



FUTURE OF ADVERTISING IN THE DIGITAL MEDIA

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ABSTRACT

This thesis compares Digital Advertising versus the conventional methods of Advertising. The Digital advertising is the future method and most effective tool in filed of Marketing and Advertising.

INTRODUCTION

Digital Marketing is the future tool with great efficiency and creates a greater impact on consumer.

Digital Marketing has better impact on consumers by giving them better interface and a great experience of the product being at their respective spaces or homes with the help of current advancement in Technology.

OBJECTIVES OF STUDY

- 1] To study the Digital Marketing and its Scope.
- 2.] To Compare the benefits of Digital and Traditional modes of marketing.
- 3.] To give sufficient reason for the Companies to Shift towards Digital Marketing.
- 4.] To find out modes of Digital Marketing.

In today's world the traditional method of advertising like bill boards, Newspapers, pamphlets are turning to be less effective. The reasons to switch from Traditional methods to digital methods of advertising are mentioned.

1. Targeted Personal ads. The Targeted personal ads are only possible with the digital methods. Due to use of cookies the Advertising Company can target its consumers accurately by finding the need of consumer and sending Personalized ads through Emails, Messages etc.

2. Great User Interface. The Digital methods of advertising have better interface since the Consumer can see the product its applications in 3d whereas customers cannot have the same user interface with simple Text in Brochure or Photo in Random Billboards.
3. Use of AR(Augmented Reality)and VR (Virtual Reality).The advancement in technology makes it possible for a consumer to view a product in his own space or home and gives an excellent understanding of the Product. A consumer can view eye Glasses or a Sofa or a TV in his own space and get the best experience in compare to the traditional modes.
4. Effectiveness. Digital Marketing is proven more effective with sales revenue since the demand of the customer is properly understood and met up with relevant suggestions.
5. Interesting Presentation. The Interesting presentation of ads through digital methods such as short action ads would decrease the chances of consumers not reading ads or brochures.
6. Interaction with Consumer. The Digital Marketing allows immediate Interaction with the consumer which lacks the traditional modes of advertising.
7. Logistical Advantage . Digital Advertising always has the logistical advantage since an tv commercial or a video or any advertisement through electronic form can be sent anywhere in the world through Internet within few Seconds whereas it is impossible to send a brochures within few seconds or display Bill Boards all around the world.
8. New Generation Trends. The new generation have less tendency to read a news paper than to watch news or use electronic media.
9. Wider Reach. Digital Marketing has a wider reach and targets a large number of people in comparison to traditional modes of advertising
10. Wide Scope in Future. The Digital Market in Future has a wide scope and the companies are already inclining towards the digital Market.

Conversion of Traditional Methods to Digital.

In todays world the traditional methods of advertisement are getting converted to digital mode such a Electronic Newspaper's and Electronic Bill Boards Hence it is not recommended to create ads in the traditional format.

MODES OF DIGITAL MARKETING

1. TELEVISION MARKETING
2. DIGITAL BILLBOARDS
No Printing Costs and has a Long Life
3. EMAIL MARKETING
4. SOCIAL MEDIA MARKETING
Facebook, Instagram etc.
5. APP BASED MARKETING .
Ads in Games, Apps

**OUTCOME/CONCLUSION OF STUDY**

We Find out that Digital Marketing is the future of Marketing.

Digital Marketing has wider Scope compare to traditional methods and is more effective .

It has High quality user experience compare to traditional methods.

Therefore the Thesis proves the benefits of Digital Marketing and recommendations the Companies to shift towards the Digital Marketing and Media Based Marketing methods such as TV Commercials etc.