



CURRENT ERA'S IMPACT ON DIGITAL MARKETING

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Abstract

Digital marketing is also the type of marketing that promotes products and services by utilizing the internet and online – based digital technology such as mobile phones, computers and other digital media platforms. Digital marketing is a role that continues to evolve, with new trends appearing year after year, with new trends appearing year after year, leaving advertisers with a plethora of options. Though reaching the right audience with relevant material that at the right time remains a significant problem of marketers, the sheer amount of digital tools and methods available may make digital campaigns incredibly complicated. The impact of digital marketing in today's world are highlighted in this article.

Keywords

Digital, marketing, opportunities, challenges

Introduction

The promotion of brands to engage with potential customers via the internet and other types of digital communication is known as digital marketing, sometimes known as online marketing, sometimes. This includes text and multimedia messages as well as email, social media and web-based advertising. However digital marketing is defined as any marketing campaign that utilizes digital communication. Digital marketing tools are used to convert the prospects in the aspect of increasing the demand of the commodity and its reputation. A company's digital marketing strategy may include numerous channels or focus solely on one.

For good reason, digital marketing and inbound marketing are frequently conflated. Many of the same techniques that are used in inbound marketing that are used in digital marketing , including email and web content, to mention a few. Both exist to attract attention of the customers and convert into profit during the buyer's journey.

Almost every business attempted to build an online presence that needed to be popularized through digital resources during Covid 19, which boosted the area of digital marketing significantly. Digital marketing is an industry that increase the job opportunities which helps to destroy unemployment in the society. In the term of new communication the demand for qualified employees to were increased. The growing trend of business digitization has necessitated the hiring of professionals who are familiar with both the

business and workings of digital marketing. When the concept of marketing was first introduced, schools and institutions began offering post-graduate marketing degrees. With the advancement of the concept of digital marketing, many universities are now offering online digital marketing degrees, when it comes to the best online marketing packages, there is a lot to pick from. However the digital economy has pervaded every aspect of our lives, and it shows no signs of abating. In comparison to traditional marketing, there is currently a substantial expenditure allocated to digital marketing.

Right now, digital marketing is exploding. Many digital marketing businesses are looking for good and creative personnel as they grow. Some people are drawn to the field solely because they possess a creative mind. In some aspects, digital marketing is similar to traditional marketing, which have a product to sell and are seeking for ways to communicate with customers in order to create brand awareness and ultimately close a deal. Digital marketing now encompasses more responsibilities and abilities than ever before, and it is the business's adaptability and versatility that makes it so fascinating and engaging.

Conclusion

Digital technology is a driving force in society. The influence is so great that there are locations on the planet where people do not have access to clean water but do own smartphones. Digital marketing has a huge impact on people's lives nowadays. It has an impact on how people socialize, work, shop, and live. Everyday, around 3 billion people utilize social networking sites around the world. People are more likely to follow brands on social media than celebrities, according to a survey done by a marketing firm. Around 80% of users on the photo sharing platform(Instagram) follow at least one brand. As a result, its long past time for digital media to be used to improve a brand's image, as well as other business-related tasks. It is less difficult than traditional marketing and it aids in the acquisition of more clients, resulting in a rise in profit.

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