

A STUDY OF DIGITAL MARKETING AND ITS IMPLICATIONS

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Abstract- The goal of this review article is to investigate the influence of digital marketing and its significance for both consumers and marketers. This paper begins with an introduction to digital marketing, followed by a discussion of the mediums of digital marketing, the differences between traditional and digital marketing, and the benefits, cons, and importance of digital marketing in today's world.

Marketing is no exception to the world's move from analogue to digital. As technology advances, so does the usage of digital marketing, social media marketing, and search engine marketing. Internet users are continuously expanding, and digital marketing has benefited the most because it is mostly dependent on the internet. Consumer purchasing habits are shifting, and they are becoming more receptive to digital marketing.

Keywords: digital marketing, internet, online advertising, internet marketing

INTRODUCTION

Digital marketing is a type of marketing that promotes products and services through the utilisation of internet and online-based digital technology such as desktop computers, mobile phones, and other digital media and platforms. Its evolution in the 1990s and 2000s altered how brands and businesses used technology for marketing. As digital platforms have become more integrated into their advertising strategies and daily life and as people increasingly use digital devices instead of visiting physical stores, digital marketing campaigns have become more common, employing a combination of search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, and content automation.

Media and games have grown ubiquitous. Non-Internet channels that supply digital media, such as television, mobile phones (SMS and MMS), callback and on-hold mobile ring tones, are examples of digital marketing. Digital marketing is distinguished from online marketing by its expansion into non-Internet venues. e-books and optical drives. Digital marketing is distinguished from online marketing by its expansion into non-Internet venues.

DIGITAL MARKETING COMPONENTS VARIOUS

• Search Engine Optimisation

A search engine is a web-based tool that assists users in finding the information they want. Google, Yahoo, Bing, Baidu, and other search engines are examples. Any effort that raises a user's website's rank in any search engine is referred to as search engine marketing. Internet marketing is classified into two types: optimisation for search engines (SEO) and paid search.

• Email

There are various reasons why email is so difficult to replace as a channel which provides medium to high ROI for your organisation, but one thing cannot be taken away from email: its adaptability. Although email is not the most cutting-edge technology, it allows you to implement the most recent trends in content marketing, such as personalisation and automation, without jeopardising your marketing budget. Mail may also help with other marketing goals, which is why 73% and 63% of B2B marketers think email is their top strategy for generating leads and driving revenue, respectively.

Email may benefit you in a variety of ways other from lead creation and income production are:

- Email has grown to 3.9 billion users in 2020, with the amount predicted to rise to 4.3 billion users by 2023—more than half of the world's population!
- Email continues to offer the best results, with 73% of survey respondents rating it as good, compared to 72% and 67% for SEO and paid search, respectively.
- The average return on investment for email marketing is \$42 for every \$1 spent.
- Mobile devices account for up to 62% of all opens, compared to 10% on desktop computers.

• Social networking sites

Social media marketing is on this list for a variety of reasons, but it isn't just about the 3.81 billion social media users. Social media has evolved from a means for individuals to make personal connections to something grander, bigger, and better than what it was initially envisioned to be.

1. **Facebook** is the most popular social media network. A corporation can use Facebook to promote their products and services.
2. **LinkedIn:** Professionals can share their LinkedIn profiles with others. The company also creates a profile, and LinkedIn connects the dots between companies and professionals.
3. **Google+:** This is Google's social network, where users may simply connect based on shared interests and friendship.

4. **Twitter:** The company's objective is to raise brand exposure and revenues, acquire new followers, and lead and boost conversions.

• **Affiliate Promotion**

In affiliate marketing, the firm compensates subsidiaries for each client or visitor brought to the company's website by their marketing efforts or strategy on the company's behalf. According to Pat Flynn's Smart Passive Income, "affiliate marketing is the process of earning a commission by promoting the products of others." You locate a product you enjoy, promote it to others, and earn a percentage of the revenues from each sale."

Display Advertising on the Internet

In traditional marketing, a corporation may place a sign or billboard on both sides of the road, or place an ad in a magazine/newspaper to promote their product or service. Online display advertising is the digital equivalent of this. A marketer can now accomplish the same thing by using online display advertising. Display advertising comes in many forms, including video commercials, banner ads, interactive ads, and rich media. Because of the graphic adverts, display advertising is excellent for attracting the eye.

TRADITIONAL AND DIGITAL MARKETING COMPARISON

Traditional marketing is the most well-known type of marketing. Because of its history, most individuals are accustomed to traditional marketing. Traditional marketing includes tangible goods such as newspaper advertisements or a newspaper. It also comprises a billboard, pamphlet, TV or radio advertisement, poster, and so forth. It is a non-digital marketing method. Digital marketing, on the other hand, uses a variety of digital methods to contact customers. Some examples are provided below:



Basis of Difference	Traditional Marketing	Digital Marketing
Interpret of Marketing	It is a way of personal Communication.	Gaining trust and credibility through feeding, relationships and dialogues.
Value of Trend	It is important to remember trend always.	Trend's value is been identified by the customers.
Classification	Demographic classification of consumer groups.	Customer groups are classified based on relevancy and attitude. What is vital for customers is at the forefront.
Communication	a message that was created and barely disseminated for customer assimilation in radio-television channels	Digital environment that facilitates interactive communication through dialogue, customer feedback, comments, and search.
Targeting	Targeting based on demographics, particularly media buying.	Targeting based on customer attitude.
content	Prospective content that was led through good presentation.	It is based on reliable information or features that allow you to send emails or communicate with others.
Being Virtuous	A people material that directed through successful presentation.	It is based on trustworthy information or features that allow you to exchange emails or communicate with other individuals.
Place ways	Local	Global
	One way communication	Two way communication

Advantages of Digital Marketing

The key advantage of digital marketing is that it allows you to contact a specific audience in a cost-effective and measurable manner. Other benefits of digital marketing include increased brand loyalty and increased online sales.

The following are some of the advantages of digital marketing:

- **Global coverage:** For a minimal investment, a website allows you to discover new markets and trade abroad.
- **Lower price:** A well-planned and targeted digital marketing strategy can reach the right clients for far less money than traditional marketing tactics.
- **Results that can be tracked and measured:** Measuring your online marketing with web analytics and other online measure tools enables determining the effectiveness of your campaign easier.
- **Personalization of advertising :** If your client database is linked to your website, you can greet visitors with targeted offers whenever they visit. The more they purchase from you, the more you can refine your client profile and promote to them efficiently.
- **Openness :** You can generate consumer loyalty and a reputation for being simple to engage with by getting involved with social media and managing it wisely.
- **The social currency :** Using content marketing methods, digital marketing allows you to construct engaging campaigns. This content (pictures, movies, and articles) has the potential to generate social currency by being transferred from user to user and spreading virally.
- **Conversion rates have increased :** Customers are only a few clicks away from making a purchase if you have a website. Unlike other forms of media where individuals had to get up and make a phone call or walk to a store, digital marketing may be frictionless and instant.

All of these facets of digital marketing, when combined, have the ability to increase revenue.

Digital marketing disadvantages

Some of the disadvantages and obstacles of digital marketing that you should be aware of are as follows:

- **Knowledge and training :** We must guarantee that our employees have the necessary knowledge and competence to successfully carry out digital marketing. Tools, platforms, and trends evolve quickly, and it is critical that you stay current.
- **It takes time:** Tasks like refining internet advertising campaigns and developing marketing content can consume a significant amount of time. It is critical to track your progress in order to achieve a positive return on investment.
- **High levels of competitiveness :** While internet marketing allows you to access a global audience, it also puts you up against global competition. It can be difficult to stand out from competitors and attract attention amid the various communications directed at customers can be found online.
- **Complaints and suggestions :** Any bad feedback or criticism of your brand can be seen by your target audience on social media and review sites. It might be difficult to provide excellent customer service online. Negative comments or a failure to respond appropriately might harm your brand's reputation.
- **Concerns about security and privacy :** There are several legal issues to consider when collecting and exploiting client data for digital marketing objectives. Take care to follow all privacy and data protection regulations.

Importance of Digital Marketing

- **Enhanced Reach:** Many people around the world now spend their time online. They are searching the internet for your stuff. Maximising your internet presence is critical for capitalising on this large audience base. Here is where digital marketing comes into play. The goal of digital marketing is to reach the right individuals at the right moment. To improve audience reach, one must first build an interesting online store with easy navigation.

Various digital marketing platforms, such as Pay Per Click Marketing, Social Media Marketing, Search Engine Optimisation, Content Marketing, and others, might eventually aid in brand creation.

- **Can compete with multinational corporations:** Analysing the competition is an important part of digital marketing. The effort is necessary to stay ahead of the competition, particularly among fast-growing businesses such as Myntra, Amazon, Big Basket, and Walmart.

Businesses also aim to push the boundaries with multichannel marketing, which includes PPC, SEO, social media, and a variety of other platforms. The method assists both small and large firms in achieving their objectives, thus levelling the playing field.

- **Brand Awareness for Small Businesses :** Businesses benefit greatly from digital marketing. Large corporations employ digital marketing to maintain their position in a competitive world. Small businesses, on the other hand, employ web marketing to break into a thriving market and raise brand awareness among huge corporations.
- **Increased Sales :** One of the most important components of digital marketing is the ability to measure CRO (Conversion Rate Optimisation) in real-time. The statistics can aid in understanding the overall percentage of searches that result in leads by purchasing things. PPC, social media marketing, SEO services, and affiliate marketing are all active methods for communicating and increasing conversions.

- **ROI (return on investment)**

If you want to know the worth of digital media, look at the profit and loss numbers it generates for businesses. In digital marketing, the ROI determines the value of your marketing activities. When compared to other mediums such as e-mail marketing, content marketing, PPC ads, and social media efforts, SEO has been shown to provide a greater ROI. Organic traffic

generated by SEO generates 40% higher revenue growth than any other marketing strategy based on fundamental criteria such as sessions and bounce rate.

- **Keeping the Brand Reputation**
Creating a good brand reputation in the internet world is critical since the brand's reputation cements its capacity to survive in the market. As a result, the significance of digital marketing is reinforced.
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Creating a good brand reputation in the internet world is critical since the brand's reputation cements its capacity to survive in the market. As a result, the relevance of digital marketing in this aspect is reinforced.
- **Can target certain audiences**
Consider how valuable it is to reach out to the correct audience for your business's niche. That is exactly what digital marketing can help with. You may analyse your audience's online behaviour and take steps to provide optimal fulfilment. When you reach the right audience segment, you increase traffic, which leads to stronger campaigns.
- **Get a Head Start on Your Competitor**
When it comes to internet commerce, the digital industry is especially competitive. As a result, you'd want potential clients to find you through your top reviews and other methods implemented by various internet marketing agencies. These metrics can help you and your customer achieve the proper business goals in the end.

In addition, for any successful firm, one must keep watch on their competitors' activity. How do they interact with customers? What distinguishes them? Competitor analysis can help you understand all of the above questions and build methods that work best for you.

- **Various Channels to Increase Your Traffic**
In the marketing sector, one can employ a variety of methods to make their firm successful. To increase traffic to their website, business owners can use SEO services, PPC services, content marketing services, and even social media campaigns.
- **Customer Engagement with Mobile Devices**
We are living in a portable world, since people nowadays carry their electronics, such as smartphones and laptop computers, with them wherever they go. Following Google's mobile-first update, practically all websites are now designed to be easily accessible on mobile devices. Mobile users may be more prevalent than ever before, and the chances are that mobile users will make a purchase.

A spotlight on real-world examples of digital marketing:

1. Every Smile Counts: Britannia Good Day Foundation helps infants born with cleft lip and palate.

Britannia Good Day launched the Every Smile Matters initiative on World Smiles Day, October 5th. The commercial emphasises a vital point: in today's world, smiles are taken for granted, and we don't smile enough. Smile Train India, the world's foremost cleft charity that provides free cleft surgery and care to children, has joined with Good Day. According to a Smile Train study, one in every 1,000 Indian children is born with a cleft lip, which is a common birth abnormality that can arise on its own or as part of a genetic disorder or syndrome. This illness not only prevents you from smiling, but it can also cause you to lose your teeth. cause trouble in natural tasks such as eating and speaking.

2. Parle Kismi, in partnership with the dabbawalas, spreads love this Valentine's Day.

The Har Kismi Mein Hai Kiss campaign by Parle Kismi is an attempt to share some love on Valentine's Day by reminding customers through their dabbawalas. Working professionals frequently forget about Valentine's Day, therefore Parle Kismi wanted to offer a nice reminder to customers to wish their spouses on time. Because 'food is the route to one's heart,' Parle cooperated with the most. The Dabbawalas are a successful meal delivery system. They created a pouch of love with Kismi paan toffees - a new version of Kismi - and a reminder card inviting them to convey love to their loved ones. this Valentine's Day. Almost one lakh people received this sack, which was linked to each dabba. This little effort by Parle Kismi brightened the lives of many Mumbai couples. Parle Kismi has always been an enabler, bringing small moments of delight into the lives of its customers. This campaign was a continuation of the Valentine's Day idea.

3. HDFC Ergo promotes its new app with the slogan "Ab Take It Easy":

Ab Take It Easy practises what it preaches, guaranteeing policyholders that in the event of a health emergency, the priority should be you, not health insurance requirements. Depicting the panic-induced jitters that occur during the 'moment of truth,' when the focus of family and friends should be on you. HDFC Ergo Health Insurance unveiled their new, smart phone apps with Ab Take It Easy, which helps policyholders come first and formalities come second. Ab Take It Easy explains how a diligent father's usual preparation practise whenever he hears ambulance sirens in the distance is laid to rest knowing that all his health insurance details and the location of the nearest cashless hospital are available in an instant.

CONCLUSION

Individuals are investing more in online content, and organisations who are struggling to incorporate this fact into their advertising plan must adapt swiftly. The more time people spend on the internet each year, the more digital platforms they utilise play a growing role in their lives. The primary goal of Digital India is to increase the use of digital media. Because customers may access digital platforms from anywhere in the world at any time, businesses must shift their marketing approach from traditional to digital.

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