



**Original Article**

**DIGITAL MARKETING**

**Dr. Rupali Govardhan Dikonda**

*Associate Professor & Head, Department of Economics.  
 Arts & Commerce College, Madha. Dist: - Solapur.*

Manuscript ID: IJAAR-B130307  
 ISSN: 2347-7075  
 Impact Factor – 8.141

Volume - 13  
 Issue - 3  
 January – February 2026  
 Pp. 31 - 36

Submitted: 09 Jan.2026  
 Revised: 21 Jan. 2026  
 Accepted: 10 Feb. 2026  
 Published: 28 Feb. 2026

**Corresponding Author:**  
**Dr. Rupali Govardhan Dikonda**

Quick Response Code:



Website: <https://ijaar.co.in/>



DOI: 10.5281/zenodo.20321485

DOI Link:

<https://doi.org/10.5281/zenodo.20321485>



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**Abstract:**

*Digital marketing means promoting products and services using the internet and digital media (such as social media, search engines, and email), thereby engaging customers and driving business growth; it includes methods like SEO, content marketing, social media marketing, paid advertising (PPC), and email marketing, which have become essential for businesses today.*

*Digital marketing involves using digital channels to market products in order to increase brand awareness, drive traffic, and achieve marketing objectives. Digital marketing promotes brands and connects them with potential customers through the internet.*

*Digital marketing uses the same principles as traditional offline marketing. It relies on customer data to identify a business's target audience and deliver the most relevant messages possible.*

*How your company uses digital marketing depends on its business model. Business-to-business (B2B) companies sell to other businesses, which requires a longer and more strategic approach. Business-to-consumer (B2C) companies sell directly to everyday consumers, which requires shorter sales cycles and a larger audience.*

*In this changing era, digital marketing is a necessity, helping businesses reach customers, build brand awareness, and increase sales through the internet, social media, and search engines. It is also useful for studying consumer behaviour and formulating strategies, making it essential for business growth. With the increased use of online and digital media today, digital marketing has become indispensable for businesses. It allows businesses to reach a wider audience through websites, apps, social media, and search engines, and enables precise marketing based on preferences and behaviour. By increasing awareness and boosting sales, digital marketing is highly effective for business development. Digital marketing is not just a medium; it is a successful strategy for modern businesses.*

**Keywords:** *Business to Business, Business-to-consumer, Digital Channels.*

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**How to cite this article:**

*Dr. Rupali Govardhan Dikonda. (2026). Digital Marketing. International Journal of Advance and Applied Research, 13(3), 31 - 36. <https://doi.org/10.5281/zenodo.20321485>*

**Introduction:**

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#### **Objective of the Paper:**

- 1) To Highlight Concept and Definition of Digital Marketing.
- 2) To Highlight Types, Benefits, Challenges of Digital Marketing.

#### **Research Methodology:**

The study will rely secondary data. The available literature was collected and reviewed in the present study. The sundry sources of this paper included various publications of the Government of Maharashtra, different books, Websites, it is considered and used for the need and requirement of the study.

#### **Types of Digital Marketing:**

Digital marketing encompasses many types, from web pages to social media platforms and content creation. Some of the main types include:

**1. Content Marketing:** Content marketing aims to educate readers and share value with them, rather than promoting a product or service. It's not overtly promotional but establishes your business as a thought leader and a trustworthy source of information.

Businesses use content marketing to attract leads and convert them into loyal customers. Content marketing forms include:

- Blog posts
- E-books
- Newsletters
- Guides
- Info graphics
- Audio content like podcasts
- Video content like YouTube Shorts

Content marketing is not only affordable but also effective. In 2022, 80% of marketers felt their content marketing strategy was very successful. It's no surprise that the content marketing industry is projected to reach \$107 billion by 2026.

**2) Email Marketing:** Email marketing is a form of direct marketing where you reach your customers through strategic email messages. Email marketing can take many forms, but common types of emails that businesses send include blog subscriptions, newsletters, welcome emails, and post-purchase follow-ups.

**3) Search Engine Optimization (SEO):** SEO is the process of optimizing your website's content, technical setup, and reach so that your pages appear higher on search engine results pages (SERPs) for specific keyword terms. Some important terms include:

- On-page SEO. With a proper list of targeted keywords, you can optimize your web copy to answer your audience's most important questions.
- Off-page SEO. Ways to attract external attention to your website. This typically focuses on gathering quality backlinks to your site.



• **Technical SEO.** Looks at the backend of your website and the coding of each page. Takes into account page speed, image compression, and metadata.

**4. Search Engine Marketing (SEM):** SEM revolves around paid advertisements that appear in the SERP. Paid search generally refers to sponsored results that appear at the top or side of the SERP. These ads appear when users enter specific search terms. As an advertiser, you pay each time someone clicks on your ad. The two most popular SEM platforms are Google Ads and Microsoft Ads.

SEM works because 68% of online experiences begin with organic and paid search. By promoting your brand at the source of most online experiences, you can attract more interested leads to your site.

**5. Affiliate Marketing:** Affiliate marketing involves recruiting affiliates to promote a business's product or service to their followers. When a customer makes a purchase through that affiliate, the affiliate receives a percentage commission or a flat-rate finder's fee.

In affiliate marketing, you are promoting your business through an established platform and an individual who has a connection with your target audience. The affiliate's audience already trusts them, and if the affiliate recommends your brand, their audience is more likely to trust your business through association.

Affiliate marketing comes in different forms. For example, some affiliates will do product reviews or video unboxing's. Other affiliates might use your products and link to your company in their content.

**6. Pay per Click (PPC):** With pay-per-click advertising, you pay only when someone clicks on your ad. Google Ads is the most popular PPC platform for search engines, but Microsoft Ads, Meta Ads, YouTube Ads, and Amazon Ads are also valuable platforms for PPC.

**7) Social Media Marketing:** Social media marketing promotes your business organically through various social networks. It is effective for digital marketing because it empowers businesses to have one-on-one chats with their most engaged followers. Facebook, Instagram, YouTube, TikTok, and X (formerly Twitter) are the most popular social platforms.

**8) Influencer Marketing:** With influencer marketing, brands promote their products or services through popular content creators. Influencer marketing is similar to affiliate marketing in that you can leverage an established, captive audience that inherently trusts the influencer.

However, influencer marketing does not involve profit sharing. Instead, you typically pay the influencer a fixed fee in exchange for promoting your product.

**9) Native advertising:** Native ads create advertisements that mimic the look and feel of the platform. The goal is for the ads to not feel like advertisements, but simply like another piece of content.

**10) Marketing Automation:** Marketing automation simplifies marketing tasks by automating them. This type of digital marketing uses artificial intelligence (AI) and machine learning (ML) to power digital marketing campaigns. Marketing automation handles mundane and repetitive tasks so that marketers can focus on high-level strategies and creativity.

**11) Mobile Marketing:** Mobile marketing is designed for mobile devices and mobile users. It engages your target audience on mobile devices such as smartphones and tablets, as well as wearables like smart watches.

With mobile marketing, businesses often reach customers through SMS messages. Since most of us have our phones with us 24/7, wherever we are, mobile marketing allows businesses to send timely



messages. Similar to email marketing, mobile marketing gives you a one-on-one connection with your customers.

**12. Video Marketing:** In video marketing, you advertise your business through long or short videos. YouTube is the most obvious place to do video marketing, but social media platforms like TikTok and Instagram are also great for promoting your brand through videos.

### **Benefits of Digital Marketing:**

Whether you are a B2B or B2C company, digital marketing can help you get to know your audience, understand their problems, and provide your marketing team with metrics that build credibility. The benefits include:

- 1) **Cost-effectiveness:** Traditional marketing channels like TV, radio, and print media are more expensive than digital channels. Posting on social media and creating blogs doesn't cost more than the time you spend creating the content.
- 2) **The results are measurable:** Digital marketing comes with many analytical opportunities that traditional marketing doesn't match. You can track the number of conversions and leads, visits to your website, and much more – giving you plenty of valuable insights to help grow your business.
- 3) **Easy personalization for customers:** Because it requires a lot of data, businesses naturally learn a great deal about their ideal customers during digital marketing campaigns. Thanks to this data, personalizing your marketing campaigns has never been easier. For example, you can segment customers based on their demographics and customize your messaging for each segment.
- 4) **Opportunities to interact with customers at various stages:** Through digital marketing, you

can interact with customers at multiple stages during the buying process. For example, you can create a paid advertising campaign and then follow up with those leads after they have made a purchase. This can be as simple as saying thank you or using it as an opportunity to upsell related products or subscriptions.

- 5) **Simple and convenient conversions:** Thanks to its cross-channel connectivity, digital marketing makes it easy to increase conversions. Buyers can go from social media platforms to your e-commerce store and make a purchase in just a few taps.
- 6) **Digital marketing connects marketing efforts to business objectives:** An aligned digital marketing strategy means your digital marketing efforts are aligned with your broader strategic objectives such as revenue growth, brand awareness, and customer retention. With digital marketing, you can focus on the right strategies for your company, refine strategies, and set realistic marketing goals using data, and track key metrics across the team.

### **Challenges in Digital Marketing:**

Digital marketing offers many advantages, but it also presents some obstacles that you will have to face. Don't let unexpected challenges catch you off guard – try to be aware of the following:

- 1) **Changing Algorithms:** - Platforms like Google and social media frequently update their algorithms, which can affect your SEO, paid campaigns, and visibility.
- 2) **Data Privacy and Compliance:** - Due to regulations like GDPR and CCPA, businesses must handle customer data carefully to ensure compliance.
- 3) **Competition:** - The barrier to entry in digital marketing is low, making it easy for competitors to flood channels and reduce visibility.



- 4) **Measuring ROI:**-While digital marketing provides analytics, connecting specific campaigns to ROI can be challenging, especially for long-term strategies.
- 5) **Customer Trust:** - With such a vast amount of content available, building trust can be difficult. Brands need to provide value and consistency to stand out.

#### **Major Findings:**

- 1) Digital marketing allows you to reach your ideal customers directly.
- 2) The business grows.

#### **Conclusion:**

In this changing era, digital marketing is a necessity, helping businesses reach customers, build brand awareness, and increase sales through the internet, social media, and search engines. It is also useful for studying consumer behaviour and formulating strategies, making it essential for business growth. With the increased use of online and digital media today, digital marketing has become indispensable for businesses. It allows businesses to reach a wider audience through websites, apps, social media, and search engines, and enables precise marketing based on preferences and behaviour. By increasing awareness and boosting sales, digital marketing is highly effective for business development. Digital marketing is not just a medium; it is a successful strategy for modern businesses.

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