



DIGITAL MARKETING: AN OVERVIEW

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Abstract:

Today's era is changing very fast, so everyone needs to know what digital marketing is. The world is becoming digital and everyone needs it. Many companies now hire digital marketing experts so that they can spread their business digitally as well as marketers are faced new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by marketers to promote the products or services into the market. The key objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article throws light on importance of the digital marketing for both marketers and consumers. Furthermore this article focuses on the components of the digital marketing.

Keywords: Digital marketing, Traditional marketing, Importance, Components.

Introduction:

Today's era is changing very fast, so everyone needs to know what digital marketing is. The world is becoming digital and everyone needs it. Many companies now hire digital marketing experts so that they can spread their business digitally as well. But there is also the question of how to learn digital marketing. Those who know this already know how to make money from it. Many people still do not know its significance. Everyone is aware of education, but many parents still do not know much about digital marketing and that is why they tell their children to focus on traditional studies. Digital marketing is a modern way to spread your business and increase its brand value, so today every company builds its website with its business name and does digital marketing through it. When a company starts a new business or a new product, so after that, to make it successful, its marketing is the most important. Because marketing is the only way business product can reach as many people as possible. More than half the world's population uses the Internet, and the number is growing speedily. This is why digital marketing is expanding so fast. ,

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If you look at the market statistics, there are about 80% of shoppers doing online research before buying a product or service. In such a scenario digital marketing becomes an important tool for any company or business. Day by day the number of internet users in India is increasing. There are now 624 million Internet users in India in 2021 and this number is expected to reach 820.99 million next year. Therefore, the future of digital marketing in India is going to be very big.

Objectives of The Study: The objectives for this study have been determined as follows,

1. To know the importance of digital marketing.
 2. To highlight the traditional marketing and digital marketing.
 3. To focus on the various components of the digital marketing.
3. Research Methodology of the Study:

The present study is based exclusively on secondary data source. Secondary source is a source from where we collect data that has been already collected by someone. For present study we have gleaned secondary data from various books, National & International Journals and public and private publications available on various websites and in libraries focusing on this respective research work. Collected data and information has been organized and explained in descriptive manner.

What is Traditional Marketing?

Traditional Marketing: When any company or business advertises its products and services through television, newspapers, radio, hoardings or banners is called as traditional marketing. Traditional marketing is an old form of marketing, and it is also very expensive. Traditional marketing takes more time and more money to advertise. It takes a long time to get back the money you spent on marketing. In this century of traditional marketing you can't expand your business much. Now is the digital age, and our India is also going digital. So in this 21st century, you need digital marketing to grow your company. Let us see what digital marketing is?

What is Digital Marketing?

Digital Marketing: When any company or business advertise their products and services on the Internet through online platforms such as Website,

Facebook, Instagram, WhatsApp, Tweeter, YouTube, this marketing is called digital marketing. Digital marketing is a new and cheaper method. Digital marketing is very useful for getting customer orders online and creating brand awareness and building brand community in the market. It takes a very short time to get back the money you spent on marketing. Digital marketing is less expensive and has a higher impact, e.g.

1. Business growth in less time.
2. Help to get more local and non-local customers.
3. Business can be run 24 * 7.

Traditional marketing Versus Digital Marketing

Traditional marketing is the well known type of marketing. It is non-digital way used to promote the product or services of the business organization. Whereas digital marketing is the marketing of products or services utilizing digital sources to reach customers. Some comparisons are presented below.

Table 1: Traditional marketing and digital marketing comparison

	Traditional Marketing	Digital Marketing	
hi	Traditional marketing is a marketing which includes print, broadcast, direct mail, and telephone	Digital marketing is a marketing which includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click	
	In traditional marketing there is no interaction with the audience	Whereas in digital marketing there is interaction with the audience	
In	traditional marketing the results are easy to measure	But in digital marketing results are to a great extent easy to measure	
camp	In traditional marketing advertising campaigns are planned over a long period of time.	On the other hand in digital marketing advertising campaigns are planned over short period of time	
T time-	traditional marketing is expensive and consuming process as compare to digital marketing.	But digital marketing is reasonably cheap and rapid way to promote the products or services	
In can	traditional marketing success strategies can be celebrated if the firm can reach large local audience	In digital marketing success strategies can be celebrated if the firm can reach some specific number of local audience	

T	Traditional marketing One campaign prevails for a long time	Digital marketing campaigns can be easily changed with ease and innovations can be introduced within any campaign	
Lim	ited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology	
In	traditional marketing 24/7 year-round exposure is not possible	In digital marketing 24/7 year-round exposure is possible	
I	Traditional marketing there is no ability to go viral	In digital marketing there is huge ability to go viral	
	Traditional marketing has one way conversation	Digital marketing has two ways conversation	
In	traditional marketing responses can only occur during work hours	In digital marketing response or feedback can occur anytime	

Advertising mediums that might be used as part of digital marketing strategy of a business that could consist promotional efforts made by way of Internet, social media, mobile phones electronic billboards and via digital television and radio channels for the placement of products e.g. downloadable music, initially for communicating with stakeholders e.g. customers and investors about brand, products and business progress.

Now we need to understand why digital marketing is important.

From last three years we are facing Kovid-19 virus. This is extremely detrimental to small to large businesses. Many industries have come to a standstill due to this Kovid-19 virus. Lockdown has been made mandatory in the market. As a result, consumers are unable to enter the market and businesses are automatically shutting down. To do business effectively, businesses need to take advantage of all the digital marketing resources and technology and do business using the internet in the modern world. This will make every business digital. So need to understand the importance of digital marketing. Let's take a look at the reasons for doing digital marketing.

Online Presence: You can start your business online but through Website, What's App business. Website is your online shop. If you market your business digitally, the online presence of your business grows and your business is known to more and more people. The online presence of your business grows and people

understand your business. In this way more customers are added to your business.

Look Professional: There is a saying in English, “first impression is last impression” Whether your business is on social media or business website, your business looks professional and it attracts customers to your business.

Flexibility: Digital marketing allows you to provide flexibility to your business. You can maintain a stable and strong relationship with your customers. Thus the feature of flexibility plays an important role in maintaining the strong relationship with customers.

Tracking: With digital marketing, you can track your business. You can use these tools to keep track of how much and how little your business is growing. You can maintain all your customer records. But you can also keep track of your products and move your business in the right direction.

Business Run 24 * 7: Your company may have work in shifts, but your online presence runs your business 24 * 7. Anyone can contact you anytime through your website if the customer needs it. This will increase the sales of your product. Customers can buy your product 24 * 7 and your business grows. Therefore, digital marketing is very important.

Let's take a brief look at how digital marketing works and what types / components of digital marketing are?

Various components of Digital Marketing:

The Internet is the only digital marketing tool. We can do digital marketing through various websites on the internet. We are going to discuss about some of its types / components of digital marketing:

Search Engine Optimization (SEO): Search engine optimization allows you to rank your blog or website at the top of search engines, which will get more visitors to your website. There are two types of SEO: on-page SEO and off-page SEO.

Search engine marketing: Search engine marketing, which we call SAM for short, is a process by which we purchase advertising space in the search engine results page. For this we use some platforms like Google ads etc.

Social media marketing: Nowadays social media has become very important for marketing. It gives you a very easy way to reach customers. Using it you can get valuable customer feedback and through which you can provide products and services to your customers in one way or another. Best Platforms for Social Marketing Instagram, TickTock WhatsApp Facebook YouTube Twitter etc. When you post your best product, you can reach most people through social media marketing. This way, the way you can spread your business through social media is called social media marketing. When you're on Twitter, Facebook or Instagram, it's all called social media marketing.

Content marketing: When we create very good quality content for our users so that the product can produce good sales. It also increases your brand value and customers. Content marketing works great because it covers both search engine optimization and social media marketing.

Pay Per Click (PPC): PPC Marketing is Pay Per Click Pay Per Click is a great way to get customers to your website. In PPC marketing, advertising is done through Google Ads. In which publishers are paid per click on advertising. For this, most people use Google ads, in which companies pay Google per click to visit the site. PPC is a part of Social Media Marketing.

Video Marketing: Video marketing means making videos and advertising on Youtube, Instagram, Facebook. Video marketing has increased a lot in recent times. Big companies advertise their products on the YouTube platform and they get good response from it.

Affiliate Marketing: Affiliate marketing is when you ask people to buy or sell a product or service of a company and sell that product or service to the people and you get a few percent commissions from the product or service that is sold, this is called affiliate marketing. You can select niche according to your skill or preference. E.g. you can choose topics like health, cooking, digital marketing, game, technology etc. It is important to decide which product or service you are going to affiliate. If you are new to affiliate marketing, you should choose only one niche (subject) and affiliate the product from it. By choosing a niche, your full focus is on that niche and so you can study about it well and do affiliate marketing of that product in the right way. You can affiliate their products by

joining affiliate programs of different companies. Thus in affiliate marketing, you promote a product or service of a company and you get commission for it. Suppose your friend wants to buy mobile from Amazon, then you can get him to buy it with your affiliate link and you will get some percentage commission for it. If you have a lot of companies that sell products like website hosting, gadgets, electronics, fitness food then you can join their affiliate program and become their affiliate partner. Some Affiliate Marketing Websites are as below,

Associ Amazon associates

Flipkart associate

Ho Bluehost affiliate

Go-daddy affiliate

eBay Partners

Shopify Affiliate Program

Ban Clickbank

Mail Email marketing affiliate

JVZoo

Influencer marketing: Influencer marketing is a new form of digital marketing, in which such people are used. People who follow a lot of people, and they can tell their followers about your product on social media which can increase your sales.

Email marketing: Email Marketing can mail all the email lists you have, you can mail them information about your product, or you can mail them offers to buy.

Findings:

Digital marketing is a new and cheaper method.

Digital marketing is very useful for getting customer orders online and creating brand awareness and building brand community in the market.

It takes a very short time to get back the money you spent on marketing.

Digital marketing is less expensive and has a higher impact, e.g. business growth in less time.

Digital marketing helps to get more local and non-local customers.

Business can be run 24 * 7.

Conclusion:

The way of marketing in the form of digital in today's challenging marketing has become essential part of strategy of many companies. Even for small business owners there is a very cheap and efficient way to market business products or services. Digital market has no limitation of boundaries. Any company has lot of devices to utilize such as Smartphone, tablets, laptops, televisions game consoles, digital billboards and media like as social media, SEO (search engine optimization), videos, e mail and lot more to promote company itself and its products and services. Thus any may be small or big business entity needs to be the heart of all digital marketing initiatives. Business should create innovative customer experiences and specific strategies for media to find out the best way for increasing digital marketing performance. The number of internet users in India is increasing. Therefore, the future of digital marketing in India is going to be very big. There are now 624 million Internet users in India in 2021 and this number is expected to reach 820.99 million next year, but digital marketing will be very important in the future. Therefore there is a huge opportunities to the marketers in digital marketing in order to drive up performance of the business.

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