
MODES OF DIGITAL MARKETING

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Abstract

Now a days Digital marketing is a rapidly growing sector and evolving several career paths. Customers have become smarter day by day. Due to digital marketing. They always prefer to search and compare the prices of product before they decide to buy. Digital Marketing is a modern way adapted by company to reach out to customers and convince them to buy their goods. This includes email marketing, blogging, online banner advertising, social media marketing, video marketing, Instagram etc.

Key Words: Digital Marketing, Marketing Trend, Mobile, Internet, Search Engine.

Introduction

The traditional way of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behaviour.

In recent time of Internet has opened a door of vast variety of opportunities for businesses. Using social networks, one cannot only share a private picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost a business is amazing. Digital marketing encompasses a wide variety of marketing tactics and technologies used to reach consumers online. As a form of online marketing, it allows organizations to establish a brand identity and has revolutionized the marketing industry.in general Digital marketing is the marketing and advertising of a business, person, product, or service using online channels,

electronic devices, and digital technologies. A few examples of digital marketing include social media, email, pay-per-click, and more.

Objective of the study

1. To study the concept of digital marketing.
2. To study the modes of digital marketing.
3. To study the future of digital marketing in India.

Research methodology

To conduct the research study descriptive research method has been used. For the purpose of the study secondary data is used. It is collected from the published books, research papers in journals, annual reports and website.

Methods of digital marketing

1. Mobile Marketing
2. Social Media Marketing
3. Content Marketing
4. Email Marketing
5. Pay-per-Click (PPC)
6. Marketing Analytics
7. Affiliate Marketing
8. Search Engine Optimization (SEO)

Mobile marketing

When it comes to mobile marketing, this means using mobile apps and SMS. In recent time, no one can sit without mobile that's why help of digital marketing supplier try to reach to the targeted audience.

Social Media Marketing

It is the way of generating website or attracting viewers and customers through social networking websites such as Facebook, LinkedIn, Pinterest, Twitter, and so on. Social media marketing is a subset of digital marketing. All social networking websites support sharing of content, but all are not necessarily employed for digital marketing. While Facebook emphasizes on personal sharing and LinkedIn goes for professional networking, Twitter emphasizes on tweeting short messages about ones' opinions or reactions, Pinterest motivates to market one's ideas and online businesses.

Content Marketing

It is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

Email Marketing

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases.

Pay-per-Click (PPC)

It is an online advertising model in which an advertiser pays a publisher every time an advertisement link is “clicked” on. Alternatively, PPC is known as the cost-per-click (CPC) model. It is offered primarily by search engines and social networks e.g., Facebook Ads, Google Ads, Twitter Ads.

Marketing Analytics

Marketing analytics provides insights into customer behaviour and preferences. Businesses can then tailor their marketing initiatives to meet the needs of individual consumers. Marketing analytics enables real-time decision support as well as proactive management. There are three types of analytics that businesses use to drive their decision making; descriptive analytics, which tell us what has already happened; predictive analytics, which show us what could happen, and finally, prescriptive analytics, which inform us what should happen in the future. Analytics is more than just a nice extra. It's one of the best ways to understand your customer journey and [find out what's working in your campaigns](#) and what isn't. And having that information is crucial for your future online marketing efforts.

Affiliate Marketing

Affiliate marketing involves referring a product or service by sharing it on a blog, social media platforms, or website. It is an advertising model in which a company pays others to advertise their products and services and generate sales. (e.g.,

bloggers) Affiliates place ads or market the products or services on their website, app, or blog. Commissions are paid on leads that convert to sales.

Search Engine Optimization (SEO)

In simple words, it is the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, yahoo, and other search engines.

Conclusion

Now this virtual age any one can sit one place and purchase a product throughout the world, so we are living in the concept of Vasudev kutumbakam . Our market is borderless that's why every business can sell their product anywhere with the help of digital marketing.

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