

DIGITAL MARKETING- A COGENT STRATEGY

Name: Aruna Kapoor

ABSTRACT:

In the present technology-driven world, digital marketing holds an important avenue where firms can extend their marketing strategies and campaigns to a wider range of audiences/ consumers. Digital marketing involves the use of electronic/ digital media by the marketers in order to promote the products/ services into the market. Digital marketing's main objective is to attract the customers and allowing them to interact with the brand through electronic/ digital media. It has become an essential tool for companies striving to gain a competitive advantage. Marketers these days often reach out their consumers utilizing digital marketing which includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), mobile advertising etc.

This research paper examines the effects of various forms of digital marketing on the firm's sales and studies the major advantages of digital marketing for small businesses. This study has used primary data and secondary data. The sample consists of 50 firms who have been randomly selected to examine the objective of this research paper.

Keywords: Digital marketing, multi-channel marketing, social marketing, mobile advertising, web marketing, online marketing, electronic marketing.

1. INTRODUCTION



Digital marketing is one type of marketing which is being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond the internet marketing also and includes all the channels that do not require the use of the Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies.

Digital Marketing is nowadays becoming a hot topic in every business sector. No doubt digital marketing plays an important role in any company's multi-channel marketing strategy. It uses the internet and other non-conventional channels to deliver marketing communications to the consumers. Digital marketing is the

promotion of products or brands via one or more forms of electronic media and differs from conventional and traditional marketing. Digital marketing involves both a publisher, who integrates advertisements into its online content and an advertiser, who provides the advertisements to be displayed on the publisher's content.

These days the businessmen are finding it more convenient and cost-effective to promote their products or services and to reach consumers using digital channels. Through digital media, even the consumers are benefitted as they can access information any time and any place where they want. It is not just the benefit of accessing information but also the benefit of real-time purchase from any location and any time.

Digital marketer's job is similar and also different from a conventional marketer in many ways. They first monitor viewers' online activities like which brands are being viewed, how often they are viewed and for how long, sales conversions, which marketing content has been audience puller and so on. After filtering the information, they work on the most performed activities and accordingly design strategies. Depending upon the segment they are targeting and the product or service they are offering, the marketers innovatively select the channels which include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Canon iMage Gateway helps consumers share their digital photos with friends online. L'Oreal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty (Merisavo et al., 2004). Magazine publishers can activate and drive their customers into the Internet with e-mails and SMS messages to improve re-subscription rate (Merisavo et al., 2004).

2. ADVANTAGES OF DIGITAL MARKETING



The business world is changing from analogue to digital faster than ever. Consumers are becoming more digitally connected and consuming more digital content through smartphones, tablets, laptops, computers, etc. Hence, business organizations are improving and increasing their outreach with digital marketing. There are so many benefits of digital marketing due to which more and more businesses are implementing digital marketing tactics to effectively reach and engage their target consumers online.

In this way, Businesses are able to make a bigger impact in the way consumers interact with their brands online as compared to the traditional marketing strategies. Digital marketing gives a wide access to the potential customers and it is the only medium that is able to cross geographic and national boundaries. These digital marketing benefits allow the marketers to evolve their marketing strategies and be innovative and stay competitive.

There are many advantages of digital marketing some of them are mentioned below:

2.1 Helps to connect with the consumers online

Digital marketing helps to connect with the consumers in a better way. Marketers have realized that maintaining a dominant online presence is nowadays essential to the marketing success.

2.2 Cost-effective way to market your business

The digital marketing is the most cost-effective ways to market for the businesses. As in the case of traditional marketing, it's very difficult for the small and medium scale businesses who have limited budgets to compete with larger businesses for ad space. However, with affordable digital marketing tactics, even small and medium businesses can get more for their marketing spend.

2.3 Measurable form of marketing

In digital marketing, the progress can be measured by checking the campaigns in real-time that will help to find out which tactics are working and which are not. And accordingly, campaigns can be adjusted for greater success. On the other hand it's very difficult to measure progress or success in the case of traditional marketing.

2.4 Customer activities can be tracked

Under digital marketing, it is easy to track and monitor customer activities. It helps the marketers to track from the first interaction and throughout the entire buyer's journey of purchasing the product or service. With analytics from digital marketing, marketers are able to track a potential customer's actions, decisions and preferences and thus able to learn deeper about their customer's buying behaviour.

2.5 Builds brand's reputation and goodwill

With the change and evolution of modern technologies, small and medium businesses are using digital marketing. Businesses are coming up with new digital marketing strategies in an attempt to capture a growing and very lucrative online marketplace. Online visibility enhances the reputation and goodwill of the company. Being connected to the targeted audience online is the vital difference between a successfully thriving business and a failed one. Digital Marketing tools and techniques provide marketers with the best chances for competition, survival and even the business growth.

2.6 Analyse and adapt easily

Because digital marketing provides real-time data, this helps marketers to observe and adapt to changing trends and actions in respect of the target customers. Also, this way marketers are able to plan, execute and adapt their strategies based on true performance data.

2.7 Allows business to be more competitive

Digital marketing helps Businesses become more competitive by employing a smart digital marketing strategy. Every year more and more businesses give up traditional advertising methods and focus on digital marketing tools such as search engine optimization (SEO), google adwords, social media etc, in order to survive and grow in the business world.

3. COMMON TOOLS OF DIGITAL MARKETING

There are various elements by which digital marketing is formed and all forms are operated through electronic devices. The common tools used under digital marketing are given below:



3.1 Online Advertising

Online advertising is a very important part of digital marketing. It is also known as internet advertising through which a company can deliver the message related to the products or services. This type of advertising provides all the content and ads that best match to the consumer's interests.

3.2 Email Marketing

When the message related to the products or services is sent through an email to the existing or potential consumers, then it is defined as email marketing. Direct digital marketing is used to send ads, to build a brand and customer's loyalty, or to build customer trust and to make brand awareness. A company can also promote its products and services by using this type of digital marketing very easily. It is relatively low in cost as compared to advertising or any other forms of media exposure. A company can bring a complete customer's attention by creating an attractive mix of graphics, links and text on the products and services.

3.3 Text Messaging

In this type of digital marketing information about the products and services is sent from a cellular and smartphone device to the end users or consumers. By using cell phone devices, a company can send information in the form of text (SMS), video or audio (MMS) and pictures. Using SMS for the campaigns can help in getting faster and more substantial results. Under this technique, companies can send the marketing messages to their customers in real-time and at any time and the company can be confident that the message will be seen. A company can also create a questionnaire and obtain a valuable customer feedback which is essential in developing their products or services in future.

3.4 Social Media

Today, the social media marketing is one of the most important tools for digital marketing. It is a computer-based tool that allows and help people to create, exchange ideas, pictures and information about the company's product or services. Social media marketing networks include Facebook, LinkedIn Twitter, and Google+ etc.

3.5 Affiliate Marketing

This type of marketing is a performance-based marketing in which one or more affiliates get rewarded by the business for each customer or visitor brought by the marketing efforts of affiliates.

3.6 Pay Per Click (PPC)

PPC is also known as cost per click (CPC). In this type of marketing search engine advertising is used to generate clicks and traffic to your website. PPC is good for the searchers as well as for the advertisers. It is the best way for company's ads as it brings low cost and greater engagement with the products and services.

3.7 Search Engine Optimization (SEO)

SEO refers to the process of affecting the visibility of any web page or any website in search engine's unpaid or natural search results. In general terms, the higher ranked web pages or websites on the search results page and more frequently the website appears in the list of the search results, the more it will receive visitors from the search engine users. Search engine optimization may target the different kinds of search including video search, image search, academic search, local search, news search and industry-specific vertical search engines.

3.8 Content Marketing

This type of marketing involves creating and sharing materials online (such as blogs, social media posts and videos) that does not clearly promote a particular brand but it intended to encourage interest in the promoted products or services.

4. OBJECTIVE OF THE STUDY:

The research presented here has the below-mentioned objectives:

- 4.1 To discuss the effects of various forms of digital marketing on the firm's sales
- 4.2 To study the major advantages of digital marketing for small businesses

5. RESEARCH METHODOLOGY:

5.1 SAMPLE SIZE: 50

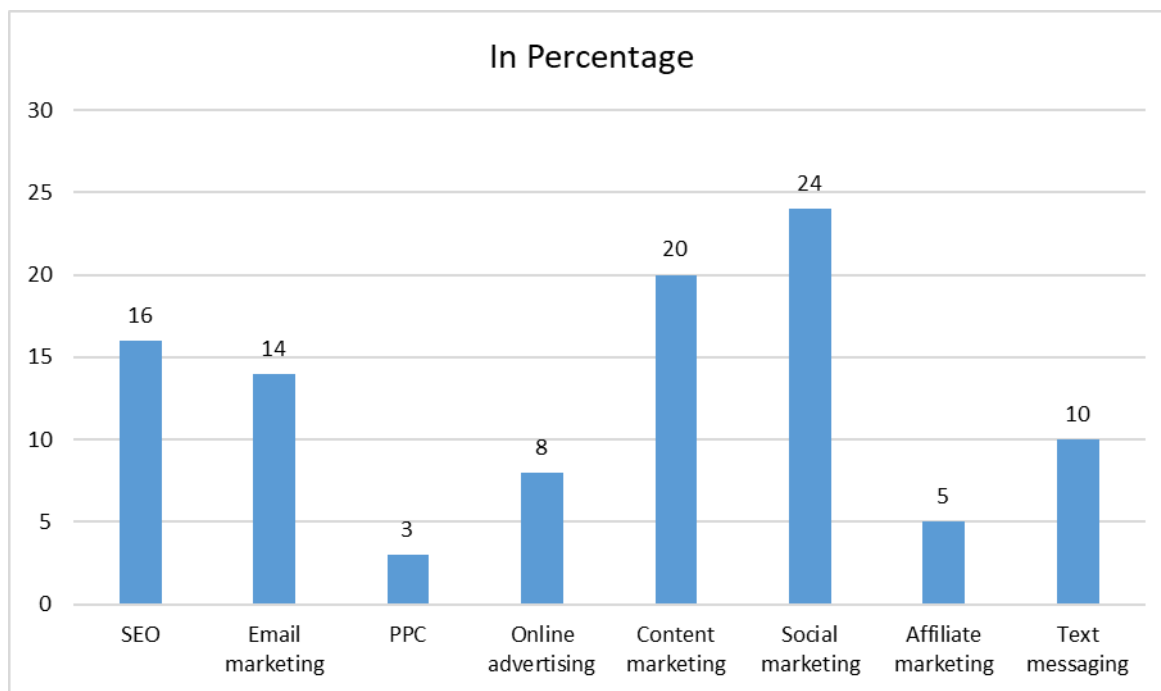
5.2 DATA COLLECTION:

For the purpose of this study, we have selected fifty firms randomly from Delhi which is using digital marketing system to sell their products to customers. This study is basically descriptive in nature and the entire study has been conducted on the basis of both primary and secondary sources.

- **Primary Data:** Primary data is collected in the form of Questionnaire survey method and 50 firms were taken as samples from Delhi city. For the collection of data, a questionnaire was designed keeping in mind the objectives of the research.
- **Secondary Data:** The secondary data collected is mainly from the newspaper, websites, and research reports and already conducted survey analysis, other journals and various other sources mentioned below under reference.

Question no 1. What kind of digital marketing do you use for your firm?

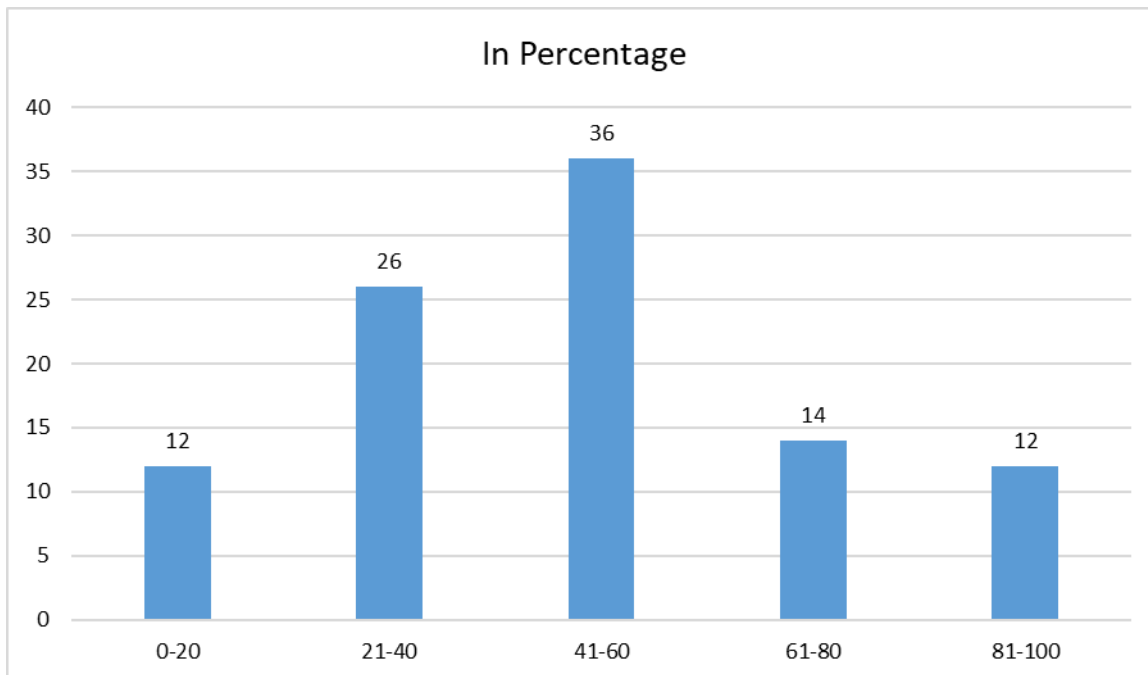
S.no	Type of Digital Marketing Tools	Percentage
1	SEO	16
2	Email marketing	14
3	PPC	3
4	Online advertising	8
5	Content marketing	20
6	Social marketing	24
7	Affiliate marketing	5
8	Text messaging	10
Total		100

**Analysis:**

The top four digital marketing activities that are used by the firms are content marketing, social media, SEO and email.

Question no 2. What percentage of the overall marketing activity for your firm is digital?

S.no	Range (in Percentage)	Percentage
1	0-20	12
2	21-40	26
3	41-60	36
4	61-80	14
5	81-100	12
Total		100

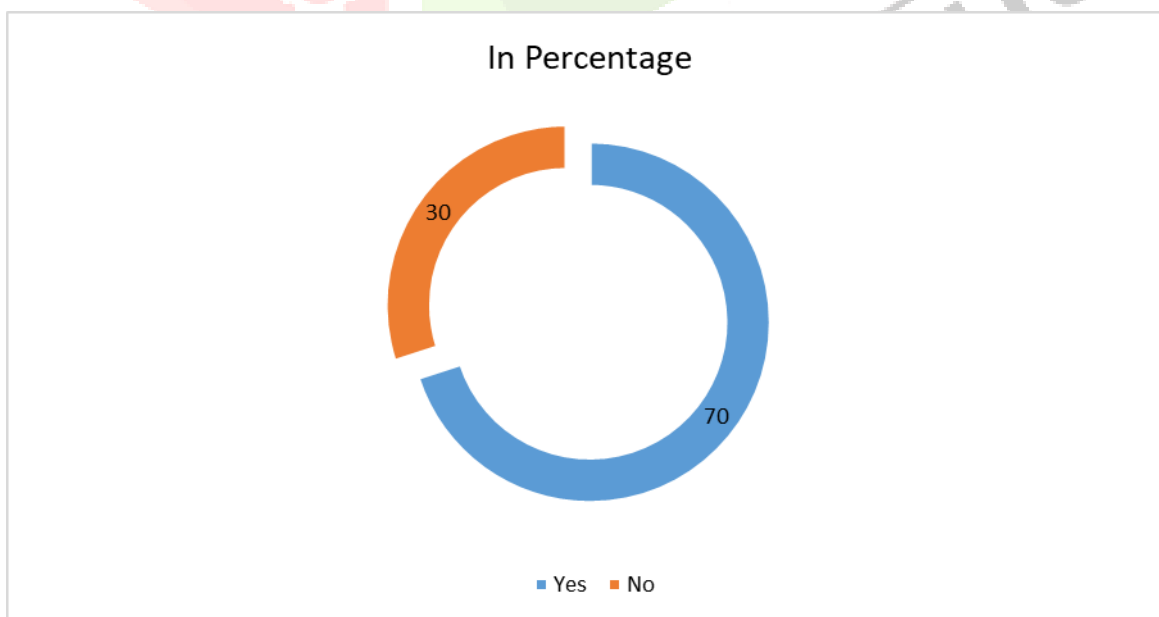


Analysis:

It shows that 36% of the respondents spend 41-60% on digital marketing out of the overall marketing activities.

Question no 3. Do you consider digital marketing activities are better for driving awareness as compared to traditional marketing activities?

S.no	Choices	Percentage
1	Yes	70
2	No	30
Total		100

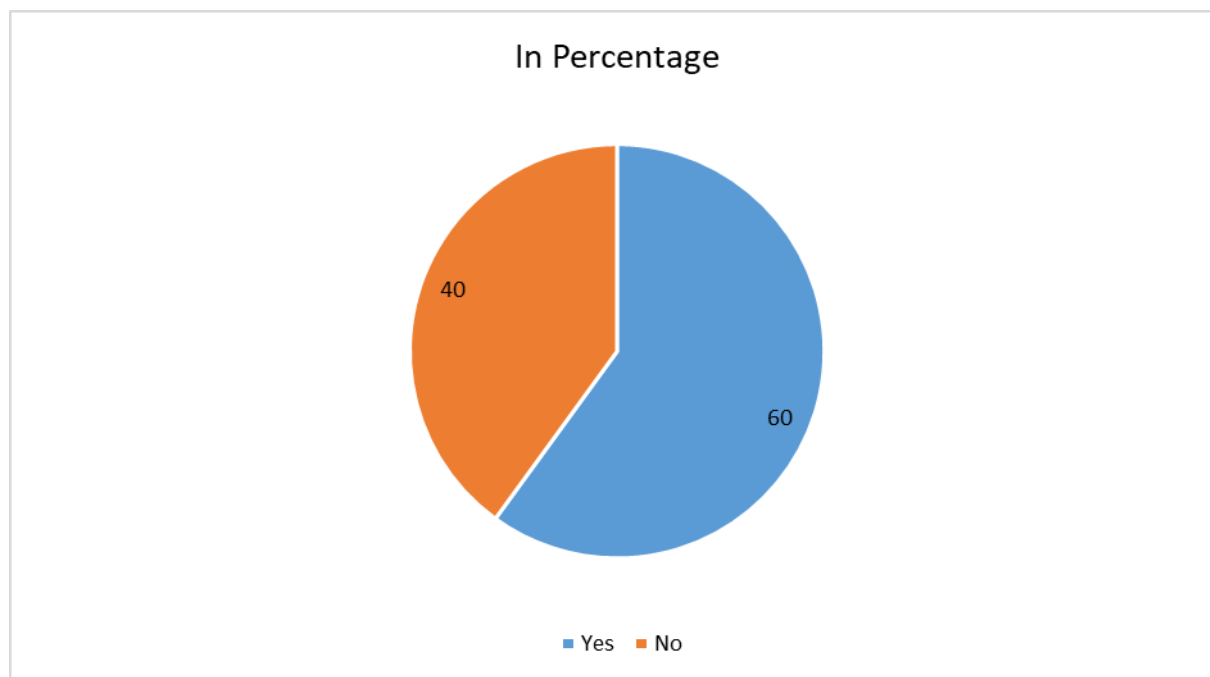


Analysis:

It shows that 70% of the respondents think that digital marketing activities are better for driving awareness as compared to traditional marketing activities.

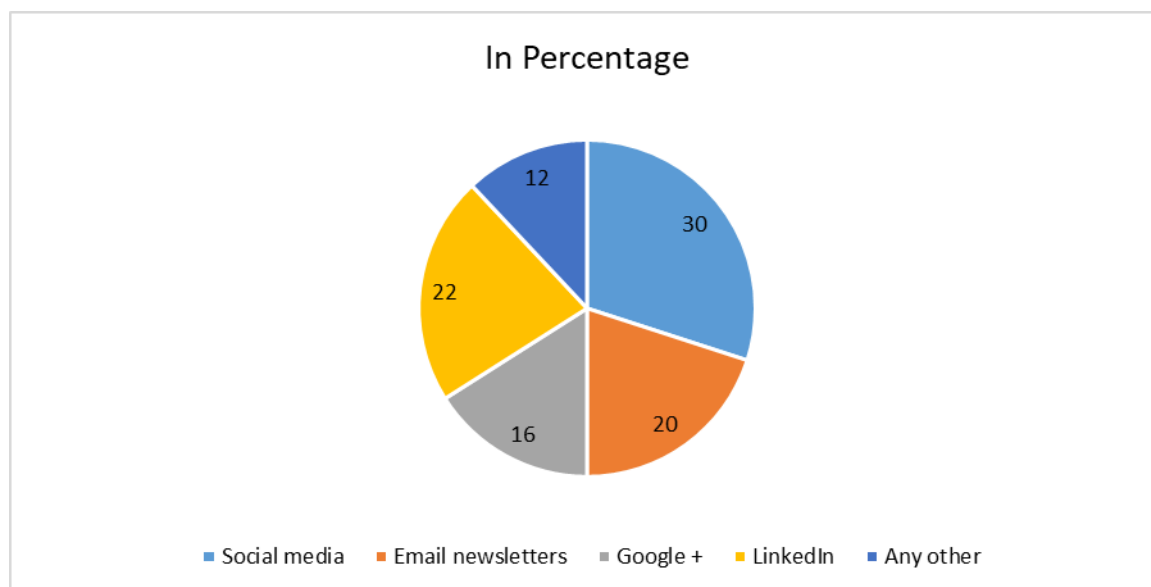
Question no 4. Do you think digital marketing is cost-effective?

S.no	Choices	Percentage
1	Yes	60
2	No	40
Total		100



Question 5. What are the most popular daily or weekly sources of information on digital marketing for your firm?

S.no	Choices	Percentage
1	Social media	30
2	Email newsletters	20
3	Google +	16
4	LinkedIn	22
5	Any other	12
Total		100

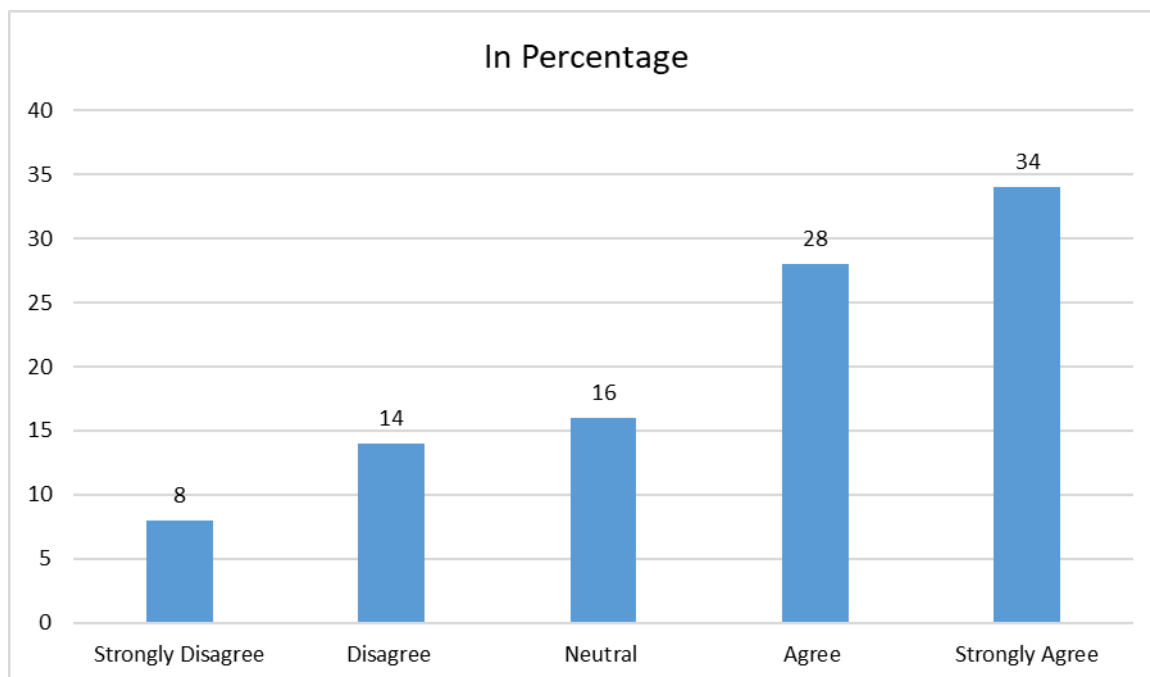


Analysis:

It shows that 30% of the respondents think that social media is one of the best sources of information on digital marketing.

Question no 6. How effective do you consider digital marketing for increasing sales?

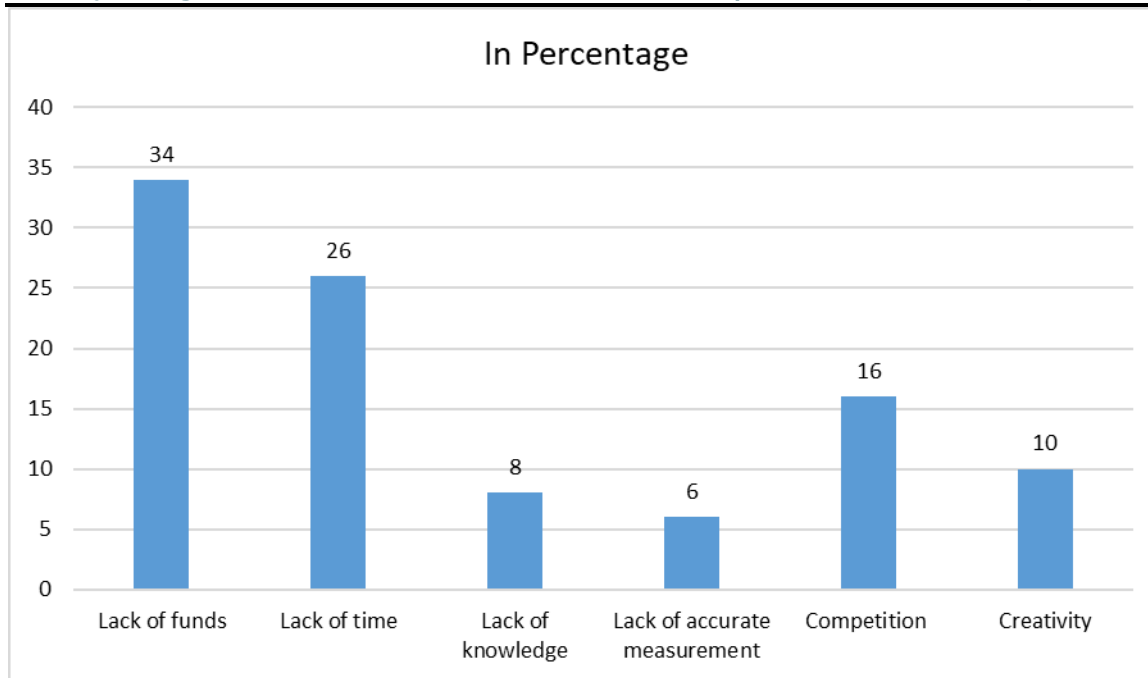
S.no	Choices	Percentage
1	Strongly Disagree	8
2	Disagree	14
3	Neutral	16
4	Agree	28
5	Strongly Agree	34
Total		100

**Analysis:**

It shows that 34% of the respondents think that digital marketing is very effective for increasing the sales of a firm.

Question 7. How limiting do you feel these factors are to the success of your digital marketing?

S.no	Choices	Percentage
1	Lack of funds	34
2	Lack of time	26
3	Lack of knowledge	8
4	Lack of accurate measurement	6
5	Competition	16
6	Creativity	10
Total		100



Analysis:

It shows that lack of time and lack of funds are seen as two most important factors in limiting the success of digital marketing.

7. CONCLUSION:

This can be concluded that digital marketing has become an essential part of the strategy for many firms. Nowadays, even for small business owner, there is a very cheap and efficient way to market his/her products/ services. It has no boundaries. A firm can make use of numerous devices such as tablets, smartphones, televisions, laptops, and media such as social media, SEO- search engine optimization, e-mail, content, videos and many more to promote itself and its products/ services as well. Digital marketing may succeed more if it gives top priority to the customer's needs. Firms should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

So, in this way, digital marketing will help the firm's in increasing sales volume also if done in a proper way. The marketers are in alignment with the technology adoption and successfully using digital marketing to reach out to their customers and selling out their brands. However, with digitalization, there is an urgent need for infrastructure improvements to bring more consumers online with more familiarity and comfort with digital platforms. The continued growth of E-commerce and digital marketing is inevitable and unstoppable. It is a revolution that has and will more change and evolve the entire business world.

8. REFERENCES:

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