



## A STUDY ON DIGITAL MARKETING -PROBLEMS AND PROSPECTS

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### **Abstract**

*The purpose of this paper is to present the theoretical aspects of digital marketing. It also discusses the problem and prospects concerning digital marketing. This paper also shows the process of digital marketing and guides the public by enhancing the various tips.*

### **Introduction**

In the present competitive scenario, marketers are adopting various strategies to find out new areas and also to increase their existing market share of their products. These strategies include (i) Personal marketing, (ii) Promotional campaigns, (iii) catalogue marketing, (iv) Internet marketing, and (v) Digital Marketing. While personal marketing involves door-to-door marketing of the product through a company representative, promotional campaign involves marketing of the product at trade show, exhibitions, commercial and residential locals. Catalogue marketing is done through mail orders by providing a complete pictorial listing of products. While internet marketing is done through electronic media, i.e., Internet Digital Marketing uses telephone as a medium of serving the customer.

Although personal marketing and promotional campaigns are good strategies, they rely on a sizable manpower are highly localized to a specific territorial domain. Hence marketing is time consuming and extravagant when products are to be marketed in considerably in larger regions. On the other hand, catalogue and internet marketing lack the vital human connection in the very first instance of approaching the customer. Shopping by telephone is a long existing method of consumer and industrial buying. However, it is used more widely today than ever before as it is convenient and saves time.

### **Meaning**

Digital Marketing is a form of non-store retailing in which a sales person initiates contact with a shopper and also chooses the sales over the telephone. It is a marketing communication systems involving use of telephone and computer to aid in a company's selling effort. Digital Marketing is a marketing communication system utilizing digital communication technology and trained personnel to conduct planned, measurable marketing activities directed at targeted groups of consumers. It is the key source of information on a company's perspective and current customer's base, Markets, inventory, distribution channels advertising and promotional efforts. When combined with information and management system it brings about trained personnel into computerized contact with potential customers and maintains contacts profitably

### **Importance of Digital Marketing**

The Importance of Digital Marketing is increasing day by day as it fulfills the following objectives

1. **Saves time:** Digital Marketing facilitates field sales executives to fix up specific daily appointment, especially at the beginning and end of the day. It also enables to make presentations to qualified prospects. Thus Digital Marketing effectively extends the field- selling day and increases sales productivity
2. **Cost efficiency:** Digital Marketing is an effective method for converting marginal customers into profitable accounts. Through Digital Marketing sales territory expands and as such it is possible to control the cost of sales visit. Further, Digital Marketing increases the efficiency, as it is possible to reach more prospects per hour, day and week by phone than visiting the prospects/customers in person sales calls
3. **Improves cash flow:** Digital Marketing programs ensure immediate results than feed sales program. It is possible to generate orders almost instantly. Such immediate results allow cash flow to cover marketing cost and permit much tighter inventory control.



4. **Better customer relation:** Since phone calls can be more regular and frequent than face to face sales, it is possible to maintain better customer relations. Since digital Marketing can be both inbound and out bound, the customer familiar with the companies digital Marketing operations can gain much quicker responds to their ongoing problems.
5. **Versatility:** Digital Marketing operations can be easily adopted to a wide range of functions like selling, conducting surveys, announcing changes or special offers, making appointments, qualifying leads and checking credit.
6. **Ease of startup:** Digital Marketing operation is relatively easy to startup the equipment is readily available and can be used to setting up using the existing space and personnel
7. **Instant results:** In digital Marketing, marketers respond to the queries of the customers instantly and as such it results in instant efficiency.

### Process of Digital Marketing

Digital Marketing has two dimensions namely, (I) Inbound digital Marketing, and (ii) Out bound digital Marketing.

#### (i) Inbound Digital Marketing

Inbound digital Marketing takes place when a customer calls a business firm for service and the business firm accepts the customers query, complaint or order. It relies on calls from prospects already interested in a product or service interested enough to place an order, ask questions that help them make a purchase or make an appointment with a sales representative. During the call, the telephone sales representative captures the information about the order tries to increase the size of the customer's order by suggesting complimentary merchandise.

The people who want to reach companies call a special 800 number. This possibility has grown up only since the introduction of toll free 800 numbers by AT&T in 1967, which made it practical to have call centers receiving calls from the entire country. In brief toll-free service led to centralized nationwide call volumes at single locations, In fact Americans dialed AT&T 800 numbers over six billion times during 1988. AT&T estimates the number of calls increasing by a billion calls a year. One of the biggest inbound operations in the United States is operated by the home shopping network. Which handles more than 20000 inbound calls daily for its 24 hour shopping channels? Airlines, hotels, and virtually every catalogue company rely on inbound digital Marketing to take reservations and merchandise orders.

Inbound calls also focus on customer service or consumer information. In General electric's answer center, a force of 250 answers 250000 questions a month about how to get the most from GE products. They depend on a centralized consumer products database that allows them to call up information on just about anything. The success of inbound digital Marketing programs depend on the type of telephone service chosen, the carrier picked to provide the service, the planning to meet fluctuating call volumes and the design of the advertising that carries the phone number.

#### (ii) Outbound Digital Marketing

Outbound digital Marketing takes place when business firms call customers for selling, for a promotion or exhibition. The objective of outbound digital Marketing calls is to sell a product or a service to a new or an existing customer. It is through telephone calls that lure customers to buy product or services or query the condition of customers using a product in order to improve selling and hold customers demand. This is usually known as "cold call", a call placed to someone who has no prior relationship with the firm. Cold calls generate leads to sell products. A good example of lead generating call would be one placed.

An insurance agent to a new community resident about home insurance. The agent tries to get his or her foot in the door and tries to sell a policy until a subsequent face-to-face meeting takes place. By contrast, a telesales representative who calls a customer to subscribe to a product tries to take an order before the call ends. Outbound digital Marketing is also used to notify existing customers of an unexpected delay in shipments or other problems in order, or to qualify lead form prospective customers by determining their interest in a product before passing the name to a field sales representative for a personal sales call.



#### 4Ps in Digital Marketing

A brief description of our four attributes known as 4ps in digital marketing in as follows:

1. **Preparation:** The first step in effective digital Marketing is preparation of the script for marketing the product. The script should be brief, but should emphasize the most remarkable features of this product. It should clearly mention the maximum discounts, flexibility of time over which the payment could be made. A well-prepared script lays the foundation for future success.
2. **Pleasant voice:** The only medium through which the telemarketers have to market the product to the customer is throughout his/her voice. The telemarketer is a total stranger to the potential customer. It is the first 10-15 seconds of the telemarketer's voice and tone that really decides the fate of the telephone call, warm or even much colder than before. The five qualities of a pleasant voice that are helpful for a telemarketer are: (i) Politeness (ii) enthusiasm (iii) slowness (iv) personal (v) varying pitch.
3. **Patience:** Once the customer starts showing interest in the product, the next step is to give more patient ear to the customer for creating a background of trust. At this moment, the customer will take his time thinking about the pros and con, the reliability of product and services, the confidentiality of the deal, cost of other models in the market and not to forget, those horrible past experiences which gave nightmare. Listening patiently to the feelings of this customer will provide appreciable emotional support to the customer.
4. **Persistence:** By this time, the telemarketer should have won the customer's trust in the product as also in himself/herself and in the company. But it is very likely that the customer may still be entangled in ambivalence, so now is the time to once again emphasis the value of this unique product as if it was custom designed for this customer only. Shaping a learning, human telemarketer into a successful professional telemarketer requires mastering these four quality attributes both before and during the job that he/she takes to prove his/her skills.

#### Tips for Successful Digital Marketing

The following tips may make the telemarketers successful in their endeavor:

1. Careful preparation for the call increases the chances of having a conversation with the prospect and ensures a good initial impression.
2. Be Courteous and professional. Use the Mobile to sell.
3. Be sincere at all times.
4. Keep your work area neat and well organized.
5. Dress like a sales professional though your prospects never see you.
6. Keep a mirror handy so that you can check to see if you are smiling during calls.
7. Don't practice on prospects with a few warm up calls at the beginning of the day or week.
8. Role-play with someone if you need to or just talk out loud in an imaginary conversation to warm up
9. Record your progress on a daily basis.
10. Keep records of the contacts you make for future reference. Note dates for follow up
11. Keep track of your success rate in getting through the decision maker or closing a sale.
12. Use your prime selling time for selling activities only.
13. Use past experiences to help you prepare for and react current situations.
14. Develop a script for the call to keep you on track but never read directly from it.
15. Use Other communication tools as necessary to support your telephone sales including cellular phones, fax machines, hands-free handsets, email, etc
16. Consider using introductory or follow-up letters, product fliers or other marketing materials.
17. End calls quickly, but politely when a prospect is not qualified for your product.

#### Problems and prospects of digital Marketing

According to one estimate, digital Marketing is growing at least by more than a 20% per year. The rate of growth is likely to continue and further accelerate with the growth of international digital Marketing. As sales and revenue grow, more and more companies establish or expand their digital Marketing operations. In India, an opinion poll was conducted to have retrospective and perspective picture of the digital Marketing industry.



The poll was divided into two categories. The first category included companies engaged in digital Marketing as their primary business while the second category comprised companies using other marketing tools as their primary mode of operation.

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6. Pathfinders India and Perfect Field services

Though digital Marketing has existed in countries like US and Canada for decades, United Database India (UDI) introduced the concept in our country in 1987. Though the industry displayed is slow growth rate in the beginning, it had its boom in the last 2-3 years many digital Marketing companies have come up with their offices mainly in the metropolitan cities. Although Delhi has a literacy rate of 76% the masses are less informed and they are impulsive buyers in contrast to cities like Mumbai and Bangalore, Where people are more systematic and organized in their buying behavior. Ahmadabad and Hyderabad also offer good prospects for the growth of industry due to the growth of their stock markets.

The long term success of digital Marketing industry in India would depend on the combined efforts of individual companies. An association comprising all the digital Marketing companies in India, if informed, may cater to the interests of the whole industry and its members. Such an association could look into creating better awareness among the masses and generate updated databases.

Vocational courses in digital Marketing shall produce skilled professionals, synergizing digital Marketing with other strategies. In order to improve its credibility, it is obvious that mahanagar telephone nigan ltd (MNTL) will have a challenging task of restructuring its existing network service for customers. Nevertheless, digital Marketing has been, and will hopefully continue to be a promising marketing tool in the future.

**Conclusion**

The rapid development of information technology has certainly played an important role in the growth of digital Marketing. It has made digital marketing more efficient and created the capability to provide more personalizes service. In addition, it also provides huge employment opportunities for those who have the skills to enhance customer relations. Computer assisted digital Marketing systems; predictive dialing and enriched databases are just a few of the new developments. The growth of professionalism and the success of digital Marketing are predicted in one of the faster growth employment opportunities in the years to come.

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