

## DIGITAL AND E-MARKETING ANALYSIS

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Ashish Tiwari\*

### ABSTRACT

*The world of marketing is changing rapidly due to internet revolution and increased number of net user round the World and subsequently throughout India. Earlier key objective was to push brands through various styles of digital media but in present situation, it fulfills the whole marketing process online. Digital marketing includes various internet-marketing techniques like Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM) and Affiliate Marketing; e-Mail Marketing, Content Marketing, Display Marketing and Pay per Click (PPC). However it's become essential for marketers to use the foremost of evolving digital marketing techniques per consumer preferences, Emerging channels, data proliferation, and. Digital marketing has become best marketing practices in India, and given a transparent path forward to grow business. Digital marketing may be a platform to push the products or brands by using various types of electronic media. Digital marketing is different from traditional marketing, involves the use of channels and methods that enable a corporation to analyse marketing campaigns and increase accuracy, and provides real time scenario of promoting communication. The direct promotion of product/services or brands through one or more modes of media advertising like social media, internet, digital and TV, radio and mobile phones. Here is need of research on study the Impact of digital marketing on E-commerce business. This study will insight on overall use of digital marketing. In detailed analysis and scope in present go through Global competition and its effect on traditional marketing practices. The study are supported different marketing models and tools developed and always updated by Global players like Google, Facebook, YouTube, Twitter, LinkedIn, Blogging etc.*

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**Keywords:** *Digital, Marketing, Electronic, Social Media, Traditional Marketing, Search Engine.*

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### Introduction

The research on the realm of digital marketing is a few things interesting for researcher as researcher studying and implementing marketing practices. Researcher have experienced that the organisation, government and individuals are using advance technology and it helps everyone. This technical upgradation has many benefits to organisations still as individuals. This technological upgradation particularly in communication system attracted researcher to try and do detailed study and research in marketing point of view. New technology and new platform of communication even changed the way and techniques of internal communication in organizations and communication with customers. Now it's easy and simple to attach with customers and contrariwise easy for purchasers to grasp everything about desired product and services. Every business/entrepreneur is using this new tools and platform of communication. To use best tools and best platform to succeed in customer is additionally a challenge. To beat this challenge and obtain good thing about pass completion in techno savvy world everyone must remember of the term popularly referred to as Digital Marketing. Digital marketing involves various factors and therefore the study of this factor has become essential to be updated as a marketing professional, as an entrepreneur, as a mentor and as a student similarly. researcher want to

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\* Assistant Professor, Shri Rama Krishna College of Commerce & Science, Satna, Madhya Pradesh, India.

try and do research on relatively new area of marketing, want to understand about present practices in digital marketing, comparison with traditional marketing, advantages and drawbacks of digital marketing, scope of digital marketing and way forward for digital marketing and need to seek out benchmark and simplest solution in this area of promoting. As this tool became unavoidable in business life, hence researcher should know most fitted and therefore the perfect digital practice for that area of business or product. This study should be a road map to organisations to adopt right marketing strategy, communication, transaction process, media and technology. Also it must be a guide to individual users additionally to use this medium not for less than entertainment but to avoid wasting time, money and energy by using best digital media in most fitted direction. Will search and know very best solutions on Digital Trust.

### **Digital Marketing**

The concept of Digital Marketing are used operationally, while the theoretical understanding and different capsule models of how, why and where to use different digital channels are continuous in progressive stage. Considering the growing use of Information Communication Technology (ICT) in marketing there are few definitions of digital marketing. "Digital Marketing uses the technology and internet to increase and improve traditional marketing functions" says Urban (2004, 2). This can be very simple and clear definition concerning all of traditional four P's of promoting, customer acquisition and retention additionally. We also use the terms as of Interactive Marketing, One to at least one Marketing, Online Marketing and E-Marketing are near digital marketing but not precisely defined. Today's very fashionable term Social Media Marketing (SMM) could be a medium of digital marketing. The easy definition of "Digital marketing is any style of marketing product or services that involves electronic devices". E-Marketing could be a sub part of ecommerce. As per their opinion, e-marketing is more focused on managing continuous technology oriented relationship with customers by creating dialogue and interactive activity. In this research work researcher, mainly specialise in the communication function of digital marketing and its impact on e-commerce customers. Hence, these research works refer Digital Marketing as communication and interaction between a companies, brand and customers using digital channels like internet, email, mobile and digital TV and knowledge technology. This definition initiated the two-way communication initiated by either customer side or company side. Communication is often a general message to a private message, group message or to an oversized audience message.

### **Digital Marketing – Aphenomenal Approach**

Online business has created a totally new avenue for people looking to ascertain their businesses. For ecommerce business, the flexibility to attach with customers through the internet in an exceedingly way that was just a phantasy in the past. Digital Marketing could be a communication tool employed in e-commerce to succeed in out target customers in handiest way. Through Digital Marketing, using incredible tool is now business can establish a link to customer directly, personal, and practical. In fact, customers now expect to seek out a social experience and online customer support from websites and applications. The stores that fail to supply an internet web and application support can have a risk of losing customers to someone who will fulfil their desires. The method of e-commerce is, marketing of products or services through digital channels to achieve consumers. The key objective is to push brands through various sorts of digital media for branding and sale. Digital marketing extends beyond internet marketing to incorporate channels that don't require the utilization of the internet. Most experts believe that 'digital' isn't just yet one more channel for marketing. It requires a replacement approach to marketing and a brand new understanding of customer behaviour. For instance, it requires companies to analyse and quantify the worth of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and then on. Considering this situation digital channels in Marketing is becoming essential for strategies all told companies. For instance, car maker and real estate companies use the internet, email, google search, social media to launch new models and new residential projects respectively. They also interact and fascinating customers on their websites, email, pages and channels. As per my knowledge, online advertising is increased during this sector compare to medium and electronic media.

### **Digital Marketing Platforms**

Social Media Marketing may be a component of digital marketing. Many organizations use a mix of traditional and digital marketing channels. Coordinated promotional messages delivered through one or more channels like print, radio, television, junk, and individual marketing is termed Marketing Communication. Direct communication one to one with consumers is often challenging for each organisation. The expansion and retention of customer is an ultimate success of

higher communication with people in today's corporate world. Technology makes it possible to speak with maximum consumers in less time and this can be the good opportunity for corporate world to extend marketing communication with consumers. Using digital marketing strategy marketers can engage audience. The communications are delivered through electronic devices is termed Digital Marketing. The internet and phones are most influential and prominent samples of digital marketing communications but there are more form of digital information media devices. The electronic devices are laptop, computer, mobile, tablet, gaming gazettes and other electronic equipment's. Digital marketing messages is sent through non-internet channels (SMS) and notifications on mobile apps or through Internet channels like e-mail, display ads, video ads and social media posts. The savvy digital marketers fully in fold or use marketing principles of web analytics. Digital marketing is enabled with technology support as an example if you wish to look your query on google search, sending SMS, WhatsApp, Instagram messages or want to post on Facebook you would like electronic gazette and internet also. The use of the web and related digital technologies together with conventional communication to accomplish marketing objectives Digital marketing is the use of the channels so as to succeed in the required target market via a number of the subsequent channels social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing Digital marketing has been considered a replacement method of marketing and provided new opportunities for companies to try businesses. Digital marketing has been recently referred collectively of the simplest means to cut through the mess and interact directly with the patron. Hence, with the trend toward direct, one-to-one marketing, additional attention is being paid to the utilization of the digital channels as a way of effectively advertising to consumers.

- **E-mail:** Email enables to message containing with text, images, sound and video clips transferred from one user to a different user with the assistance of internet. Basic requirement to send e-mail is to possess access to email addresses. Marketers must have their own list of email addresses or to buy list of consumers from research agencies. Another way is to require efforts and do promotions for customers to opt them to allow their email address. The following important step is to organize most attractive message in order that it mustn't head to SPAM mails.
- **Search Engine:** There are three elements in search engine marketing; the search engine, the advertising firm and the customer. Marketers must understand Keywords as this is often a medium for people to seek out website. Another ways of search engine optimization are article marketing, blogging, forums, affiliate marketing and social media sites. Search Engine solve the matter of finding useful information instantly. There are many search engines in the world but top five major search engines used are Google, Yahoo, MSN/windows live chat, AOL search and Ask.com. The google Search engine is continuously leading in the web world.
- **Digital Display:** Advertising isn't restricted to medium, radio and TV. Modern technology opened the new era of display ads. Digital display ads are an electronic type of multimedia advertising on flat screens to draw in audience. It contents text, images, flash, audio and video form. The foremost common forms are LCD/LED screens Digital ads are more appealing to focus on audience due to its multimedia effects. Digital displays are in numerous sizes rely on requirement, manufacturer, place of ad, distance between within the direction of viewers and content to display.
- **Social Media:** The most feature of Social Media is user generated content and dialogues. Social media websites and applications provides place to write down and react and it may be spread in no time publically. We should always say due to the increased interactive nature of internet and technology that they need changed the way of communication media. People are joining conversations to more extensive groups and also the conversation don't have transcend, geographical and cultural boundaries. This can be the wonderful opportunities to the marketers to interact with them in two way conversation. The marketer's job is to concentrate to customers in spite to always telling them.

#### **Suggestions for Digital and E-Marketing**

- Search Engine influence frequency of e-buying, researcher suggest to form optimum use of search engine marketing, increase virtual presence by online and offline search engine optimization.

- Develop and well maintain direct e-commerce website /web application /mobile application as the e-business consumers found preferred due to connect on to e-commerce business and having influence on e-buying.
- Marketers should increase satisfaction level of online consumers by using proper digital marketing channels.
- Think about email marketing/promotion strategies and make a method to optimize your product/services information online so customer can find it easily.
- Clicking/digital ads have correlational statistics with e-buying frequency but the identical time ads must be interesting and focused then only e-commerce consumers have influence on e-buying.
- There's a scope for any business to create a powerful presence online.
- Use of 'Digital Marketing' strategies won't increase only e-commerce business but also helps to extend store traffic moreover.
- Overall attitude of consumers towards digital advertisements is favorable. Accordingly researcher suggests that there's a chance for e-commerce businesses to extend sale by using digital advertisement.
- People are buying online it doesn't mean they avoid visiting shops. Offline reputation must be maintained.
- All digital marketing channels have equally good influence on e-buying but direct e-commerce website/app, digital display and social media channels have more influence on e-buying.
- Consumers are using e-commerce most often for purchasing Flight/Rail/bus tickets, movie/concert tickets, apparels and electronic items. Researcher suggests that these areas have good scope for ecommerce business.
- Use of internet is increasing for information search. Therefore e-commerce should grab this chance to push their products. However appropriate care should be taken because it was found that the amount of clicks on a commercial doesn't ensure frequent buying. It had been found that those that clicked on advertisement more often have bought products/ services online less often. Therefore choice of digital marketing channel and content of advertisements should be appropriate and appealing to consumers.
- Digital technology enabled communication is extremely sensitive and available on fingertips to maneuver it during a positive direction 24 hours monitoring is required.
- Experts can make it more successful so dependency on professional staff or professional agency is mandatory a minimum of in present scenario.
- Marketers must make use of digital advertisements simpler by identifying target groups particularly.
- Same time don't rely fully for sale on email marketing and mobile marketing as buying frequency is a smaller amount but positive impact for branding and reminder to shop for online.

### **Conclusion**

Digital marketing is an updated version of marketing of worldwide village in 21st century. Technology has changed the way of life, way of labor, communication, interaction, feedback and plenty of more. Everyday new technology is introducing in this area and changing the way of communication. Digital marketers and consumers must be updated with new happening because it is the fastest way of communication. Even the digital marketing trends, speed, development growth and easy working attract every business from multinational companies to small shop keepers. The technology enabled communication is extremely sensitive and available on fingertips to maneuver it in an exceedingly positive direction 24 hours monitoring and expertise are required. It's never-ending process like core or traditional marketing to urge result after consistent efforts. Research study found that digital marketing channels have changed the essential type of existence of communication in e-commerce business likewise as all sector due to steep competition and compelled to possess digital presence as a pre-requisite for each organization. Research study highlighted that point saving and attractive offers make people buy from online at the same time people aren't avoiding to go to shops it means don't avoid completely traditional communication, because offline reputation is the foundation for any online actions.

Digital marketing channels have impact on influencing e-buying, re-buying, increasing store traffic, reminding consumers whenever they need to shop for, branding, promotion, advertising and feedback. Use of e-commerce is most frequent for purchasing services than products. To not get surprised that over 60% of respondents feel that they get influenced by social media channel when it involves buying online it shows future benefits but routine push. Artificial Intelligence by using technology to focus on and micro target social group and therefore the most vital to send personalized promotional advertisement may be a unique feature of digital marketing utilized in computer search engine and social media platforms.

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