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# Role and Importance of Digital Marketing

Dr. Satish Dhoke\*

## ABSTRACT

The purpose of this research paper is to find out the various components of digital marketing and how it is ranked superior as compared to the traditional and modern advertising efforts. The passing time of system has become more complex and modern and to secure the search, consumer based etc. The digital marketing is more concentrated by marketers. The consumer are looking and searching more on internet to find the best deal form the sellers around India as compared to traditional or conventional methods. In this study, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, ecommerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology. It is demonstrated that we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store. Digital marketing is cost effective and having a great commercial impact on the business. The traditional ways of marketing are still golden but advancement in market campaign, competition complexity, consumer's expectations, and market has forced the company to adopt more dynamic method to reach and attract consumers. The paper attempts to study the general understanding and response related to digital marketing. Date pertaining to the current work is referred from both primary and secondary sources

**Keyword:** Marketing, Internet, Customer, Digitization, Social Media, Marketing Trends, Digital Marketing

## INTRODUCTION

Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Such changes, including the internet, have forced today's marketing executive to becoming more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or

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services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth research in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internet marketing.

## **OBJECTIVE OF RESEARCH**

### **The objectives of the research are**

- To identify and understand the meaning and importance of digital marketing
- To know about the role and importance of digital marketing as a communication systems
- To the new techniques of digital marketing

## **METHODOLOGY**

In context to the present work the concept of Descriptive research has been used as the main aim was to describe the stated objectives. The secondary data has extensively been used in relation of the task. Primary information was obtained through a self administered questionnaire. The concept of simple random sampling has been used and the findings are presented in the form of pie chart and tables. The geographical scope of this work is limited to Aurangabad City only

## **LITERATURE REVIEWED**

A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are presented below:- Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008). Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002). Digital marketing is related to the use of electronic media against traditional advertisement vehicle for the purpose of advertisement and promotion of the products and services of the company

(Yasmin A., 2015). The reach and subscription rate both are stimulated with an active planning and use of digital advertising (Merisavo et al., 2004). Hoge (1993) has highlighted electronic media as the electronic method which facilitates transfer tangible and intangible goods from source to point of consumption. The importance and role of an active use of technology in improving the digital media platform is much needed and in near future it may prove to be vital a vital point (Khan and Mahapatra, 2009). The importance of digital marketing especially social media to achieve social and financial objectives of an organization is much required and it has become one of the prominent ways to increase reach and maintain the customer interest and number (Lazer and Kelly, 1973). Many research paper, literature and chapters have highlighted that digital platform have almost removed the limitations of traditional marketing and presented a competitive view where the consumer can define and select the vehicle (Kumar B., 2014). Digital marketing platform have actually empowered the consumers and have changed the methods of interaction to a greater extent (Gautam H., 2014).

## **RATIONALE FOR THE STUDY**

The most interesting result of the technology explosion and easy access to it by consumers is the disruption of the market and the marketing practice. The customer today is an empowered customer, and in control of the interactive online media, content and communication process. The power of the traditional marketing tools and communication is diminishing and the customer has little trust to the corporate message and brand. Technology is changing the context of and practice of marketing: marketers are increasingly forced to operate in a complex and changing world where they do not have any more the full control of the media and the message. Customer behavior is also changing: the customer is losing trust and becomes much more critical, smart, well informed and proactive than ever before. New knowledge, new skills and new approaches are required by today and future marketers not only for understanding the changing and technology enabled marketing environment but also for comprehending and communicating with the new customer. The Marketing becomes increasingly digital and continuous technological developments present marketers with new challenges and opportunities: Mobile marketing, Internet of Things, Analytics, Big Data, 3D printing, cloud computing, Artificial Intelligence, Consumer Neuroscience / Neuro marketing are some of the most interesting and challenging domains where the future marketer are expected to must be able to function and deliver. With the ultra-rapid development of digital technology and social media, it is an enormous challenge to keep track of those developments and to use them advantageously. That is why author felt a need to focus on this in this study.

## **Problem Statement and Study Objectives**

Seeing that the strength of internet & social media will not decrease the upcoming few years, this topic will be crucial to every organization (Giedd & Chief, August 2012). The power of smartphones in combination with social media is a constant expanding threat to many companies (Felt & Robb, 2016). The second big point of consideration is related to the continuing trend of children, adolescents, and teenagers using digital and social media more and more excessively (Giedd & Chief, August 2012). That is why this study intends to focus on understanding the internet marketing and its technique with following set of objectives:- What are the successful techniques of internet marketing used today? What is basic comparison between traditional and digital marketing? Which is the most preferred internet marketing approach? Do companies prefer internet marketing to traditional marketing? These questions will help us predict the trends in internet marketing and make suitable suggestions to companies.

<b>Internet and Websites</b>	The website of the company is an important source from where the consumers can get information as per their choice; Some dedicated websites are also running to support specific products. Internet and internet based platform are also in fashion
<b>SMS and Mobile Marketing</b>	The bulk SMS trend and increasing use of smart mobile has added to the efforts of digital marketing
<b>Blogs</b>	They are categorized by regular entries and updating about an event, situation, products, materials etc. They are interactive in nature and even the readers can leave a comment
<b>Social Media</b>	The use of social interactive platform like facebook, twitter etc for promotion of products, concepts and ideas is also increasing day by day as rush and association of people/ consumers both are increasing in context to social networking sites
<b>Micro sites</b>	It is supported by an external advertiser against a payment and acts as supplementary pages to the main site. They acquire a limited area.
<b>Internet Specified Video Content</b>	You Tube, Google Videos are some common examples which allow millions of people round the Globe to share and download the Video content. This is an important method of digital advertising
<b>Online Communities Services</b>	Many companies are now focusing on development of a community on line who are supposed to spread positive WOM about the products and services against a payment.
<b>Search Advertisements</b>	In this segment pay per click advertisements have formed major part; In this if consumers click on the desired link they will receive payment. The search terms are associated as proxy content with some of the important search/ Search engines in this case.
<b>Personalized Marketing</b>	Under this section some of the identified consumers are receiving some customized and personalized (Loyalty) messages through identified sponsors.

## ADVANTAGES OF DIGITAL MARKETING

To describe stated and measured advantages of digital marketing in few sentences is a challenging task. Some of the evident advantages of digital marketing perceived by company consumers are as following

**Round the clock engagement** – Digital marketing platform provides round the clock service to the product, services and information needs of consumer. They can assess the interactive platform as per their convenience

**Updated information** – The frequency of updates in digital platform is very fast as compared to the traditional channel of marketing.

**Quick Service** – Digital marketing platform provides and instant result/ feedback to the consumer query and hence the rate of purchase becomes fast.

**Increase the engagement rate** – The digital marketing increases the engagement frequency of the consumers by providing them details about new offers, activities, discount rate, new launch etc.

**Facilitates comparison** – The digital advertisement facilitates the easy comparison of the products and services of one company to that of another. The physical efforts of visiting different outlets have reduced to a greater extent and hence, the task of verification and comparison becomes easy.

**Availability of Information about the products and services** – Digital method of communication / advertisement have resulted into the optimal flow of information from the manufacturer/ company

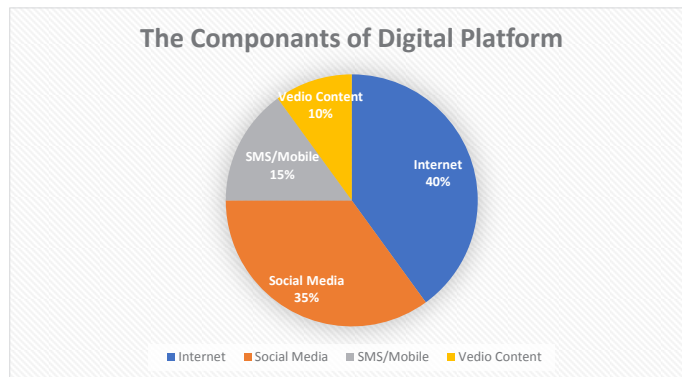
to the consumer there by reducing the chance of misrepresentation of information. Flow of standard information has also increased the accountability of the company.

**Facilitates sharing of the information and content** – Digital marketing has also enabled the consumer to facilitate sharing of information with consumers who are located at a distant place. The virtual distances between consumers have reduced to minimal and pertaining to this the transactions is facilitated.

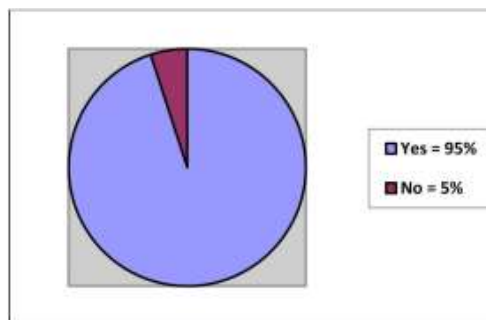
**Clarity in price** – Digital platform have enabled the consumers to know about the clear and standard price of a product. The misrepresentation of price (evident in physical purchase) and other related factors have reduced to a greater extent.

## Findings

A set of self administered questions were designed to carry out a preliminary study just to know about the basic meaning, importance and use of digital platform in marketing and the some of the important findings are presented in the form of a simple pie chart



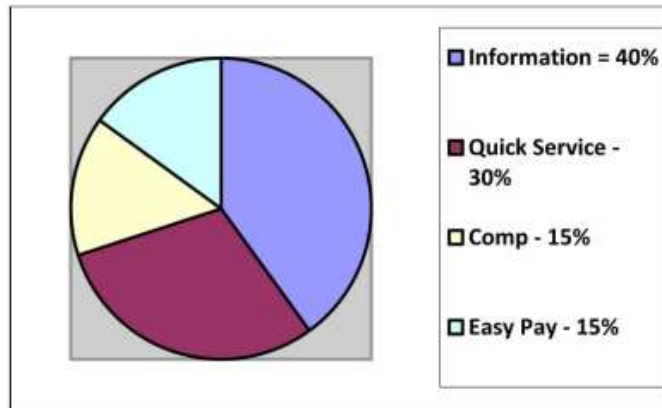
According to the response obtained the most common tool of digital marketing is Internet/ website (40%) followed by social media (35%), mobile and SMS/ Mobile marketing (15%) followed by specific video media content (10%)



### Chart regarding the effect of digital marketing on awareness of products and services

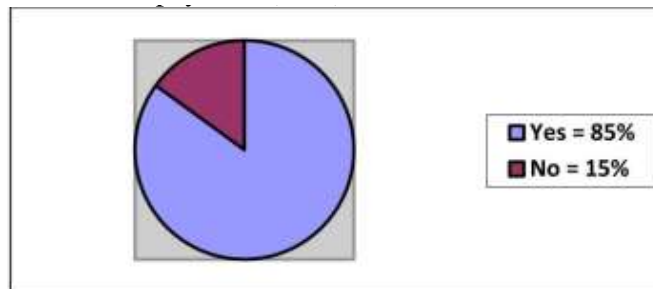
According to the response obtained 95% respondents, feel that the digital marketing has result into an increased awareness about the products, services and specifications of product and services.

According to the response obtained most of the respondents (40%) feel that the most important advantage of digital platform is information followed by quick service (30%), Comparison (15%), easiness of payment (15%)



**Chart regarding the features of digital marketing platform**

According to the response obtained 85% respondents feel that the digital marketing platform is cost effective as compared to traditional marketing tools where as 15% respondents were against the idea.



**Chart regarding cost effectiveness of digital marketing platform**

## CONCLUSION

With increase in the number of internet users supplemented with the mobile and digital revolution, now the digital marketing has become inseparable part of human life. As compared to traditional ways of marketing digital marketing offers benefits related to reach, cost effectiveness and efficiency. Some of the most common digital platform includes the active use of internet, websites, mobile, television, SMS etc. To enjoy creativity, innovation, loyalty and large consumer base the companies are concentrating and increasing the use of digital platform to promote their product and services.



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