
DIGITAL MARKETING

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ABSTRACT

Digital marketing is a term for 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. In other words Digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is essential in today's world with both competitors and potential customers constantly on line and is the only way to stay ahead.

Digital marketing is becoming a priority for businesses around the world because more people are using internet .It is the process of integrating platforms and customers experience through a digital channel. Digital marketing offers the prospects of increasing and improving interactions and relationships with current and prospective customers through social networking sites, instant messaging systems and mobile applications. Hence digital marketing is the rapidly growing force in the current marketing field and said to be the future of marketing. It is a term used to describe the integrated marketing services to attract, engage and convert customers online.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works etc. Digital media is so pervasive that consumers have access to information anytime and anyplace they want it. People need brands they can trust, companies that know them, communications that are personalized, relevant and offers tailored to their needs and preferences .The main keys to digital marketing success are managing complex customer relationships across a variety of channels both digital and traditional, respond to and initiate dynamic customer interaction and extracting value from big data to make better decisions faster.

A Digital marketing strategy should involve a review to check that all the capabilities are in place to help the organization manage all the digital touch points' .Digital marketing strategy should include proper plan, build awareness and create demand for the targeted customers. The strategy should define customer's needs and develop the long term customer value using E-mail and social media marketing.

Key Words:-Digital Marketing, Digital Technologies, Electronic Media, Integrated Marketing.

Introduction:

Digital marketing is the promotion of products and services using digital distribution and social media channels to reach consumers in a timely, relevant, personal and cost effective manner. It is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. With the constant growth of the web and more people getting connected every day, digital marketing has become a necessity for many organizations. The main objectives of digital marketing are reaching the right audience, motivate them and increase the sales to the maximum extent. Digital marketing is infinitely more affordable than traditional offline marketing methods. An e-mail or social media campaign can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign and potentially reach a wider audience. Digital marketers need a consolidated view of customer preferences and expectations across all channels like web, social media, mobile, direct mail etc. They can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. Digital marketers give more emphasis on quality, value, relationship building, customer satisfaction & retention on managing business processes and integrated business functions.

Digital marketing objectives should be specific, measurable, achievable, and relevant and time related. In order to achieve the objectives, a digital marketing strategy is essential to take advantage of the growing opportunities from digital marketing. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use internet as a core promotional medium in addition to mobile, TV and radio. It extends beyond internet marketing including channels that do not require the use of internet. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing strategy defines how companies achieve channel leads, targets, and budgets for acquisition, conversions, retentions and growth. The companies should communicate the benefits of using the channel, prioritize audiences and products available. Digital channel has become essential part of strategy of many companies. Through Digital marketing, companies should distribute specific content, by introducing new subscription based services to achieve specific financial gains. This can be achieved by targeting specific audience.

Objectives:

1. To study the benefits of Digital marketing.
2. To study the Digital marketing strategies.
3. To analyze whether Digital marketing is cost effective in comparison with traditional marketing.
4. To analyze the satisfaction level of customers.
5. To study the impact of Digital marketing.

Research Methodology:

Methodology comes from systematic and theoretical analysis of the methods to evaluate suitability of one specific method to apply in a field of study. It typically encompasses concepts such as paradigm, theoretical model and phases.

This study is conducted based on secondary data sources.

Secondary data

The information for the study has been collected from various published data and previous research studies.

Review of literature

An integrated digital marketing strategy will give a foundation for all the key online marketing activities. A successful digital marketing strategy should be built on reviewing seven core capabilities which are strategic approach, performance improvement process, management's sponsorship and increased investment, resourcing and structure, data and infrastructure, integrated customer communications and customer experience.

Digital marketing defines the leads and sales target of companies, budgets for acquisition, conversion, retention & growth of customers, prioritize products available and the targeted audiences. A digital marketing strategy includes a proper plan to reach the customers, build awareness and convert the customer online.

The digital marketing strategies are as follows.

1. Setting a goal: Digital marketing is a great way for businesses to prosper and having a goal helps to focus on it. Proper setting of a goal leads to more customers, recognition and get ahead of the competition.

2. Creating a marketing funnel: The most successful businesses have an effective marketing funnel in place. A marketing funnel has certain aspects.

- **Awareness:** Identifying the potential customers, making them aware of the products and services plays an important role in achieving the targets. A call -to-action should be used to give a customer a valuable resource related to the products and services.
- **Interest:** Digital marketers should provide the customers with the relevant information that is more tailored to their specific needs when they show interest in the products and services offered .This can explain the customers that the marketers are attentive in meeting the needs of them.
- **Desire:** Inviting customers to schedule a consultation using an e-mail or a call -to-action will result in fulfilling the desire of customers.
- **Action:** This is related to turning the potential customer into a lead .By providing valuable information; paying attention to the customer's needs, maximum sales can be achieved.

3. Developing a call-to-action: A call –to-action is an image or text that prompts visitors to take action, such as view a webinar or request a product demo. This should direct people to landing pages, where visitors contact information can be collected in exchange for a valuable marketing offer. In that sense an affective CTA results in more leads and conversions for the website. In order to increase visitor-to-lead conversion opportunities, a lot of calls-to-action need to be created, distributed across the web presence and optimized. A good CTA should be attention grabbing and help lead a potential customer further into the marketing funnel.

4. Creating an effective lead magnet: A lead magnet can be used along with a CTA .This is a way to drive potential customers towards the products and services offered .More information must be gathered about the potential buyers which brings the marketers closer to the actual quality lead.

5. Driving traffic: There are many ways to drive the traffic to the web site.

- **Quality content:** Contents such as blog posts, press releases and articles should be posted on authority websites, to build the brand name through exposure and drive traffic to the website.
- **Key word strategy:** Inserting related key words into content leads to higher volume of web traffic.
- **Website optimization:** Ensuring that the website is optimized and functioning at its best is essential for the marketers.
- **Social media:** Social media posts can be engaged to attract more traffic to the site. Using pictures, videos and other relevant media will attract more customers.

Advantages Digital marketing brings to customers

With rapid technological developments, Digital marketing has changed customers buying behavior.

Stay updated with products and service

Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumers can access internet any place, any time and companies are continuously updating information about their products and services.

Greater Engagement

With Digital Marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products and services, make purchases online and provide feedback.

Clear information about the products and services

Through Digital marketing, consumers get clear information about the products and services. However internet provides comprehensive product information which customers can rely on and make purchase decision.

Easy comparisons with others

Since many companies are trying to promote their products and services using Digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products and services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different outlets in order to gain knowledge about the products and services.

24/7 Shopping

Since internet is available all day long, there is no time restriction for when customers want to buy products.

Share content of the products and services

Digital marketing gives viewers a chance to share the content of the products and services to others. Using digital media, one can easily transfer and get information about the characteristics of the products and services to others.

Apparent Pricing

Companies show the prices of products and services through Digital marketing channels and this makes prices very clear and transparent for the customers. Companies may regularly change the prices or give special offers on their products and services and customers are always in advantage by getting informed instantly, by just looking at any one mean of Digital marketing.

Findings:

- Digital marketing gives greater exposure as the business can be seen everywhere in the world from one marketing campaign. Website, Email and social media channels enable the message to be shared incredibly quickly and are cost effective which leads to brand development. It encourages the prospects and clients to a take action, visit the website, know about the products & services, rate them, buy them and provide feedback.
- An integrated Digital marketing strategy provides a foundation for all the key online marketing activities in achieving the targets and enables the companies to take right decisions to be successful online.
- In comparison with traditional marketing, digital marketing is more cost effective, the results are easier to measure and digital campaign can reach an infinite audience. Digital marketing is a very interactive means of reaching an audience since it makes use of social outlets. There is plenty of direct contact between the customers and the business, which provides valuable consumers feedback. Innovations can also be introduced with in any campaign,
- Digital marketing is successful in achieving the customer satisfaction by providing online experience that meets the customer expectations.
- The impact of Digital marketing on business is highly effective. Digital marketing minimizes the marketing costs, increases awareness of the products and services and ultimately leads to return on investment.

Conclusion:

Digital marketing is the process of building and maintaining customer relationships through online activities to generate sales and/or capture customers searching on the internet. Key components of Digital marketing such as website designing, social media marketing, E-mail marketing, display advertising ensure the achievement of increased sales and targets of the companies. By implementing an effective Digital marketing strategy ,the companies are able to reach, engage and motivate the right audience and maximize the return on investment .Digital marketing is cost effective, convenient, puts the customers in control ,drives brand loyalty and is measurable. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up Digital marketing performances.

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