



FUTURE OF DIGITAL MARKETING IN RESPECT TO THE TRADITIONAL MARKETING

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ABSTRACT

This paper highlights trends in the field of digital marketing and seeks to distinguish it from traditional marketing. The research is based on secondary data collected in articles, research papers, books and information available online. This paper also shows the actual implementation of the research data collected and the new ideas used. This paper aims to reveal the specific problems a user faces related to common marketing methods and how modern digital frameworks are integrated to find solutions to those problems.

Gantt chart adjustment is also done to refine the project plan. During the preparation of a project report, it is done in different phases at different times, taking into account one large phase at a given time.

This paper also contains system designs such as ER diagram, application case diagram, data flow diagram etc. which will help the reader to better understand the problem.

At the end of the paper great findings and detailed recommendations in the field of digital marketing were made to build a better public presence in this digital age.

Keyword: Digital Marketing, SEO, Effectiveness

INTRODUCTION

Computer science is the study of the principles and processes that underpin the understanding and modeling of arithmetic, as well as their application to computer system development. At its heart is the concept of computer thinking; a way of thinking that goes beyond software and hardware, and provides a framework for consulting about system and problems. This approach is supported and aligned with the concept of theoretical and practical knowledge as well as a collection of powerful techniques for analysis, modeling and problem solving.

The software industry expanded in the early 1960's, almost immediately after the computer began to be marketed by mass production. Universities, government, and business clients have created a need for software. Many of these programs were written in-house by full-time program planners. Some wearers distribute it freely among users of a particular machine at no charge. Some are commercially viable and some firms such as computer science corporation (founded in 1959) are beginning to grow. Computer labels / hardware have begun to integrate operating systems, system software and hardware with their own hardware.

The software market in Nepal is experiencing steady growth. Experts and professionals involved in this business are taking this growth as a positive aspect of developing awareness related to information technology in the country

LITERATURE REVIEW

A Systematic Literature Review is defined by Kitchenham as, “A systematic literature review (often referred to as a systematic review) is a means of identifying, evaluating, and interpreting all available research relevant to a particular research question, or topic area, or phenomenon of interest”.

The literature review work is influenced by Qualitative approach; keeping this in view study of literature was conducted. The study was also focused in finding the suitable process for optimizing digital marketing. Literature review was carried out to gather theoretical data of different research in our interest and to have insight of philosophical perspective, for better understanding in the study area. To gather literature of interest, different resources and databases was gathered available for free on internet and direct interview was conducted to collect some primary data about the methodologies and best practices of responsiveness.

The review was started with the extraction of related information about the need of current software and website in public and selection of proper tools and process which could accomplish the requirement of the customer. The software and the website are regarding the hotel management system, and which must be responsive in accordance with the customer request. Some useful technologies were referenced from similar kinds of projects which were already developed. Those needs were referenced to reduce the paperwork by collecting the feedbacks from customers and understanding the actual easiness the users search for. The requirement for the information and easy access is the primary requirement for any software and website. The website and software design were already prepared. The digital marketing plan and strategies were prepared. First the available resources were analyzed to know about the current potentiality of the organization in terms of human resource and available expertise in the current field. The level of complexity of the plan and marketing strategies were decided according to the level of knowledge of users and dynamic software and website.

After the needs for the digital marketing of the website was finalized through various tools, the research and work related to Search Engine Optimization was performed. Search Engine Optimization plays an important role in helping for the Digital Marketing of the certain website/product.

The textbook The Art of SEO, 2nd Edition, S. Eric Enge, Stephan Spencer, Rand Fishkin (2012). O'Reilly Media gives the depth knowledge about comprehending SEO's many intricacies and complexities. This textbook fully assisted to explore the underlying theory and inner workings of search engines. It helped to understand the role of social media, user data and links. It also helped to discover tools to track results and measure success. Overview of Traditional & Digital Marketing

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers, and newspaper print ads.

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it in the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't-typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging mobile instant messaging, mobile apps podcasts, electronic billboards, digital television and radio channels, etc.

RESEARCH METHODOLOGY

Research Methodology is an organized and theoretical analysis to assess suitability method for applying in the research area.

It typically embraces concepts of theoretical model, phases and even quantitative or qualitative analysis. Considering this research article, Researchers' collected data using secondary sources. In this research, attempt is made to Study about Consumer Digital Marketing trends and approaches prevalent in India. The supportive objectives of the research are:

- To study about various approaches of digital marketing.
- To determine how digital mode of marketing varies from traditional approaches of marketing.
- To study about consumers attitude through secondary data available from articles, research papers, and websites.
- To observe the cognizance level of consumer towards digital marketing.
- To study consumer behaviour aspect when digital marketing is taken into consideration.

Traditional Marketing versus Digital Marketing

The difference between Traditional Marketing and Digital Marketing can be done on the basis of 4 points below:

➤ Cost

Every business strategy engages to budget, so does both strategies. There is some difference in the cost between traditional marketing and online marketing. Traditional marketing promotes the products of a brand through ads on paper, billboard, television, radio, and more. This marketing strategy spends huge cost to keep the promotion running as the schedule. Online marketing can also carry a cost, but there are numerous online marketing strategies that are virtually free.

➤ Coverage

In traditional marketing, coverage of your product will be printed on paper media or aired on television and radio. Unfortunately, the exposure your products will get is very often momentary. For example, the newspaper where your high-cost advertisement appeared in is going to throw the next day. On the other way, your online coverage will be always there for like forever. It will be archived on the internet and ready to be found easily whenever your customers need it.

➤ Audience

Traditional marketing is more effective for target customer which out of reach of internet. They are people who do not connect to the internet on daily basis. Senior citizens or low-end economic citizens who are internet illiterate are the best target for traditional marketing strategy. On the other way, people who are never without internet in their reach, such as teenagers and businessmen, are easier in to reach through online marketing

➤ Tracking

It is difficult to keep track of your traditional marketing strategy. You need to put a lot of effort and time-consuming research to get information how your customer behavior against your products. On the other hand, online marketing is easy to track. Email marketing software can tally the number of people who view your message. Moreover, it can the number of advertisements that lead to purchases on online sales.

Specific Problem Analysis

- Understanding the Existing System

The system here refers to the search engine friendly websites. Currently there are a considerable websites and software that functions in the field of online hotel management. Those websites are either not

responsive or filled with too much functionalities that makes the viewer/user to view the website more complex and time consuming. Many organizations and industries working in the field of hotel management are not aware and not even shown interest about the online hotel management websites. The reason behind this is that they are unable to make the reach and gain popularity of online hotel management related website among the customers. Customers feel uneasy and find it difficult to use the use the system.

- **Development of Project Goals**

Considering the problems mentioned in the above section, the internship project is aimed to develop a digital marketing for a website to flow the right amount of information and responsive to users.

For developing a digital marketing for a website, we need to make sure that we have some objectives in place. A simple, increase traffic or rank better is not specific enough but, having said that, creating goals that are so specific they exclude any recognition of improvement across the board are similarly limiting.

Pahuna website is a website that helps to book the seats for the specific hotels online and many more. The overall goal is to increase the conversions on website and increase the user's interactions. The strategy goals for the project are:

- Creating the various social media events, pages, groups as a part of promotion.
- Provide the information that is easily understood by users i.e., increasing the readability score.
- Information sharing facilities through social medias like Facebook, Twitter, Google Plus, Reddit, etc.
- Provide newsletter facility to new and existing customers.
- Provide the information regarding the latest events conducted by the organization regarding particular subject.

Management Strategy

- **Time Management Strategy**

Time management is the act or process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. Time management may be aided by a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects, and goals complying with a due date. Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system, in the case of digital marketing, is a designed combination of SEO, SEM, traffic building, conversion analysis, email marketing, content management system (CMS), social media marketing, and integration of Offline Marketing. Time management is usually a necessity in any project development as it determines the project completion time and scope.

- **Cost Management Strategy**

The strategy helps to determine the benefits that can be obtained from the system by comparing them with the various costs. If the benefits are higher than the cost, then the system is considered to be economically feasible to be developed. Else it is easily understanding that the system is not economically feasible and certain things are to be worked out and modified in order to acquire the desired cost strategy. For minimizing the developed cost, we have used WordPress framework. WordPress enables the programmers to implement the complex solutions with the help of its framework. WordPress framework helped for managing the cost for the development of this project because it's freely available to use. The current website is hosted through WordPress. WordPress offers great flexibility and the functionality.

• Data Collection Strategy

The demand for administrative information is increasing, as are the demands on quality in statistics and analyses. At the same time, one of data collection's goals is to reduce the burden caused by damages caused from lack of data. The challenge for data collection is to collect more information of a higher quality at a lower cost that will help a lot in developing the digital marketing for the product.

• Interview

During the data collection process, interview with the supervisor and the sponsor of the site was conducted to collect information and requirement regarding how much easy accessible to make the website and what kinds of marketing strategies and social media strategies must be applied.

• Questionnaire

Many questions were asked to the supervisor and the mentor to gain knowledge about the tools and marketing strategies used for digital marketing of the whole website. Questions were asked to the supervisor and CTO of the company to learn the effective way to create the responsive website.

• Secondary Sources

The other sources of data collection during the research were through other similar websites and through the internet.

• GANTT chart

Gantt chart is a type of bar chart developed during the 1910's by Henry Gantt. Gantt chart represents the project schedule predefined. In internship period the project work is carried out in different phases at different time, considering one major phase in a particular designated time frame. In the first phase of requirement gathering and analysis is being conducted and the code flow of the website has been studied. In the second phase research work is carried out for the project. Then the website testing and optimization review is carried according to the level of access. Documentation process is carried from the early state of the project.

The time schedule is shown in the Gantt chart below:

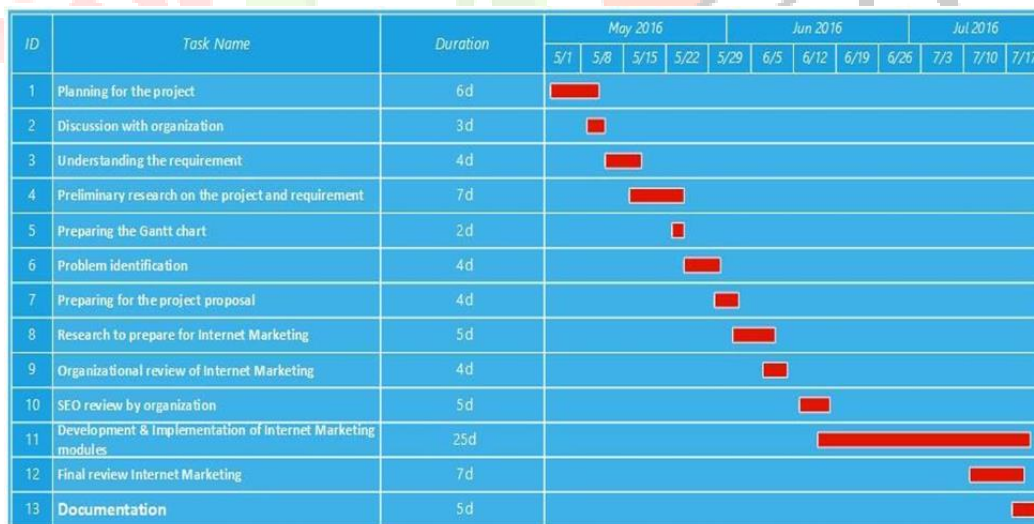


Figure 1: GANTT Chart

FINDINGS AND RECOMMENDATIONS

Project Management Plan: Project Management Plan includes a framework or blueprint of step-by-step approach to achieving the goal of the project.

System Analysis: System Analysis under this project covered the evaluating and inspecting of the feasible resources for the completion of this project.

Feasibility Study

A feasibility study is an analysis of how successfully a project can be completed, accounting for factors that affect it such as economic, technological, legal and scheduling factors. Types of feasibility includes:

Technical Feasibility

Technical feasibility was to make sure that the enhanced or optimized site would be able to work in the existing infrastructure and integrate with the company's rations. We can strongly say that it is technically feasible, since there will not be much difficulty in getting required resources for the enhancing the website as well. All the resources needed for it as well as the maintenance of the same is available in the organization.

Economic Feasibility

In order to analyze the economic feasibility of the system, cost/benefit analysis is to be carried out. This tool helps to determine the benefits that can be obtained from the system by comparing them with various costs. If the benefits are higher than the cost, then the system is considered to be economically feasible to be developed. Else we can easily understand that the system is not economically feasible and certain things are to be worked out and modified in order to acquire based on budget and the cost estimation made by the team of Digital Marketing of Pringo Media Offshore Base.

Legal Feasibility

Legal feasibility considered the facilities and restrictions per the law for and against this project. As being an information disseminating system it rarely faced any legal obstacles.

Operational Feasibility

Operational feasibility is a measure of how well a proposed system solves the problems and takes advantage of the opportunities identified during scope definition and how it satisfies the requirements identified in the requirements analysis phase of system development. Suppose for a moment that technical and economic resources are both judged adequate. The systems analyst must still consider the operational feasibility of the requested project. Operational feasibility is dependent on human resources available for the project and involves projecting whether the system will operate and be used once it is installed.

Schedule Feasibility

A project will fail if it takes too long to be completed before it is useful. Typically, this means estimating how long the system will take to develop, and if it can be completed in a given time period using some methods like payback period. Schedule feasibility is a measure of how reasonable the project timetable is. Some projects are initiated with specific deadlines. We need to determine whether the deadlines are mandatory or desirable.

System Design

ER Diagram

ER diagram shows the entities of the system, the interrelationship between them and the cardinality of the relationship between them.

There is a total of 4 entities in the above ER diagram: Organization, Supervisor, Content & SEO Analyst and Clients. Also, these entities have their own attributes. They work in association with one another for

the completion of digital marketing plans and procedures. The company selects, discusses and makes a deal with the clients in a co-operative manner. The company then interacts and explains the whole deal and its working areas to the supervisor who designs and assigns job to the content and SEO manager. The supervisor is very much responsible in evaluating the task and bringing necessary changes anytime needed so that no further complaints and disapproval of contents won't be raised.

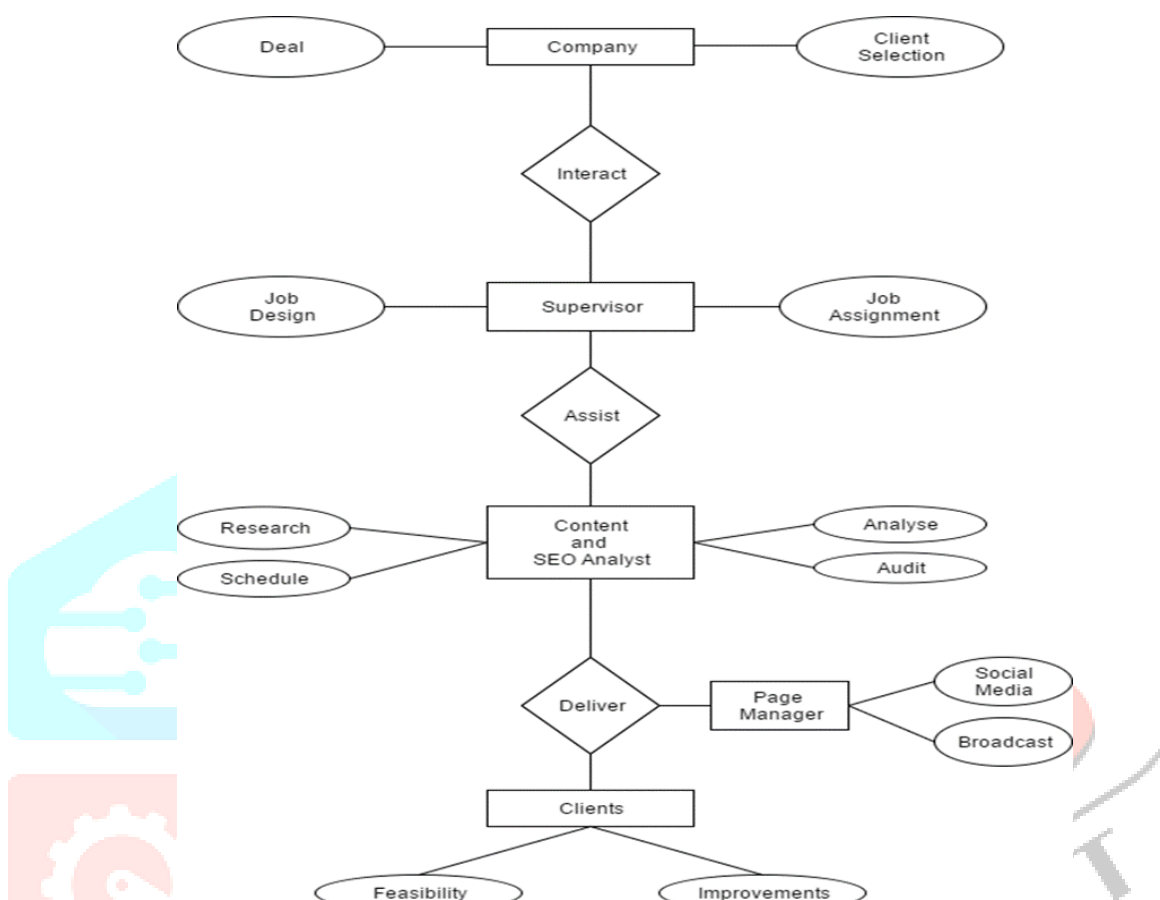


Figure 2: ER Diagram

The content and SEO manager works accordingly to the job given and goes through a couple of research activities to create fruitful and satisfactory contents to meet the schedule requirements too. The auditing of websites and analyzation of the network traffic is another responsibility to be handled properly. More frequent the auditing, more network traffic involvement, thus making any website organic is the major aspect of search engine optimization. The job completed is now delivered to the clients and page manager. Finally, the optimized contents are posted and shared in various social media platforms, clients search for it, and the users determine the workability of the contents and provide the needed improvements

Use Case Diagram

Use case diagram explains the different users participating in the system and access levels, privileges to the system's modules and subsystem functionalities. The use case diagram of Digital Marketing usually encompasses three actors. They are: Client, Audience and Content & SEO Analyst. Digital Marketing deals with the organization and product visibility in various digital media platforms.

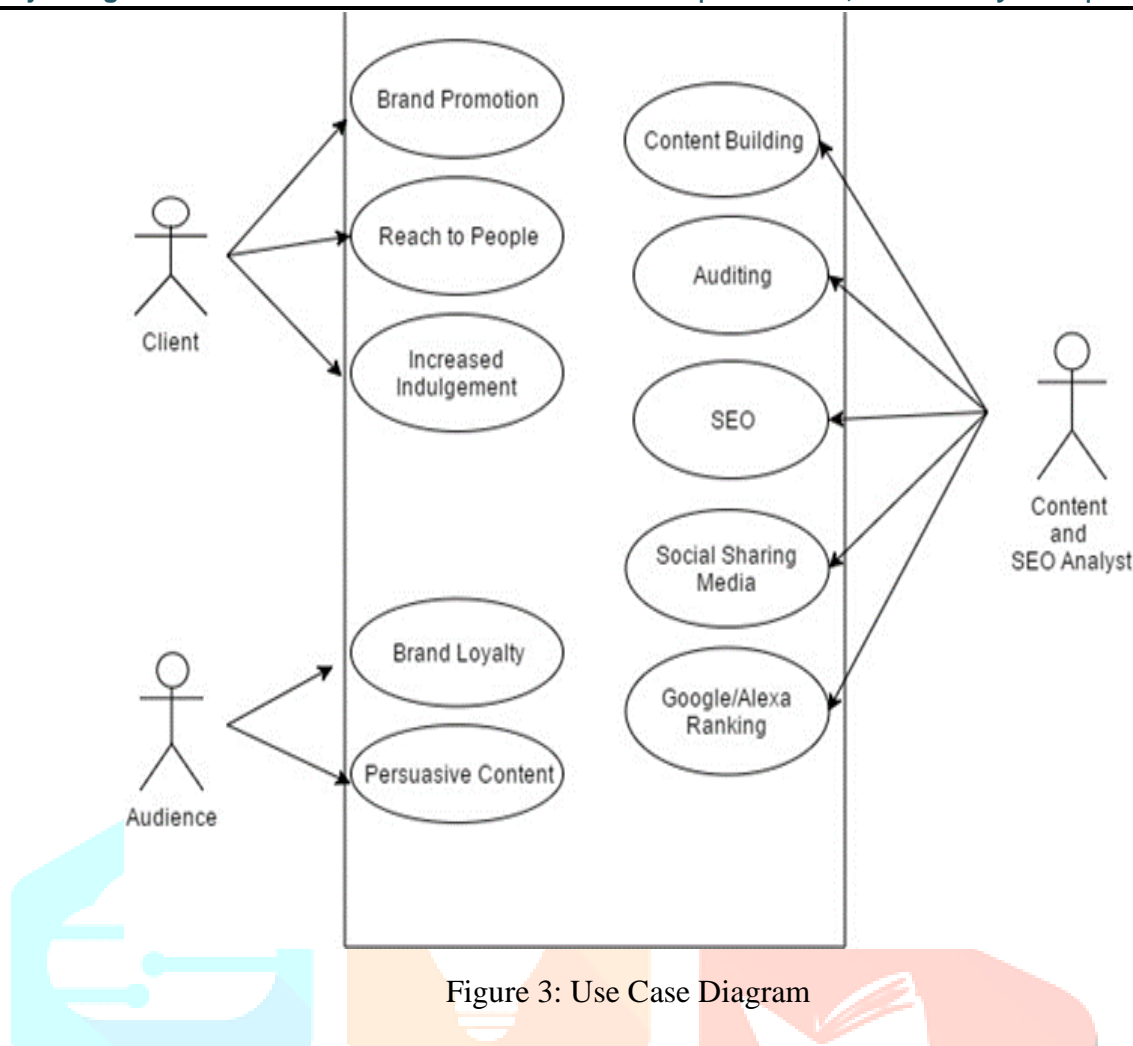


Figure 3: Use Case Diagram

We, here deal with the product availability in search engines with the optimized content and mapping with the related social media page. The client's demand is the foremost who wants to promote their products. They come up with a strong will to reach to as many people as possible and indulge them in making the use of products or relying in their company services for profit maximization. The growth of a business depends upon the ideas and strategies a client possesses, so the description of the necessary requirements should be forwarded to the content & SEO manager via the marketing company.

The Content and SEO Analyst is in charge of building up the optimized contents that can satisfy the people for long term. Only content writing is not enough. Sharing of those ready content needs to be shared in different social media platforms such as Facebook, Twitter, StumbleUpon, Tumblr, Flipboard, etc. Here the interaction and involvement of the users is prime. The visibility of company increases with proper auditing of social media pages and Google ranking in search engines. SEO (Search Engine Optimization) concept is used for better ranking of websites in search engines that make these websites feasible to offer easy access to the users. Thus, making the use of helpful and relevant contents, social media platforms and creating organic visibility of a particular webpage in search engine results pages (SERPS) along with the regular updates of traffic sources, onsite and offsite SEO, inbound links and keyword density determination, and more are of essence here.

The concept of digital marketing is applied for resulting in loyalty to the brand/product. The use of digital marketing has to persuade the audience with the convincing contents. Grabbing audience attention requires a series of research that involve information on overall market structure, competitors' target market, selling techniques, marketing strategies, existing online partnerships and key phrases. Brand awareness strategies, website traffic, customer satisfaction, internet performance and traffic funneling/converting are the key factors to be looked upon to seek improvements in user increment and user-friendly environment. Hence, the purpose of the use case diagram is to point out the works done by actors with the assistance of digital marketing.

Data Flow Diagram

The DFD is a graphical representation of the flow of data through an information system. It is an efficient tool for drawing and representing a model of the system. The Figure 6 below represents the Data Flow Diagram of the system. The major and basic work of SEO is to understand the search engine and client requirements. The visibility of company is the need of clients, so making contents organic and convincing is the target to be met.

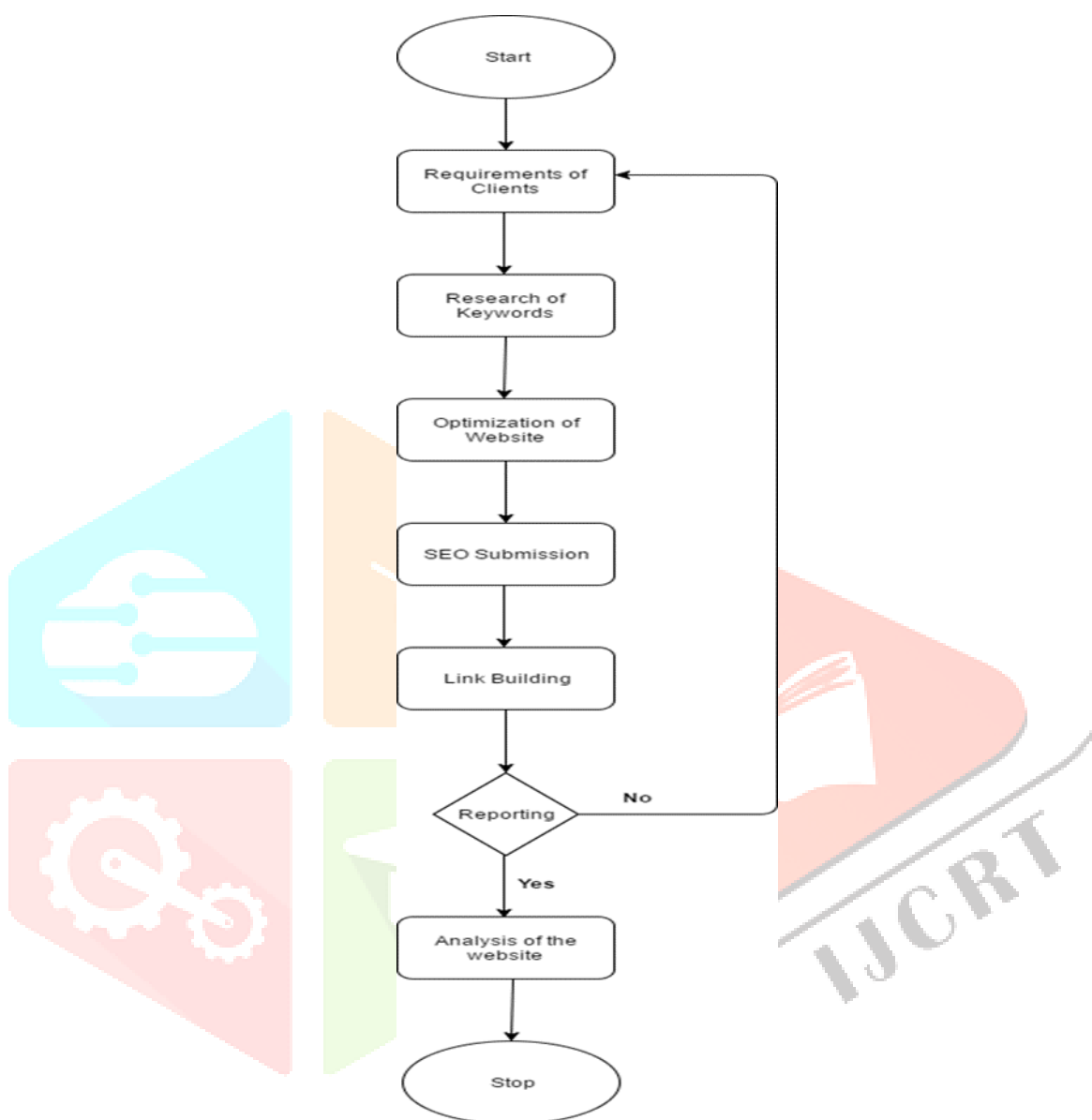


Figure 3: Data Flow Diagram

The placement of keywords that make a good impact among the users of digital media platforms is to be analyzed and is the most essential. Optimizing the website of any company is the major task to be performed here, the mapping, auditing and pay per click are the focused aspects of SEO. SEO submission is the act of mapping the page to enhance the flow of traffic in a website. Link building is the process of increasing data traffic in one website via someone else's website in which the link is provided to get to another website. Finally, the reporting is completed and in the final stage, the analysis of website is done to accomplish the whole task.

Alternative Solution

Digital Marketing is a constantly advancing operation, and much of what is read in a passing introduction to the subject is outdated in later course of time. Some alternative solutions this to discuss several digital marketing operations. Once the optimization of the site is performed, some analytical tools can be kept as alternative backhanders to continue to pursue optimizations.



Figure 4: Diagrammatic representation of data using Analytical Tools

The alternative solutions to effective digital marketing performed on the company's site are given below:

- Right keyword for right mode of business.
- Submission to the right search engines, blogs, and directories.
- Time endurance
- Committed link building
- Favorable technical changes to the website
- Tracking, reporting and adjustments

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