

A Research Paper on Digital Marketing

Tanveer Jahan*

Naraina College of Engineering and Technology, Kanpur, India

ABSTRACT

Digital marketing is the modernization of electronic communication which is used by the marketers to promote the goods and the services towards the marketplace. The supreme objective of the digital marketing is concerned with consumers and allows the customers to endorse the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers.

Keywords: customer, digital marketing, marketer

***Corresponding Author**

E-mail: moitanveer@gmail.com

INTRODUCTION

Today's world is a digital world, by nearly half the world online. With various people using the internet it makes sense for a business to tap into digital. Find out what chances happen and how a website, videos or social media could help you grasp your goals. Digital marketing is a popular word in present. Digitization has changed the ways of traditional marketing. Digital marketing is one of them. Digital marketing refers to advertising delivered through email, websites, search engine, Social media mobile apps. The key objective is to promote brands through digital media world. Ever since internet is introduced in the world, world is changing regarding communication, payment system, culture etc. In 2000 online users were 361 million, in 2014 over 3 billion users means great increase in users, as technology enhances, the ways of communication also improving and organizations also adopting new ways of communication to interact customers[1].

OBJECTIVES

- To study the tools and techniques applied for digital marketing.
- To know about the types of digital marketing strategies.

- To study the importance of digital marketing[2].

Digital marketing, the promotion of products and services and brands via one or more forms of electronic media, it differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing plans, situations and strategies and also understand what is working and what is not typically in real time.

Digital marketer must do few things while using on line platform that are making a plan, use the right tools, analyze and fix the result.

TYPES OF DIGITAL MARKETING

Search Engine Optimization (SEO)

Search engine optimization is the way enhancing the ranking of a site or a web page. The objective of SEO is to make pages higher in the search results. Higher the page positions the more striking and un hidden in it, get more traffic and conversions [3].

Pay Per Click (PPC)

PPC is the one of the speediest type of marketing channel drive traffic to

website. PPC no longer display on the sidebars of the search engines. In this process paid ads are placed to the right or above of the 'organic' results. The whole objective to latent users in to prospectus and then prospectus in to buyer. If you want to get more clicks, keywords bidding is must.

Social Media

Social media helps in creating brand image of products, and services across multiple social channels including LinkedIn, Twitter, Facebook, Instagram and many others [4].

E-Mail Marketing

E-mail marketing is understood as highest point of business channel and related sales. This is not a traditional form of digital marketing; it delivers personalized or targeted messages at the correct time. It builds customer loyalty and engagement. For example, brands like Snap deal, flip cart, Craftsvila, etc. deliver emails according to the user's requirement.

Online Advertising

Advertising by using internet on others website is known as online advertising. For example, you can buy a banner space on popular website, paying the website owner for the same & get more business. Marketers hope that the number of people will see the ad and it might be possible to buy their product and services [5].

Text Messaging

Send messages on mobile phones commonly called as text messaging especially, with the exponential rise in usage of smart phones around the world has increased the dependency on them for quick and timely information.

Why Digital Marketing Is Important

Digital media is widely spread and easily accessible to marketer as well as customer. Digital media greatly increased the customer's expectations regarding brands;

customer can interact with your brand at any time via digital media. While this is the window of opportunity for sales. Digital media gives a personal touch to customers as well, when they realized that someone is behind the screen of computer or keyboards, who will listen their concerns. It increases the trust of your brand among customers, and leads in to the sale [6].

More Affordable

An email or social media drive transmit message to consumers in merest division of cost as associated to TV ad and print media and print media drive, and potentially reach a wider market. This is beneficial for new capitalists and small businesses as they don't have enough assets it provides you and low-priced and actual medium to advertise.

Cater to the Mobile Consumer

Now a day's websites are made in a manner that is easily viewable on mobile. The biggest group of consumers is using their mobile devices every day, so it is vital that you use a marketing solution that goals these devices correctly.

Increased Conversions

The business that are using website to promote or sell their products and services they know that how important the conversion rate is. Conversion rate is the conversions of website visitors into leads then subscriber and finally purchasing your product.

Earn Higher Revenues

By using digital marketing, you get higher revenue as I mentioned earlier it is cost effective, even a small level of investment done like in email marketing has potential to deliver results in terms of customer engagement. Since the amount of money is invest less and ROI is higher than scope to make money is higher Being digital you have options to choose plans according to your budget, that suits you more [7].

Track Your Customers

Web analytics can provide a world of information when it comes to understanding your web users. By clearly outlining your business goals, you can then utilize analytics data to help you refine and improve your web site and meet your objective.

Use Content to Connect with Customers

As compared to other methods like direct email an old advertising campaign content marketing is beneficial for organization it allows you to connect customers effectively or free whether free content or sponsored content. The strength of your online presence now directly linked to the success of your business.

Get More Likes

Often we do not notice how many likes the page gets likewise some businesses do not use social media for their digital marketing campaign. The more “Facebook likes” or “tweets” you get, the more your company can grow and build trust and credibility with your customers. It can also bring traffic to your website.

Win the Competition

Today’s competitive environment is crowded with organizations and every company wants to go ahead of competitors and hoping to position as the best organization, they can get success if they use digital tools and techniques effectively like social media, SEO, SEM, AdWords. using some digital services you may have a better idea where your competitors stand then you can easily notice their strategies and learn things that improve your own business and campaign.

It is essential to understand the importance of implementing digital marketing in your business strategy. The use of new media in the 21st century is not just a wise investment decision it is essential, it is one of the most efficient marketing methods with many benefits that can help to grow and expand business.

CONCLUSION

Digital marketing is a kind of marketing that is constantly evolving and changing.

As a digital marketer, you need to focus on the areas that align the most with your own natural strengths, and then you need to do your best to be exceptional at the things you’re skilled at.

To be a successful digital marketer it is must to know essential skills to channelize different types of online marketing channels in a dexterous fashion.

I hope this article helps to comprehend the different types of online marketing channels that fit with your skill set, and aid you optimize online marketing campaign.

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