

# Digital Marketing in Globalized Era

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## **Abstract**

Digital marketing is the marketing of products or services using digital technologies. The way it has developed since 1990s has changed the way brands and business use technology for marketing. Most of the companies rely on online strategies as it is one of the best ways to reach out the modern day customers. Through the digital marketing platform, the business can gain a higher level of exposure which will pave a way for the brand development. It also provides the profound level of flexibility to business where it can refine the products and services according to the requirement of customers.

**Keywords:-** Digital Technology, brands, online strategies, brand development.

## **Digital marketing**

Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very 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 computer 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. This kind of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller.

## **Research Methodology**

The paper searches the various dimensions attached to the concept of digital marketing. It looks into some of initiatives taken in India, and the opportunities ahead. This paper is a descriptive study based on the references from some secondary material available and some from the personal experiences of the authors. The study suggests some measures that can help companies to improve their marketing strategies and develop digital marketing in India.

## **Advantages of digital marketing**

The modern era has witnessed a huge evolution in business trends. Gone are the days when businesses utilized traditional marketing techniques to gain maximum exposure in the global markets. Today digital marketing is one of the best ways to promote business in a highly competitive environment.

Digital marketing has many advantages compared to traditional marketing techniques. Some of these benefits are as follows.

- ❖ **Affordable:** Digital marketing is affordable as it helps to promote products and services without increasing overhead expenses. It, therefore, helps to save money and promote business in an effective manner.

- ❖ **Vast exposure:** Businesses can reach out to a wide plethora of customers on a global arena through digital marketing at relatively lower price rates. This is perhaps one of the biggest advantages of this form of modern marketing.
- ❖ **High conversion rate:** With the extensive use of online services, businesses find it easy to convince buyers about products and services. Customers can easily find any information related to any type of products on the internet. This further helps to improve business.
- ❖ **Better interaction:** Through digital marketing, there is a higher level of interaction between customers and businesses. This further paves way for improvisation of products and services and enhanced customer satisfaction.
- ❖ **Increased CPL:** Generation of CPL or Cost per Lead is increased through digital marketing techniques. Businesses can obtain higher returns on investment when the CPL is increased. Moreover, overhead costs are reduced to the minimum when these strategies are adopted.
- ❖ **Higher profits:** When the overhead expenses are reduced to the minimum and sales are increased, businesses can reap higher profits through digital marketing techniques.
- ❖ **Easy to analyze:** Compared to the traditional marketing techniques, there is hardly any delay in analyzing the results of digital marketing strategies. With the help of google analytics, businesses can gauge the results of this form of marketing.
- ❖ **Competitive:** Small businesses can be on par with large enterprises and conglomerates with the help of digital marketing techniques.
- ❖ **Comprehensive connectivity:** Through online marketing, businesses gain maximum exposure wherein customers can gain information of products and services on mobile phones, iPad, computers and so forth with a simple click.
- ❖ **Brand name:** It is easy to create a reputation or brand name with the help of digital marketing techniques. Businesses can interact with customers and create a rapport that will help to enhance overall business in the long run.

Most of the companies rely on online marketing strategies as it is one of the best ways to reach out to modern-day customers. Through social media platforms, businesses can gain a higher level of exposure which will pave way for brand development. It is also easy to calculate ROI when these marketing strategies are implemented.

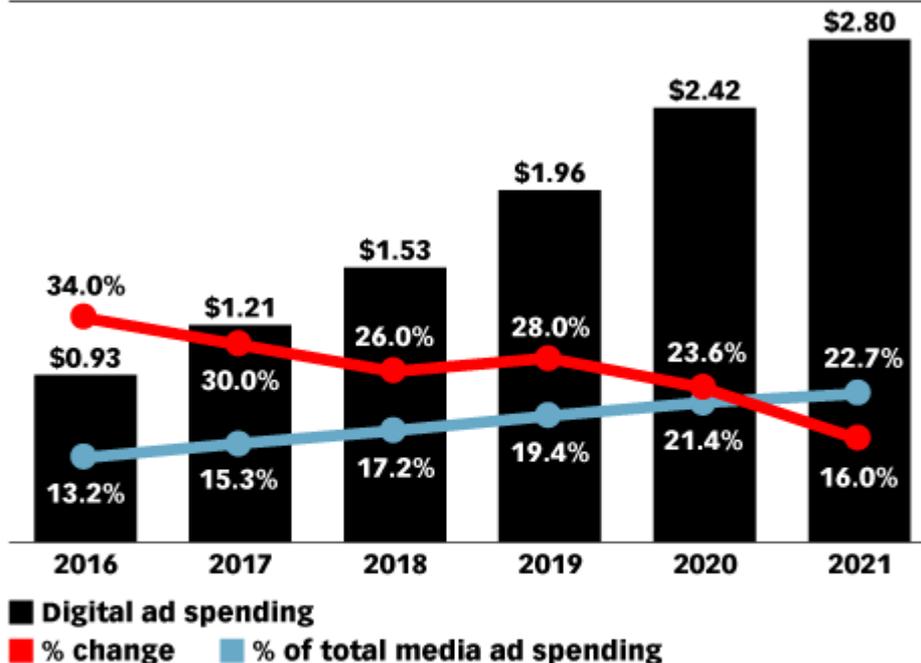
Digital marketing techniques give a profound level of flexibility wherein businesses can refine the products and services according to the requirements of customers. It has defined a new era in the modern world with an array of benefits for both small and large enterprises.

### **Research Objective**

The paper searches the various dimensions attached to the concept of digital marketing. It looks into some of initiatives taken in India, and the opportunities ahead. This paper is a descriptive study, where examples are cited based on the references from some secondary material available and some from the personal experiences of the authors. The study suggests some measures that can help companies to improve their marketing strategies.

### **Data Analysis**

**Digital Ad Spending in India, 2016-2021**  
billions, % change and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising

Source: eMarketer, March 2017

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www.eMarketer.com

**Conclusion**

Research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (e.g., Twitter, Facebook, Myspace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important” (Shankar et al. 2011, 32). According to Curran et al. (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer’s specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. It cannot be denied that the world is rapidly shifting from analogue to digital world. People are consuming more and more digital content on a daily basis and companies that have not yet recognized this in their marketing strategies need to adapt fast. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch points’ mirror where the consumer is spending their time.

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