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## DIGITAL MARKETING AND EMPLOYMENT OPPORTUNITY

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### **Abstract:**

Digital marketing is such a ground which acquire and got lot of significance due to Covid-19 because each and every segment of marketing need to develop the skill of online means of work for marketing and digital marketing and various online resources and tools.

**Keywords:** Digital marketing, Employment opportunities

### **Introduction:**

During covid 19 all world shift to digitalization as all physical interaction were not allowed and people learn the concept of online transaction, payment, money transfer and all types of marketing done electronically through online mode and each and every business at that time and now a days also tried to develop online presence which is made popular by using different kinds of digital resources and concept of digitalization become very significant and important for all, and everybody started learning it through various webinar, conferences, workshop and training. Digital marketing leads to increase in the online job opportunity, online employment opportunities for the large number of people. In this review paper, what are the past, present and future concept and trends of marketing are mentioned. How does digital marketing made this world so fast and it creates the connectivity among all people in the world. From digital marketing concept we can understand the nature of business in the world and there will be much transparency as all data and documents are generated electronically so there will be no question of any fraud or cheating as documentary proofs are available within a second. For writing this review article, various research articles have been studied and reviewed. Far-reaching changes are observed in India due to process of

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digitalization. There are traditional or conventional method of marketing also but the traders prefer and find more easy the use of internet for any kind of business deal. Digital marketing definitely creates a benefit in business as it possess different kinds of marketing search engine and tools like search engine marketing (SEM), search engine optimization (SEO), influencer marketing, content marketing, content automation, campaign marketing, e commerce marketing and social media marketing, social media optimization, e-mail direct marketing, display advertising, optical disks, e–books, and games and are becoming more and more common in our advanced technology. Attraction of customer all over the world by using whatsapp group,telegram group,face book and other different type of online platforms and alarming use of social media are now a days significant,very common and business also , these all are responsible for creating novel opportunities for digital marketer.Great commercial impact on business is due to digital marketing which is cost effective. Company’s target market as social media sites utilizes is another key factor in assuring that online marketing will be flourishing and successful. Different business can be analyzed with respect to the effectiveness of Internet marketing[1].

**Rationale:**

The term Marketing has many definitions. One of the most well-known definition says that “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. By connecting these two fields “We can apply marketing principles within the internet area. This can be done mainly by creating a web pages, internet advertising, and also marketing research on the internet, electronic commerce etc. However internet marketing demands a little bit different approach in certain aspects than traditional marketing. Simply speaking internet marketing, also referred to as online-marketing, web-marketing, e-marketing, or i-marketing, is the marketing of products or services over the Internet[1].

Large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. Social

media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly. It is demonstrated that we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Awareness of consumer's motives is important because it provides a deeper understanding of what influences it has on users to create content about a brand or store [1].

The future of digital marketing will be integration of successful past technology and growing interest to personalise and customise need of individual. It has changed most in last 5 years than the shift seen in last 50 years. It has resulted owing to change in human lifestyle and their interest on technology. Every individual business is now tech-savvy and wishes to be more productive and profitable in shortest possible time. Optimization is happening all around, and deliverable made to happen within available resources. Every industry and its segment want to gain and prove his product best in class with superior quality. The real difference in past and future scenario is not the quality of product someone delivering but the service someone offering along with the product will create differentiating factor and put him ahead in business race. Service of delivery and need based customization is the future of all and any product. The digital transformation trends and strategies are evolving in data cloud, internet-based platform where script post is changing to voice search dominated with artificial intelligence. There are majorly four factors contributing to the transformation of digital marketing [2,3].

This volume presents a pragmatic approach to understanding and capitalizing on contemporary m-commerce trend. It comprehensively encapsulates the evolution, emergent trends, hindrances and challenges, and customer perceptions about various facets of how physical and online retail channels are merging, blurring, and influencing each other in new ways. The rapid rise of m-commerce (or mobile commerce) has led to the emergence of new paradigms in the marketplace. The difference between physical and digital retail is diminishing, and a new "phygital retail" phenomenon is on the

rise. Marketers need to understand this emerging paradigm and consider the new opportunities and challenges involved. This volume, M-Commerce: Experiencing the Phygital Retail, provides a comprehensive discussion of the contemporary m-commerce concepts along with the emerging paradigms in a pragmatic way. It presents empirical analyses and reviews on the myriad aspects of m-commerce, including both contemporary academic and business research[4]. Use of face book as social media is mentioned[5].

Substantial attention is received by Academic social networking sites (ASNS) in recent years. The information quality and tools of academic resources are crucial to users. In order to develop the users information quality experience, it is essential to understand how users recognize information quality in Academic social networking sites and what factors or relations affect their results of information quality insight. Drawing on the approach of the means-end chain, our study implemented a laddering interviews with users of Academic social networking sites. Elucidation of various factors influencing information quality perception and constructed a hierarchical value map, all of the complex associations were quantitatively premeditated and represented in a hierarchical structure. This leads to identification of various relation. This study contributes by addressing the process of users' information quality perception in the Academic social networking sites and by giving a deep and clear understanding of the factors affecting information quality. This is different from prior research that mainly focused on information quality evaluation. The results not only enrich the information quality research but also can be used to guide Academic social networking sites platform design and management . This academic social network sites also connects the people to each other through online mode and leads to creation of numbers of groups, channels where people can exchange and interact with each other[6].

Identification of the extent of usage and perceived effectiveness of various online marketing tools among Business-to-Consumer (B2C) firms in Singapore are discussed. It is been explained and understand that there are some significant differences between the extent to which websites utilizes the various

online marketing tools and the apparent efficacy of such tools. Implications of the Business-to-Consumer (B2C) firms should be useful in helping B2C firms and it decide on the appropriate marketing tools to implement which leads to an increase in job opportunities, it is also one of the important and significant parameters in employment and this also result in the customer attraction, demand, interest and increase in online business [7].

**Objective:**

The digital marketing and opportunities for employment are significant for every organization very clearly indicated by alarming use of social media and internet. Expanding threat to many companies are the power of smart phones in combination with social media. Another factor is more and more excessive use of electronic means of communication and marketing by children, adolescents, and teenagers. So one can study and understand through this study that internet marketing is much successful in today's era which creates an awareness regarding traditional and digital marketing and advantage of using internet marketing than traditional or conventional marketing for different work marketing sector and companies.

**Methodology:**

Internet marketing involve use of internet in which all the computer devices are interconnected globally with each other , it is net work of computers which are attached with each other throughout the world. This network possess billions of private, public, academic, business, and government networks. Internet is the largest and biggest source of information that was not thought by mankind even before. Foundations of more information channels than people have created until the 20th century is because of internet. By application of technology involving use of computers, internet, the online marketing and digital marketing become very easy and is been carried out throughout the world and by the methodology of advanced technology the employability and job opportunities also increases.

**Conclusion:** Digitalization leads to change in the world, more comprehensive changes are observed in the country of India due to digitalization.As compared to

traditional method of marketing, in current era due to digitalization process of marketing ,demand for the job opportunities also increases as demand for the product also increases due to feasibility of product to be seen ,selected by the consumers which leads to increase in the job opportunities as consumers are not suppose to take any efforts to go out in market and to select and see the products. The work of marketing for the companies, shopkeepers,become easy and also it become convenient to the consumer also. And this result in the increase in job opportunities. Businesses can really benefit from Digital marketing such as search engine optimization (SEO), content marketing, search engine marketing (SEM), influencer marketing, e-commerce marketing, content automation, campaign marketing, and social media marketing, e-mail direct marketing, social media optimization, display advertising, e-books, games , optical disks and are becoming more and more common in our advanced technology.

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