

THE USAGE OF DIGITAL MARKETING

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ABSTRACT

The core purpose of this research paper is to provide knowledge to the organizations in India about how important is digital marketing for business growth and how to utilise digital channels effectively to be profitable. The paper is based on secondary data & professional experience acquired in digital marketing. The various articles, researches, reports, newspapers, magazines, various websites and the information on internet have been studied. In this study we acknowledge that businesses can truly benefit if the digital channels are deployed understanding their capabilities mapped to fulfil the business needs. In this study we will have an understanding of the core digital marketing channels like search engine optimization, organic social media management, social media advertising, influencer marketing, search engine marketing, affiliate marketing, what's app marketing & content marketing which has the power to drive sales. This paper demonstrates targeting techniques platform wise in order to reach the precise target audience. Goals may vary company to company and industry to industry and hence Key Performance Indicators (KPIs) & metrics play an important role. The KPIs & metrics what you learnt, managed, monitored and reviewed earlier may seem little different what you see today. This paper aims to understand in detail about digital channel KPIs & performance measurement metrics and why are these required & important in digital era. This KPIs & performance measurement metrics can measure the success of digital marketing campaigns across the core digital channels in all fairness. The KPIs & performance measurement metrics of the core digital channels sets the digital managers expectations according to what the channels can actually deliver for the business. Many digital KPIs & metrics are explained with their specific objectives to understand and these could be used for business purpose to optimize & achieve the bottom line of the organization in the digitally adopted social world.

Keywords: Digital Marketing, Digital Channels, Business Growth, Social Media, Targeting.

Introduction

To better define digital marketing, it is the advertising activities and promotion efforts of products or services that are delivered through online or digital channels like email, social media, apps etc. The difference between this and traditional marketing is that the channels in digital marketing offers organizations an advantage: the ability to analyse the marketing campaigns in real time. This way, savvy digital marketers are able to see what is working, what is not, and what kind of effect it is having on the masses. Digital marketing has the power to reach out to the targeted audience at the right time on the right channel and with personalised communication to get favourable action. Digitization in today's era is transforming consumer behaviour. Consumers are getting digitally intelligent and have information at their fingertips. Organization in today's times have to be cope up with the ever evolving consumer and create personalized solutions to meet their needs. Days are gone where one size fits all approach would work. Every consumer is demanding in their own way. Organizations who do not adopt digital as their front line business channel will lose its competitive edge in the global economy. This is how people do business today. When someone has an interest in your business, whether it is in your niche in general or if they are curious about your brand, the first thing they are going to do is research online and see what they can find out about you. They expect to find you there with a website and a social media presence. They may be looking for reviews so they can learn what other people are saying about your company

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and whether it is a good place to do business. If a potential customer can't find you online, they may conclude that your business doesn't appear to be legitimate. There is a very good chance that a lot of these prospects may decide not to take your business seriously and they will quickly head somewhere else. Organizations in today's times don't have an accurate knowledge of what benefits can digital deliver to the business and hence they there are unsure of implementing digital marketing which eventually is not healthy in the long run for their survival. Organizations get tangible benefits from digital marketing to remain progressive and competitive: more effective than traditional marketing, Measurable results, customizable and personalised hence generate better revenues, interactive, builds brand reputation, better ROI for your marketing investments, increases company's over all valuation and brand imagery through real-time resolution of customer complaints which builds trust. Unlike traditional methods where a company's products or services would be showcased at physical locations like showrooms or shops, much of it can now be done virtually, making it much easier for everyone. You can showcase your products and services through your website or social media page. This can do two things for you; spike up the interest in your business offerings; and make it less of a hassle for consumers to engage with you. This paper has an ambition to become a reliable and trusted source of reference when organizations choose to create digital marketing strategy to meet their sales targets.

Target digital channels which can make a sales impact

- **Search Engine Optimization:** The primary purpose of SEO is to make the website and the social media assets discoverable across relevant keywords at maximum possible search opportunities. The brands website needs to earn organic and direct traffic from the SEO efforts in order to generate qualified leads or facilitate product sales. This efforts will optimize the cost per acquisition and the organization can control their paid advertising cost. Any brand to make a commercial impact needs a thorough SEO audit which surfaces the gaps. Once the gaps are brought to light the SEO experts can craft a on page and off page SEO strategy to make the website rank at maximum possible searches. The conversion rate from the leads generated through the organic traffic tunnelled in to the website is extremely high then the conversion rates accrued from paid advertising. There are paid and free SEO tools available for analysing competitors website traffic, auditing brands website architecture and analysing competitor back link analysis. Some of the tools and their capabilities are described **SEMRUSH (Paid):** For doing the competitor analysis, **Screaming Frog (Paid):** for Entire website audit which includes on page, technical audit and load time audit and **Majestic SEO (Paid):** For doing competitor backlink analysis. Google uses over 200 factors to rank webpages for SERPs. As part of this paper, we will describe crucial factors which make maximum impact: and prioritize many of these factors to improve your site. Some of those factors include: Meta Descriptions, Meta Titles, Content Quality, Content Length, Content Freshness, URL Structures, Internal page Link connectivity. For the website to rank in the top 10 search results there are four activities which are extremely crucial to create the necessary impact those are: potential Keyword research, On page activities, off page activities and content marketing.
- **Search Engine Marketing:** With billions of searches per day on Google, Search ads make sure potential customers notice your project and take action. Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay- per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising. Google paid advertising is an auction based model for e.g. you bid on the selected keywords and make your ad appear on google search advertising space. Winning in the auction is not only about bidding high, several other criteria must be met to consistently have the top spot on a keyword search. A certain 'quality score' Google assesses must be high. If it deems your score to be poor, you could wind up having to pay more for a top position, or not qualify altogether. You can raise your quality score by first making sure that your targeted keywords, ad copy, and landing page content are on topic. Anything that can be labelled as misleading will quickly be disapproved by Google Ads' automated gatekeepers. Secondly, your website should deliver a good user experience. This means that your text relevance, loading time, and mobile-friendliness all come into play. If any of these are off of their game, then you can expect a potentially lower score thus causing higher costs on your average

CPC. Google Ads search campaign are recommended to those who want leads fast, and don't want to wait around to enjoy the benefits of organic SEO efforts. The added value that this kind of marketing has over SEO is that if you are a Google user the paid section shows up above any organic ads. Brands measure the effectiveness of their google performance campaigns basis the CPC, CPL & CPA

- **Organic Social Media Management:** Organic social is any social media activity without a paid promotion. It uses free social media tools to build and engage with an online following. Paid and organic social strategies work best in tandem to simultaneously engage with and nurture your followers while extending the reach of your brand to a broader audience. Organic social media presence establishes trust, credibility and Genuity. Use organic social to manage your reputation and customer relationships. Reply to consumers directly when they have issues to boost confidence in your brand. Develop content which is shareable and builds a community. Generate leads through product and services creatives which consumers are looking for. Organic social media presence helps SEO efforts. Regularly updating your profiles can help you show up in relevant search results. Organic social media will facilitate quality traffic to the brands website and grow the brands mind share.
- **Paid Social Media Advertising:** This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing which can create maximum impact include Facebook, Twitter, LinkedIn, Instagram, and Pinterest. good content is shared and liked . So create and customize content for different social media platforms. Brands need to be prolific and original; they need to engage with users on a daily basis, at least four to five times a day. Brands SMA efforts can be especially helpful for branding, driving referrals traffic and sales. Most social media platforms enable users to use interest-based targeting to ensure ads are reaching the people who are truly interested in your content. Brands can also be able to reach customers that might not know the brand but are interested in their product. Any brand whose objective is acquire users should opt for pay per click model and measure the success basis the CPL & CPA. Any brand whose objective is creating brand awareness, brand imagery should opt for CPM pricing model.
- **Affiliate Marketing:** Affiliate marketing is the process by which an affiliate earns a commission for marketing company's products. An affiliate network will either purchase all inventory of many websites or limited inventory and will become a platform to run ads on those network of sites basis the brief of the brand. There are many types of affiliates: email affiliates, search affiliates, e-commerce affiliates, mobile affiliates, coupon affiliates, deal affiliates& video affiliate. Affiliates work on different commission models: Cost per lead, Cost per Sale, CPM, Cost Per Click, Cost per Unique Visitor, Cost per Install. Brands choose affiliate marketing solely when their objective is drive large scale leads and sales.
- **What's App Marketing:** WhatsApp marketing is a type of messenger marketing, which implies promoting a brand through WhatsApp. This channel helps brands reach an enormous audience, build strong relationships with customers, and increase sales. This marketing channel is a must-have for businesses that want to connect with audiences in developing countries. What's app push marketing is a profound marketing channel because it has the capability to send videos, text, images, brochures all together or separately as one message. In what's app marketing one message = one credit = text+video+image
- **Influencer Marketing :** At a fundamental level, influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche. Influencer marketing works because of the high amount of trust that social influencers have built up with their following, and recommendations from them serve as a form of social proof to your brand's potential customers. Influencer marketing often goes hand-in-hand with two other forms of marketing: social-media marketing and content marketing. Most influencer campaigns have some sort of social-media component, whereby influencers are expected to spread the word through their personal social channels. Many influencer campaigns also carry a content element in which either you create content for the influencers, or they create the content themselves. Organizations perceive influencers as opinion leaders, mediating in the distribution of information and facilitating its dissemination to their on-line followers. As a result, they are becoming spokespersons or ambassadors for their brands. Organizations use them to support traditional marketing activities, and to generate a multiplier effect based on electronic word of

mouth, playing an important role in building a 'digital relationship' with their clients. In today's market conditions, they perceive the digital relationship as an extremely important factor. The last few years have been period in which organizations have become strongly interested in the use of digital influencers in their marketing activities, and have allocated more and more of their promotional budgets to this form of activity, which results from the aforementioned decreasing effectiveness of the other forms of digital promotion used so far. There are smart Influencer marketing platforms which have the ability to discover the influencers that are relevant for the brand category and powerful influencers in that category. One of the platforms is Qoruz. Qoruz proprietary influencer ranking algorithm goes beyond vanity metrics and factors audience engagement, true followership, and content quality to calculate true influence score for each influencer. This enables us to remove subjectivity and provide a standardized metric to evaluate social influence. A unique crawling engine that identifies influencer profiles on any one social platform and then cross-links their existing profiles on all other top social media platforms. This helps us create a 360-degree social profile for each influencer. For each influencer profile, we run a deep data content analysis to identify primary category of influence, topical expertise, historical engagement and other metrics. The content engine auto-updates the data set, creating the right mix of recency and historical performance for an accurate analysis. Qoruz Gather demographic data of an Influencer's audience. Learn their follower's location, interests, gender, and profession so that the brand can take an informed decision to select the influencer who has the right kind of audience following which the brand intends to target.

Audience Targeting Techniques

Search Engine Marketing

- Contextual Targeting
- Keyword targeting - Search keywords that are relevant to your project

Audience

- In-market - Target users who are searching for other similar products/services
- Affinity - Target users who have affinity toward an industry or thing
- Similar Audience - Target users similar to the users in brands database
- Remarketing - Target users who have interacted with your site or ad

Remarketing

- Google Ads remarketing is a form of online advertising that enables sites to show targeted ads to users who have already visited their site. Past visitors will see these ads while they are browsing the web, watching YouTube videos or reading news sites, for example—keeping your brand top-of-mind and enticing visitors to come back for more

Demographics

- Age & Gender
- Income
- Location

Google Display Network

- Contextual Targeting
- Ads displayed on specific webpages having keyword/content about a particular category for e.g. flights, travel & tourism
- Placement Targeting
- Showing ads on handpicked websites with related content
- Interest Targeting
- Ads shown to users based on their specific interest
- Remarketing Ads
- Showing tailored ads on Display Network sites to those who previously visited the site
- Facebook & Instagram
- Location: Reach people in the cities, communities and locality of your project

- Demographics: Selecting a combination of audience based on age, gender, education, relationship status, job title and more.
- Behaviours: Select people based on their prior purchase behaviours, device usage and other activities.
- Interest: Choose the interests and hobbies of the people you want your ad to reach.
- Custom Audience
- Contact lists: Target data from your CRM system or customer contact lists.
- Site Visitors: Shows ads to the people who visit your website.
- Lookalike: Audience with similar interest or behaviour to any of your database.
- LinkedIn
- Demographics
- Age & Gender
- Education
- Income
- Location
- Professional experience
- Designation
- Companies
- Interest & Traits
- Matched Audience

Matched audiences allow marketers to target a specific set of people or companies with LinkedIn ads. There are two ways to build a matched audience in LinkedIn:

- Upload a list of emails. Once uploaded, LinkedIn will match the email with the user who has that email connected to their profile.
- Upload a list of company names, and LinkedIn will identify users who show affiliation with that company on their profile.

Measuring Digital Marketing Campaigns Success

Organizations need to be educated to measure the success of the digital marketing campaigns basis the capabilities of channels which needs to be mapped to the objectives. It's unfair to hold a channel responsible if its capabilities are subjected to wrong objectives. Every organization needs to define the goals sharply and accordingly frame the campaigns success factors. This paper will describe the must track metrics to measure the success of any digital marketing campaigns

- Effective reach
- Impression share
- Number of clicks
- Cost per click
- CTR
- Leads
- Sales
- Conversion rate
- Cost per lead
- Cost per sale
- Video views
- Cost per view
- Unique visitors
- Quality score
- Landing page bounce rate
- Contribution % of digital sales

Conclusion

Digital marketing is a must have approach if any organization needs to be profitable. Digital marketing provides enormous benefits to the business: speed of communication, optimal cost savings, changing consumer behaviour, global reach, competitive edge, information dissemination, real time customer service. It is imperative for organizations to hire skilled digital resources who have the experience and the skills to deploy these channels in the right direction. In this research paper we acknowledge that if organization deploy the right channels which compliments the objective with appropriate budgets and targeting techniques they will see the light of success instantly. Before any organization deploys digital marketing for business growth they should lay down a blue print of the entire digital infrastructure and evaluate every variables impact on the business growth. This will help them to forecast unforeseen challenges that they may come across during deployment and would have necessary resources to combat the challenges. Marketers are often seen struggling figuring out expectation from digital campaigns and reviewing its effectiveness. I am hoping this paper will be a guiding document in many ways to select the channels which matter for business growth and measuring the success of those channels effectively. Digital marketing is either done in-house where companies might hire people for their own or clients' digital marketing needs. A company may outsource to specialist digital marketing agencies or to the digital consultants

- Good content is shared and liked. So create and
- Customize content for different social media platforms. Remember to be prolific and original;
- You need to engage with users on a daily basis, at least four to five times a day. Your SMM
- Efforts can be especially helpful for branding and driving sales.
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