

## Digital Marketing

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### **Abstract:**

Digital marketing is a term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. The whole idea of digital marketing can be a very important aspect in the overall communication between the consumer and the organisation. This is due to digital marketing being able to reach vast numbers of potential consumers at one time. Digital marketing being highly dependent on the internet, it is subject to a lot of clutter, so it marketers may find it hard to make their advertisements stand out, as well as get consumers to start conversations about an organisations brand image or products. Digital marketing has the reach is so large that there are no limitations on the geographical reach it can have. This allows companies to become international and expand their customer reach to other countries other than the country it is based or originates from. Digital marketing is easy to be measured allowing businesses to know the reach that their marketing is making, whether the digital marketing is working or not and the amount of activity and conversation that is involved. With digital marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market.

Keywords: digital marketing, web marketing, online marketing, e-commerce.

### **Introduction:**

Digital marketing is nothing but the marketing of products & services with the use of digital technologies i.e. Internet, Mobile phones, Display Advertising, Cable Networks & any other digital medium. The term digital marketing is evolved mainly after 1990, when the use of internet is increasing rapidly. And today after the entrance of Smartphones in global market, the digital marketing is boosting very rapidly. Digital marketing campaigns are becoming more powerful as well as efficient, as digital platforms i.e. Smartphones, Tablets, Laptops are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical markets. Digital media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010.

### **Digital Marketing Approach:**

In this complex retail environment, customer engagement is essential but also challenging. Retailers must shift from straight marketing approach of one-way communication to a value exchange model in which there is a two-way mutual dialogue and benefit-sharing between provider and consumer. Exchanges are more non-linear, free flowing and both one-to-many or one-on-one. The spread of information and awareness can occur across numerous social media channels such as the Twitter, YouTube, Facebook, Instagram, Snap chat, Whatsapp and a wide variety of other platforms. Online communities and social networks allow individuals to easily become creators of their own content and publicly publish their opinions, experiences, thoughts and feelings about many topics and products.

The Nielsen Global Connected Commerce Survey conducted interviews in 26 countries to observe how consumers are using the internet

to make shopping decisions in stores and online. They reported that due to the internet and e-commerce, shoppers are increasingly looking to purchase internationally, with over 50% in the study who purchased online in the last six months stating they bought from an overseas retailer.

Customers are mostly researching online and then buying in stores and also browsing in stores and then searching for other options online. Online customer research into products is particularly popular for costly items as well as consumable goods like groceries and make up. Consumers are increasingly using the internet to look up product information, compare prices and search for deals and promotions.

#### **Use of Digital Marketing:**

The use of digital marketing in this period of time not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customer feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses. Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilize social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

#### **Digital Marketing Techniques & Strategies:**

Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing,

influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. In fact, this extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies.

#### **Segmentation:**

More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.

#### **Influencer marketing:**

Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google AdSense or Admob campaigns.

#### **Online behavioral advertising:**

It is the practice of collecting information about a user's online activity over time, on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.

#### **Collaborative Environment:**

A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then

evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as good ideas that would otherwise be overlooked. User Generated Content is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.

#### Data-driven advertising:

Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as CRM and Sales engines datasets. Also known as People-based marketing or addressable media, Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers' moment and actions.

#### Remarketing:

Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

#### Game advertising:

Game ads are advertisements that exist within computer, mobile or video games. One of the most common examples of in-game advertising is candy crush or subway surfers. In-game ads also might appear as brand-name products like guns, cars,

Businesses can now use social media to select the age range, location, gender and interests of

whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

#### Ineffective ways of Digital marketing:

##### Prioritizing clicks

Prioritizing clicks refers to display click ads, although advantageous by being 'simple, fast and inexpensive' rates for display ads in 2016 is only 0.10 percent in the United States. This means one in a thousand click ads are relevant therefore having little effect. This displays that marketing companies should not just use click ads to evaluate the effectiveness of display advertisements.

##### Balancing search and display

Balancing search and display for digital display ads are important; marketers tend to look at the last search and attribute all of the effectiveness to this. This then disregards other marketing efforts, which establish brand value within the consumers mind. ComScore determined through drawing on data online, produced by over one hundred multichannel retailers that digital display marketing poses strengths when compared with or positioned alongside, paid search. This is why it is advised that when someone clicks on a display ad the company opens a landing page, not its home page. A landing page typically has something to draw the customer in to search beyond this page. Things such as free offers that the consumer can obtain through giving the company contact information so that they can use retargeting communication strategies. Commonly marketers see increased sales among people exposed to a search ad. But the fact of how many people you can reach with a display campaign compared to a search campaign should be considered. Overall both search and display aspects are valued as display campaigns

build awareness for the brand so that more people are likely to click on these digital ads when running a search campaign.

### 3. Understanding Mobiles:

Understanding mobile devices is a significant aspect of digital marketing because smartphones and tablets are now responsible for 64% of the time US consumers are online. Apps provide a big opportunity as well as challenge for the marketers because firstly the app needs to be downloaded and secondly the person needs to actually use it. This may be difficult as 'half the time spent on Smartphone apps occurs on the individuals single most used app, and almost 85% of their time on the top four rated apps'. Disadvantages of digital media used on mobile devices also include limited creative capabilities, and reach. Although there are many positive aspects including the users entitlement to select product information, digital media creating a flexible message platform and there is potential for direct selling.

### 4. Cross-platform measurement:

The number of marketing channels continues to expand, as measurement practices are growing in complexity. A cross-platform view must be used to unify audience measurement and media planning. Television and radio industries are the electronic media, which competes with digital and other technological advertising. Yet television advertising is not directly competing with online digital advertising due to being able to cross platform with digital technology. Radio also gains power through cross platforms, in online streaming content. Television and radio continue to persuade and affect the audience, across multiple platforms.

### 5. Targeting, viewability, brand safety and invalid traffic:

Targeting, viewability, brand safety and invalid traffic all are aspects used by marketers to help advocate digital advertising. Cookies are a form of digital advertising, which are tracking tools within desktop devices; causing difficulty, with shortcomings including deletion by web browsers, the inability to sort

between multiple users of a device, inaccurate estimates for unique visitors, overstating reach, understanding frequency, problems with ad servers, which cannot distinguish between when cookies have been deleted and when consumers have not previously been exposed to an ad. Due to the inaccuracies influenced by cookies, demographics in the target market are low and vary. Another element, which is affected within digital marketing, is 'viewability' or whether the ad was actually seen by the consumer. Many ads are not seen by a consumer and may never reach the right demographic segment. Brand safety is another issue of whether or not the ad was produced in the context of being unethical or having offensive content. Recognizing fraud when an ad is exposed is another challenge marketers face. This relates to invalid traffic as premium sites are more effective at detecting fraudulent traffic, although non-premium sites are more so the problem.

### Advantages and limitations:

The whole idea of digital marketing can be a very important aspect in the overall communication between the consumer and the organisation. This is due to digital marketing being able to reach vast numbers of potential consumers at one time.

Another advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. To clarify the advertisement is easy to access as well it can be accessed any time any place.

However, with digital marketing there are some setbacks to this type of strategy. One major setback that is identified is that Digital marketing is highly dependent on the internet. This can be considered as a setback because the internet may not be accessible in certain areas or consumers may have poor internet connection.

As digital marketing continues to grow and develop, brands take great advantage of using technology and the internet as a successful way to communicate with its clients and allows them to increase the reach of who they can

interact with and how they go about doing so. There are however disadvantages that are not commonly looked into due to how much a business relies on it. It is important for marketers to take into consideration both advantages and disadvantages of digital marketing when considering their marketing strategy and business goals.

An advantage of digital marketing is that the reach is so large that there are no limitations on the geographical reach it can have. This allows companies to become international and expand their customer reach to other countries other than the country it is based or originates from.

As mentioned earlier, technology and the internet allows for 24 hours a day, 7 days a week service for customers as well as enabling them to shop online at any hour of that day or night, not just when the shops are over and across the whole world. This is a huge advantage for retailers to utilise it and direct customers from the store to its online store. It has also opened up an opportunity for companies to only be online based rather than having an outlet or store due to the popularity and capabilities of digital marketing.

With brands using the Internet space to reach their target customers; digital marketing has become a beneficial career option as well. At present, companies are more into hiring individuals familiar in implementing digital marketing strategies and this has led the stream to become a preferred choice amongst individuals inspiring institutes to come up and offer professional courses in Digital Marketing.

A disadvantage of digital advertising is the large amount of competing goods and services that are also using the same digital marketing strategies. For example, when someone searches for a specific product from a specific company online, if a similar company uses targeted advertising online then they can appear on the customer's home page, allowing the customer to look at alternative options for a cheaper price or better quality of the same product or a quicker way of finding what they want online.

Some companies can be portrayed by customers negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. This can affect their image and reputation and make them out to look like a dishonest brand.

Another disadvantage is that even an individual or small group of people can harm image of an established brand. Generally brand creates images for itself to emotionally appeal to their customers. However some would disagree with this image and make alterations to this image and present in funny or cynical way, hence distorting the brand image, hence creating a fraud image, blog or content.

Two other practical limitations can be seen in the case of digital marketing. One, digital marketing is useful for specific categories of products, meaning only consumer goods can be propagated through digital channels. Industrial goods and pharmaceutical products can not be marketed through digital channels. Secondly, digital marketing disseminates only the information to the prospects most of whom do not have the purchasing authority/power. And hence the reflection of digital marketing into real sales volume is skeptical.

#### **Conclusion:**

With the use of Digital marketing any business can compete with any competitor regardless of size with a solid digital marketing strategy. Business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, Television, Radio and magazine. Unlike traditional methods you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. Digital marketing enables you to refine your strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously. Business can be seen anywhere in the world from one marketing campaign, the cost to do this using traditional methods would be considerable. With digital marketing you can

encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to

your market. So it doesn't take long for good publicity to enhance the prospects of your business.

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