DIGITAL MARKETING- A REVIEW

Shweta Swami[*]
Dr. Bhawani Shankar Sharma[**]

ABSTRACT

In 21st century, internet plays a very vital role in day to day life of a human being as well as in commercial life. In the era of globalization internet is very versatile facility which helps in completing many basic as well as complicated work in a easy and convenient way with a few clicks. Nowadays Digital Marketing is becoming a very hot topic in every business sector and parallel plays a important role in any company's multi-channel marketing strategy.

"The use of the internet as a virtual storefront where products are sold directly to the customers"-

(Kiang et al.2000, P.383)

The researcher wants to shed light upon the concept of Digital Marketing, various tools of it, then further focuses on the challenges emerges in internet marketing with respect to society and industry and ending up with the solution and conclusion.

KEYWORDS: *Digital Marketing, Internet Marketing Tools, Challenges and Solution.*

___

Introduction

Digital Marketing Developed since 1990s and 2000s has changed the ways of marketing. The term Digital Marketing was first used in 1990s, and became more sophisticated 2000s and 2010s when device accessing digital media led to sudden growth. Nowadays digital platforms are increasing and their impact on marketing plans and everyday life of people using digital devices are growing day by day. Online shopping became a marriage between information technology experts and marketing professionals.

Digital marketing is the marketing which deliver messages and promote its products or services through internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

Digital marketing is the promotion of products or services or promotion of brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and different methods which consume vast time of an organization.

[*]   Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur, Rajasthan, India.
[**]   Associate Professor, Department of Business Administration, University of Rajasthan, Jaipur, Rajasthan, India.

Digital marketers monitor action like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. Internet is the channel most closely linked with digital marketing; other means are wireless text messaging, mobile instant messaging, mobile apps, electronic billboards, television and radio channels, etc.

Why Digital Marketing is Important?

Digital media is universal that consumers have access to information any time and any place they want it. The days are gone when the people got messages about your products or services and restricted to only what you wanted them to know. Digital media is a continuous growing source of entertainment, news, shopping and social interaction, and consumers are now aware not just to what company says about their brand, but what the media, friends, relatives, neighbors, etc., are saying as well. And they are more likely to believe them than the organization.

Organization should need to know a view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate wants of targeted customers, coordinate with their experiences that will move customers along in the buying cycle.

Tools of Digital Marketing

- **Display Advertising:** This means of advertising conveys a message visually using logos, text, videos, animations, photographs, or other 3D graphics etc. It frequently target customers with same traits to increase the ads' effect.

- **Web Banner Advertising:** Web banners or banner ads are the graphical ads displayed on a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

- **Traditional Banner:** It is a type of web banners also known as frame banners. Website publishers make ads by setting aside a particular space on the web page.

- **Pop-ups/Pop-Under:** A pop-up ad is opens in a new web browser window that is above a website visitor's initial browser window.

- **Floating Ad:** A floating ad, or overlay ad, is a type of media advertisement that shown super imposed over the requested website's content. Floating ads may disappear or become less attractive after a preset period of time.

- **Search Engine Marketing (SEM):** Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). SEM provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual clues to differentiate sponsored results from organic results. Search engine marketing includes all advertisers' actions to make a website's listing more prominent for topical keywords.

- **Search Engine Optimization (SEO):** Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

- **Social Media Marketing:** Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

- **Mobile Advertising:** Mobile advertising is ad copy delivered through wireless mobile devices such as Smartphone's, or tablet computers. Mobile advertising is consider as the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games.

- **Email Advertising:** Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Challenges of Digital Marketing

- Digital marketing requires constant attention and monitoring as the rules of trade changes rapidly, so that the marketing strategy does not look out dated.
- Wide reach of internet/digital marketing leads to high start-up cost of website.
- People still prefer to buy in person rather than online, they just use to get online information.
- There are lot of customers not having proficient knowledge of using internet,
- The biggest challenge is its vulnerability to fraudulent activities. Spamming and hacking is one of them.
- There are lot of illegitimate websites out of there which look similar to original websites and rob the customers in monetary ways.
- Sometimes digital marketing may not be appropriated for your product, if in that case you will be wasting time and resources marketing your products or services through internet means.
- A negative feedback or a single post or tweet that defames or gives erroneous claims about your products or services can ruin your internet reputation.
- It involves too much competition and it make doubly hard and expensive to get attention of maximum and targeted customers.

Three Keys to Digital Marketing Success

Here they are:

- Manage complex customer relationships across a variety of channels – both digital and traditional.
- Respond and initiate dynamic customer interactions.
- Constant focus on changing trade policy and competitors strategy.

References

⇒ Andrew T. Stephen, The Role Of Digital And Social Media Marketing In Consumer Behavior, University of Oxford, Saïd Business School

⇒ Chaffey, D. et al (2000) Internet Marketing: Strategy, Implementation and Practice, Financial Times Prentice Hall.

⇒ Chang, H. H., & Chen, S. W. (2009). Consumer perception of interface quality, security, and loyalty in electronic commerce. Information & Management, 46(7), 411–417.

⇒ Vladislav Yurovskiy, Pros and Cons of Internet Marketing, Turiba University faculty of Business administration (Latvia).

⇒ Yadav, Manjit, and Pavlou, Paul A. (2014), "Marketing in Computer-Mediated Environments: Research Synthesis and New Directions," *Journal of Marketing*, 78 (1), 20-40.

⇒ Wikipedia source

⇒ www.emarketforum.com

⇒ www.marketing.com

⇒ https://www.sas.com/en_us/insights/marketing/digital-marketing.html

♦□♦