



A STUDY OF DIGITAL MARKETING AND ITS IMPACTS ON MARKET AND CONSUMERS

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Abstract: The purpose of this paper is to examine the effects of digital marketing and its importance for both consumers and marketers. This article begins with an introduction to digital marketing, followed by the tools of digital marketing, the difference between traditional and digital marketing, and the advantages, disadvantages and importance of digital marketing in modern times. Today everything is going digital and marketing is no exception. As With development of technology the use of digital marketing, social media marketing, and search engine marketing. The number of internet users is growing rapidly, and digital marketing has benefited the most as it is mostly dependent on the internet. The buying behavior of consumers is changing and they are more inclined towards digital marketing instead of traditional marketing.

Keywords: Digital Marketing, Internet, Email, Search Engine


Introduction to Digital Marketing

The umbrella term used for all online marketing activities of brands can be understood as digital marketing. It is the promotion of products or services of brands/companies through some electronic media. It covers various modules like social media marketing; email marketing, SEO, website development. With the rise of millennials and the proliferation of digital in our daily lives, brands/companies are becoming more digitally savvy

and looking to expand its digital footprint looking for different ways to market through digital platforms to reach a wider customer base at a lower cost and in less time. No brand/company can now afford to ignore digital if they want to survive in this new digital world. Digital transformation is evolving everywhere, and we all need to come together and put collective efforts in order to save ourselves from extinction!(Desai, *Digital Marketing: A Review* 2019)

Components of Digital Marketing

Some core components of Digital Marketing are discussed below, which will definitely help you with insights regarding Digital Marketing.

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- Search Engine Optimisation
 - Pay-per-click (PPC)
 - Social Media Marketing
 - Content Marketing
 - Email Marketing
 - Mobile Marketing
 - Webinars
 - Affiliate Marketing

1. Search Engine Optimization-

- Search engine marketing (SEM) aims to increase a website's visibility in search engine results pages (SERPs) through paid advertising and optimization techniques.
- Search engine optimization involves optimizing the content and structure of a website to rank higher in organic search results.

- SEM is an integral part of a successful digital marketing strategy.

2. Pay per Click (PPC)

PPC marketing is a type of online advertising where sponsors are charged every time a user clicks on their ad. This is a way to buy website visitors instead of getting them naturally. One well-known PPC platform is Google Advertisements, where marketers bid on keywords and get paid for each ad click. Also, PPC advertising options are available on social networks such as Facebook, LinkedIn and Twitter, allowing businesses to reach their target market based on demographics, interests and behaviors.

3. Social Media Marketing-

Social media marketing involves using social media platforms like Instagram, Facebook, Twitter, etc. as marketing tools. The goal is to reach and interact with a large audience to attract new customers.

Here are some benefits of social media.

1. Increase Brand Awareness - Likes, shares, follows and other types of social engagement will help you gain exposure to new customers and investors.

2. Generate leads and increase conversions: - By advertising to people who have chosen to interact with you by following your account. This can lead to new leads and increase sales.

3. Foster customer relationships - If you answer your customer's question on social media, they will be forever grateful that you took the time to do so. His recognition will make him share your practice with other people.

4. Your competitors are online - Observing your competitors gives you a chance to see what works for them and what doesn't, and helps you decide what needs to change in your company's approach.

4. Content Marketing

Content marketing is the process of designing, creating, sharing, distributing and publishing content to reach your target audience. It can increase factors such as brand awareness, sales, reach, engagement and loyalty.

Content marketing includes a variety of content, including blog posts, articles, videos, infographics, podcasts, social media, ebooks, newsletters and more. . The content created must meet the needs, interests and pain points of the target group and position the brand as a trusted resource and authority in its field

5. Email Marketing

It is a strategy that entails sending promotional messages, or information to a group of people through email. Businesses typically use it to communicate with current and potential customers, promote products or services, and build brand awareness. Email marketing can include newsletters, special offers, invitations to events and more. It is often used in conjunction with other marketing efforts to nurture leads and maintain customer relationships.

6. Mobile Marketing

Mobile marketing is the new standard in the world and one of the most important digital marketing strategies that allows your brand to interact with smart users through various communication tools such as social media, online games, text messages, websites and emails to market. From small businesses, medium to large brands, entrepreneurs are actively implementing this strategy to make their brand successful.

7. Affiliate Marketing

This marketing strategy is based on the Performance where the affiliate- an individual or a company that markets the products to its potential customers, earn a commission for promoting another company's products or services. It's a win-win situation.(-, *A study on digital marketing and its components* 2024)

Partner:

- An individual can earn income without investing single penny in any product or service.
- Individuals have the flexibility to promote your products (e.g. blog posts, social media, reviews).
- Individuals can build an audience and establish yourself in your niche as an authority.

Business:

- They reach a wider audience and new customers without directly spending on marketing.
- They only pay for results such as sales or sales. Generated recommendations.
- They increase the trust and credibility of partners.

Difference between Traditional and Digital Marketing

Basis of Comparison	Traditional Marketing	Digital Marketing
Meaning	Traditional marketing encompasses the marketing methods that can be used without the internet.	Digital Marketing refers to that type of marketing that uses the internet and social media for advertising businesses.
Engagement	The engagement of Traditional Marketing is low as compared to Digital Marketing.	The engagement of Digital Marketing is relatively high as compared to Traditional Marketing.
Conversion	Conversion Rate of Traditional Marketing is Slow	Conversion Rate of Digital Marketing is Extremely fast
Nature	Traditional Marketing is Static in nature.	Digital Marketing is Dynamic in nature.
Effectiveness	Traditional Marketing is More expensive and Less effective	Digital Marketing is Less expensive and More effective
Target	There is Standardized Target in Traditional Marketing	There is customized Target in Digital Marketing.
Tracking	Tracking of Traditional Marketing is not possible	Tracking of Digital Marketing is possible

Reach	Local	Global
Tweaking	Tweaking is not possible once the advertisement is placed	One can change or edit anytime
Results	Traditional Marketing has Slow results	Digital Marketing has Fast and real results
Communication	It is mostly one-way communication	It is a two-way communication

Advantages of Digital Marketing

The main advantages of digital marketing are:

- 1. Better Reach and Visibility:** With digital marketing, you can reach a larger audience compared to traditional marketing methods. The Internet and various digital platforms allow you to target a specific demographic and geographic area to increase your brand exposure.
- 2. Cost-effective:** Digital marketing is usually more cost-effective than traditional marketing methods. There are various digital channels such as social media, email marketing, and content marketing that can help you reach your target audience at a lower cost than print or television ads.
- 3. Targeting:** Digital marketing allows you to target your target audience with specific demographics, interests and behaviors. This means you can tailor your marketing messages and offers to specific customer segments, increasing your chances of conversion and customer retention.

4. Measurable Results: Digital marketing allows you to track and measure the results of your campaigns in real time. Individuals can analyze data and metrics such as website traffic, engagement, conversions and return on investment (ROI). For better results, it allows us to optimize marketing efforts and make data-driven decisions.

5. Personalization: Digital marketing allows you to customize your marketing messages and offers based on customer preferences and behavior. This personalized approach can lead to a better customer experience and higher engagement rates.

6. Increased customer engagement: Digital marketing channels like social media and email marketing allow you to connect directly with your customers. This two-way communication allows you to build relationships, answer customer questions and collect feedback, thereby improving customer satisfaction and loyalty.

7. Flexibility and agility: Digital marketing offers the flexibility to make real-time changes and adjustments to marketing campaigns. Moreover, one can test different strategies and choose anything according to market trends or their preferences.

8. Global reach: Digital marketing allows you to expand your business globally and reach customers in different countries or regions. It opens up a door to many new opportunities for growth and expansion.

9. Better ROI: due to its cost-effectiveness and targeted approach, digital marketing often offers a higher ROI than traditional marketing methods.

10. Integration with other marketing channels: It is possible to integrate various marketing channels such as traditional advertising, PR and offline events with Digital Marketing. This enables a unified and comprehensive marketing approach.

Disadvantages of Digital Marketing

1. Constantly evolving technologies: Digital marketing is highly dependent on technology that is constantly evolving. Keeping up with the latest tools, platforms, algorithms and trends require constant learning and adaptation. Keeping up with these changes can be time-consuming and resource-intensive for businesses.

2. Technical knowledge and skills: Implementing effective digital marketing strategies often requires technical knowledge and specialized skills. Businesses may need to invest in training or hire professionals with expertise in digital marketing to ensure the best possible results. Acquiring and retaining qualified professionals can be expensive and competitive.

3. Privacy and Security Issues. Collecting and analyzing user data for digital marketing raises privacy and security concerns. Stricter regulations such as the EU General Data Protection Regulation (GDPR) have increased the need for companies to process data responsibly and ethically. Failure to do so may result in reputational damage and legal consequences.

4. Ad Blocking and Ad Fatigue: As ad blocking tools become more common and consumers become resistant to traditional advertising, businesses are challenged to effectively reach their target audience. Advertising fatigue, where users are tired or irritated by excessive advertising, can reduce engagement and reduce the effectiveness of digital marketing campaigns.

5. Dependence on third-party platforms: Many digital marketing strategies are based on third-party platforms such as search engines, social media or email service providers. Changes to algorithms, policies or fees imposed by these platforms can significantly affect a company's visibility and reach. Too much trust in certain platforms without decentralization can be risky.

6. Measuring ROI and Impact: While digital marketing offers extensive data and analytics, measuring ROI and accurately attributing results to specific marketing efforts can be difficult. Determining the true impact of digital marketing on sales or revenue can be difficult, especially in multichannel marketing environments.

Despite these disadvantages, the benefits and opportunities of digital marketing usually outweigh them. With careful planning, continuous learning and adaptation, companies can overcome these challenges and effectively use digital marketing to reach their target audience, increase brand awareness and accelerate business growth. (Veleva & Tsvetanova, 2020)

Impact of Digital Marketing



1. It keeps Customers Updated

The world is rapidly changing with the emergence of new trends, services, issues and needs. The various digital marketing opportunities are keeping clients up-to-date on the latest market trends. A customer can access information regarding new product or service launch in an instant manner.

2. Increase in Customer choices

With the upcoming of Digital marketing, it becomes easier to customers to make their choices. Moreover, it becomes evident where customers' interest is taken into consideration before producing any product. Consumers can now opt for international products and get the best bargain.

3. Customer empowerment

We always check Amazon's review section before placing an order, Right? Digital marketing focuses on improving the user experience. Consumers can now provide reviews of a product or service on websites and mobile applications. Future customers can use this to make well-informed purchasing decisions.

4. The convenience factor and quick service

In the contemporary world, time is an invaluable resource. Consumers may quickly decide what to buy by clicking a button to acquire product information. Customers may now shop from the comfort of their homes rather than wasting precious time driving to the store, finding the product, and making the purchase. (Hamdani, Muladi, & Maulani, 2022)

5. Better Relationships are nurtured

The expansion of the Internet has made high-quality information about the brand experience more widely available to consumers. The vast array of digital marketing alternatives facilitates the development of customer trust in a specific brand. Customers are increasingly receiving excellent customer service because of the influence of digital marketing.

6. 24/7 access

No matter the day of the week or time of day, customers always have access to information on the internet. They have the freedom to generate opinions on the companies at any time of day. Consumers can now purchase goods at any time of day, no matter when they need them. The emergence of digital marketing opportunities has created a customer-centric digital ecosystem and radically changed the purchasing habits of consumers. In an

effort to thrive in the fiercely competitive world of digital marketing, businesses are now offering their clientele greater engagement and honesty.

7. Global Reach and Market Expansion:

With the advent of digital marketing, it has been observed that market is not limited to the extent of geographical boundaries. Not only it does reach the global audiences but also expands the market presence at global scale. Undoubtedly, it expands the customer interactions globally where businesses are able to sell their product and boost their sales revenues. (Desai, 2019)

8. Enhanced Targeting and Personalization:

Digital marketing enables the businesses to target their market in precise manner which means targeting specific demographics, interests, behaviors that lead to personalized selling of the product specifically designed to cater the need of that particular group of customers.

Conclusion

Individuals are investing more in online content, and companies trying to understand this fact in their advertising strategy must adapt quickly. The more time people spend online each year, the more the digital platform they use plays an ever-evolving role in their lives. The main objective of Digital India is to promote digital media. As people can access the digital platform anytime and anywhere in the world, companies need to transform their marketing strategy from traditional to digital.

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