



A brief study on digital marketing

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Abstract

The promotion of goods or services through digital technologies, primarily the Internet but also mobile devices, display ads, and other digital media, is known as digital marketing. The rise of digital marketing in the 1990s and 2000s has altered how companies and brands use technology for marketing. Digital marketing campaigns are growing more common and effective as digital platforms are integrated more and more into marketing strategies and daily life, and as consumers use digital devices rather than going to physical stores. The importance of digital promotion for consumers and marketers is the main focus of this editorial. Based on the company's sales, we closely examine the outcome of digital marketing. To obtain a clear picture of the current study, the opinions of 70 respondents were gathered.

Keywords: Digital marketing, promotion, internet

Introduction

It is now common knowledge that over the past 20 years, "marketing" has changed significantly, with the internet playing a major part in this development. The physical network that connects computers worldwide is referred to as the "Internet." It is made up of the wide area communication links and network server infrastructure that are used to store and transfer the enormous volume of data on the internet.

In fact, marketing is just one of many fields that have been significantly revolutionized by internet-based technological innovations. According to Halloway, "Information and communication technology, as it is now known, has come to play a key role in all elements of the marketing mix, and the new term recognizes the importance of communication in the interface between a business and its customers." The introduction of the internet has changed the rules and marketing practitioners have no choice but to follow them. The most notable aspect of the Internet's rise to prominence in business and marketing is that it is not just a new form of promotion, distinct from other conventional, pre-Internet methods of advertising goods and services. On the contrary, it has resulted in a paradigm shift, a total change to a new business model, which inevitably leads to a rethinking of the fundamental nature of marketing. Since new communication technologies have created a new dynamic environment where a customer-oriented, bottom-to-up, reciprocal process replaces a marketer-oriented, top-down, unilateral approach, this new understanding is unavoidable.

Review of literature

Kotler (2000) ^[1] claims that digital marketing is the most effective and influential tool for influencing consumer behavior. The significance and efficacy of digital marketing for Indian youth are the main topics of this study. The decision-making process is greatly influenced by the Internet (Gay *et al.*, 2007). As users from different geographic locations share their opinions and feedback, the Internet becomes a crucial platform (Cotte *et al.*, 2006). Everybody's life now revolves around it (Sople, 2011).

Rukchika Mahajan (2015) ^[3], Online marketing, according to her research, is a collection of effective tools and strategies used to advertise goods and services online. Because of the additional channels and marketing tools available on the Internet, it encompasses a greater variety of marketing components than traditional business marketing. Regardless of the company's size or business model, these are the beneficial additions to conventional marketing techniques.

Rashi Singhal the outlined in his research that although marketers have long used electronic tools, a plethora of novel and intriguing approaches to offering value to customers have been made possible by the internet and other information technologies. More innovation and change are brought about by the Internet as it becomes more integrated into daily life. E-marketing is a variation of traditional marketing that makes use of information technology. New business models that enhance customer value, foster customer relationships, or boost business profitability are the outcome of the marketing transformation. As a result, a global virtual market for real goods was established.

Leeflang, Verhoef, Peter Dahlstrom and Tjark Freundt Global internet usage is still rising, and digital is becoming a more significant source of competitive advantage for both B2C and B2B marketing. The enormous opportunities that digital marketing offers have received a lot of attention, but the actual difficulties that businesses face when they go digital have received less. The findings indicate that the largest areas for improvement for businesses across all industries are closing "talent gaps," modifying "organizational design," and putting "actionable metrics" into place.

Objectives of the study

The following are the main objectives of the study:

- To depict the concept of digital marketing.
- To analyze opportunities and challenges of digital marketing.

Significance of the study

This study focuses on defining key terms and techniques related to online marketing as well as practical guidelines for it. The main benefits and drawbacks of online marketing will be developed as a result of this paper, which will be helpful for any company that wishes to market its goods online and is interested in learning more about the advantages and disadvantages of online marketing. Additionally, the study would be helpful for those who currently use digital marketing to promote their products but are unsure of what needs to be improved in order to get better results.

Data collection

The nature of the present study is perspective and conceptual. The universe of this study is digital marketing sector. To fulfill the above mentioned objectives, secondary data has been used by ascertain from various reports published and Internet. Primary data also being collected from discussion of various customers who are actively participate in online marketing.

What is digital marketing?

Any marketing initiative that makes use of an electronic device or the internet is considered digital marketing. Companies use digital platforms like websites, social media, email, and search engines to communicate with both present and potential clients. Other names for this include "web marketing," "internet marketing," and "online marketing." Using a variety of digital strategies and platforms to reach consumers where they spend a significant amount of time—online—is known as digital marketing. Digital advertising, email marketing, online brochures, and other online branding assets are all included in the category of "digital marketing." The development of digital marketing strategies offer much potential for brands and organisations. Some of them are as follows:

Branding: The scope, presence, and frequent updates of platforms and 2.0 services make them an excellent chance to establish a brand online.

Completeness: Customers have the opportunity to contact the company in a more comprehensive and personalized manner thanks to the opportunities for information dissemination via links.

Usability–functionality: Web 2.0 offers simple and user-friendly platforms for all in order to improve user experience and allow for their activities.

Interactivity: The Internet provides the opportunity to engage in conversation and, consequently, create a favorable brand experience in the context of organizations seeking to establish enduring relationships with their audiences. This kind of interaction can be as simple as evaluating a product or it can develop into a comprehensive experience.

Visual communication: Digital marketing provides marketers with a variety of image- and video-based tools that align with visual thinking. Reaching audiences in this appealing manner may increase engagement.

Relevant advertising: Easy segmentation and customisation of advertising in Internet maximise the

output. Besides, free from the limitations of other media, this environment has allowed for more attractive advertising.

A Digital Marketing plan is considered to be really important for the following reasons-

- Recognizing the targeted audience
- Effective use of resources
- Completion of company goals

Digital Marketing Components

Digital Marketing components are discussed below

- Search Engine Optimization
- Pay-per-click (PPC)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Mobile Marketing
- Webinars
- Affiliate Marketing

Search engine optimization

SEO stands for Search Engine Optimization and helps search engines understand your website's content and connect it with users by delivering relevant, valuable results based on their search queries.

The goal of SEO is to rank on the first page of search engine results pages (SERPs) for the most relevant and valuable keywords to your target demographic, driving qualified traffic to your site.

SEO is considered a digital marketing practice and can be applied to any website. It helps improve a site's visibility on search engines like Google and Microsoft Bing. Whether your site promotes products, offers services, or shares expert knowledge on a specific topic, SEO can help drive traffic and increase online visibility.

Pay-per-click (PPC)

Another crucial component of a digital marketing strategy is PPC. PPC is a model for online advertising. In this model, a publisher receives payment from an advertiser each time a link in the advertisement is "clicked." PPC is also referred to as the cost-per-click (CPC) model. Social networks like Facebook and search engines like Google are the main providers of the pay-per-click model. You can create your pay-per-click campaigns in a number of ways. Take a quick look at its five parts:

- Groups of ads
- Keywords
- Campaigns
- Landing pages
- Advertisement text

Social media marketing

Social media has dominated the globe in the generation that we are now living in. People of every age use social media platforms. Our youth is so much dependent on social media. They start assuming everything shown on social media platforms is true. Social Media Marketing is a major part of Digital Marketing. It becomes so easy to attract customers through Instagram, Facebook etc.

- A number of brands have grown through Social Media Marketing. One of the major examples of Urbanic. They started it on Instagram and have now reached a high level of success.

- There are many others Social Media platform for building customer-seller relationships.
- Without a significant social media presence, your company won't survive the social media craze.
- To increase brand awareness and establish a solid connection with your intended audience, you must work on your social media strategy and create social media campaigns.
- When the appropriate social media strategies are used, you can convert your fans and followers into subscribers and buyers.

Content marketing

Content marketing is a strategic approach focused on creating, publishing, and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer action. Unlike traditional advertising, content marketing is about providing helpful, informative, or entertaining content that builds trust and establishes a strong relationship with the target audience.

Key components of email marketing

Content creation: Producing various types of content such as blogs, videos, podcasts, infographics, ebooks, social media posts, and newsletters.

Target audience: Understanding the demographics, interests, and pain points of your audience to tailor content accordingly.

Value addition: Offering solutions, insights, or entertainment that addresses the audience's needs and encourages engagement.

Distribution channels: Using platforms like social media, websites, email newsletters, and third-party publishers to share content.

Content optimization: Using SEO, keyword research, and analytics to improve content performance and visibility.

Email marketing

Email marketing is a digital marketing strategy that involves sending targeted emails to a group of subscribers to build relationships, promote products or services, and achieve specific marketing goals. It's one of the most cost-effective and personalized ways to engage with audiences and nurture leads.

Key components of email marketing

Email list: A database of recipients who have opted in to receive communications from your business.

Email content: Promotional Emails: Announcing discounts, sales, or product launches.

Newsletters: Sharing company news, industry updates, or valuable insights.

Welcome emails: Greeting new subscribers and setting expectations.

Transactional emails: Order confirmations, shipping updates, or receipts.

Re-engagement emails: Encouraging inactive subscribers to reconnect.

Personalization: Using customer data (e.g., names, preferences, past purchases) to craft tailored messages.

Call-to-Action (CTA): Clear and compelling instructions to guide recipients to take the desired action (e.g., "Shop Now," "Download Guide").

Design: Ensuring the email is visually appealing, mobile-friendly, and easy to read.

Mobile marketing

Mobile marketing is the specific promotion of a product or service via mobile phones and other mobile devices. This includes text messages or apps that have been downloaded that contain mobile advertising. But a comprehensive strategy for mobile marketing also includes making websites, emails, landing pages, and content mobile-friendly.

Affiliate marketing

Affiliate marketing is a performance-based marketing strategy where businesses (merchants) reward affiliates (partners) for driving traffic, leads, or sales through the affiliate's marketing efforts. Affiliates earn a commission when a specific action, such as a sale, click, or signup, is completed via their referral link.

Importance of digital marketing

Digital marketing is crucial in today's business environment for several reasons:

1. Wider reach

Digital marketing enables businesses to connect with a global audience. Unlike traditional methods, it eliminates geographical boundaries, allowing brands to target customers anywhere in the world.

2. Cost-effectiveness

Compared to traditional advertising (TV, print, or radio), digital marketing is much more affordable, making it accessible for businesses of all sizes.

3. Targeted advertising

Through tools like SEO, social media ads, and email campaigns, businesses can target specific demographics, behaviors, and preferences, ensuring their message reaches the right audience.

4. Measurable results

With analytics tools, businesses can track and measure the performance of their campaigns in real-time, allowing for better decision-making and ROI evaluation.

5. Increased engagement

Digital marketing facilitates direct interaction with customers through social media, chatbots, and email. This builds stronger relationships and enhances customer loyalty.

6. Personalization

Marketers can create personalized campaigns by using data-driven insights, enhancing customer experience and satisfaction.

7. Brand building

A strong online presence, through a well-maintained website, active social media profiles, and consistent content, boosts brand awareness and credibility.

8. Mobile Reach

With the rise of smartphones, digital marketing allows businesses to reach consumers on the go through mobile-friendly content, apps, and notifications.

9. Adaptability and Innovation

Digital marketing evolves quickly, enabling businesses to stay innovative, adapt to trends, and remain competitive.

10. Supports Small Businesses

Digital marketing levels the playing field, allowing smaller businesses to compete with larger ones by targeting niche markets effectively.

While digital marketing offers numerous advantages, it also comes with challenges that businesses need to address to succeed effectively:

Challenges of digital marketing

While digital marketing offers numerous advantages, it also comes with challenges that businesses need to address to succeed effectively:

1. High competition

The digital space is crowded with businesses vying for consumers' attention, making it difficult to stand out without significant effort or investment.

2. Constantly changing technology

Rapid advancements in technology and algorithms (e.g., Google updates, social media algorithms) require marketers to stay updated and adapt strategies continuously.

3. Data privacy and security

Ensuring compliance with data privacy regulations like GDPR or CCPA can be complex. Mismanagement of customer data can lead to legal penalties and loss of trust.

4. Difficulty in measuring ROI

While analytics tools provide insights, attributing the exact ROI for digital campaigns (especially multichannel ones) can be challenging.

5. Managing negative feedback

Online platforms make it easy for dissatisfied customers to leave public complaints or negative reviews, potentially harming brand reputation if not managed promptly.

6. Content overload

Consumers are exposed to an overwhelming amount of content daily, making it harder for businesses to capture and retain their attention.

7. Skill and expertise requirements

Successful digital marketing requires expertise in various areas (SEO, PPC, social media, content creation, analytics), which can be resource-intensive for small businesses.

8. Ad Blockers

The increasing use of ad-blocking software limits the visibility of paid ads, reducing the effectiveness of digital campaigns.

9. Budget constraints

Competing in the digital landscape often requires consistent investment, particularly in paid advertising, which can strain the budgets of smaller businesses.

10. Keeping Up with Trends

Trends on social media and other platforms evolve rapidly, requiring businesses to frequently adjust their strategies to stay relevant.

11. Overdependence on platforms

Businesses relying heavily on specific platforms (e.g., Facebook, Google) risk losing visibility or traffic due to algorithm changes or platform restrictions.

12. Conversion challenges

While generating traffic is one aspect, converting that traffic into paying customers often requires a seamless user experience and persuasive strategies, which can be difficult to achieve.

13. Fraudulent activities

Click fraud, fake reviews, and bots can distort campaign metrics and increase costs without delivering real value.

A scope of digital marketing 2024

As consumers' information-gathering methods have evolved, so too have marketing strategies. Radio advertising was followed by TV advertising, which evolved into digital marketing as the internet expanded. The COVID-19 pandemic is extending the reach of digital marketing on the internet in addition to these typical market trends. Digital marketing allows businesses to reach a global audience online, even though many still find that television is their most effective advertising medium. As the industry's operations continue to grow at a rapid pace, the number of jobs in digital marketing will undoubtedly increase. More than half of consumers discover businesses through social media news feeds. While over 9 million businesses use Facebook to reach customers, businesses can interact with nearly 1 million customers on Instagram alone. Businesses use social media platforms for business-to-business (B2B) and business-to-consumer (B2C) interactions as part of their digital marketing strategies. B2B: To generate leads, B2B marketers use social media platforms like Twitter and LinkedIn. Additionally, they usually rely on PPC advertising to affordably reach their target audiences. B2C: B2C marketers focus on increasing brand awareness and attracting customers to their websites and products through social media platforms like Facebook, Instagram, Pinterest, and Twitter. While posting content and ads on popular websites like Facebook is still a helpful way to.

Pros and cons of digital marketing

Marketers can observe precise outcomes in real time with digital marketing. When an advertisement appears in a newspaper, it is hard to tell how many people actually turned to that page and looked at the ad. There is no reliable method to determine whether or not that advertisement

contributed to any sales. However, digital marketing would assist you in determining the reach of your product or service, engaging potential clients, expanding your global reach, and promoting in a customized way. Nevertheless, there are certain drawbacks to digital marketing. The internet is essential to digital marketing, because customers may have a bad internet connection or the internet may not be available in some places. Because of its abundance of clutter, marketers struggle to stand out with their ads and encourage customers to start discussions about a company's products or brand image. However, a significant number of rival products and services that employ similar digital marketing techniques may still be a drawback. Customers may have a negative impression of certain businesses because they don't trust online because of the volume of advertisements that appear on websites and social media platforms that may be fraudulent. A single person or small group of people can damage a well-known brand's reputation. Digital marketing only provides information to potential customers, the majority of whom lack the ability or authority to make purchases. Therefore, it is doubtful that digital marketing translates into actual sales volume.

Conclusions

Digital marketing is now a crucial component of many businesses' policies. These days, even small business owners can market their goods and services in a very cost-effective and efficient manner. Digital marketing is limitless. A business can advertise itself and its goods and services using a variety of gadgets, including smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media like social media, SEO (search engine optimization), videos, content, email, and much more. Online marketing in India will continue to grow over the coming years. Long-term sustainability, however, is directly impacted by elements like market shifts, technological advancements, and player interaction. A promising growth was observed as a result of the widespread use of credit cards and the ease of access to computers. Additionally, since online retailers are known to provide products at unique discounted prices in comparison to store-based retailers, bargain-hunting customers are catching on to this trend. The nation's customers can now genuinely anticipate a world-class, streamlined, and efficient shopping experience backed by the greatest technology. Prioritizing user needs could increase the success of digital marketing. To find the most effective way to improve digital marketing performance, businesses should develop unique customer experiences and targeted media strategies.

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