



Digital Marketing: An Overview

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Abstract:

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media and the impact it has on firm's sales. Digital technologies can monitor behaviours, analyse the content of requests, problems, assessments, both on the platforms of organizations and on social networks. This study has described various objectives of Traditional marketing and Digital marketing, forms of digital marketing, as well as the differences between traditional marketing and digital marketing.

Keywords : Marketing, Traditional, Digital etc.

Introduction:

1. Marketing (sometimes called online marketing) is an area of marketing that uses digital channels to connect with customers.
2. Also known as online marketing or internet marketing, digital marketing communicates messages through digital channels accessed through electronic devices, including phones, computers and tablets.
3. Digital marketing can be defined as exploitation of digital technologies, which

are used to create channels to reach potential recipients, in order to achieve the enterprise's goals, World Scientific News 48 (2016) 82-88 -84- through more effective fulfilment of the consumer needs. The digital marketing is quite often considered as a synonym of Internet marketing or e-marketing. This is a mistake. Internet, as a medium, is only one of numerous manners of reaching a client. There are also household appliances and audio/video devices.

Objectives:

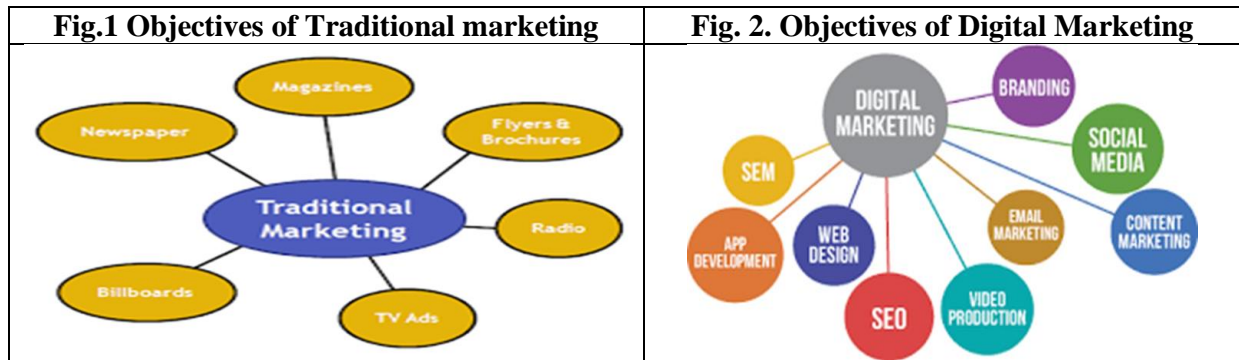
Objectives of Traditional Marketing-

- Identifying the right audience segment.
- Understanding their behaviour.
- Providing the proper incentive to get them to buy a product or service location or channel consideration

Objectives of Digital Marketing -

- To create Brand Awareness
- Promote your new services or product launches
- To generate potential leads through advertising

- Increasing customer satisfaction and brand loyalty.
- To increase engagement amongst the audience related to your domain or business.
- Market segmentations on basis of your product.
- Understanding your consumers' needs and connecting with them directly.
- Reducing bounce rate on your website.
- Surveys your audience to validate your product and its application in long run.



Traditional Marketing Versus Digital Marketing:

Traditional marketing is the most identifiable form of marketing. Traditional marketing is non-digital way used to

promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are exhibited below:

Table 1: Traditional marketing and digital marketing comparison

Traditional Marketing	Digital Marketing
It uses conventional methods/offline media to reach the target audience.	It uses online platforms and digital technologies to reach the target audience.
It is costly.	Low-cost
time-consuming process	Rapid way to promote the products or services
One-way communication	Two-way communication.
No ability to go viral	Ability to go viral
Exact measurement is not always easy to achieve.	It makes optimization and continuous enhancement possible.
target particular geographic areas	Global reach
Responses can only occur during work hours	Response or feedback can occur anytime.
24/7 year-round exposure is not possible	24/7 year-round exposure is possible

Various Elements of Digital Marketing:

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

(i) Online Advertising:

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests.

Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

(ii) Email Marketing:

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make

brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services

(iii) Social Media:

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

(iv) Text Messaging :

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

(v) Affiliate Marketing:

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for

each visitor or customer they bring by marketing efforts they create on behalf of company. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business's affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company's website. Company's main goal here is to find affiliates who can reach untapped markets

(vi) Search Engine Optimization (SEO):

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

vii) Social Web Marketing:

The word "Digital Marketing" seems to have a variety of advertising aspects, as it embraces multiple channels used during as well as among them arrives social media. use social media platform (Facebook, Twitter, printer set, Snapchat, Google etc.) to advertise a service or product has always been named as social media advertising.

viii) Social Networking Site:

Social networking is needed as an online service used by users to build the necessary network as well as social relationships with others who share a common personal or professional preferences, hobbies, experience is an actual life contact.

ix) In Game Advertising:

In - game promotion is characterize as using brands or products in such digital game. The game allows companies or

companies to sell ads in their match in either a subtle way or in the shape of an advertisement banner. There are several factors as to whether marketers are effective in advertisement of their product or brand such as game type, Technology, etc.

(x) Pay Per Click (PPC):

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than “earning” those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company’s ads since it brings low cost and greater engagement with the products and services.

Conclusion:

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media. Social media networking of get a greater impact on consumers because they are not delivered directly from the manufacturer and does not anticipated consumers are much more inclined to trust other clients, views. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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