



# AN OVERVIEW OF DIGITAL MARKETING

<sup>1</sup>Ms.Dharshana C.S ,Student of III B.Com CA, Department of Commerce with Computer Applications, Dr.N.G.P. Arts and Science College (Autonomous)Coimbatore, Tamilnadu.

<sup>2</sup>Dr.C.Eahambaram,Assistant Professor, Department of Commerce with Computer Applications, Dr.N.G.P. Arts and Science College (Autonomous)Coimbatore, Tamilnadu

<sup>3</sup>Ms.Shanmitha M , Student of III B.Com CA, Department of Commerce with Computer Applications, Dr.N.G.P. Arts and Science College (Autonomous)Coimbatore, Tamilnadu.

<sup>4</sup>Mr.Suryamoorthi C, Student of III B.Com CA, Department of Commerce with Computer Applications, Dr.N.G.P. Arts and Science College (Autonomous)Coimbatore, Tamilnadu.

## ABSTRACT

This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. The purpose of the undertaken study is to examine the effectiveness of online digital media advertising and also about emerging media options used for marketing.

*Keywords: Media, Marketing, Digital, Internet and Advertising*

## INTRODUCTION

Nowadays, the use of digital channels such as the Internet, e- mail, mobile phones, and digital television in marketing has increased, and marketers need to understand how to use these channels for different purposes. It is rather difficult to find definitions of digital marketing from the literature and the terms are not very commonly used. Many companies use the strategy of digital marketing to adapt its company and the successful adoption of technologies depends on the perceived ease of use. Digital Marketing Strategy emphasizes how digital technologies make marketing more effective because they allow for individual attention, better campaign management, and better product, marketing design, and execution.

## HISTORY OF DIGITAL MARKETING

The development of digital marketing is inseparable from technology development. One of the first key events happened in 1971, when Ray Tomlinson sent the first email, and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. These kinds of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient.

## PRINCIPLES OF DIGITAL MARKETING

**Content Capital:** With apparently endless quantities of content out there, it probably comes as no surprise that a disturbing amount of this content is total garbage. Successful digital marketing will set itself apart from the junk by resting its laurels on solid, engaging and sharable content.

**Simplicity = Efficiency:** Want people to thoroughly connect with your digital marketing message? Then keep it simple. All too often we see potentially amazing digital marketing initiatives miss the mark simply because they got a little overzealous and overcomplicated.

**The Customer Connection:** You have to know your customer. This digital marketing principle may seem pretty basic, but it is often lost in the struggle to create the next 'big' idea. The best angle is one that captures and enraptures the attention of your customer by speaking directly, clearly, and as we've already stated, simply to them.

**Pimp your Vitals:** The majority of customers visit your website to get the most basic of basic information, like location, street address, email address and phone number. Make sure these vital details are super easy to find.

## CHANNELS OF MARKETING

### 1. Content marketing

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

### 2. Search engine optimization (SEO)

SEO stands for 'Search Engine Optimization', which is the process of getting traffic from free, organic, editorial, or natural search results in search engines. It aims to improve your website's position in search results pages. Remember, the higher the website is listed, the more people will see it.

### 3. Email marketing

Email marketing is a direct marketing channel that lets businesses share new products, sales, and updates with customers on their contact list. Email marketing is a type of direct marketing that uses personalized emails to educate your email list about your product or services.

### 4. Social media marketing

Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool. These social media platforms enable brands to connect with their audience to: build a brand; increase sales, drive traffic to a website. The six types of social media, though this can be broken down in many ways, include social networking, bookmarking, social news, media sharing, micro blogging, and online forum sites.

### 5. Video marketing

People spend a third of their time online watching videos. Videos even help make buying decisions. A number of big companies have created some of the best video ads and viral videos as a part of their marketing strategies. Two great examples are the Always "Like a Girl" campaign and Geico's "Hump Day" ad.

## 6. Pay-per-click advertising (PPC)

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.

## 7. Affiliate marketing

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

## 8. Influencer marketing

Influencer marketing is a type of marketing that uses influencers to promote a brand to a larger market. Influencers are opinion leaders with a social following base. They appear as experts or trustworthy sources of information.

## 9. Partnership marketing

Partnership marketing is based on shared interest between two companies or entities and seeks to build brand awareness for both through product offerings or provision of other benefits to consumers. Google sponsored Wi-Fi at Starbucks is an example of partnership marketing.

## 10. Referral marketing

Referral marketing is a marketing tactic that makes use of recommendations and word of mouth to grow a business's customer base through the networks of its existing customers. Referral marketing is an organized process where you reward your customers for sharing your brand or products with their friends, family

## 11. Mobile marketing

Mobile marketing may include promotions sent through SMS text messaging, MMS multimedia messaging, through downloaded apps using push notifications, through in-app or in-game marketing, through mobile websites, or by using a mobile device to scan QR codes.

## 12. Display advertising

Display advertising appears on third-party websites and uses video, image, or text elements to market products or services. There are many types of display advertising. Banner ads are an example of display advertising. So are desktop and mobile leader board ads.

## TOOLS IN DIGITAL MARKETING

**Social media platforms:** Common part of any integrated marketing strategy, social media platforms like Facebook, Instagram and Snapchat are a great way for marketers to engage with their audiences and generate buzz around their brand. In addition to the standard features these platforms offer, there are also some features that are designed specifically for marketing.

**Design tools:** Part of digital marketing is design and this is especially common when it comes to creating ads and content like social media posts and blog posts. Because digital marketing is such a design heavy field, doing it effectively wouldn't be possible without design.

**Analytics tools:** Another set of helpful tools for digital marketers are analytics tools. These include everything from Google Analytics to social media analytics tools like Facebook Insights and Twitter Analytics which provide metrics related to engagement and help marketers optimize their campaigns.

### **ADVANTAGES OF DIGITAL MARKETING**

- Digital marketing provides access to a vast audience and the capability for super-specific targeting
- Digital marketing's exposure is expanding
- Digital marketing offers superior tracking and metrics
- Digital marketing is cheaper to implement and maintain than many traditional marketing methods
- Digital marketing is customizable and enables better A/B testing and personalization
- Digital marketing gives you access to social media
- Digital marketing give you access to new technologies like AI and machine learning

### **DISADVANTAGES OF DIGITAL MARKETING**

- Digital marketing can be low impact from visual standpoint
- Digital marketing can lead to content and email overload
- Digital marketing can be mimicked for fraudulent activities
- Digital can exacerbate a bad experience and poor reviews via social media

### **CHALLENGES OF DIGITAL MARKETING**

- Customers are more savvy or informative than marketers
- Customers are increasingly demanding better quality and reliability in the products and services
- Customer wants, needs and expectations are changing more rapidly
- Marketers operate in a market where all customers want mostly the same thing
- New products and services are coming to market more quickly than in the past
- Competitors have introduced multiple brands for their products and competition for sales is strong
- Media are being more fragmented and expensive for advertising the products
- Competition is now global
- Competition is well established and entrenched
- Information technology is having a significant impact on business practices
- The accountability of the marketers has been increasing rapidly towards their customers

### **VIDEO MARKETING**

These numbers show the importance of incorporating video into your digital marketing strategy in 2022:

- 75% of consumers say that they have shared a brand's video.
- 81% of businesses say video has improved their conversion rate.
- 60% of consumers say that watching product videos makes them more confident in online purchase decisions.
- 71% of executives visit the marketer's website and 39% call a vendor after viewing a video.

## CONCLUSION

To summarize, digital marketing is the way to go for any business which hopes to capture global interest on its products. As such, digital marketing may not be easy to sustain but with the emergence of social media tools, such as Facebook or Twitter, organisations can still achieve the best. It is not necessary to struggle to have in place a website in order to have a web presence, but the aforementioned tools can be effective to achieve this end. The parting note would be to have strong and reliable legal provisions that will make digital marketing beneficial to organisations that depend on it. Digital marketing never stands still. It's a field that's always evolving, with new internet marketing trends like artificial intelligence and video marketing growing at rapid rates. Even more established areas like SEO continue to shift year by year, and digital marketers must never stop learning.

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