

Research Article

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Digital Marketing: A Gateway to Online Marketing

“Searching & Finding Things Online”

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Abstract:

In the process of adapting to market changes, the marketers have the opportunity to reach a different audience through on-line and mobile instruments. Digital marketing is the process of building and maintaining customer relationships through online activities to generate sales and or capture customers that are searching on the internet for answers.

For information on a new product, service or location. With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small business that wants to trade online and make a name for themselves on the web. The web is crowded with information. If you have a website, you can promote your business by knowing, This article will help you in knowing how people could reach you. This also describes the key trends that have shaped the evolution of digital marketing over this period.

Key Words: Digital marketing, e-business, e-marketing, online marketing, search engine optimization, Pay Per Click, internet, email, mobile marketing

An overview of Digital Marketing

Digital marketing is the process of building and maintaining customer relationships through online activities to generate sales and or capture customers that are searching on the internet for answers.

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- “Internet marketing is achieving marketing objectives through applying digital technologies.”
- “eMarketing is achieving marketing objectives through use the of electronic communications technology.”

Digital marketing involves the promotion of products and services using digital distribution channels that reach consumers in a timely, relevant, personal and cost-effective manner. Digital channels can have several categories, such as the internet, mobile, digital outdoors,

and any form of interactive digital media. Each category has multiple digital tools / sub-channels that can support digital marketing.

Objectives of the Study

Then research paper is based on the study of both primary and secondary data. The following are the objectives:

1. To know the importance of the Internet and Digital Marketing to Business
2. To know where are the opportunities?
3. How Digital Marketing impacts the bottom line?
4. To identify various strategic approaches to Digital Marketing
5. To know Value of Measurement and Performance Analysis

Need to Get Digital

Digital marketing has put the consumer in control, provides convenience, drives brand loyalty, reduce the selling cycle, builds your brand, it is measurable, it is cost effective. Small to Medium Businesses increasingly rely upon online digital marketing techniques and distribution channels. Digital communications and multimedia technologies are significantly changing the way SMBs communicates with their customers to promote products and market services.

- About 89% people uses a search engine regularly to search online products and services
- There is tremendous increase in usage of the internet across the world during recent years.
- Most economical way of marketing

Evolution of Digital Marketing

Back in the day, it was all about to build a website, Build links, build more links, and build even more back links. Hope it shows up in Google someday. Hope it displays on the results page with the right keywords (what people are typing in when they search). It was like fishing and hoping you will get a catch.

With SEO, PPC was born, build ads around keywords and pay for everyone that clicks the ad and visits your site. Eg. Google’s Adword (3line ads that show up on the right/top of search engine results), Microsoft’s adcenter, Yahoo’s search marketing.

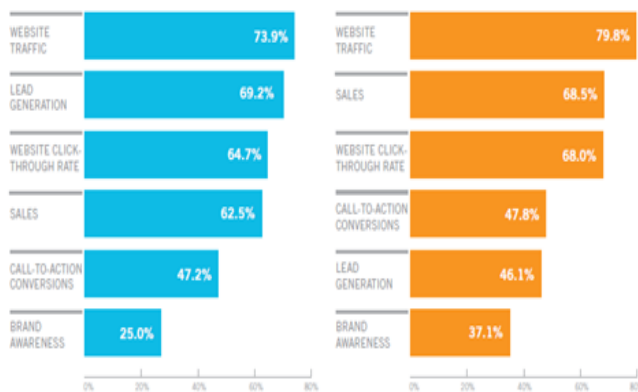
Most digital marketing strategies and campaigns have 5 objectives:

- Reach the right audience
- Engage with your audience
- Motivate your audience to take action
- Ensure efficient pending on your campaign
- Maximum return on investment

Data Analysis and Interpretation

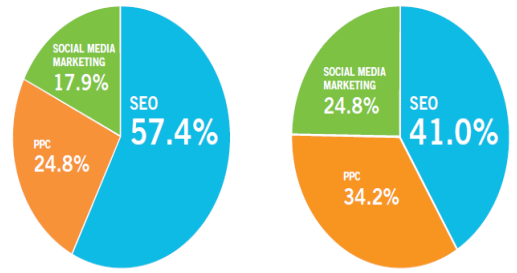
According to the primary research undertaken between two types of marketing companies (B2B & B2C) to know the importance of the digital marketing and its usage following interpretation has drawn:

- How do you measure the success of your digital marketing programs?



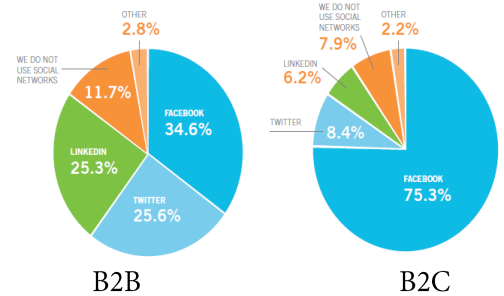
B2B
 Interpretation: website traffic is the common denominator of success across both B2B and B2C digital media campaigns

- Which makes the biggest impact on your lead generation goals?



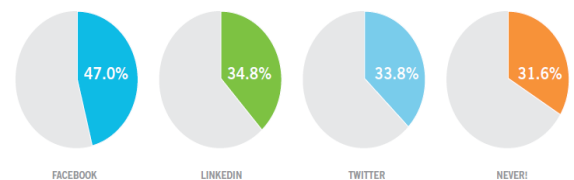
B2B **B2C**
 Interpretation: over 75% of digital marketing impact is derived from SEO and PPC activities

- In which social network is your brand most active?



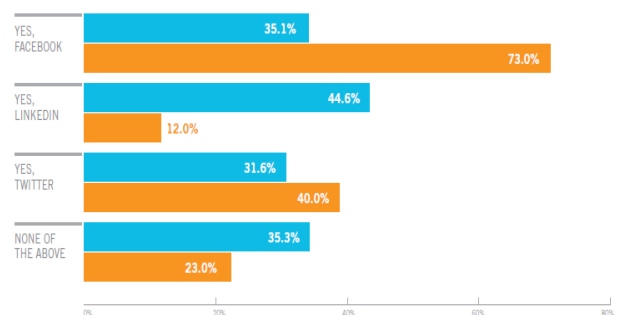
B2B **B2C**
 Interpretation: B2B companies are active evenly across the three leading social media networks (35% Facebook, 26% Twitter, and 25% LinkedIn), while 75% of B2C companies are most active on Facebook.

- Have you ever generated leads from social media sites (B2B and B2C)?



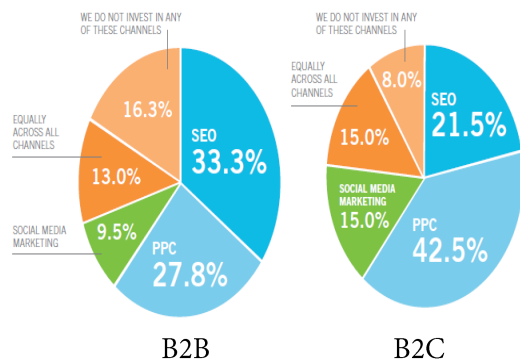
Interpretation: 68% of marketers have generated leads from at least one of the three major social media platforms

- Have you ever generated leads from social media sides (B2B vs B2C) ?



Interpretation: on social media channels, B2B marketers consider Facebook the most sources for sales generation, while B2C marketers rely on LinkedIn for producing lead flow

f) Where do you currently allocate the majority of your digital marketing budget?



Interpretation: as expected, B2B marketers invest 1/3 of their digital budgets on SEO activities, while B2C marketers invest most heavily in PPC.

Effective Components of Digital Marketing

Digital Marketing basically requires an attractive and user friendly website and this is only possible because of the following components:-

Search engine optimization is the process of getting traffic from the “free organic or natural listings on search engines. All major search engines such as google, yahoo and bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads.

Pay Per Click (PPC) : Pay Per Click is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, pay per click. Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods and services. It is very fast. Get targeted visitors within hours or minutes, can yield highly profitable results, great testing platform and can be highly targeted: time of day, geographic area, keywords and phrases, immediate feedback.

Social media marketing: it is a medium or instrument for communication, like a newspaper or a radio. Social media is social instrument of communication. It helps in creating targeted traffic. Does not require specialization or vast technical skills. It is cost effective. It also serves following benefits:

- ❖ Most interactive digital marketing tactics
- ❖ Creates an everlasting value proposition
- ❖ Enhances your brand value
- ❖ Develops a community closely associated with your organization and offerings

- ❖ Helps audience to communicate in a healthy way across various verticals
- ❖ Creates awareness, spread the word , improves participation, keep audience engaged and helps in getting a genuine opinion from target audience

Digital Marketing Measurement:

Digital Marketing offers unparalleled ways for result measurement and performance analysis. Measuring Visits, Conversions and Persuasion will give a better picture on returns on marketing investments. Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign:-

- ❖ ROI Tools
- ❖ Google analytics
- ❖ Google webmaster
- ❖ Basic google search
- ❖ Google adwords
- ❖ Social media monitoring tools

Digital Marketing Trends for 2016

As many forecasters have announced, 2016 will be the year of rising in the world of marketing trends. Many things will evolve, change and adapt to the needs of the world. One thing is certain- whether you have a large or a small business, you will have to think towards developing a marketing strategy, one which will cover all the aspects of these marketing trends. It will be the year of reaching customers on their own field, and finding new ways of engaging with them will be the task. Here is a list of digital marketing trends to look out for in 2016.

Web Contents

Engaging with the audience is the most important thing to look after in 2016. Some say’s that the content is already engaging enough, however that is not true. Most of the content does not get that high number of shares or replies, which means that a more interactive content will have to be created. So web contents are to be build related to videos, quizzes, surveys, calculators, contests, anything that will get their attention.

Target Audience

With more brands shifting right on the horizon, getting and reaching target audience is tougher than ever. More and more people bidding for the same words in the Google search, and the channel’s efficiency will be driven down. Thousands of people advertise their products and services, and all are competing for the front page. With this in mind, we have to come up with a better way of reaching target audience, and avoid the competition in the process.

Individual Touch

With more information about customers, we can start personalizing emails, newsletter content, homepages and even imagery. The whole point is to dial a true message, one wants to convey and in the same time reach customer and make them feel special. Those copy-pasted emails will not be enough to satisfy needs in 2016, and as a marketing sleuth, will have to work harder and dedicate a bit more time to satisfying each and every need of customers.

Customer Data Segmentation

Collecting all that data throughout 2016 was not enough, for now it is time to sit down and analyze all that has been collected. Marketers will have a huge responsibility of going through each and every segment in hope of finding something that will uncover new trends and ways of satisfying customer's needs. This requires valid and improved data segmentation and analysis tools.

Distribution of Content

Having all those written content does not make it sell. In fact, if it is everything we are offering, it might just not be enough. It is probably a fact that we do not have a large community of followers to support amplification. So in 2016, it is our job to create a paid distribution plans. The only way of doing it is by testing millions different amplification channels. Once we do, we can rank them by their efficiency and spend money accordingly.

Growing Mobile Apps

We have notices, more and more websites are optimizing their content for mobile users, and more and more businesses are creating their own apps. Having an app is very important for the business, for us to easily contact and engage our customers with it. If our business does not have one, now would be the perfect moment to create it. By using an online mobile app builder, we can create one without any technical knowledge. Once it is created, simply put it out there and promote it in any way we can. Make sure we let all your current customers know that we now have an app, and build our self a community. When we achieve that, we will use our app for communication with our customers, sale of products and special promotions.

Online Video's ads

In 2016, Google search might start indexing and search. This will be a major thing for all of us out there who are paying a reasonable amount of money for video ads. This is one way of marketing that will continue to grow and expand to the unknown. Static ads are a thing of history, and video ads are outperforming almost any other type of promotion. But, optimizing video for our business promotion is not an easy task, and learning

how to do it might require some time. However, hiring an expert in this area might just do the trick.

Increased advertisement

More and more successful companies started creating hybrid ads with an engaging content. Having this in mind, the only way to compete with such competition is to start doing it yourself. Media sites are getting content in such rates that they are constantly working on putting it out there. It is a flourishing business, one that has to be seized while it has not become trend. Start creating hybrid ads, and engage your customers in a way never seen before.

Buying Online clicks

Believe it or not, but it is estimated that in 2016, the "buy button" will receive more clicks than ever before. Putting them on social media sites like Face boom, Pinterest and Twitter will be the right thing to do. Once you give your customers the ability to buy something straight away, they will give it a try. It serves to prolong the communication between you and your customers. Do not be skeptical about using it, this is the right time to do it, and 2017 might already be over it.

Many digital marketing trends will evolve, many will (re)appear out of nowhere; it is our job as a marketer to seize the opportunity and beat the competition before the race has even begun.

Conclusion

- Digital marketing methodology is designed to drive company's online success.
- We start by understanding what winning means to your business and where our current challenges recline.
- Our approach is customized to bring together the power of Search Engine Optimization (SEO), Pay Per Click (PPC) advertising, and Social Media Marketing (SMM) to create remarkable, results-driven marketing programs.

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