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A DIGITAL MARKETING ERA: THE MAGIC OF MARKETING

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ABSTRACT

In this era of digital promoting, communication data and knowledge and data technology have modified the state of affairs of the means marketers approach customers. It most well-liked as a result of its least in price as compared to offline approach and is best. It's wide adopted by on-line virtual mega stores. Marketers are long-faced with new challenges and opportunities inside this digital age. Digital promoting is that the utilization of electronic media by the marketers to push the merchandise or services into the market. The most objective of digital promoting is attracting customers and permitting them to act with the whole through digital media. This paper focuses on the importance of digital promoting for each marketers and customers. I examine the result of digital promoting on the firms' sales. This study has delineated varied styles of digital promoting, effectiveness of it and therefore the impact it's on firm's sales. The target of this study is to know the conception of digital promoting and its impact on business organizations

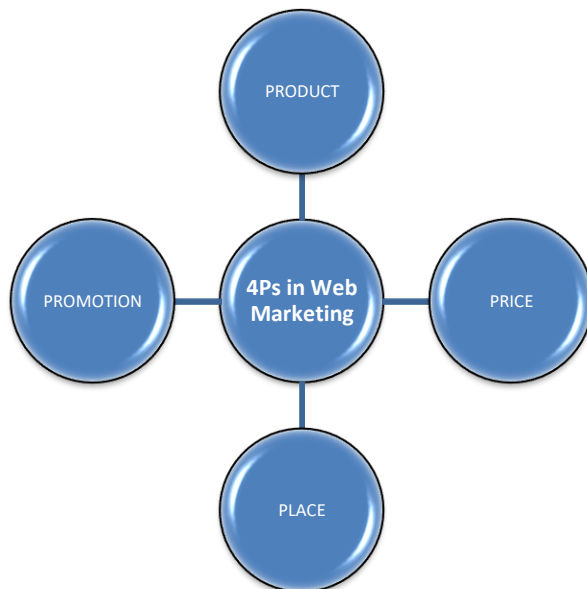
Keywords: Digital marketing, Social media, Consumer, SEO,

I. DIGITAL MARKETING

Digital Marketing is identified as one of the current business practices of marketing products and services via the online platform based on the application of internet enabled devices and other such electronic and digital mediums. Digital Marketing is also identified by other names as online or web marketing. In that, Digital Marketing as an emerging concept is identified to encompass diverse variables like electronic mailing, blogging, video and voice broadcasting, instant and also wireless messaging platforms. Again, Digital Marketing is also identified based on other names like electronic commerce, e-business and mobile commerce. Another important aspect of Digital Marketing is identified in terms of its consumer responsiveness that is not observed in the case of traditional marketing media like that of broadcasting, print and outdoor advertising platforms (Clampitt, 2017).

4Ps in Web Marketing

The application of 4Ps (product, price, place and promotion) in the case of Web Marketing is



Identified as follows:

Product

The website of the company is identified as the principal product in the virtual sphere for the online firm that potentially helps in highlighting the brand to the target customers. The main focus of developing the website is to create awareness in the minds of customers about the website and the offerings rendered by the company. It helps in creating an interest in them and thereby acts in persuading them to get a detailed understanding of the diverse product and service offerings made by the firm online.

Price

The commercial sites are identified as price elements related to the different assortments of the physical products marketed by the firm. More so the website of the company and the product and service websites are identified by the prospective customer as a cost factor owing to transaction costs pertaining to internet connectivity and also the time and opportunity cost involved with it. Though the aforesaid costs mentioned are lower compared to the same incurred by the customers in terms of carrying out the activity physically yet the customers would tend to be interested in comparing the online costs incurred for accessing the website of the firm with that of its competitors. In case, where the customer finds that the price for the competitors is low compared to the initial firm the same would encourage the customer to switch over to the competitor brand.

Place

The company websites serve as significant platforms for carrying out interactions and transactions between diverse stakeholders like the firm, customers and vendors in an online fashion. Different types of transactions either commercial or non-commercial in nature are carried out by the stakeholders on the website where it acts as an effective counter and outlet for conducting the transactions. Again, the websites also contribute in helping in the online distribution of different types of digital products ordered by the customers like digital music, online services, information and other software products .

Promotion

The website acts as an effective medium for promoting different types of promotional content online to target customers spread over international markets. Communication carried out on the virtual platform ideally help in emotionally impacting the mind-set of the customers and thus acts as a driving force in both attracting and retaining target customers.

II. REVIEW OF LITERATURE

In the Review of Literature a shot is created to travel through the accessible analysis papers to know however totally {different completely different} researchers have explored different aspects of digital promoting communications and social media engagements. For pursuit the event, relevant papers were versed beginning with analysis covering the evolution of DSMM, the digital & social media promoting. A special focus was unbroken in mind to additionally see however varied researchers have done their studies to exhibit any reasonably attainable link of use of digital and social media with creation of import for the customers and for the promoting organizations.

- ❖ **Chung and Oesterreich (2010)** meted out the analysis with objectives to seek out out, what gratifications ar underlying the usage of social media, the attitudes towards social media promoting messages, and therefore the effectiveness of messages touching on on-line searching price. The bottom was taken on the

Uses and Gratification theory (Katz, Bluner & Gurevitch, 1974 and as increased by Ruggiero, 2000), to research shopper gratification in social media usage. On-line searching price was examined in relationship with social media promoting messages. For social media gratifications, recreation, information, and interaction were taken as exogenous variables. angle towards social media promoting messages and on-line searching values were the endogenous variables.

- ❖ **Chi (2011)** did associate searching analysis through form survey technique in Taiwan to seek out however the users with their varied wants for on-line social capital and psychological well-being behave towards virtual whole community and interactive digital advertising. Want for on-line social capital and psychological well-being are aspects of user motivation and two styles of social media promoting are interactive digital promoting and therefore the virtual whole community. 3 styles of social capital will be created by on-line Engagement pattern of users in DSMM/ Ph.D. Thesis (KSoM) Page thirty three social interaction for networking; bridging, bonding, and maintained. Psychological well-being refers to vanity and life satisfaction. This study analyses the link between user motivations to use social media and user responses to social media promoting, so compares the user response to interactive digital promoting vis-à-vis response to virtual whole community.
- ❖ **Smith (2012)** meted out a longitudinal study over three years (2009 through 2012) in an exceedingly time period cluster (students of the age bracket 19-23 years) in an exceedingly distinguished university within the USA. Gender magnitude relation was about 44:56 (male to female). The analysis was meted out in an exceedingly Behaviour research laboratory setup by measurement the time period cluster and knowledge was captured Engagement pattern of users in DSMM/ Ph.D. Thesis (KSoM) Page thirty four over these years as they'd reply to live digital promoting incidences on web (likes of Google, YouTube, Blogs etc. and additionally email updates).
- ❖ **Minton, Lee, Orth, Kim and Kahle (2012)** did this terribly attention-grabbing analysis on property promoting and social media, involving cross-culture populations (subjects) to analyse motives for property behaviors. South Koreans representing collectivist culture and USA, European nation being a lot of of individualistic culture, were studied supported their usage of Facebook and Twitter with relevance motives for property behaviors. mistreatment (1958) practical motives as basic theoretical foundation, on-line Engagement pattern of users in DSMM/ Ph.D. Thesis (KSoM) Page thirty five survey technique was wont to cowl the themes happiness to completely different cultures. The abstract model for this study tried to analyse however practical motives (responsibility, involvement and internalization) influence the property behaviors like, utilization behaviors, organic food purchase, inexperienced transport use, anti-materialistic views, and charity.
- ❖ **Gehrt, Rajan, Shainesh, Czerwinski associated O'Brien (2012)** did the empirical study to explore Indian on-line searching (being a rising economy), mistreatment searching orientations analysis. Form survey technique was conducted for known on-line respondents of shopper panel members. Through this study, 3 on-line searching segments were known in Indian scenario; price singularity, quality at any worth, reputation/recreation orientations.
- ❖ **M. Bulearca and S. Bulearca (2010)** in their analysis, supported a qualitative interpretive-exploratory study to explore however SMEs use Twitter in their promoting ways, their perception regarding Twitter's benefits/limitations, and their plans for improvement for future use of Twitter in their ways. This paper notably relates to the pilot stage, whereby associate in-depth interview with a British SME was done to induce initial insights whereas testing the validity, irresponsibleness and trustiness of the study.
- ❖ **Clark and Melancon (2013)** during this study investigated whether or not investment in social media truly helps in building and maintaining meaty relationship with customers (in relationship promoting perspective). ancient mass media promoting communications seems to get on the decay in its effectiveness, as a result of customers have an inclination of avoiding such bombardment of inordinateness of promoting messages (advertisement being a paid media)
- ❖ **Bacile, Hoffacker and White. (2014)** in this qualitative research based on „netnographic' approach (a nonintrusive ethnographic study on the internet) attempts to explore as to, which aspects of social media service encounters on a brand's social media pages influence consumers in a manner similar to marketing

communications. The purpose was to bridge the gap between IMC and service by analysing the communications taking place on social media pertaining to service encounters in as much detail as possible.

III. RESEARCH METHODOLOGY

The study is purely based on secondary data. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data and information are used which is available publically on the websites of the companies. This is the best/standard practice for a research which is a critical review type. The methodology used was that of a critical literature review.

IV. OBJECTIVE OF STUDY

This study intends to focus on understanding the digital marketing and its technique with the following set of objectives:

- To understand the concept of digital marketing
- To know the reasons of development of digital marketing
- To discuss the effects of various form of digital marketing on firm's sale and other activities.
- To show the various advantages to customers
- What is the most preferred internet marketing approach?

These questions will help us to predict the trends in digital marketing and make suitable suggestions for companies.

V. ALIGNING OF INTERNET WITH BUSINESS OBJECTIVES

The activities carried out based on the application of the digital and social media platforms gain significance in that the same are aligned with the business objectives of the firm. The objectives of applying the social media platforms like Facebook, Twitter and YouTube need to be effectively aligned with the objectives of the firm for helping in the generation of needed returns. In other words, the social media and other digital marketing activities are needed to be carried out in an integrated fashion with the corporate objectives rather than being carried out in an isolated fashion that fails to yield needed results.

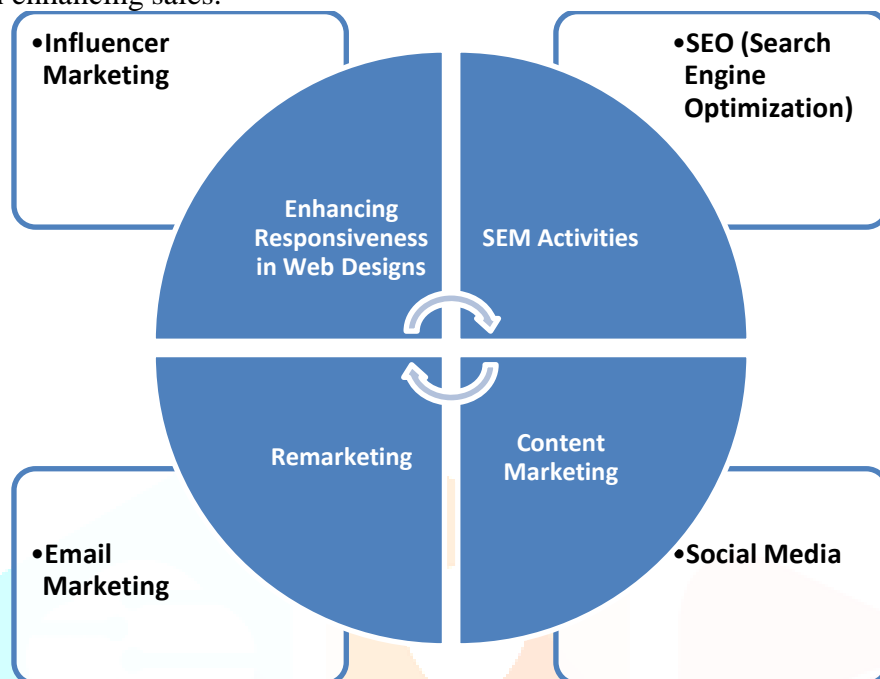
The main objectives of aligning the internet or digital marketing with the business objectives are reflected as follows

- To understand the manner in which the pursuing of the digital goals ideally helps in the fulfillment of the strategic and also the marketing objectives of the organization.
- To create an Engagement Value Scale or EVS that focuses on valuing each of the different digital goals in regards to the fulfillment of institutional objectives.
- Identify Key Performance Indicators or KPIs that contribute in evaluating both the market impact and also the efficiency of the digital marketing endeavours and also tries to understand the relevance of the strategies from the viewpoint of the customers .
- Further, different steps are needed to be undertaken for effectively aligning the digital marketing goals with the strategy of the organization as a whole. The six different steps are outlined as identification of strategic themes, defining strategic objectives, defining marketing objectives, digital goals, application of EVS and finally highlighting KPIs. The six steps are detailed as under.
- The initial step is to identify around two to three strategic themes that contribute in generating foundations for meeting the organizational strategy of the firm.
- Keeping with respect to the different strategic themes the business managers focus on the identification of the different set of strategic objectives. The fulfillment of diverse set of strategic objectives pertaining to different business functions ideally contribute to the fulfillment of the strategic themes. The identification and execution of the strategic objectives need to be carried out in a differentiated fashion respect to other competitor firms for sustaining needed competitiveness.

VI. FUNDAMENTAL STRATEGIES IN DIGITAL MARKETING

The fundamental strategies that can be undertaken by a marketer regards to the ambit of digital marketing are identified as follows.

SEO: Enabled Tool Effective SEO support is required in digital marketing for achieving higher page rankings on search engines like Google compared to other competitor firms. Firms thereby focus on gaining adequate support from SEO (**Search Engine Optimization**) experts that help in generating quality contents thereby helping the former in gaining needed success in terms of attracting web traffic, driving sales leads and conversions and thereby in enhancing sales.



1. SEM Activities

In terms of SEM (Search Engine Marketing) activities different types of activities can be organized that may range from displaying advertisements associated to graphic display, generation of video ads on social media platforms like YouTube, search ads that are essentially text based in nature and also apps designed for the mobile platform. The activities associated regarding SEM identified above are some of the paid advertising methods that are conducted to generate greater number of Search Engine Results Page or SERPs. In terms of Paid Ads, the use of the social media platforms like Facebook can also be extensively carried out in that the same helps the business institutions in posting considerable number of paid ads. However, the selection and use of the SEM activity needs to be carried out based on evaluating the business framework for which it is undertaken and also the consumer categories that are targeted by the firms.

2. Content Marketing

Contents that tend to add value to effective audiences and also such that can help in marketing a business either in a direct or indirect fashion is ideally identified as content marketing. Content marketing activities are constituted either in longer formats like writing of blogs, articles and also electronic books while in shorter formats it can encompass updates made on social media platforms like Twitter and Facebook. Again, Conversation Sharing is also identified as a form of Content Marketing activity that are used for sharing of content via social media platforms like Twitter or also posting of informational content on different online forums. Regards to Content Marketing, the contents rendered are needed to be unique, relevant and also are needed to bear needed consistency to help in adding value to the users and also in promoting the brand image to the larger set of audiences (Scholl, 2018).

3. Remarketing

Remarketing acts as another effective digital marketing strategy that is pursued for engaging prospective customers that initially failed to respond to the banner based advertisements. Remarketing is carried out in terms of first tracking the non-responsive prospects based on the use of cookies and thereby in developing advertisements and publishing them on different sites. Again, the digital marketer can also focus on developing new advertisements for the company website such that the same can help in targeting new and prospective users. In that, remarketing requires the digital marketer to better understand the needs and expectations of the customers

and thereby in generating advertisements it helps in driving greater customer engagement while also contributes in enhancing the level of brand awareness and conversions.

4. Enhancing Responsiveness in Web Designs

The responsiveness level of the web designs needs to be increased based on the incorporation of responsive programming such that the websites tend to get developed in diverse formats to suit the screen size of the digital devices like Smartphones, tablets and even Smartwatches along with the standardized formats meant for laptops and computers. The application of 'Responsive Web Designs' contributes in helping a firm digitally market the product, service and the company brand to a larger audience and thereby enables greater penetration .

5. Email Marketing

The electronic mail which was considered prior as only a mode for carrying out of electronic communication with potential stakeholders now serves as an effective tool for developing brand awareness about a product or service brand or the company brand to a larger target audience. Generation of advertisements through the use of emails act as an effective mode for generating increased awareness about the company and the offerings amongst the target customers. Again, the application of email marketing is also carried out for driving greater conversions and also in generating sales leads. Further, the carrying out of click-to-call based email communication ideally contributes in exciting customers to interact with the call centre units for gaining further information before deciding on to availing the offer. Again, the application of email marketing also contributes in helping the customers gain an effective idea regarding product and service attributes and also the patterns and benefits of usage of the same. It thus helps in driving greater customer engagement and thereby in accelerating sales. Customer or user engagement can also be increased based on the use of email communication in terms of rendering quality information to the users regarding the products and services. A car company can drive greater consumer engagement in terms of informing the customers about the various protections and driving tips they need to take during the winter season. Email marketing carried out based on the above respects ideally help in enhancing the level of customer loyalty

6. Social Media

Marketing Social Media Marketing is identified as an effective digital marketing strategy that is undertaken by the digital marketers for both understanding of the consumer characteristics and attributes and thereby in engaging them based on the application of diverse social media platforms. Activities carried out in the ambit of social media marketing are best carried out based on engaging such social media that are relevant to the target users or the buying communities. The digital marketer focusing on the use of social media marketing is required to develop relevant messages that both suit the social media platforms for which they are designed and also the information needs of the users. Customer engagement in driven in social media marketing based on not only posting of different types of social media messages in the form of video, text and pictures in a combination or singly based on the nature of the platform but also in actively responding on a real-time basis to the queries and issues of customers posted on the interactive social media platforms like Facebook and Twitter .

7. Influencer Marketing

In influencer marketing the digital marketer focuses on the incorporation of the support rendered by industry influencers for largely promoting the product or services to target users. The application of influencers in influencer marketing helps the companies gain the support of people that have an established presence in the social communities and also represent a large number of followers. Working based on the use of influencer marketing is ideally observed in generating greater conversions than that of direct advertisements. Further, the use of influencer marketing also contributes in not only generating greater brand awareness but also in increasing the level of trust of the customers on the product or service brands and also in attracting the mind-set of target audiences

8. Video Marketing

Video Marketing is identified in terms of posting of video contents based along social media platforms like Facebook and YouTube that helps in drawing the attention of large number of target audiences. Audio-Visual posts carried out in the form of video significantly contribute in the generation of live testimonials of customers associated with the use of a product or service brand. It helps in driving greater customer engagement where users are encouraged to post their comments, suggestions and likes associated to the video posts.

VII. BUSINESS ORGANIZATIONS VICTIMIZATION DIGITAL MARKETING

The following square measure some samples of business enterprises victimization digital marketing:-

- ❖ **Zippos:** it's on-line a pacesetter in on-line shoe commerce. It sets gold commonplace for client care. It provides a 365 day a reimbursement guarantee and conjointly free shipping each ways in which similarly. Customers will arrange to come it or exchange product on purchased on website .Its policies square measure thus appealing and attract the client. Zippos invests heavily in digital selling. It focuses on desires and desires of shoppers.
- ❖ **American Express:** its puts its cash wherever its mouth is by leverage the worth provided by business consultants on its Open Forum websites. Open Forum may be a cooperative web site on that Yankee specific invitations guest authors from a range of sectors to share the business data and knowledge.
- ❖ **Pepsi Co. Beverages:** It used Facebook throughout Cricket tourney in 2015 for whole building and generating sale.
- ❖ **Red Bull:** It makes full use of You Tube to push a vigorous and adventuresome fashion in synchronies with its own saying. It frequently transfer videos showing stunts and daredevils acts in risky locations.

VIII. PRIME DIGITAL MARKETING AGENCIES IN REPUBLIC OF INDIA

- **Intellemo:** the corporate launched the terribly initial ecommerce model for all digital selling services one would possibly want. The thorough model aims to cater to the stress of growing startups, small-scale and fresh fashioned businesses across the world. The team at Intellemo consists of consultants – in-house staff and artistic contributors (Intellemers and Intellemo). The organization provides a platform wherever anyone will contribute in any capability as per their convenience. Automation and Technology square measure deeply embedded within the core philosophy of Intellemo. it's what they incessantly try to realize by combining Intellect and Emotions to assist businesses grow digitally.
- **Gozoop:** Established in 2010, Gozoop may be a globally recognized Digital selling Agency that believes in humanizing your whole by optimizing your on-line name. Gozoop has stratified within the prime one hundred corporations to figure for in 2015 by Economic Times that makes it one among the simplest to create your career with them. metropolis Indians, Dell, Republic of India Bulls, Citi Bank, BMW, Ferrari, Asian Paints, Amazon, MOD among others.
- **Each media:** Every Media may be a full service digital and mobile selling company that focuses on communication ways with target movies and makes. they supply finish to finish digital selling campaigns and square measure pioneers in style, Development & Technology. Everymedia set at metropolis. Digital Rights Management, Content monetization, Online PR, SEO, SEM, Social Media, web site Development and lots of others.
- **Phonetics:** Established in 2006, acoustics focuses on desegregation inventive and analytical spirit alongside globalized resources within the method of Digital selling. Services: Search selling, Social Media selling, client Relationship Management, Content selling, Mobile selling, net and App Development.
- **Pinstorm:** supported in 2004, Pinstorm ranks among the leading digital advertising corporations within the world. they need adopted associate approach that sees strategy,userexperience,research,web design, mobile-friendliness,advertising,viral videos, search optimization, Facebook campaigns, Twitter updates, period of time listening and responses as a seamless set of techniques that stem from one overarching whole strategy. Services: computer program selling, Social Media selling, computer program optimizations, microorganism advertising, on-line name Management etc.
- **Webchutney:** Webchutney has worked with some leading corporations in Republic of India. They need created some award winning and unforgettable campaigns for his or her shoppers that have helped the brands to make and sustain relationship with their audience. Services: on-line advertising, web site coming up with, Mobile selling, SEO, Analytics, Application Development and Social Media.

IX. BENEFITS OF DIGITAL MARKETING TO BUSINESS ORGANIZATION

❖ Better growth possibility for tiny business

The importance of digital selling for business lies within the choice to choose your technique of promoting as per your budget and reach a wider audience at a lesser value. Even a decade back obtaining your product marketed particularly for little business was a task in itself. That they had to resort to tiny level strategies wherever the guarantee of success was on the brink of negligible.

❖ Higher conversion rate

The businesses that live} choosing digital selling square measure able to measure the conversion rate through period of time employing a straightforward technique. That's distinguishing the share of viewers WHO get reborn into leads so subscribers and within the finish finally getting the service or product. SEO, Social media selling and Email selling square measure strategies that have a high conversion rate as they're able to generate a fast and effective line with the patron.

❖ Image Building

For any business to survive the one factor that they actually need to figure upon is establishing a name that's impeccable. Within the past few years, it's become evident that customers can perpetually like an organization that doesn't have any scandals related to it. The importance of Digital selling nowadays lies in giving you multiple ways in which to ascertain a private rapport together with your client base.

❖ Segmentation

Segmentation may be a method within which giant client cluster square measure de-escalated into smaller teams of client in step with specific classification. {for example for instance as associate example} an E-commerce store that has launched new offers for women's consumer goods ,using digital platform, for example, email selling answer, enable the business to send emails to solely ladies. It increase probabilities of sale and reduced value.

❖ Huge come on investment

While earlier budget allocations were done severally to handle every quite selling medium matters becomes a lot of progressive currently. Even little level of investment tired a mode of email selling has the potential to deliver ends up in terms of client engagement. Victimization net analytics helps the business homeowners recognize whether or not your web site is providing optimum ROI.

❖ Global reach:

The world has become international village thanks to medical care. The business will market their product at international level via digital platform briefly amount and affordable value.

X. CONCLUSION

Digital channel in marketing has become essential a part of strategy of the many firms. Nowadays, even for little business owner there's a awfully low-cost and economical thanks to market his/her product or services. Digital selling has no boundaries. Company will use any devices like Smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media like social media, SEO (search engine optimization), videos, content, e-mail and heap a lot of to market company itself and its product and services. Digital selling could succeed a lot of if it considers user desires as a high priority. A bit like "Rome wasn't inbuilt daily," so, digital selling results won't conjointly return while not try, while not trial (and error). The watchwords "test, learn and evolve" ought to be at the center of all digital selling initiatives. Firms ought to produce innovative client experiences and specific ways for media to spot the most effective path for driving up digital selling performance.

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