

IMPORTANCE OF DIGITAL MARKETING IN PRESENT SCENARIO: A REVIEW

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Abstract

As we know, with the advancement of technology, methodology and techniques of marketing has undergone a revolutionary change. In this research paper, main focus is to understand the difference between traditional marketing and digital marketing. This article mainly presents different aspects of digital marketing and its impact on the business world. The main objective of digital marketing is to attract customers and allowing them to interact with the brand through digital media. Most of the people spend their time on internet. Business firms are facing new challenges while it has also opened a new phase of golden opportunities for them.

Key – Words: - digital marketing, business, challenges, customer

Introduction

Digital marketing is an interactive marketing which is trouble free for us. Digital marketing is often referred to as ‘online marketing’, ‘internet marketing’, or ‘web marketing’. Search engine optimization, pay per click advertising, campaign marketing, e-commerce marketing, email direct marketing, optical disks and games, display advertising, social media marketing are the popular and most demanded areas in digital marketing.

By good fortune for both businesses and consumers that changed as technology and digital practices evolved, streamlining every step of user behavior and the business model. Now, if someone needs something, they can go online for find exactly what they are looking for, and have it as earlier as possible. Or, if someone is curious about the product or service, they can research online, read reviews from other buyers, and watch product demos before making a purchase. Consumer can access information any time and any place where they want. Consumers

do not just rely on what the company says about their brand but also, they can follow what the media, friends, association, peers etc. are saying as well.

In convenient term digital marketing is the promotion of services and products and brands via one or more forms of electronic medium. Our honorable prime minister is focusing more and more on digitalization process in our country so that with the using latest technology. People of India enhance their living standards and connect in the global era.

The business of buying and selling things over the internet is e-commerce. Mostly companies are using e-commerce to reach out to customer worldwide and increase their sales. E-marketing began with the use of telegraphs in the 19th century. The history of e-commerce is closely intertwined with the history of internet. Online shopping only became possible when the Internet was open to the public in 1991. Amazon.com was one of the first e-commerce sites in the US to start selling products online and thousand od businesses had followed since October 26,2011

The main objectives of this paper are to pick out the effectiveness of digital marketing in the fast and competitive market. The encouraging objectives are as follow:

- Benefits and drawbacks of digital marketing.
- Digital marketing vs traditional marketing.
- Carrier in digital marketing

Principled and hypothetical structure

Benefits of digital marketing

It may come as no surprise that the market place has become increasingly more digital as technology continuous expands. The benefits of digital marketing are becoming more prevalent every day. More and more consumers are researching and buying products online. Most important benefits of digital marketing are time and effort saving, economical, high return over investment, instant feedback, impactful, one to one approach, reach large audience. There has been a considerable reduction in cost through automation and use of electronic media. It has been easy when we do online marketing because we get our product at home in digital marketing so it is effortless and time saving. Social media has become a revolutionary tool in today's world.

Drawbacks of digital marketing

Before you start working on the digital marketing area, you should know about its limitations also. Otherwise, you may regret afterward. So, before you work on digital marketing, you should well aware of its limitations. The limitations are dependability on technology, security, privacy issues, maintenance cost due to a constantly evolving environment, higher transparency of pricing and increased price competition. We have also demerits i.e. the image of your brand may be discredited by third party or the same competition, digital marketing totally depends on the internet so, in those areas where it is not possible to connect to the internet you will not have a place, by having a presence on the internet your competition can easily track and copy all business material.

Digital marketing vs traditional marketing

Traditional Marketing uses approach like direct sales, TV, radio, mail, print ads in newspapers or magazines and printed materials like billboards, posters, catalogs or brochures. Digital Marketing is the promotion of products through one or more forms of electronic media. For example, advertising via the Internet, social networking sites, mobile phones etc. Digital marketing is similar to traditional marketing, but using digital devices. The world has transitioned into a very digital environment. Not only are magazines going digital, many of our daily tasks such as banking online and much of our reading is done on e-readers. With rise of the digital age it is good to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in the digitally based world. For today's businesses, it is imperative to have a website and use the web as a means to interact with their consumer base. So, with this new approach to attracting customers, what benefits does digital marketing have that traditional marketing does not.

Modes of digital marketing

In this era of technology, various modes of digital marketing have come into practice. All these modes can be used via the medium of electronic device. The most useful modes of digital marketing are discussed below (Afrina Yasmin et al, 2015):

- **ONLINE ADVERTISING:** online advertising has become an important part of digital marketing. It is also known as internet advertising using which company is able to send

the message about their products or services. This mode of advertising provides the digital content and ads matching with consumer interests. Companies use their website as a platform to provide information about their products or services so that target customer groups can access free information. Advertisers need to make very effective and relevant content online. In online advertising, a company has control over its budget as well as time.

- **EMAIL MARKETING:** Whenever information of the products or services is sent using email to the target customer group, it is termed as email marketing. Direct digital marketing is basically taken in use to send ads, to create brand image and build customer loyalty, to develop customer trust and to increase brand awareness. Companies are promoting their products and services by using this mode of digital marketing easily. Relatively, it is cheaper in comparison to advertising by other modes of media exposure. Companies are able to bring full attention of the customers by preparing a fusion of graphics, text and links on their products and services.
- **SOCIAL MEDIA:** Today, social media marketing has become very strong and influential tool on digital marketing platform. It is a computer-based technique which allows people to craft, exchange ideas, information and graphics about the company's product or services. Now a days, internet users are spending more and more time with social media sites in comparison to any other type. Social media marketing mode mainly include Facebook, Youtube, Twitter, LinkedIn and whatsapp. Through Facebook, a company has opportunity to promote events relating to product and services, run promotions that act in accordance with guidelines of the Facebook and investigate new opportunities. Through Twitter, a company can raise the knowledge and visibility of their brand. It is the most excellent tool for the advertising of company's products and services. In LinkedIn, professionals inscribe their profile and share information with others. A company can build up their profile in LinkedIn with the intention that the professionals can analyse and can get additional information about the company's product and services.
- **TEXT MESSAGING:** It is a mode to send details of the products and services using cellular and smart phone devices. By using mobile phone, a company is able to send information in the form of text messages(SMS), pictures, video and audio (MMS).

Marketing using mobile phones, SMS (Short Message Service) was very popular in the early years of 21st century in Europe and Asia. One can confirm orders, shipping alerts using SMS. Use of SMS for campaigning yield quicker and more considerable results. Under this method, companies can send promotion messages to target customers in real-time, all time and can be sure that customer will see message. Company can make a questionnaire in order to get important feedback of customer necessary to grow their upcoming products or services.

- **AFFILIATE MARKETING:** Affiliate marketing is basically a method of performance-based marketing. In such type of marketing, a company has reward policy for their affiliates for each visit/view of customer, whenever they are brought by marketing efforts of affiliate they create for company. Industry has 4 main players: the merchant (also known as “retailer” or “brand”), the system, the publisher (also known as “the affiliate”) and the customer. The market has developed in such convulsion resulting in the materialization of a derivative layer of players including affiliate managing agencies, super-affiliates and specific 3rd party suppliers. There are 2 methods to advance affiliate marketing: Company can propose an affiliate plan to others or it can sign up to be one more business’s affiliate. If company needs to make an affiliate plan, then, the company proprietor has to disburse affiliates a commission fee for each lead or sale driven by them to company’s website.

Career in Digital Marketing

In the last one-year, digital marketing job market grew by 40% which was way a head of the growth witnessed in other job. No doubt digital marketing is a carrier with a good scope. Digital marketing provides 150,000 jobs approximately by 2020. This is a wide array of job opportunities available for anyone who has knowledge about digital marketing. The following job positions in digital marketing are, search expert, web designer, brand management, social media marketing, business analytical specialist, search engine optimization specialist, email marketer, professional blogger, mobile marketing specialist, online content developer. Passionate, innovative, patience full, goal oriented, strong listening skills, possesses a social personality, intuitive.

The salary and designation changes as per experience, as per the market.

YEARS OF PRACTICE	0-1 Yr.	1-3 Yr.	3-5 Yr.	3-5 Yr.	5-10 Yr.
PROTAGONIST	Administrative	Sr. Executive	Team leader	Forecaster	Head, digital marketing
REMUNERATION	As per business standards	As per job standards	As per business standards	As per business standards	As per business standards

Social network marketing

The profits of social media are directly proportional to quality social media followers and for this, you need to mark audiences by using tools of interactive analytics. Social media marketing is that form of internet marketing which create and share our knowledge and contents on social media networks in order to accomplish your marketing and brand goals. To some entrepreneurs, social media marketing is the “next big thing” a temporary yet powerful trend that must be taken advantage of whereas it’s still in the limelight.

Instagram

The founder of Instagram is ‘**Kevin Systrom**’ and ‘**Mike Krieger**’ it was launched in October 2010. Instagram is a photos and videos sharing social networking service, owned by Facebook.

It is known for its square image set-up, its virtual lack of website and of course, those sentimental filters. In a nutshell Instagram is a photos and videos sharing app which allows users to assign filters to photos and share them with followers. In Instagram we get many followers by which we might be well known. It is similar to Facebook and Twitter, everyone who creates an Instagram account has a profile and a newsfeed. When you post your photos or videos on it, it will show on your profile. You can maintain your profile as you want. But it has also a major demerit that is, it is not save for kids! Here’s the thoughtful thing for parents is that if you have any adult content filter on your kid’s device. It is fantastic app for youth and also for teenagers.

Facebook

The founder of Facebook is '**Mark Zuckerberg**' it was launched in February 4th ,2004. Facebook is a social networking website on which we can share photographs, post comments, text messages, live chats, status post, video calling, watch short videos.

Facebook connect one person to another. We can keep in touch with our friends and families through Facebook, share contents can be made public ally accessible, or it can be shared only among a select group of friends which you want. We can get every updated news on this site, even you can order any food on Facebook if that's what you want to do. The site is entertaining and a regular daily stop for many users. Mostly businesses run through Facebook advertisement. It the most popular social networking site in the world.

Snapchat

The founder of snapchat is '**Evan Thomas Spiegel**'and it was Launched in September 2011. Snapchat is a mobile messaging application use to click photos in different styles with different filters. It is also used to share photos, videos, texts and drawings.

Snapchat lets you easily talk with friends, view live stories around the world and explore new in discover. It has been well-known in very short period of time. Specially with youth generation. There is one feature that make snapchat different from other form of texting and video sharing is that, the message disappears from the recipient's phone after a few seconds. This message is self-destruct in 10 seconds. User can add friend from their phones/device contact list. In addition, user can now add friends who are nearby then so, it is easier for them to connect or become friend.

Whatsapp

WhatsApp was found in 2009 by '**Brian Acton**' and '**Jan Caum**' both former employees of Yahoo! Jan Caum is the CEO WhatsApp more than one billion people in over 180 countries used WhatsApp to keep in touch with friends and family anytime and any where WhatsApp is free and offers simple, secure and reliable messaging and calling, available on phones all over the world. Our products like photos videos any document any news post status location and so many productswe can share through WhatsApp. Our messages and calls are secured with end to end

encryption, means no third-party including WhatsApp can read or listen to them. We can spread any news through it all over the world. If we want to talk some one there is more option like WhatsApp video call WhatsApp voice call and we had also WhatsApp messaging. And yes, the name WhatsApp is a synonym on the phrase what's up. And on this app data charges may apply we can communicate anywhere in the world without barriers

Conclusion

The objective of this research paper was to observe the best digital marketing strategies, through a systematic, comprehensive review of literature. This study has revealed a number of digital marketing strategies that are being used by companies, businesses, non-profits, educational facilities and other professional areas. The literature has clearly pointed towards the direction of combining technology with a lot of aspects of conventional marketing beliefs. Digital marketing has turn out to be serious part of method of many companies. No longer are business bound by the restriction of the traditional marketing techniques. Digital marketing has enlarged in last few years in India. Marketers make use of digital portfolio as a stand to promote a professional brand by defining the product in a manner that adds reliability. The main point that should be highlighted how unique modern internet advertising is, as compared to its traditional counter parts, digital marketing may achieve something more if it reflects consumers needs as an ultimate priority.

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