



## DIGITAL MARKETING

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### **Abstract**

*Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. This paper mainly focuses on conceptual understanding of digital marketing, how digital marketing helps today's business and some cases in the form of examples.*

### **Introduction**

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life,<sup>[4]</sup> and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to *non*-Internet channels differentiates digital marketing from online marketing.

### **Email**

There are several reasons why it's so hard to dislodge email as a channel that delivers medium to high ROI for your business, but the one thing you can't take away from email is its versatility. Although email may not be the newest technology available, it allows you to apply the latest trends in content marketing, such as personalization and automation, without hurting your marketing budget mail also has the ability to support other marketing objectives, so it's no surprise that 73% and 63% of B2B marketers say that email is their top tool for generating leads and driving revenue, respectively.

### **Social Media**

Social media marketing is on this list for some very worthwhile reasons, but this isn't just about social media users reaching the 3.81 billion mark. From being a channel that people use to establish personal connections, social media has evolved into something grander, bigger, and better than what it was originally envisioned to be.

1 Facebook: It is the number one social media platform. A company can promote their product and services on Facebook. 2. LinkedIn: Professional write their profiles on LinkedIn and can share with



others. The company also build their profile and LinkedIn connect these two dots companies and professionals.

3.Google+: It is Google's social network, user can easily connect based on their common interest and friendship. 4.Twitter: Its strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.

### Advantages of digital marketing

The main advantage of digital marketing is that a **targeted** audience can be reached in a **cost-effective** and **measurable** way. Other digital marketing advantages include increasing **brand loyalty** and driving **online sales**.

- **Lower cost** - a properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results - measuring your online marketing** with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalisation** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness** - by getting involved with **social media** and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency** - digital marketing lets you create engaging campaigns using **content marketing** tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

### Disadvantages of digital marketing

- **Skills and training** - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- **Time consuming** - tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on- investment.
- **High competition** - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online

### Importance & Benefits of Digital Marketing

#### ▪ Increase in Brand Awareness for small businesses

Digital marketing is a boon to businesses. Large companies use digital marketing so that they could stand steady in a competitive environment. In contrast, small businesses use online marketing to make headway into a booming market and create brand awareness amongst large companies.



#### ▪ Increase in Sales

One of the key aspects, when it comes to the importance of digital marketing, is that one can measure their CRO (Conversion rate Optimisation) in real-time. The data can help understand the overall percentage of searches that get converted into leads by buying products. PPC, Social media marketing, SEO services, affiliate marketing are some of the active channels to communicate and get high conversions.

#### Conclusion

To summarize, digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all its pros and cons.

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