



# DIGITAL MARKETING'S IMPACT ON THE CORPORATE SECTOR

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## ABSTRACT:

Digital marketing has evolved as the dominant marketing concept in the internet age. Online marketing that assists the corporate sector is referred to as "digital marketing." This digital marketing is accessible and feasible for both tiny start-ups and large, established businesses. This strategy has led to the evolution of the marketing model that has been in use throughout history. It is inexpensive and capable of reaching a large number of individuals. As a result, it has aided in the process of restructuring the business sector in a development-oriented manner.

**KEYWORDS:** Digital Marketing, Development, Corporate sector, Digital marketing method.

## INTRODUCTION:

Digital marketing has emerged as the most important marketing concept in the internet age. The term "digital marketing" refers to online marketing that benefits corporations. This digital marketing is accessible and feasible for both tiny start-ups and large, established businesses. This strategy has resulted in the evolution of the marketing model utilised throughout history. It is both inexpensive and capable of serving a large number of people. As a result, it has aided in the process of restructuring the business sector in a growth-oriented direction. Almost every company industry in India has adopted digital marketing. E-marketing applications include online banking, payment systems, content management, shopping, and order monitoring. Because of the power of digital marketing, geophysical borders are no longer possible, making all individuals and businesses on the world potential clients and suppliers. It is well-known for allowing businesses to communicate and conduct transactions at any time and from any location.

## OBJECTIVES:

- Understanding the growth of digital marketing in India.
- Implementing digital marketing benefits the corporate sector.

## METHODOLOGY:

In this article, we employed qualitative methods to highlight the importance of digital marketing in altering the corporate sector.

## DIGITAL MARKETING:

The widespread use of the internet and mobile phones over the last ten years has resulted in enormous changes around the world. The internet, in particular, allows a company to attain virtually unlimited communication and rapid access to information. Computers, smartphones, and televisions are examples of integrated information and communication technologies utilised in the workplace. Digital marketing, which shares some of the same concepts as traditional marketing, is often regarded as a revolutionary method for businesses to communicate with customers and analyse their behaviour. Companies frequently use both traditional and digital marketing tactics.

This type of marketing differs from internet marketing, which is primarily conducted on websites. The word "digital marketing" refers to a wide range of methods, including email customer acquisition, content marketing, online directories, social media, and others. One of the largest difficulty that digital marketers must face is how to stand out in a world that is saturated with digital marketing promotions.

There are six major pillars of digital marketing. They are

- Strategy and management goals include analytics, segmentation, targeting, brand positioning, integration, marketing and sales alignment, resourcing, structure, marketing technology, and data.
- Goals and measurements include forecasting, digital reporting, KPI dashboards, attribution, and customer insights.
- Media types: paid, owned, and earned, including search, social, and display ads.
- Experience with desktop and mobile websites and apps. Customer service.
- Messaging options include email, chat, social media, customer support, on-site interactions, and personalization.
- articles includes product and blog articles for marketing, PDF downloads, and interactive tools.

## GROWTH OF DIGITAL MARKETING IN INDIA:

Marketing and advertising are being tremendously influenced by the evolution of digital marketing trends. If a comprehensive analysis of previous digital marketing statistics is not made, the overall image of the Indian digital marketing sector cannot be fully understood. The following statistics regarding digital marketing in India are provided by the International Journal of Advanced Research Foundation:

The first instance of electronic or digital commerce occurred between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology in 1971–1972 thanks to The ARPANET.

- 1979: Michael Aldrich demonstrates the first online shopping system.
- 1981: Thomson Holidays UK is the first business-to-business online shopping system to be installed.
- 1996: India MART B2B marketplace was established in India.
- 2007: Flipkart was established in India. Every E-marketing or commercial enterprise uses majorly digital means for their marketing purposes.

According to the findings of an Indian digital marketing survey, mobile and tablet advertising was 200% less prominent in 2011 than in subsequent years. The net worth was \$2 billion this year.

The increase followed a geometric development, reaching \$6 billion in 2012. A greater level of career work improvement is required due to the competitive expansion, and new professionals are entering the market. The total amount invested grew by 1.5 billion dollars between 2013 and March 2015. The growth up to this point has been incredible.

India's Digital Marketing According to a PPT study published by the International Journal of Advanced Research Foundation, India experienced a golden age in the Internet economy from 2013 to 2016.

The use of communication tools has increased dramatically during the past year. Nobody ever considered getting a reliable offer online. It was considered that web content was made up and full of lies. Nobody could possibly listen to an online advertisement that did not include purchasing food, furniture, or clothing. The plot has been significantly reworked. Online activities include sales and marketing. This is because online communication in India now has a higher level of trust. This has significantly improved marketing efforts. The communications industries are propelling the revolution. India now has about 700 million internet users, and by 2025, it is expected to have over 970 million.

In 2016, 34% of organisations implemented an integrated digital marketing strategy. According to 72% of marketers, the traditional marketing technique is no longer effective, and the company's income will increase by 45% by the end of 2022.

By 2023, India will have over 700 million dynamic online users. Global Data estimates that due to lockdowns in India's online commerce sector, the market will grow to 7 trillion rupees by 2023. The COVID issue has led to an increase in spending among digital platform marketers and advertising. Even the world's largest corporations are evaluating their marketing spending to put a greater emphasis on digital. Digital marketing is rapidly expanding in India, with Goldman Sachs forecasting that the country's digital marketing business will be worth \$160 billion by 2025. As a result of the epidemic and multiple lockdowns, it is expected that the Indian e-commerce market would reach Rs 7 trillion by 2023, demonstrating that digital marketing is thriving. This progress not only benefits businesses but also improves people's quality of life. The digital marketing platform enables businesses to engage with a larger audience. In addition, it benefits businesses in a variety of ways.

## **HOW DIGITAL MARKETING HELPS IN THE GROWTH OF CORPORATE SECTOR:**

Because digital marketing is more convenient and easily accessible to all types of businesses and industries, it aids in economic growth and lays a solid foundation for their operations. The following are some of the ways that digital marketing benefits the corporate sector:

### **WIDER REACH:**

It is apparent that society is increasingly reliant on mobile phones and other forms of social media. This element considerably contributes to the expansion of the digital marketing business. Because employing digital marketing over traditional methods allows a business to reach a larger number of clients.

### **COST-EFFECTIVE:**

Traditional marketing will be out of reach for small firms due to the huge financial investment required. The most eye-catching traditional marketing tactics demand a large investment to set up hoardings and banners. Thanks to digital marketing services, small businesses may make informed decisions about how to spend their money on the most effective advertisements. They can now pay only when their advertisements are seen by their desired audience. Only digital platforms enable such a concentrated marketing strategy. It also applies to larger enterprises.

## **A BETTER CONSUMER EXPERIENCE:**

We are living in the internet era. In contemporary age, almost everyone has a cell phone and an internet connection. Because almost all clients are online, communicating and interacting with them is straightforward. Certain brands 'listen' to their customers, which makes them pleased. The most critical part of any customer service interaction is listening. It promotes the formation of stronger relationships between brands and consumers, hence increasing their trust in the latter.

## **BETTER REVENUE:**

A digital marketing agency aims to boost the brand's sales figures. When a customer visits a website, digital marketing requires discussions. The conversation rate is determined by the quality of the brand as well as the website's engagement and interactivity. Effective digital marketing methods, as advocated by digital marketing organisations, result in greater conversion rates. As a result, there is an increase in business. Higher sales may indicate that the brand will grow and expand. It contributes to the firm's profitability.

## **ENSURES CONTACT WITH THE TARGET AUDIENCE:**

We will have no business targeting every individual of a country. This is because not every person will be interested in a particular business. Additionally, targeting a varied user base may result in your goods going missing on occasion. With digital marketing, you can easily identify and target the demographic where you have the best chance of finding potential customers. This allows a company to provide customised attention to its target clients.

## **SEEK REPUTATION:**

Frequent content updates help to improve the website's reputation and awareness. Digital marketing services make it easier to target the right people and drive excellent traffic. These customers will be eager to buy your products and visit your website to read the blogs you post. A brand also maintains a positive reputation among customers by meeting their needs. A positive reputation is built by satisfied consumers who are more likely to suggest your firm to others.

## **IMPRESSIVE ROI:**

Digital marketing aims to maximise the financial return on investment. Compared to traditional marketing, online marketing is less expensive and provides a high return on investment. When people manage their own digital marketing, they pay more in terms of time than money. While anyone can run their own content marketing or social media campaign, planning, executing, monitoring, and managing a good campaign will need a significant amount of effort. Even if they invested in paid ads, they have complete control on their expenditure. Simply select a PPC and social media advertising budget that is appropriate for the business.

## **TRACK ITS EFFECTIVENESS:**

When we look at the numerous purposes of digital marketing, we can see that it also makes it easy for individuals to evaluate the performance of their initiatives. This is difficult with traditional marketing methods since one cannot tell if their efforts were successful in influencing their target audience. Digital marketing allows one to track the effectiveness of their efforts in real time. Depending on the type of campaign, there are numerous KPIs to measure. Impressions, traffic, clicks, dwell time, and other key metrics.

## **CONCLUSION:**

With the great growth of the internet and mobile phones, we may expect a surge in digital marketing. It is highly convenient for people and businesses to buy and sell their items. It appears more convenient than the typical marketing strategy. Corporate enterprises can use digital marketing to advertise and gain access to enormous audiences. The future marketing sector may be fully dependent on digital marketing, as the use of digitalized forms of employment grows by the day.

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