ^[17]. Therefore, below are the objectives of the study:

- What are popular techniques of Internet Marketing used today?
- Difference between traditional marketing and Internet marketing.
- Most used Digital Marketing approach?
- What do companies prefer between traditional and internet marketing mediums?

Methodology

This is an exploratory study that involves quantitative and qualitative analysis. Data was collected on an all-India basis for the aim of this study which is critical review. Exploratory research is intended to allow an investigator to just look about in relation to a phenomenon in order to generate potentially useful ideas. For the purpose of preparing this article, secondary data and information were exhaustively analyzed. Secondary data and information were gathered from a variety of sources, including articles in various journals and periodicals, published e-books, working papers, conference papers, and business websites for annual reports, newsletters, and CSR activity reports. Data and information about the companies are used, which is publicly available on the companies' websites. This really is the standard protocol for critical review research.

Concept of Study

Internet Marketing

The word "internet marketing" refers to all forms of online product and service promotion. This comprises a variety of client communication techniques and platforms, such as a website, email, social media, and online advertising.

The tactics used to advertise products and services online and through other digital means are referred to as internet marketing. It comprises a wide range of internet platforms, tools, and content distribution methods, such as:

- Website content and design
- Email marketing
- Social media
- Blogging
- Video/podcasting
- Online ads
- Sponsorships and paid promotions

Though the obvious goal of internet marketing is to sell products and services or to advertise on the internet, this isn't the only reason a company will do it.

A corporation may use web marketing to spread a message about itself (branding) or to undertake research. Online marketing can also be used to select a target market, learn about the desires and needs of a marketing segment, develop long-term consumer connections, and create authority and knowledge within an industry.

E-marketing, web marketing and digital marketing are some of the other names for the same thing.

Businesses use internet marketing to interact with their customers; such as informing them about their new product, offer, sale, etc. This can be done through numerous mediums; social media posts, emails, blogs, podcasts, and many more. To recruit new clients, internet marketing combines a company's website with online promotional strategies such as banner advertising, search engines, PPC advertising, e-mail, and links or services from other websites.

Internet marketing works along B2B channels for a business as it facilitates business-related operations as well. From connecting to related B2B partners to outsourcing several activities, internet marketing makes it easy for companies.

Significant Modules of Digital Marketing

Search Engine Optimisation (SEO): SEO is a practice to design, write or organize a website or webpage in such a way that whenever someone searches for the related content, your webpage organically shows up on the top search results of major search engines such as Google, Yahoo, Bing, etc. The world's biggest and most used search engine Google organizes its search results in a way where the most authentic, credible, and accurate web pages come on the top results for the user to consume. This happens because of their extremely optimum algorithmic arrangements. After entering a query in the google search bar the page that opens up with the results is known as the Search Engine Result Page (SERP). Google tries its best to suppress low-quality web pages to come at top of SERPs.

Curating and creating a webpage that is optimized for the search results is very crucial for companies in order to grow their reach to the customers. For that authentic and credible information should be provided on the webpage which is curated carefully keeping in mind the perspective of the consumer.

Email Marketing

Email marketing is the use of email to advertise a company's products and services while also incentivizing client loyalty. Email marketing is a method of informing people on your email list about new products, promotions, and other services. It can also be a softer pitch to educate your audience about your brand's worth or keep them engaged in between transactions. It could also be anything in the middle.

Ray Tomlinson, a computer expert, sent the very first email in 1971. The message he transmitted was nothing more than a series of numbers and letters, but it signaled the start of a new era in communication. Tomlinson is also credited with the invention of the "@" symbol in email addresses.

Gary Thuerk, a marketing manager at Digital Equipment Corp, used this new form of direct communication to send out the first commercial email to inform consumers about a new product in 1978. His email list was merely 400 people, but the emails he sent generated \$13 million in revenue.

Email has been a popular marketing technique for businesses in part because it requires the user to take action; an email will remain in the inbox until it is read, deleted, or archived. Email, on the other hand, is one of the most cost-effective methods accessible. In fact, according to a 2015 research by the Direct Marketing Association (DMA) in the United Kingdom, email has an average return on investment (ROI) of \$38 for every \$1 invested. Check out our email marketing statistics by industry for additional information on the power of email marketing.

Using email marketing software that can also be configured to easily send out emails, you may do A/B testing of a subject line or call to action to determine the best-performing content.

Social Media Marketing

Social media marketing is a type of digital marketing that makes use of the popularity of social media networks to reach your marketing and branding objectives. However, it's not simply about setting up company accounts and posting whenever you want. Social media marketing necessitates a flexible plan that incorporates measurable objectives.

- Keeping your profiles up to date and optimising them.
- Posting images, films, tales, and live videos that define your brand and appeal to a targeted audience.
- Monitoring your reputation and responding to comments, shares, and likes.
- To create a community around your brand, follow and engage with your followers, customers, and influencers.

Web Analytics

The measurement, collecting, analysis, and reporting of Internet data for the aim of understanding and optimizing Web usage is known as Web analytics.

The goal of web analytics is to better understand a site's users, their behaviour, and their activities. The analysis of internet user behaviour and activities yields useful marketing intelligence.

- Website performance against goals is measured.
- User behavior and needs, as well as how the site satisfies those demands.
- Based on the results, optimization ability to make changes to improve the website.

Conclusion

In India, we are witnessing a significant shift toward digitalization. In comparison to traditional or conventional techniques, consumers are exploring and searching more on the internet to find the greatest bargain from merchants across India. The more they think social networking site shopping services are beneficial and simple to use, the more likely they are to shop for things on social networking sites. Because of the large range of customers that use social media, most target markets can be reached (Cha, 2009) ^[18].

In this study, we found that digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), campaign marketing, and social media marketing, as well as social media optimization, e-mail direct marketing, display advertising, e-books, optical discs, and games, can be extremely beneficial to businesses.

Digital marketing is cheaper and more effective and has a significant commercial impact. Indeed, small businesses may now reach specific consumers at a lower cost and compete on an equal basis with larger corporations.

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