



ROLE OF LANGUAGE IN DIGITAL MARKETING

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Abstract

The present paper highlights study role of language in digital marketing. Now a day marketing is the key in the new consumer base market in order to get success. There are many new techniques in the new situation to advertise the products and the language in the situation plays vital role. This paper tries to focus on different facts about the language used in the advertisement. There are varieties of medium to advertise the products like social media face book, what sup, instagram, Radio, television, digital board, cable system in the home on television, news papers, and magazines. e.t.c. It is very interesting to know that there are many variations regarding language used in the above mentioned mediums for advertisements. It is the effort of the researcher to study the languages used in the advertisements In short the present study focuses on the language used in the social media and mobile phones for digital marketing of any kind of productions. Digital marketing refers to marketing process which appears on laptop, computer and mobile phones, this research paper focuses on the language used in such devices for advertisements. It is studied in this research that how language s deviated from their traditional uses in the digital marketing.

Introduction:

India is now one of the fast developing nations in the digital marketing areas. Many national multinational companies are involved in the digital marketing field because it is the fast result medium for the companies to sell their productions. But in reality it is found that the success for marketing is not only digital marketing but proper use traditional marketing and digital marketing In Digital Marketing the intention of the promotional advertisement is to promote the particular production in such way that there must be increase in the sell of that specific production and it must enhance production and make it popular. The experts in that particular area think about the local culture and the local language for promotion of that particular production. If they avoid <http://www.ijaar.co.in/>

about the culture and language of that area where production is going to sell then it will surely impact on the sale ratio of the production. Therefore the local culture and the language used in that area need to consider while promoting any kind of production. Digital marketing studies in detail the customer, their age group, their interests, their hobbies, their choices in the market and all these details are considered while promoting any products in the markets. There is very systematic study of the market and after that the products are launched with some proper strategies of the advertisements.

We all thought that there is only one language exists in the internet that is English, but that is not the case English language used on the internet or in the promotional advertisements is literally hybrid language which is mixture of two or three languages. English language purely does not exist in the internet or in digital marketing. There are many linguistic changes found in the history of English language in today's digital marketing, social media internet or traditional marketing. The today's generation has grown up with internet, computer and mobile phones and by their side they have also developed the special language, dialect and slang of English language which is very away from the traditional English language. These new generation have deviated from the old traditional English and they have taken many advanced steps in the creation of tone and pitch to convey their messages, emotions and passions, by experimenting with old traditional English language and mixing it with regional languages like Punjabi, telgu, Marathi, kannada or Gujrati. Therefore it is interesting to know the changes taking place within the language in the new area of internet and digital marketing.

Digital Marketing:

Digital marketing is any kind of marketing where electronic devices like T.V. Computer, mobile phones, laptop, tab, are involved. Digital marketing can be both online as well as offline marketing. *According to institute of direct marketing- "the use of internet and related digital information and communication technologies to achieve marketing objectives is consider as digital marketing."* Digital marketing is always compared with the traditional marketing like news papers, bill boards, direct emails, pamphlets etc. Digital

marketing is also connected with the social media, online videos, display ads, search engine marketing and popup advertisements on social media. Digital marketing is online connection with the potential customers for the promotion of productions using internet and other forms of communication. There are some strategies in the digital marketing like they finalize the goal first then decides use of available tools which will effectively reach at the target customers. According to C.A.M. foundation -“Digital marketing is broad discipline, bringing together all forms of marketing that appears through electronic devices- online, on mobile, on screen.

Types of Digital Marketing

There are many kinds of Digital Marketing as researcher we considered the type of digital marketing as follows.

Search Engine Optimization:

Search engine optimization is technically a marketing tool than form of marketing itself, this is art and science of making attractive web pages for search engine.

Content Marketing:

Search Engine Optimization is important part of content making; it is kind of strategies to distribute relevant and important information to target audience. The goal of content is to attract the lead that ultimately converts in to customers.

Social Media Marketing:

One of the most popular marketing is social media marketing where many number of target customers are found interlinked together. The most popular platforms for social media marketing are face book, twitter and instagram, with LinkedIn and you tube. Social media is fast developing marketing tool and it is mostly used by the customers.

Pay Per Click Marketing:

Pay per click is posting an ad on platform and paying every time someone clicks on it.

Affiliate Marketing: Affiliate marketing is someone making money by promoting another person’s business. You could be either the promoter or the

business who works with promoter, but the process is the same in either case. Some affiliate marketers choose to review the products of just 01 company, perhaps on a blog or third –party site. Others have relationships with multiple merchants.

Native Advertising:

Native advertising is marketing in disguise. Its goal is to blend in with its surrounding content so that it's less blatantly obvious as advertising. Native advertising was created in reaction to the cynicism of today's consumers toward ads.

Email Marketing:

The concept of email marketing is simple. They send a promotional message and hope that your prospect click on it. first of it is observed that emails are wanted Email marketing is a proven, effective technique on all its own : 89 % of surveyed professionals named it as their most effective lead generator.

Role of Language in digital Marketing:

There are many languages all over the world advertisement agencies are using them for advertising products but there are somehow twenty major languages all over the world use to communicate with 80 % of the world's online population, but most of the communication is carried in English languages. English is one of the prime language of the web or internet

The use of language in marketing is very important factor. The age group on the internet is mostly 18 to 38 age, it is found that, more than fifty percent people prefer English language than any other in the world. Most of the buyers prefer to buy products if they found their own language in the advertisements. In short they support the products if the mother tongue is used for advertising the products. It is seen that most of the consumers expect the details of the production at their devices, means they want easy and fast access of the information of the production.

Some Important Slogans for Advertising products: There are many production companies in India they uses perfect slogans for advertisement purposes in marketing field which are effective and everlasting in the mind of consumers, here are some of them.

1. “Just do it” – Nike
2. “Think Different”- Apple
3. “Its Finger Lickin Good” – KFC
4. ”Share a Coke” – Coca Cola
5. “Have a Break Have a Kit Kat” – Kit kat
6. “A Better Life, a Better World”- Panasonic
7. “The Happiest Place on The Earth”- Disney
8. “Smell Like a Man, Man”- Old Spice
9. ” It’s Everywhere You Want To Be”- Visa
- 10.”Grace, Space, pace”- Jaguar
- 11.“I’ m Lovin’ It” – Mc Donald’s
- 12.“Quality Never Goes Out of Style” – Levis

Conclusion:

Whenever we heard about any brand we are immediately able to recall the slogan used in that particular brand. the language of such slogan is very catchy, it is not in the full sentences it is incomplete, grammar is not cared, tenses, punctuation marks are also not that much cared, their intention is to make slogans used in the advertisement must be attractive and consumer should remember it forever. There are many changes regarding syntax rules of English Language and they are the most eye catching and meaningful and it repeated before customers many times to remember it for them. Therefore the language used in the advertisements is very interesting and it is part of research study for the researchers. There is no any fixed structure for use of language in any kind of advertisements but experts they are trying to make it more eye-catching, and best one.

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