



Assessing Familiarity With The Notion Of Digital Marketing

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Abstract:

This article presents a comprehensive technical overview of the fundamentals of internet marketing. The overview contains a primer on both strategic planning and development, as well as an introduction to digital marketing. Our contribution includes theoretical and practical insights related to this expanding field of marketing, as well as information on the primary sectors for which internet marketing is especially suited, including but not limited to the following: (1) the E-commerce section investigates various business models and what techniques are used for their development; (2) the Web Search Marketing section focuses on SEO and SEM, as well as in keyword selection for optimization; (3) the E-mail Marketing section provides interesting content that can be used to develop a successful newsletter; and (4) the Social Media Marketing section addresses planning and the most important tools used to maximise communication through social media. In a nutshell, the purpose of this chapter is to provide an introduction to digital marketing as well as its many tactics for maintaining an active and successful online presence.

Keywords: Digital Marketing, Web, SEO, SEM

Introduction:

Toffler [1] made his prediction about the demarketization of postindustrial cultures in his book *The Third Wave*. Even though Kotler [2] has previously argued that marketing needed to reconsider its roots in order to adapt to Third Wave society and people, the end of marketing is still not in sight thirty years after it was first introduced. In their article from 1999, Schutz and Holbrook [3] used the term

"tragedy of the commons" to emphasise the ineffectiveness of market tactics owing to the excessive usage of methods and instruments and their subsequent iterations. In the last decade of the 20th century, organisations were compelled to make more use of their resources in order to communicate with their diminishing audiences. A severe crisis was brought to light as a result of consumer opposition to marketing efforts. Because of the saturated

communication environment, in which a rising number of businesses fight for the attention and allegiance of audiences, conventional marketing ideas and viewpoints were forced to evolve. The transfer of power from merchants to customers was the most significant development to take place throughout this phase.

Even though it wasn't until the more recent decades that the consumer view became the primary focus of any marketing plan, the consumer perspective has been a part of the definition of marketing ever since the 1960s [4]. Because of this approach, marketing management now includes considerations for things like customer happiness, market orientation, and consumer value [5].

However, a large number of marketers continue to think in terms of product, location, promotion, and pricing, sometimes known as McCarthy's variables or the 4Ps model [6], which does not leave the customers with any role. Later on, Lauterborn's user-centered approaches [7] posed a threat to the production-focused marketing paradigm that had been in place. The four Ps of the marketing mix give way to the four Cs, which transform the product into a solution for the customer, the price into an expense for the customer, the place into a convenient location, and promotion into communication. This is a

fresh take on operational marketing, and it will be interesting to see how it applies to the world of internet business.

What Is Digital Marketing?

Conventional marketing, together with its many tools and tactics, was projected onto the internet according to the first definitions of digital marketing. On the other hand, due to the specifics of the digital world and the ways in which it has been appropriated for marketing, there has been a proliferation of channels, formats, and languages that have led to the creation of tools and techniques that are inconceivable to implement offline. Digital marketing is becoming a distinct phenomena in its own right, rather than a subcategory of traditional marketing. Its primary function is to achieve marketing objectives via a combination of mass distribution and individualization of customer experiences. The convergence of technologies and the proliferation of devices have led to an expansion of our methods of thinking about marketing on the Internet and have pushed the limits towards a new idea of digital marketing that is user-focused, more quantifiable, omnipresent, and interactive.

The evolution of digital marketing methods presents a significant opportunity for businesses and other organisations. The following are examples of some of them:

- Because of their reach, visibility, and ongoing updates, branding platforms and 2.0 services provide an excellent chance to construct a positive image of a company on the internet.
- Completeness. Usability– functionality refers to the degree to which users are able to interact with an organisation in a manner that is both more comprehensive and uniquely tailored to their needs. To enhance the user experience and make it possible for them to participate in various activities, Web 2.0 makes available to everyone platforms that are straightforward and intuitive to use.
- Interactivity. The Internet provides the opportunity to have a dialogue, and as a result, it makes it possible to generate a pleasant experience with the brand in the context of an environment in which organisations are attempting to establish long-term connections with their consumers. This kind of involvement may be as fundamental as product evaluation or it can develop into an all-encompassing experience.
- Visual communication. In keeping with the principles of visual thinking, digital marketing provides marketers with a variety of tools that are image- and video-based. This is an appealing method of addressing audiences, which has the potential to result in increased interaction.
- Relevant advertisement. The output may be maximised because to the Internet's easy segmentation and customization of advertising. In addition, since it is not bound by the constraints of traditional forms of media, this environment has made it possible to create advertisements that are more appealing.
- Connections within the community. The Internet presents a one-of-a-kind opportunity for connecting organisations with their respective audiences as well as users with one another. This link has the potential to enhance the customer's experience as well as their engagement with the company, brand, or product.
- Virality. The very nature of the Internet, which is a network of linked nodes, makes it feasible for any material to grow at an exponential rate. Using the paradigm of WOM (word of mouth) communication as a starting point, viral communication

becomes increasingly significant as a result of the connection, instantness, and shareability of online platforms, which increase the transmission of material.

- Quantifying the output. When it comes to the availability of follow-up choices and the chance to evaluate output, the most effective platforms are online ones.

In any event, in order for businesses to make the most of all of these opportunities, they need to ensure that their presence on the internet, as well as their presence on the various 2.0 channels they use, is guided by a strategy that has definite goals and is consistent with the image of their brand or organisation. Because the audience, their requirements, and their perceptions of the organisation are unknown, being on the web without proper planning can not only mean a lost opportunity in terms of resources and potential, but it can also have an actual negative impact on the organisation. This is because the audience is not known.

Digital Marketing Plan:

A digital marketing plan is a strategic document that takes into account the present state of an organisation in order to establish certain objectives for the organization's longterm future, as well as to decide the strategy and the methods by

which these goals will be achieved. In addition to describing the roles, the time period, and the control methods for monitoring, this paper also includes a timeline. A document that is in accordance with the strategic plan of the firm and that establishes the objectives of an activity to be carried out in the digital environment, as well as the what, how, when, who, and why (6 Ws) of Web presence is known as an online marketing strategy. A marketing strategy may be organised in a number of different ways, depending on your preferences. We believe that a structure with four stages is the best option since it is straightforward and easy to prepare for the strategy of any activity (Fig. 1)

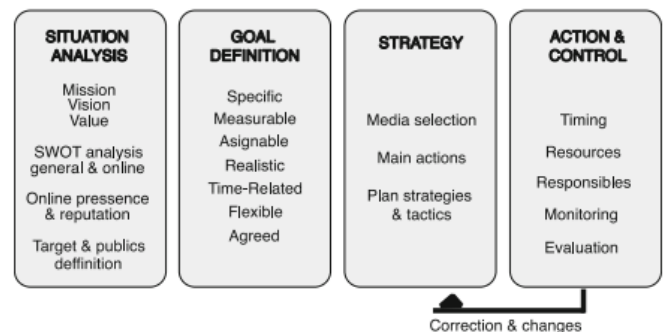


Fig. 1 Marketing plan. Source Prepared by the authors

Situational Analysis:

The characterization of the baseline state of the organisation and the environment it operates in is one of the sections that is going to be most important in any strategy plan. The results of this analysis make it possible to design an action plan that is grounded in reality and

will, as a result, help to reduce the risks associated with the process of strategy formulation.

The definition of the organization's goal, vision, and values should always serve as the first step in any situational analysis. Any marketing effort may benefit from using this definition as a guide.

- The company's purpose and very being are summed up in its mission statement. This description often contains the organization's labour or activity, a reference to its audience, the business models used by the organisation, and the uniqueness or differentiating feature that distinguishes the organisation. The mission provides answers to queries such as "who am I?," "where do I come from?," "what do I do?," "to whom do I address myself?" and "what is my sphere of operations?" and what differentiates me from my competitors?
- The long-term objectives of the organisation need to be summarised in a clear and understandable manner in the vision. To encourage participation from all relevant parties in the goal's accomplishment, these objectives must be reasonable and attainable. The mission and vision

of the organisation provide answers to queries like "where am I headed to?" and "what do I wish to be?" where do I see myself living?

- The values are the guiding principles that determine the culture of the company and that the organisation is required to uphold in all of its endeavours.

After we have identified these three fundamental components from the standpoint of communication and strategy, the next stage is the construction of an internal–external study of the organisation. This analysis will look at how the organisation interacts with its environment.

It is important to do an internal analysis in order to establish both the company's problems and its strengths. This study should focus on production, commerce, organisational and financial concerns, as well as the mentality of management. When conducting an external analysis, the objective is to identify both potential threats and opportunities. This necessitates taking into account both the particular environment (constituting the products, customers, competitors, and suppliers) and the general environment (constituting the ecological, technological, economic, legal, political, or socio-cultural constraints).

A digital marketing strategy must, in addition to being an analysis of the organisation and the environment in which it operates, include an analysis of the organization's presence and position online. This research is going to assist define a specific digital strategy, and it's also going to help compare the outcomes of that plan to the starting circumstance. In this context, the following are the things that need to be developed:

- Monitoring of the company's keywords, as well as the competitors and the market sector (some useful tools are Mention, Google Alerts, Hootsuite).
- An analysis of the company and all of its platforms in terms of its web placement (e.g. Google search or Alexa ranking).
- An assessment of social networks. The presence, activity, or influence of something or someone (here tools, such as Klout, PeerIndex and Kreed, become relevant).
- Analysis of the competition and identification of the most important influencers in the field who are active on digital media.

Social Media Marketing:

The use of social media platforms provides a wonderful chance to forge meaningful connections with other people

and develop novel modes of social interaction that are shaped by the fluid conversations that take place among their user base. The growth of social media may be measured by looking at the quantity and diversity of platforms as well as users. Therefore, one can find audiovisual platforms such as YouTube, Vimeo, and SoundCloud; image platforms such as Flickr, Picasa, Pinterest, or Instagram; general social networks such as Facebook, Twitter, Google+ or specialised ones such as LinkedIn; news or bookmark aggregators such as Digg or Delicious; blogs; and wikis, etc., a vast digital arena where they become the new winners of the World Wide Web.

The idea of a social network has been around for a while, but owing to the proliferation of the internet and increased connection, it has reached new heights. The development of social networks has occurred via the use of platforms that exhibit a variety of functions but share certain characteristics. These features are designed to bring people together so that they may engage in conversation, share their thoughts and experiences, and learn from one another. In the case of these platforms, technology further has to be adaptable and in a state that is favourable to the interchange of information. This indicates that open standards for the web, as well as modular designs that result in

complicated but effective applications, are often given preference.

Conclusion:

A social network manager is essentially a service that enables users to create a public or semi-public profile within a closed system, to articulate a list of other users with whom they share connections, and to use both that list of users as well as other nodes in the system. Individuals can do all of these things by utilising the social network manager. The nature of these links, as well as their naming conventions, may differ from one location to the next.

When a user takes on a more active role, these platforms become content containers because they provide the user with space and tools to express their creativity. In this view, businesses and organisations need to be a part of the social discussion and make use of the interactive channels in order to listen to their users, who contribute their opinions, ideas, and information, or provide value via the production of content.

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