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## GROWTH AND STRATEGIES OF DIGITALMARKETING

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### **Introduction**

The techniques of marketing have evolved as the ways in which consumers get information change. Radio advertising led to TV advertising, which then shifted to digital marketing with the rise of the internet. Nowadays most of the consumers are using smart phones and search products online before buying. The digital marketing strategies are also becoming more crucial to businesses. Hence the companies across the globe are adopting the various tools and techniques of digital marketing to target their audiences. The aim of the present research paper is to put light on various reasons which are responsible for rapid growth of digital marketing. Further this paper focuses on the strategies and examines the prospects of digital marketing in a business perspective.

### **Objectives and Methodology of the paper**

The objectives of the present research paper are as follows:

1. To explain the term digital marketing
2. To find out and discuss the causes of growth in digital marketing
3. To suggest the more appropriate strategies of digital marketing

The present research paper is based on secondary data. The necessary secondary data is collected from internet and web sites related to digital marketing. The earlier part of the paper explains the term digital marketing and the latter deals with growth and strategies of digital marketing.

### **What is Digital Marketing**

According to David Edelman and Jason Heller (2021), digital marketing operations involve the application of capabilities, process, structures and technologies to cost effectively exploit and scale the targeting, personalization and optimization of digital channels. Digital marketing is not merely adding channels to the media mix but it is about integrating digital to all facets of marketing. Digital marketing strategy is not like traditional marketing avenues of years past. It is driven by data and analytics; focused on personalization

rather than a one-size-fits-all approach; delivered via both social media marketing and broadcast media; interactive and “always on” rather than static and periodic; and iterative rather than pumped out as a single campaign.

### **Digital Marketing:**

Reasons Behind the Growth The present research paper put light on the several causes which pave the way for the growth of digital marketing in the recent era.

1. Restrictions laid down by the government during the COVID-19 pandemic.
2. Tremendous growth in Mobile and Internet users.
3. Customers are now spending more time and resources on owned-media channels such as websites, mobile apps, and customer-service channels. There is also a noticeable increase in customer-conversion rates, with social and digital video channels driving the highest ROIs.
4. According to McKinsey, companies are responding to accelerated marketing trends by diversifying their spend across paid and owned media. As a result, digital marketing has never been more important. This report also indicates that some financial institutions have seen up to a fivefold increase in digital sales, while tele companies can reduce absolute churn by 15 to 40 percent and retailers can significantly increase sales.
5. Digital marketing is crucial for business because it provides several advantageous in the terms of wide reach to the customer ,cost effective advertising ,cost effectiveness, better revenue and improved ROI that can help grow the business:

Beside these prime causes another reasons of growing digital marketing shall include

### **Digital Marketing Costs Less**

Traditional marketing campaigns, including print and television, are more costly because of pricey resources and the difficulty of tracking ROI. Digital marketing uses targeted research and analytics to quickly determine which approaches are working well and which aren't worth the cost or resources. So, most digital marketing channels tend to be less costly from the start and prevent overspending on underperforming campaigns.

**More opportunities to improve competitiveness**

Digital marketing closes much of the gap between large, medium, and small companies because it avails each level with many of the same resources. While big companies with larger budgets will be able to spend more on paid ads and advanced software, digital marketing gives SMBs more opportunities to compete, improve brand awareness, and build an audience.

**ROI Measures Program Results**

The Return on Investment (ROI) is critical and essential metric in digital marketing which measures the successes of the campaign. The operations of digital marketing can target specific audiences; it is easier to determine which ad led to which sale. Other methods of measuring ROI are attribution across multiple programs and people, test and control groups, and market mix modeling.

**Easier A/B Testing Hones Communications**

One of digital marketing's best allowances is the ability for a company to experiment with almost every aspect of a marketing campaign. A/B testing the location of an email sign-up CTA, the color of a promotional banner, a subject line, etc., is much easier—and results are available much faster—on digital channels. With some diligence, simple changes can be tracked and used to target customers more effectively. For example, testing can be used to better engage a target audience, improve CTRs, help drive buyers through their journey and more. The results of A/B testing can be used to improve targeting of print ads as well. For example, if a company is targeting the same audience on Google as it is in a print magazine ad, the same language will be effective for both.

**Mobile Marketing Increases Engagement**

Mobile marketing opens up a whole world of opportunities for increased engagement, from creating a more personalized user experience to reaching new users. According to Global Web Index, more than 80% of internet users own a smart phone, and 90% of the time spent on their smart phone is devoted to apps. Mobile marketing—from email and social ad design to SEO to branded apps—allows you to reach users in their most native environment.

### **Analytics Improve Business Models**

Measuring digital analytics helps companies make informed decisions about where to invest their resources, improving efficiency. Gathering numbers for traditional marketing channels is a manual process, while most digital platforms, including social media and marketing automation, have built-in analytics dashboards with all of the data automatically available. View reports on dashboards for easy visuals, and map the customer journey, measuring performance metrics at each step.

### **Digital Delivers Personalized Attention**

Tech-savvy marketplaces have led customers and buyers to expect individual, personalized attention. Click To Tweet Digital marketing eliminates the old “one size fits all” approach to marketing by giving companies better insight into segmentation. Using results from customer behavior tracking to personalize outreach creates the ideal customer experience. A better customer experience means increased trustworthiness and loyalty, more closed accounts, and a growing team of brand advocates.

### **Account-Based Marketing Closes Big B2B Accounts**

Digital channels and tools have enabled a new strategy, account-based marketing, which uses highly, personalized messaging to communicate with individual prospect accounts as markets of one. Account-based marketing is extremely targeted, which results in a more efficient use of resources and more significant B2B accounts.

### **Marketing Automation to Grow Big Than Ever**

Many simple, routine marketing tasks such as reporting can be automated when they're done digitally, by a robust marketing automation platform. This allows managers and marketing teams to focus on creating effective strategies and measuring meaningful analytics. These systems let marketing and sales teams focus on their expertise, and optimizing strategies, without wasting resources on smaller tasks.

### **Email Marketing Still Communicates Best**

Email marketing is being considered as a good digital marketing strategy with an average ROI of 42:1 cater to the audience's preferences. Most people, 72%, in fact, prefer to hear from brands via email, making a strong case for an engaging email marketing strategy. Email marketing puts targeted messaging right in front of customers and potential customers. When automated, trigger emails can even be sent automatically based on customer activity, further personalizing interactions.

### **Social Media Builds Trust**

A referral from a friend instantly makes a company seem more trustworthy to potential customers. Digital advertising leverages social media to make "likes" and other online reviews visible to friends of customers. Recommendations make a company stand out from the competition, automatically building trust.

### **Brand Promotion**

Everyone uses Google. In fact, 81% of B2B purchase cycles begin with a web search. That may be why search engine optimization (SEO) has the best ROI (22:1) of any digital marketing channel. SEO, a tool of digital marketing, puts the Brand where the audience can easily find it. For a company to be seen on Google, it must show up on the search engine's first page. A solid SEO strategy is used to improve a company's Google ranking.

### **Digital Marketing Strategies and Meeting Business Goals**

A better cost efficiency, more data to inform better decisions, and building on customer trust are the advantages that can be gained from digital marketing. A set of strong digital marketing strategies will serve as the path to reaching business goals

, finding success and gaining the advantages of digital marketing. **Successful long-term digital marketing strategies can include**

1. Tracking and analyzing the consumer behavior
2. Designing the customer journey based on insights
3. Setting a protocol for piloting a new technology sharing data across the

business and manage the external capabilities

4. Employing flexible and multiple ecosystem
5. Selecting the appropriate technology
6. Enhancing customer experience with performance marketing
7. Be sensible about martech capabilities such as Campaign execution, Audience management and Data analytics and performance
8. Form agile marketing and tech squads to target key performance indicators
9. Defining balance spend allocation through use of behavioral & income data define and design specific campaigns with balance spending
10. Be responsible with audience's trust and first-party data management

### **Conclusion**

Digital marketing is more affordable, flexible, and engaging than traditional marketing methods. Even top-performing small and mid-sized companies are finding better competition, improved best practices, and increased engagement through digital marketing. The digital marketing stream is not reserved for large corporations. Regardless of size, industry or geography, digital is a necessity for growth and business innovation. The digital marketing operations can transform business. The above stated strategies of digital marketing will certainly help businesses to transform their business into a more tech savvy and competent environment. Just they may recognize the capabilities of digital marketing strategies in the area of customer insight and experience, key performance indicators and measurement and marketing technology and infrastructure.

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