



A Role on Digital Marketing in Business

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Abstract

“Digital marketing” means marketing their product through “internet”. Now in the present situation it is very useful. while purchasing the product we should have the awareness about the brand, product etc. Now the world is digital. we should know the proper way to use the digital marketing. it is nothing but way of marketing through “internet”. The digital marketing was founded in the year 1971. Philip Kotler is called as the “father of digital marketing”. there are seven types of marketing they are content marketing, search engine optimization, search engine marketing, social media marketing, affiliate marketing, email marketing, instant messaging marketing, pay per click advertising.

Keywords: *Digital Marketing, Search engine marketing, click advertising*

1. INTRODUCTION

In this we are going to see about “DIGITAL MARKETING”. In this fast world everything is “Digitalized”. “Digital Marketing” plays a key role in this world. Digital marketing is surviving in this world due to the “Digital Consumers”. Marketing means is the business process of creating relationship with and satisfying consumer” .it is the way of transferring their goods to make profit out of it. now the marketing plays a major role in selling the product. Digital Marketing” is the marketing of products or service using digital technologies, mainly on the “internet”, but also including mobile phones, and any other digital medium.

Evolution of Digital Marketing came into existence in the year “1971”. It was coined in the year 1990..This great thing was introduced by “Ray Thomlison”, was the first person to send “mail”. Though it was introduced in 1971, it reached all over the people in the year 1990. Digital Marketing became more popular in the year 2000 and the 2010s. Statistics was taken in the year 2013 and it said that the “social media” is still growing. Development of social media such as “Facebook, YouTube, Twitter etc.”. During that time people has been using these social media regularly. Digital Marketing is also known as “Online Marketing, Web Marketing” [1].



Fig.1 Digital Marketing

POPULAR BRANDS IN DIGITAL MARKETING

*ZAPPOS

*SINGLE GRAINAND ERIC SIU

*AMERICAN EXPRES

*MINT

*LYFT

BRAND AWARENESS IN DIGITAL MARKETING

Brand awareness is a measure to know about the product. Through popular brands we can increase “sales”. Before purchasing a product through online first we look brand, how it is popular, then we will purchase the product. Brand awareness measures:

*WITH THE HELP OF INFLUENCIERS.

*TO USE THE SOCIAL NETWORK WISELY.

*TO PAY THE CASH ONCE IN A WHILE.

ADVANTAGES OF DIGITAL MARKETING

MOST POWERFUL FORM OF MARKETING: now in the present world internet plays a major role, so that we can easily connect with the people. this is the most powerful media where we can sell our product immediately. Now this way of marketing is the most powerful all type business concern attracts their customers by way of marketing their product through “online”.

MEASURABLE FORM OF MARKETING: this type of marketing is the measurable way of marketing in the sense we can receive the order from the customer, how much the customer demands for the product we can measure it and we can produce according to their needs.

TARGET OF IDEAL BUYERS: we can easily attract the customer through "online". all type of customers that is teenagers to old people, for example: if we are selling the "face cream" the only target of the customer will be "teenager". We can easily attract by way of advertising the teenagers according to them. We can focus only on teenagers make profit out of it.

HELPS TO REACH THE QUALIFIED BUYERS: by way marketing the products through "online" the firm will market the "quality" product through "online". This creates good impression among the customers which will also be "truthful" to the firm. The buyer know the perfect knowledge about the product while buying through "online". So the buyers will be "qualified".

DISADVANTAGES OF DIGITAL MARKETING

REAL TIME CUSTOMER COMPLAINTS: the products which we sell to the customers is not in direct manner. so, the taste and preference of the customer cannot be found. The way of finding the product according to the customer is very difficult. Through the way of selling the product we cannot receive the complaints cannot be found easily. The way of identifying the problem of the customer is difficult. we cannot receive the customer complaint directly. it is difficult to find the problem.

FEEDBACK WHICH SCRUTINY THE PUBLIC: the way of marketing through "online" is not in a direct manner. for example the customer orders and buys the product through "online" .after receiving the product the product is in different brand ,so now felt the way of purchasing through "online" is not in a correct manner ,while other person buys the product now he will scrutiny the other person "not to buy" this create a wrong information among the customers .so the particular way of online marketing will result in "loss".

NO HUMAN TOUCH: the way of marketing is included through "online", so the customers taste and preference cannot be found. there is no human touch that is no direct cannot between the marketer and the customer. The marketer finds difficult to sell the product. the important thing for marketing is the feedback of the customers. as there is no human touch the customer feedback cannot be found by the marketer.

NOT ENOUGH FOR THE AMOUNT OF RISK AND EFFORT: as the customer satisfaction is not done, risk and the effort are borne the customer only no online trading website guarantee

that the repayment of money, repayment of goods like that. so the customer face high amount of risk during that time while they are not receiving the product in a proper way [2].

TYPES OF DIGITAL MARETING:

CONTENT MARKETING:

It is a type of digital marketing that focuses on creating and distributing for the particular group of people. That is, they focus on only one type of customers to sell the product and make profit out of it.

Example: blog posts, videos, e books.

SEARCH ENGINE OPTIMISATION(SEO):

SEO is the process of getting quality trademark for the product, on search engines like “google, Bing”. The website we have created should be relevant to the type of product which we are producing. Some optimization techniques include: researching relevant keywords and including them into your website copy, loading speed and back links.

SEARCH ENGINE MARKETING(SEM):

Search engine marketing was used as an umbrella term for the process of gaining both paid and search traffic. This is shortly referred as “SEM”. By combining SEO and SEM, we can drive quality traffic to our website. We can put yourself in front of the customers is the product is ours.

SOCIAL MEDIA MARKETING(SMM):

Social media marketing refers to” the seeking attraction from the customers”. through this we can create good relationship with our customers. The companies like B2C and SAAS get more profit out of it. Content marketing, SEO, and social media marketing constitutes “INBOUND MARKETING”.

PAY-PER-CLICK ADVERTISING(PPC):

This type of marketing includes “where the marketer should pay the amount for advertising in the online website”. PPC is one of the types of paid form of digital marketing. For example: “A” is a person one who want to market the product through online, now he finds a website where he is comfortable and seek more attention of the customer, Now he has to pay certain amount to advertise the product in the website.

AFFILIATE MARKETING:

Affiliate marketing is one of the most popular way of marketing in now a day. This type of digital marketing includes where a person receives “commission” through it where selling the product.

Example of affiliate link placement from a blogger donna moritz of socially sorted, with a good explanation.

E MAIL MARKETING:

This type of marketing is one of the most popular form of marketing. We can sell or market the product through “e mail”. E mail marketing also creates good relation with our customer. This helps us to interact more about the brand.

INSTANT MESSAGING MARKETING:

Instant messengers are the latest form of marketing. there are 1.5 billion people globally using WhatsApp, Facebook and other social media etc., this type of customer created is known as “instant messaging marketing”.

There are different ways how you can proceed with instant messaging marketing, from using the customers by creating new blog.

RADIO ADVERTISING:

This type of marketing where we can sell the product through “radio”. In the us alone the radio marketing includes nearly 7.8%. of total media expenditures. This type of advertising is relatively cheap ad also attract the customer easily.

TELEVISION ADVERTISING:

This type of advertising plays a major role and most effective form of marketing in recent days. The people spend nearly 4.5 hours a day in watching the TV. Now, everyone possess the tv in their houses so it will create good attraction among the customers, and it will boost up the sale for the product.

HOW DIGITAL MARKETING IS IMPORTANT FOR SMALL BUSINESS SCALE:

When the people start, small business scale they try attract the customers to their door step. In olden days, they used to attract the customer by giving advertisement in the newspaper, advertisement, etc., this includes large amount of money in olden days. Now it is made easy, if we want start a small-scale business, we can advertise through many apps like WhatsApp, Facebook, Instagram and also most important form of media that is YouTube [3].

Now all person possesses the smart mobile, so they can easily attract the customers, at their hands. Through marketing the product the product through “online” we can perfect knowledge about the brand, quality, expiry, directions for use, price, etc.,

WHY DIGITAL MARKETING IS SO IMPORTANT FOR BUSINESS IN 2019?

In this modern world, online plays a very important role for developing the business. We should possess a clear knowledge how to attract the customer with relatively cheap in cost. They should create the product according to the present demand in the market. Everyone like to do online shopping in order to reduce the transportation cost and also the time now it is a fast running world so they need not prefer to go to shop for the purchase of the product.

IMPACT OF DIGITAL MARKETING IN INDIA

DIRECT CUSTOMER INTERACTION

One of the most suitable impact of digital marketing is that the interaction with the customers. Digital marketing tools like social media provides various opportunity for starting the business, as well as creating profit all the guidance is properly given by the social media, so we can good and proper way of interaction with the customers.

FASTER TRANSFER OF INFORMATION

Transformation of information about the product can reach the customers in a fast and quick manner. Or otherwise, if the particular person buys the product so he can say the goodness about the product, so the next person also likes to buy the product. Profit is increased by way of good transformation of information.

REAL TIME RESULT

One of the greatest advantages is that we can measure the profit within a time. For example: if we are creating a new product and sending through online means, the different type of customers will be buying they will give grades to the product, if the grade is good the other customer also tends to buy the product. So through this, we can easily know the real time result that is the product is on loss or profit.

CONCEPT OF VIRAL

When your product which we have marketed is yielding good results means, the product will be “viral” that is in the sense it will reach all over the world and there will be more customers and it will be trending all over the world. So, the profit will be increased immediately through “viral” of the product. And the product will be the talk of the town.

REDUCED ADVERTISING COST

Since, we are advertising the product directly through “online” without any intermediary so there is no advertising cost. There will be some amount but the greatest amount for advertising will be reduced. Online marketing reduces dependence on costly advertising channels such as print media, television, radio, etc.,

SHIFTING OF STRATEGY

Shifting of strategy can be easily done because knowing the customer preference through online. So, the marketer can easily shift the strategy according to the taste and preference of the present scenario and also present happening in the market condition.

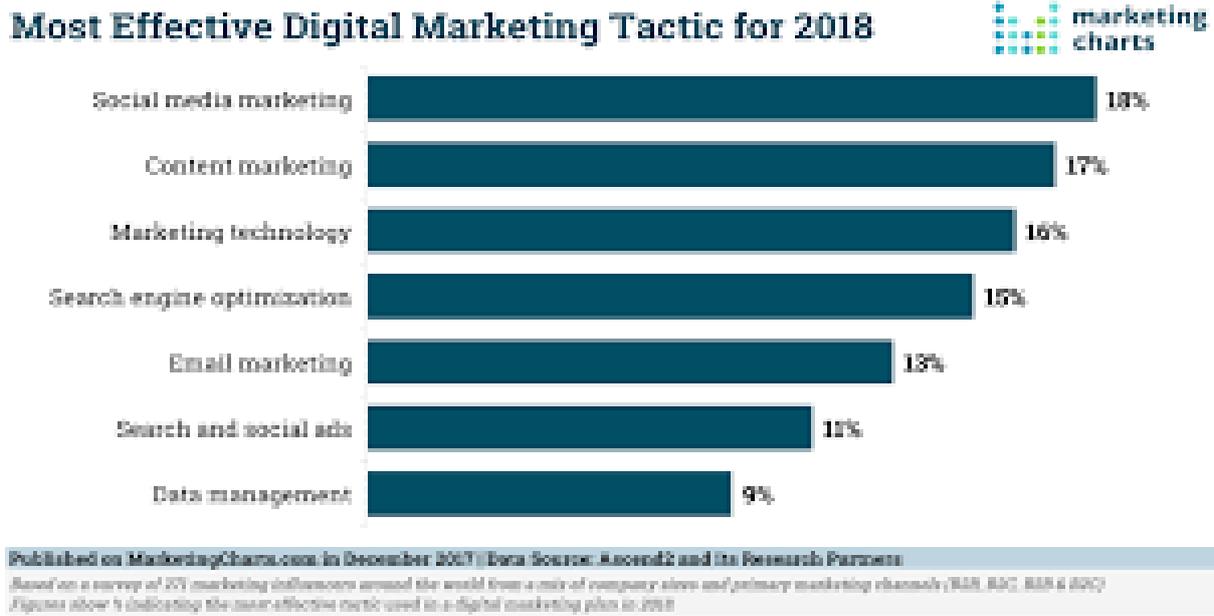


Fig:2 Digital Marketing Tactic for 2018

CONCLUSION

In this we can understand that all the usefulness and also the role played by digital marketing in recent days. The major advantage and disadvantage we have seen through it and how it is useful for the small-scale business. In modern days without “online” no marketing field is there.

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