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India's digital marketing impact

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Abstract

The phrase "digital marketing" refers to any form of marketing that uses digital technology, primarily the Internet but also mobile devices, display ads, and other digital media. The way companies and organizations use technology and digital marketing for their marketing has changed as a result of the way the field of digital marketing has evolved from the 1990s and 2000s. As digital platforms are being incorporated into marketing strategies and as more individuals use digital devices instead of visiting physical stores, online marketing efforts are becoming more common. Social media marketing, text ads, banner ads, video advertisements, etc. are all examples of online marketing. Like other marketing strategies, online marketing has advantages and disadvantages. The two main benefits of Internet marketing are the capacity to precisely target consumers and evaluate the success of marketing initiatives. Unlike conventional media like newspaper billboards, the degree of consumer exposure varies dramatically on the internet. The main requirement for Internet marketing is visibility; traffic cannot grow if customers are unaware of the business and its offerings.

Keywords: Internet marketing, traditional media, television, target audiences, social media marketing, and marketing plans

1. Introduction

1.1 Network Marketing

The phrase "digital marketing" refers to any form of marketing that utilize digital technology, primarily the Internet but also encompassing mobile devices, display advertising, and other digital media. If marketing generates and satisfies demand, then digital marketing uses the power of the Internet to drive demand generation and fulfils it in novel and creative ways. An interactive media is the Internet. In addition to allowing the exchange of money, it also permits the trade of value. A business on the Internet may benefit from the customer's time, attention, and advocacy. The user can receive value in the form of amusement, knowledge, and usefulness; content marketing is one effective approach to do this. A business on the Internet may benefit from the customer's time, attention, and advocacy. Content marketing is one way to offer value for the user by entertaining, educating, and providing utility.

The user can receive value in the form of amusement, knowledge, and usefulness; content marketing is one effective approach to do this. What matters, in this case is the transaction's reciprocity or the fact that both sides profit at the same time from the trade. The way we sell has changed as a result of the Internet. Instead of being a new marketing channel, it establishes a new paradigm for how customers interact with companies and one another. On the Internet, the full spectrum of marketing is used to position, advertise, buy, distribute, and service products and services. Consumers have more options, influence, and power thanks to the internet.

New markets, new goods and services, and new sales channels are all available to brands. The functions that marketing companies do are also changing. While agencies that began as digital shops are beginning to compete in the traditional advertising industry, so-called "traditional" agencies are becoming stronger at digital marketing. Integrated strategies that relate to a company's total brand identity are more important than ever for attaining its objectives. Consumers are becoming more adept at switching between channels and using several channels at once. They anticipate the same behaviour from the companies they interact with. Anyone who continues to think in the outdated terms of "traditional versus digital" is woefully out of date.

However, using the Internet for marketing does not entail dispensing with conventional business and marketing practices.

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Instead, the Internet offers a fresh setting where these might be expanded. Revenue less costs continues to be profit. That remains unchanged by the Internet.

Users who adore a brand's goods or services become devoted customers. When a user's experience is customized to meet their requirements rather than the needs of the business, they fall in love with the goods and services. Digital marketing is more quantifiable than any other kind of marketing. Brands now have the chance to create customized, enhanced brand experiences for customers.

You may start considering your digital marketing strategy after you are clear on the business problem or aim and have established how your marketing strategy will contribute to achieving it. Utilizing the advantages and difficulties provided by digital media, digital marketing strategy builds upon and adapts the ideas of traditional marketing. A digital marketing plan should be modified and improved over time. Because feedback and data can be gathered almost instantly online, digital marketers should always be enhancing and optimising their online marketing activities. Building a successful digital marketing strategy requires user-centric thinking, which means putting the user at the centre of all choices. Today's digital marketing strategist has access to a vast array of new tactical options as well as previously unheard-of methods for gauging the success of selected plans and tactics. Digital also offers more options for connection and consumer involvement than were previously available, therefore it's crucial to think about how the brand can give customers engaging experiences rather than merely broadcasting words.

One of digital marketing's main advantages is how strongly empirical it is. Almost everything can be assessed, including behaviours, activities, and the pathways used to take those acts. This implies that the ROI should be the first consideration for the digital marketing strategy. Any plan should include a testing methodology as well as the capacity to be adaptable and dynamic in a medium that moves and changes in response to user activity.

If "a plan of action designed to achieve a particular outcome" is how we define strategy, then the goal of a digital marketing strategy would be to match the broader business and brand-building problems or objectives of your firm. Building brand awareness online, for instance, maybe a viable digital marketing goal if one of the overall objectives was the acquisition of new clients.

Strategies and assessment once you've established your goals for digital marketing, a wide range of digital tools and strategies are at your disposal. Each strategy has its advantages. For instance, search advertising may be the most successful tool for acquisition (acquiring new consumers), while email is one of the finest methods for upselling to current clients. The most common strategies used by digital marketers and their potential results are shown in the table below. In the Engage portion of this paper, these topics will be discussed in much greater detail.

2. Digital marketing history

The term "digital marketing" was first used in the 1990s, but the practise actually dates back to the middle of the 1980s, when the SoftAd Group-now ChannelNet-created advertising campaigns for automakers in which readers could send in reader reply cards from magazines in exchange for floppy discs containing multimedia content that offered free test drives and promoted various cars. The

capacity of devices to access digital media at nearly any time has led to a significant increase in digital advertising. Statistics from 2012 and 2013 demonstrated that the area of digital marketing is still developing. In the 2000s and 2010s, digital marketing got increasingly sophisticated. 'Online Marketing,' 'Internet Marketing,' or 'Web Marketing' are terms that are frequently used to describe digital marketing. Over time, especially in some nations, the phrase "digital marketing" has gained prominence. Online marketing is still widely used in the USA, while web marketing is used in Italy. However, following 2013, digital marketing has become the most often used phrase in the UK and throughout the world. Digital advertising spending increased by 48% in 2010, with an estimated 4.5 trillion internet advertisements distributed yearly. Businesses that utilise Online Behavioural Advertising (OBA) to target specific internet users account for a rising share of advertising, however, OBA also presents privacy and data protection issues for consumers.

2.1 The Value of Online Marketing

Why is online marketing so crucial? Digital media is expected to dominate marketing in the future and is already a significant player in the present marketing landscape. It is thus possible that they will soon completely replace more conventional forms.

Those who grew up with the internet and mobile phones as God-given rights are already enjoying the brave new world of digital consumption, while older generations will undoubtedly grieve the disappearance of paper-based newspapers, books, communication techniques, and traditional TV and radio broadcasts.

Given that digital means of communication and marketing are faster, more adaptable, practical, and streamlined, it is maybe not surprising that we moved swiftly into the digital era once the technology was accessible. The good news is that digital presents marketers with the same opportunities that consumers do.

Let's quickly review some of the most prevalent types of digital marketing in use now before we look at its advantages:

1. Websites and content for SEO.
2. Blogs.
3. Online billboards.
4. Videos found online.
5. Pay-per-click (PPC) marketing.
6. Email advertising.
7. Social media marketing (including LinkedIn, Facebook, and Twitter).
8. SMS, MMS, etc., mobile marketing.

This is by no means a comprehensive list, and new digital marketing strategies, like augmented reality, are always emerging.

2.2 Why then use digital marketing?

First of all, compared to conventional offline marketing strategies, internet marketing is by far more economical. For a tiny fraction of the expense of a TV commercial or print campaign, an email or social media campaign, for instance, may communicate a marketing message to customers and possibly reach a larger audience.

But the simplicity with which outcomes can be tracked and evaluated is one of the key advantages of performing your

marketing digitally. You can immediately examine consumer response rates and gauge the performance of your marketing campaign in real time without having to do pricey customer research, allowing you to plan the next one more successfully.

The fact that digital media formats are swiftly displacing conventional methods of information consumption is perhaps the biggest argument in favour of using a digital component in your marketing. Over 40 million UK adults, or over 82% of the population, used the Internet in the first three months of this year, according to the Office for National Statistics.

The truth is that the digital era has here, and companies that do not adjust to the new marketing environment run the very real risk of going out of business much sooner than later.

3. The different types of digital marketing and the purpose of each

Email Promotion One of the first types of digital marketing is email marketing. Inform your clientele about your goods and services on a frequent basis. Alternately, be unique and offer consumers items that they would find interesting; this won't be perceived as a straight sales strategy. Make sure not to send any unsolicited mail.

3.1 Search engine optimisation, or SEO

The practise of SEO involves making a website more visible in internet search engines like Google, Bing, Yahoo, Ask, and many more. You can improve the rating of your website and make sure it is seen when clients search for your goods and services by utilising the search engine's keyword system.

3.2 Pay Per Click (PPC)

PPC, another name for paid search, is the management of sponsored advertisements in a search engine's search results. These sponsored advertisements, which are frequently positioned above or to the right of the "organic" search results, can be rather inexpensive. When you pay per click, you only have to pay when a potential consumer clicks on your advertisement. By establishing a daily budget, let's say of €5, you may manage your spending.

3.3 On social media

Social media management involves controlling a brand's reputation across several social platforms, not only tweeting or publishing on Facebook. The last few years have seen an increase in the complexity of social media management due to the availability of more reporting tools and a bigger variety of social networks. Various social media platforms to consider.

3.4 Facebook

With more than 1.10 billion monthly users, this is the most popular social networking platform. You might think of Facebook as the "social" hub for your company's online presence. People can go there to write a message, look at company items and images, or engage in online discussion. Additionally, it enables users to share your material, providing you with the chance to quickly build up your brand's reputation.

3.5 Twitter

Twitter is a terrific tool to engage with your consumers

because it is intended more for individuals you actually want to speak with than for friends and family. You'll probably find out about dissatisfied customers on Twitter, so take advantage of this opportunity to provide exceptional customer service. You will be aware of how contagious Twitter can be if you have been successful in growing your following on the social media platform. Chrome + With its new fantastic features, Google Plus Plus is a fantastic platform for marketing. It is a fantastic approach to communicate not only with your clients but also with other companies. Since Google+ is a product of Google, your company will enjoy excellent search engine results. Regardless of whether they follow you or not, if someone searches for your business on Google and has a Google+ profile, your page and its most recent postings will appear on the right side of their personal search results.

3.6 LinkedIn

The largest social networking platform for businesspeople and professionals is LinkedIn, yet the majority of small company owners still don't use it for marketing. The importance of this site and the chances to develop relationships and sales leads are now being recognised by business owners. Be aware that LinkedIn has a more formal tone than Facebook and Twitter. Take this social media platform more seriously and presume that consumers desire serious, reputable, and educational content. YouTube, Pinterest, Instagram, and Foursquare are some well-known websites to take into account.

3.7 Internet Marketing

PPC is different from online advertising in that you are placing advertisements on other people's websites. As an illustration, suppose you wanted to purchase banner space on a certain website. You would then pay the website owner according to the amount of impressions or clicks the advertisement received.

3.8 RSS feeds, blogs, and news feeds

Writing blogs is only one aspect of blogging; another is developing a blogging strategy that integrates SEO, PR, social media, and web design. Effective keyword research will help a blog gain both social traffic and natural, organic visitors. It will have a distinctive voice and be nicely designed, making it easy to identify.

3.9 Viral Advertising

Numerous components of the marketing mix are included in viral marketing. Since it always entails distributing a piece of material through numerous media, some people refer to it as "content marketing." The goal is to guarantee that the material grabs the imagination of your market and spreads naturally through online communities. This can include YouTube videos, blogs, email marketing, as well as traditional aspects.

4. Role of digital marketing

To make sense of all the information accessible, it is necessary to invest in larger and more complicated databases and data analytics tools due to the overwhelming number of sources and volume of data. Finding these insights improves one's capacity to recognise possibilities, change directions, and interact with consumers.

4.1 Tools for data visualisation can help you increase the impact of your marketing.

Marketers are searching for ways to quickly grasp and interpret data in order to keep up with the growing competition brought on by the digital era and the opening up of borders via the Internet. Tools for data visualisation are used to generate actionable insight given the amount of data available. For a business, they can include perceptions of the movement of goods throughout the year, peaks and troughs in buying seasons, as well as consumer behaviours and preferences.

Business customer relations teams may convene and have data-driven talks where there is real evidence to back ideas thanks to the capacity to visualise data and get useful insights. Decisions are based on a shared comprehension of the facts, and bringing together diverse viewpoints can result in innovations that dramatically benefit corporate bottom lines (e.g., recognising slow-moving items for better inventory control, greater savings, and larger sales turnovers).

4.2 Real-time customer analytics can lower attrition and help you get more consumers

To improve the total customer experience with the company, marketing teams are better able to adapt to consumer needs and changes in habits, interests, incomes, and other consumer data as a result of the analysis of consumer data using data analytics technologies.

For instance, performance may be monitored, adjusted, and shifted to maximize customer returns. Considering that consumers have the freedom to leave at any moment and purchase products and services from another company, enhancing the customer experience should be a top priority for any organization. Given that they have larger consumer databases, larger organizations have a lot of data to manage. For such firms, using the services of remote DBA specialists may assist with both troubleshooting and the adoption of analytics technologies to decrease the turnaround time for decisions. For these companies, it may be difficult to go through the vast volumes of data they have saved and decide what to utilise and what to discard.

Software packages for data visualisation may be used to efficiently sort through the thousands of data gigabytes that are arriving in real time from multiple sources. This data may be related to consumer experiences, including bounce rates, time spent on the site, and pages viewed. It may then be utilised to enhance elements and pages to facilitate visitor navigation and to have special value-adding features that will result in contented and devoted customers.

Therefore, the availability of current information may assist digital marketing teams in developing better plans and means of better engaging with customers.

4.3 Data analytics need not be difficult or expensive

Many remote service providers are currently looking to offer data analytics as a service (DaaS), in addition to database administration solutions. This is perfect for smaller companies with plenty of data that can't afford to pay for the licenses and tools needed for analytics. This may be accomplished through remote service apps, which let customers use different analytical tools on their data and pay based on the amount of processed data.

You may also employ interactive dashboards, which are simpler for team members who are not tech-savvy to use, to

obtain the information they want from a data repository. As a result, your data will be housed and evaluated remotely, and your organization or business will be provided with login information granting different degrees of access depending on the required permissions.

4.4 You can use information about past occurrences to aid in future planning.

Marketers may use the data-driven approach to analyse historical results in order to make better judgements going forward. They may more confidently plan upcoming events or campaigns when supported by customer insights and other types of data. This is crucial for companies that need to review and improve their offers often in order to provide excellent customer service.

For instance, restaurants might use insights from client order data to identify patterns and provide special discounts on less popular menu items. They could also come up with strategies to enhance these goods so that customers prefer them more.

The only way for a marketer to stay current in the world of digital marketing is to be data-smart. This necessitates spending on modern data storage techniques, interactive dashboards, and real-time data collecting and analytics technologies. Although the initial costs may appear daunting, companies who are prepared to spend will experience a significant increase in consumer involvement and pleasure.

4.5 How to target consumers using big data

Every great digital marketing campaign runs on online data. While marketing teams may already have some offline data, such as customer names and addresses, it pays to remember that digital marketing channels are more cost-effective in the long run, especially if they utilise channels like email properly.

Other types of digital marketing exist as well, and they have become more well-known recently. Examples include sponsored search, search engine optimisation, and content marketing. Every internet marketing channel must be used effectively by marketing teams in order to provide consumers with value. This means gaining knowledge on how to leverage non-traditional data sources, such as online search results, consumer purchases, social media posts, and other big data sources.

4.6 Big data sources you may leverage to boost the effectiveness of your upcoming campaign

Web analysis

This information was gathered by internet mining, as the name implies. Businesses may access both structured and unstructured data from browser actions, server logs, site and link structure, page content, and other sources using automated technologies to find and extract information from servers and web pages.

4.6.1 Search results

This information was gathered from browser activity using specialised technologies to track search information and identify user intent and behaviour. Through a process known as onboarding, consumers may also be matched to their online personae, allowing a company to develop a focused online audience.

4.6.2 Social media

Most of the globe has been positively impacted by social media. Most of the globe has been positively impacted by social media. Every day, the typical internet user spends at least two and a half hours on social media. Through monitoring posts, likes, shares, comments, check-in information, and other metrics, social networks enable marketers to gather a wide range of data, from personal preferences to brand mentions and tastes.

4.6.3 Crowdsourcing

This is the procedure for getting information from the general population, and the Internet has made it simpler. Data is gathered via conducting polls and surveys, as well as using other user-generated media, in order to study large groups of individuals who are connected by interest or passion.

4.6.4 Tracking transactions

Whether it be a logistical, financial, or other related operation, every transaction carried out by or through a firm gives essential information about users. Insurance claims, purchases, orders, requests, withdrawals, deposits, bookings, and credit card transactions are all examples of transactions that businesses may utilise to learn more about the activities of their target consumers.

5. Conclusion

Based on this paper The Role of digital marketing plays a vital role in business growth. Because it have less time and less amount do advertising through the world. And also if any changes occurred in the product we have to change easily and it creates more awareness rather than traditional marketing. So it plays a major part in product awareness (i.e. especially in New product introducing).In this digital marketing, we have to use so many types of tools. So we lot of choices in digital marketing.

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