

A Study on Digital Marketing

K.Jagan

Kilakarai

M. Naga Arjun

II-BBA, Syed Hameedha Arts And Science College, Kilakarai

OPEN ACCESS

Volume: 6

Special Issue: 1

Month: October

Year: 2018

ISSN: 2321-4643

Impact Factor: 3.122

Citation:

Jagan, K. &, and M. Naga Arjun. “A Study on Digital Marketing.” *Shanlax International Journal of Management*, vol. 6, no. S1, 2018, pp. 204–209

DOI:

<https://doi.org/10.5281/zenodo.1461355>

Abstract

In this world of digitisation, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. Flip-kart with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array of digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Flip-kart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field.

Definition

Digital marketing’s development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology.

Types of Digital Marketing

- Content Creation
- Search Engine Marketing
- Social Media Marketing
- World Press Website Development
- Radio Advertising
- Television Advertising
- Mobile Phone Advertising

Content Creation

The content that you publish or that gets shared across owned, earned and paid digital channels can serve many purposes including building brand awareness, driving traffic, growing your audience, generating sales leads, and more.

There are many different types of content your organization can create across the four content formats (text, images, video, audio) – and each has its pros and cons depending on your business objectives, the publishing channel and the information expectations of your audience.

Understanding these unique dynamics is the key to a successful content creation program.

An intersection can help your organization create the following types of content:

- Blog posts
- Case studies
- Curated content
- Custom images
- E-books
- E-learning course or series
- E-newsletters
- Face-book custom pages
- Info-graphics
- Online press releases
- Presentations
- Testimonials
- Videos
- Webinars
- Whitepaper

Search Engine Marketing

According to a survey conducted by GE Capital, 66% of consumers use a search engine to start researching a purchase.

The process involves increasing your site's visibility in search engines, i.e., Google through search engine optimization (SEO) and paid search.

Search Engine Marketing Services

An intersection can help your organization in two key areas:

Intersection works to increase the organic reach of your website content by:

- Conducting comprehensive keyword research.
- Selecting the words and phrases that are most relevant for your site AND that are most popular with the prospects and customers searching for your products and services online.
- Optimizing your site by writing and editing your web pages to include keywords in a way that will make your site more search engine friendly, improve your search engine rankings, and generate more traffic.

Pay- Per Click Advertising

We help you create or optimize Google Add-Words campaigns based on your business objectives.

Services include:

- Comprehensive keyword research.
- Setting up campaign parameters including ad types, geo-targeting, bidding, budgets, and conversion tracking.

- Setting up keyword relevant ad groups and writing ad copy.
- Ongoing campaign monitoring and adjustments.

Social – Media Marketing

If you're having a difficult time answering that question, it might be time to explore a new approach to managing your social media marketing.

An intersection can help your organization develop, implement, and manage a social media marketing plan that is guided by your business objectives.

From strategic planning that helps you understand your audience and their information needs to tactical implementation such as channel set up, content development, and social promotion, we're here to help you do social the right way.

Here are a few of the things we do on channels like Face-book, Twitter, LinkedIn, You-tube, Slide-share, Insta-gram, and Pin-test:

- Page set up
- Page optimization
- Advertising management
- Promotions, campaigns, and contests
- Custom content creation
- Content management and publishing
- Social media monitoring and reputation management

Word Press Web-Site Development

Our Word Press website development team uses a transparent approach to help deliver sites that effectively balance design and functionality and, most importantly, add value to your business.

We take the project management burden off your hands and help guide you through the process of developing your Word Press website – from an assessment of business objectives to post-launch support.

Process

Website Strategy

- Review business objectives.
- Assess what functionality you require.
- Set a budget and develop production schedules.

Information Architecture

- Organize navigation and website content so visitors can easily find information.
- Develop calls to action and conversion paths that help activate users to do what you want them to on your site, i.e., fill out a form, sign up for more information, place an order, download an e-book/whitepaper, etc.

Word Press Website Development

Template design and coding.

- Content development (keyword analysis, writing/editing headings and body copy, writing for the web)
- Content management system training – teach you how to publish and manage content on your website without having to call a programmer.
- Third party application integration, i.e., social media, email marketing, e-commerce, etc.

- Search engine optimization
- Google Analytics
- Usability testing

Radio Advertising

You know what I am referring to, don't you? Those breaks in your favorite music program where someone tells you what car to buy or what cleaner to use. Some of these spots can be rather annoying; a select few manage to be entertaining – at least when you hear them the first time.

Television Advertising

It is not dead yet: The spot that breaks up your favorite television program. While we are more and more getting used to finding ways to omit having to watch TV commercials there is still some marketing success in TV advertising. Some spots like the ones created for Super Bowl make it to some notable marketing fame. Some of the best Super Bowl spots even make it to social media fame and get a ton of shares that the advertisers do not have to pay -for – or rather which is probably calculated into the price of advertising space for Super Bowl anyway.

What you need to keep in mind is that advertising via TV offers very limited targeting options.

Mobile Phone Advertising

Digital marketing can take place on your mobile phone. You are probably using Face-book, Instagram, and Google on your mobile phone after all. But there are some other types of marketing on your mobile phone that so far would not fit into any of the mentioned categories.

SMS advertising has been around for some time now. And with technology like Bluetooth still, on the rise, the marketing and advertising options for mobile especially in local marketing have by far not yet been fully leveraged.

The Main Advantage of Digital Marketing

Is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Global Reach

A website allows you to find new markets and trade globally for only a small investment.

Lower Cost

A properly planned and effectively targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Traceable Measurable Result

Measuring Your Online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising. Web analytics can be set up to show you exactly how much money you make from each digital tactic.

Personalization

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

Opponess

By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

Social Currency

Digital marketing lets you create engaging campaigns using different types of rich media content. On the internet, these campaigns can gain social currency - being passed from user to user and becoming viral.

Improved Conversation Rates

If you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and Make a phone call, or go to a shop, digital marketing can be seamless and immediate.

The Stages of Digital Marketing Planning

The Main Components of A Digital Marketing Plan will Typically Include the following Stages

Identify Your Target Audience

If you identify multiple targets, rank them in order of importance so that you can allocate resources accordingly. Profile each target group and understand their requirements and expectations. This type of customer segmentation will help you choose the right tactics for your plan.

Understand Your Competitors

Profile your competitors and the market in which you operate. What types of online marketing do your competitors use and how well do they perform? This type of benchmarking will help you understand the environment in which you are operating.

Set your Objectives

Possible objectives could include raising awareness of your brand, improving sales or online registrations and improving customer retention. The objectives and strategy that you choose depend on your business needs.

Plan your Tactics

Once you have a top-level strategy including your overall objectives, you need to identify the tactics that you want to use. The plan can also cover any other non-internet marketing activities that are being undertaken. Think about how you will measure your success - build in feedback mechanisms and regular reviews to enable you to assess the performance of your digital marketing activities and identify areas for improvement.

Agree on a Budget

Care-full budget planning allows you to prevent costs spiraling out of control. Identify the returns you expect to make from your investment in digital marketing activities and compare these with the costs to develop a cost/benefit analysis

Conclusion

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses

has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.

Web Sources

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2960044

<https://www.onlinecoursedl.com/2018/03/3.html>

https://www.reddit.com/user/dungean_master/comments/805jyw/digital_marketing_a_revolution_through_artificial/

<https://www.intersectionconsulting.com/content-creation/>

<http://www.businesswire.com/news/home/20141028005545/en/Motorsports-Companies-Expect-Strong-Sales-Growth-2014>

<https://www.beyondbooksmart.com/executive-functioning-strategies-blog/working-memory-take-note-of-your-childs-challenges>

<http://www.searchengineguide.com/marketing.html>

<https://www.intersectionconsulting.com/social-media-marketing/>

<https://www.intersectionconsulting.com/wordpress-website-development/>

<https://blog.thesocialms.com/types-of-digital-marketing-consider-strategy/>

<https://www.youtube.com/watch?v=kvPw3vWV8EI>

<https://edokucm.wordpress.com/2017/12/28/developing-a-digital-marketing-plan/>

<http://www.shoutersvoice.com/conclusion-of-digital-marketing/>