
SOURCE OF DIGITAL MARKETING

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Abstract

Digital marketing is an umbrella term for the marketing of products or services using digital technology, especially online, but also for mobile phones, advertising and any other digital terms. Digital marketing, also called online marketing, promotes product promotion to potential customers using the Internet and other forms of digital marketing. Any marketing that uses electronics and can be used by marketing professionals to convey promotional messages and measure its impact on your customer journey. In fact, digital marketing usually refers to marketing campaigns from your computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social media and social media posts. Digital marketing is often compared to normal marketing such as magazine ads, bill boards, and direct mail. Television is often linked to mainstream marketing.

Keywords: digital marketing, promotional message, campaign, internet

Introduction:

Digital marketing also known as Internet marketing, product promotion to connect with potential customers using the Internet and other forms of digital communication. This includes not only emails, social media, and web-based advertising, but also mixed text and media messages as a marketing channel. In fact, if a marketing campaign involves digital communication, digital marketing.

Objective:

- 1 - Understanding digital marketing
- 2 - Discovering Resources for digital marketing

Methodology:

The present study is essentially based on published secondary data, and it will be collected from various report, book, journal and website.

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Discussion:**What is digital marketing?**

Digital marketing actually uses all marketing methods on digital channels. A variety of sources can be used to improve services and products such as SMS, search engines, email, websites, social media and mobile devices. The digital environment of this marketing approach makes it an inexpensive way to grow one's business. Digital marketing means more than just having a website. A website needs to be attractive and easy to navigate, and it also needs quality content to show the type of business.

Source or Types of Digital Marketing

Digital Marketing is divided into 12 categories. Here is a list of the different types of digital marketing you should know

Search Engine Optimization (SEO)

SEO stands for search engine optimization and optimization as the name suggests that the science and art of finding web pages rank high on a search engine results page. There are many ways to approach SEO in order to generate relevant traffic to your website. These include:

One SEO page:

This type of SEO focuses on all the content on the "page" when you look at a website.

Closed SEO page:

This type of SEO is focused on every activity that happens "off the page" if you want to improve your website.

Technical SEO:

This type of SEO focuses on the back of your website, and how your pages are coded. Image compression, structured data, and CSS file development are all types of SEO techniques that can increase the loading speed of your website - an important aspect of eye quality in search engines like Google.

Pay Per Click (PPC)

Pay per click on marketing with paid search results on Google and involves bidding on certain keywords that will be the best web traffic player for you.

Other channels where you can use PPC include:

Paid Ads on Face book:

Users can pay to customize a video, photo post, or slideshow, which Facebook will publish on the news feed of people like your business audience.

Twitter ad campaigns:

users can pay to place a series of posts or profile badges on specific audience news feeds, all dedicated to achieving a specific goal for your business. This policy could be website traffic, more Twitter followers, tweet engagement, or app downloads.

LinkedIn Messages:

Here, users can pay to send messages directly to specific LinkedIn users based on their industry and domain.

Social Media Marketing (SMM)

This practice enhances your brand and content on social media channels to increase brand awareness, drive traffic, and generate leads for your business.

Channels you can use in social media marketing include:

Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest

Content Marketing

This term refers to the creation and promotion of content assets for the purpose of product awareness, traffic growth, high productivity, and customer satisfaction.

Channels that can participate in your content marketing programs include:

Blog Post:

Writing and publishing articles on a company blog helps you showcase your industry expertise and generate search traffic for your business. This ultimately gives you more opportunities to turn website visitors into leaders of your reseller team.

E books and white papers:

E - books, white papers, and similar long form content help continuously educate website visitors. It also allows you to exchange content for student contact information, generate leads for your company and lead people on a customer trip.

Infographics:

Sometimes, students want you to show up, not say. Infographics is a type of visual content that helps website visitors visualize an idea you want to help them learn.

Audio or visual content:

Television and radio are popular digital marketing channels. Creating content that can be shared online as video or heard on the radio by your audience can greatly increase your audience.

Email Marketing:

Email marketing is the process of sending marketing messages to a group of people by email.

Types of emails you can send to an email marketing campaign include:

A - Newsletters for blog subscriptions. B - Tracking emails for website visitors to download something. C - Customer acceptance emails. D - Holiday promotion for members of the loyalty program. E - The same series of tips or emails for customer growth.

Influencer / Affiliate Marketing

This is a type of performance-based advertising where you find a commission to advertise the third party products or services on your website.

Related affiliate marketing channels include:

A - Managing video ads through the YouTube Partner Program.

B - Sends relevant links from your social media accounts.

Viral Marketing

Viral marketing means any strategy that encourages people to pass on the marketing message to others, creating opportunities for significant growth in the presentation and impact of the message.

Mobile Marketing: Mobile phone marketing is a form of SMS marketing.

Indigenous Advertising

Indigenous advertising refers to ads that are primarily based on content and that are displayed on the platform next to other, non-paid content. Buzz - Feed-sponsored posts are a good example, but many people also look at social media advertising as "native" - Facebook advertising and Instagram advertising, for example.

Online PR

Online PR is a practice for discovering online instances gained through digital publications, blogs, and other content-based websites. It is very similar to traditional PR, but in the online space. Channels you can use to maximize your PR efforts include:

Journalist access via social media:

Talking to journalists on Twitter, for example, is a great way to develop relationships with the media that generate media opportunities gained in your company.

Online reviews of your company:

When someone reviews your company online, whether that review is good or bad, your natural instinct may be to not touch it. In contrast, affiliate marketing reviews help you personalize your product and deliver powerful messages that protect your reputation.

Involvement comments on your personal website or blog:

Similar to how you would respond to reviews of your company, responding to people who read your content is the best way to generate productive conversation in your industry.

Other Marketing Sources

Radio and TV commercials

Radio and TV ads are a form of marketing that uses Radio or TV ads as a marketing source.

Electronic Billboard Boards

Depending on the location of the electronic advertising board, your advertising competition and features (additional flashing lights, life-size

statistics of mascots or product agents, etc.) you want to include, of course. However, many argue that the popularity of digital collections is lost in modern times when everyone has their nose buried in their phone and completely oblivious.

Conclusion:

Marketing is about communicating with customers in the right place and at the right time. In the last few years, with the advent of the Internet and smart phones, information has often been conveyed by television, radio, newspapers, and word of mouth. These were also often popular marketing methods. Nowadays, however, the internet brings in more employers and potential customers in the same area.

Digital marketing has no limits. The company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital boards, and media such as social media, SEO (search engine optimization), videos, content, email and much more to promote the company itself and its products and services. With your favorite digital marketing more than anything else, it is important to spread your marketing efforts and track campaign results from time to time. Having a team of digital marketing professionals, whether indoors or otherwise, who are unfamiliar with the company's mission and vision is also essential.

If you have a question about digital marketing or proposals for future posts, let us know. And for all that related to the latest trends in online marketing and news, keep checking out our Digital Marketing blog.

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