

Digital Marketing and its Importance in Various Fields

Girish Rao¹, Dr. Deepanshu Agarwal²

¹Research Scholar, ²Professor

^{1,2}Management Department, Shri Venkateshwara University, Gajraula, Uttar Pradesh, India

How to cite this paper: Girish Rao | Dr. Deepanshu Agarwal "Digital Marketing and its Importance in Various Fields" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-3 | Issue-5, August 2019, pp.2619-2621, <https://doi.org/10.31142/ijtsrd28082>



ABSTRACT

This paper deals with the concept of digital marketing and its importance in various fields. Digital marketing allows small businesses to compete with a much smaller advertising budget. At the point when overseen viably, it gives them laser-centered power over where and how they spend their cash. With the unfurling of present day advances and dominance of Digital Marketing (DM), organizations are doing all that they can to coordinate the pace. Organizations are either changing their game plans into the digital one, or intensifying existing marketing systems with digital publicizing procedures. And the primary inquiry that may emerge here is-Why Digital Marketing is significant for your organizations pursued by what is the job of Digital Marketing and what are the advantages of Digital Marketing.

KEYWORDS: Consumer, Digital marketing, advertisers etc

Copyright © 2019 by author(s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



1. INTRODUCTION

Digital marketing includes all marketing endeavors that utilization an electronic gadget or the web. Organizations influence digital channels, for example, web search tools, online networking, email, and different sites to associate with ebb and flow and forthcoming clients. Digital marketing is characterized by the utilization of various digital strategies and channels to associate with clients where they invest quite a bit of their energy: on the web.

From the site itself to a business' web based marketing resources - digital promoting, email marketing, online pamphlets, and past - there's a range of strategies that fall under the umbrella of "digital marketing." The best digital advertisers have a reasonable picture of how each digital marketing effort underpins their general objectives and relying upon the objectives of their marketing procedure, advertisers can bolster a bigger battle through the free and paid channels available to them.



Fig.1 Digital Marketing

2. Various elements of digital marketing:

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

2.1. Online advertising:

Online advertising is a significant piece of digital marketing. It is additionally called web advertising through which organization can convey the message about the items or administrations. Web based advertising gives the substance and advertisements that best matches to shopper interests. Distributors put about their items or administrations on their sites with the goal that shoppers or clients get free data. Publicists should put progressively powerful and pertinent advertisements online. Through online advertising, organization well controls its spending limit and it has full control on schedule.

2.2. Email Marketing:

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

2.3. Social Media:

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According

to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

2.4. Text Messaging:

It is an approach to send data about the items and administrations from cell and advanced mobile phone gadgets. By utilizing telephone gadgets, organization can send data as content (SMS), pictures, video or sound (MMS). Marketing through cellphone SMS (Short Message Service) turned out to be progressively well known in the mid 2000s in Europe and a few pieces of Asia. One can send request affirmations, shipping alarms utilizing instant message. Utilizing SMS for crusades get quicker and progressively significant outcomes. Under this system, organizations can send marketing messages to their clients progressively, whenever and can be certain that the message will be seen. Organization can make a poll and acquire important client criticism basic to build up their items or administrations in future.

2.5. Affiliate Marketing:

Affiliate marketing is a kind of execution based marketing. In this sort of marketing, an organization prizes affiliates for every guest or client they bring by marketing endeavors they make for the benefit of organization. Industry has four center players: the dealer (otherwise called "retailer" or "brand"), the system, the distributor (otherwise called "the affiliate") and the client. The market has developed in such multifaceted nature bringing about the rise of an auxiliary level of players including affiliate the board organizations, super-affiliates and concentrated outsider sellers. There are two different ways to approach affiliate marketing: Company can offer an affiliate program to other people or it can join to be another business' affiliate. On the off chance that organization needs to drive an affiliate program, at that point, the organization proprietor needs to pay affiliates a commission expense for each lead or deal they drive to organization's site.

2.6. Search Engine Optimization (SEO):

This is the process of optimizing your website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include websites, blogs, and info graphics.

2.7. Online PR:

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based

websites. It's much like traditional PR, but in the online space.

3. B2B Digital Marketing Vs B2C Digital Marketing:

3.1. B2B Digital Marketing:

In the event that your organization is business-to-business (B2B), your advanced marketing endeavors are probably going to be focused on online lead age, with the ultimate objective being for somebody to address a sales rep. Hence, the job of your marketing technique is to draw in and convert the most noteworthy quality leads for your salesmen through your site and supporting computerized channels. Past your site, you'll presumably concentrate your endeavors on business-centered channels like LinkedIn where your statistic is investing their energy on the web.

3.2. B2C Digital Marketing:

In the event that your organization is business-to-shopper (B2C), contingent upon the value purpose of your items, almost certainly, the objective of your advanced marketing endeavors is to draw in individuals to your site and have they progressed toward becoming clients while never expecting to address a sales-person. For that reason, you're most likely less inclined to concentrate on 'leads' in their customary sense, and bound to concentrate on structure a quickened purchaser's adventure, from the minute somebody arrives on your site, to the minute that they make a buy. This will regularly mean your item includes in your substance higher up in the marketing pipe than it may for a B2B business, and you may need to utilize more grounded invitations to take action (CTAs).

4. References:

- [1] "Definition of digital marketing". *Financial Times*. Archived from the original on 29 November 2017. Retrieved 22 August 2015.
- [2] "Domains of Digital Marketing Channels in the Sharing Economy". *Journal of Marketing Channels*. doi:10.1080/1046669X.2017.1346977.
- [3] Heikki, Karjaluoto. "The usage of digital marketing channels in SMEs". *Journal of Small Business and Enterprise Development*. **22** (4): 633–651.
- [4] "EBSCO Publishing Service Selection Page". *Eds.b.ebscohost.com*. Retrieved 10 January 2018.
- [5] "Digital Advertising is Rising in Canada, Requiring More Sophisticated Measures of Success". *Nielsen*. Retrieved 25 March 2016.
- [6] "Connected Commerce is Creating Buyers Without Border". *Nielsen Global*. Retrieved March 25, 2016.
- [7] Dahlen, Micael (2010). *Marketing Communications: A Brand Narrative Approach*. Chichester, West Sussex UK: John Wiley & Sons Ltd. p. 36.
- [8] How To Embrace The Five Steps Of Data-Driven Marketing Published by Forbes, October 17, 2013; accessed 17 January, 2017
- [9] "Digital Marketing". *Techopedia*. Retrieved 22 August 2015.
- [10] *hello_world*. "First Network Email sent by Ray Tomlinson". *www.computinghistory.co.uk*. Retrieved 9 March 2018.

- [11] Schoenbachler, Denise D.; Gordon, Geoffrey L.; Foley, Dawn; Spellman, Linda (1997). "Understanding consumer database marketing". *Journal of Consumer Marketing*. **15** (1): 5–19. doi:10.1108/07363769710155820
- [12] Edelman, B.; Brandi, W. (2015). "Risk, Information, and Incentives in Online Affiliate Marketing". *Journal of Marketing Research*. **52** (1): 1–12. CiteSeerX 10.1.1.589.9857. doi:10.1509/jmr.13.0472.
- [13] Dapko, J. L.; Artis, A. B. (2014). "Less is More: An Exploratory Analysis of Optimal Visual Appeal and Linguistic Style Combinations in a Salesperson's Initial-Contact E-mail to Millennial Buyers Within Marketing Channels". *Journal of Marketing Channels*. **21** (4): 254–267. doi:10.1080/1046669X.2014.945358.
- [14] Terlutter, R.; Capella, M. L. (2013). "The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergaming, and Advertising in Social Network Games". *Journal of Advertising*. **42** (2/3): 95–112. doi:10.1080/00913367.2013.774610.
- [15] Li, H.; Lo, H. (2015). "Do You Recognize Its Brand? The Effectiveness of Online In-Stream Video Advertisements". *Journal of Advertising*. **44** (3): 208–218. doi:10.1080/00913367.2014.956376.

