

Digital Marketing: Necessity & Key Methods to Achieve In Current Era

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ABSTRACT

One cannot refuse that the world is rapidly changing from analogue to digital. Folks are consuming more and more digital content in day to day life and companies that have not yet realized this in their marketing strategies need to adapt fast. More people spend more time online in India every year, and the digital tools and sites they use play an ever- growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and their touch point mirrors where the consumer is spending their time. This paper begins with an introduction about Digital Marketing and it further highlights the present trends in Digital Marketing in India and discusses the necessity of using this strategy of marketing for the marketing of the product and services.

Keywords: Digital Marketing, consumer behavior, Digital India, Internet, Online purchasing

I. INTRODUCTION

Digital marketing is a terminology for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brand image of the company, build more & more prospective customers and increase the sale of goods & services by adopting various digital marketing techniques which are available in today era. Digital Marketing is the use of digital channels to promote or market products and services to consumers and their businesses.

The term 'digital marketing' was first introduced in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital Marketing Channel

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to search channels which result in two way communication and a better return on investment (ROI) for the brand. There are multiple online marketing channels available namely:

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing



Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones. Some of the key forms of it at present:

- Websites and SEO content
- Blogs
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, WhatsApp, Hangouts, Hike etc.)
- Mobile marketing (SMS, MMS, etc.)

II. LITERATURE REVIEW

Winer (2009) highlights the opportunity of advertising on blogs, which he describes as a website built around a theme where the user shares their opinions and encourages others to discuss (p.111) by explaining that marketers pay to place a banner ad tailored to the theme of the blog. However he fails to explore the potential word- of-mouth value for companies in blogs.

Furthermore, blogs may also fit into the non-intrusive media category if they are created and maintained by the company to inform consumers and engage them in conversation. Lastly the author discusses ratings/recommendations as a form of user-generated content. Through the use of sites such as Amazon.com users can rate, and share their opinions of, products or vendors (Winer, 2009, p.111). This medium can be either beneficial or harmful for marketers as they have no control. Moreover, it illustrates the importance of word- of-mouth in the digital world.

Kwak, Lee, Park and Moon (2014) present an empirical study of Twitter and how information spreads across the service. The authors analyzed 41.7 million users, 1.47 billion social relations, 4,262 trending topics and 106 million tweets. During the research the authors noted a tendency on Twitter; contact between similar people occurs at a higher rate than among dissimilar people.

Twitter's homophily can benefit businesses that establish their Twitter presence and start building a follower database. It enables companies to reach out to the right people and be sure that the information will be passed on and reach people with similar interests who could be potential clients. When looking deeper into how Twitter operates and spreads information the authors noted that any re-tweeted tweet reaches an average of 1000 users no matter the number of followers had by the original tweet.

Reaching a thousand potential customers by only one click is undoubtedly a valuable opportunity for businesses. The article presents a well description of how Twitter operates and how tweets reach masses.

However the article, though valuable, is purely scientific and very limited as it does not address how the business world is making use of this potentially profitable tool.

III. RESEARCH METHODOLOGY

The paper searches the various dimensions attached to the concept of digital marketing. It looks into some of initiatives taken in India, and the opportunities ahead. This paper is a descriptive survey study, where examples are cited based on the references from some secondary material available and some from the personal experiences of the authors. The study suggests some measures that can help companies to improve their marketing strategies.

IV. RESEARCH OBJECTIVES

The primary objective of taking up this study is to analyze various aspects of digital marketing in India, and to reveal the necessity of using digital marketing as a marketing strategy by the companies for the marketing of their product and services.

V. DIGITAL INDIA AND DIGITAL MARKETING

Digital India is an initiative by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity. It was launched on July 1, 2015 by Prime Minister Narendra Modi.

The initiative includes strategies to connect rural areas with high speed internet networks. Digital India has three core components. These include:

- Creation of digital infrastructure
- Delivering services digitally
- Digital literacy

Impact of Digital India by 2021

- Broadband in 2.5 lakh villages, universal phone connectivity
- Net Zero Imports by 2020
- 400,000 Public Internet Access Points
- Wi-fi in 2.5 lakh schools, all universities; Public wi fi hotspots for citizens
- Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs
- Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
- E-Governance & e-Services: Across government
- India to be leader in IT use in services health, education, banking
- Digitally empowered citizens public cloud, internet access

A two-way platform will be created where both the service providers and the consumers stand to benefit.

Hence, the main focus of Digital India is to make the people of India to be digital and therefore marketing companies should focus on Digital Marketing for marketing of their products and services.

VI. DIGITAL MARKETING RULES

Michael Silverstein (Boston Consulting Group Partner) says there are eight rules for converting customers into loyal customers who advocate your brand and urge others to enjoy your products. Successful companies capture the power of digital word-of-mouth advocacy through these 8 Rules.

1. *Virtual relationships:* The world works on 24 by 7. The consumers with the most disposable income have the least amount of time. But they have high-speed Internet lines at home and at work. And they want to buy what they want to buy when they want it.
2. *People do Judge a Book by Its Cover:* Consumers use their eyes in every purchase and they carry the

image in their subconscious. Visual brilliance costs a lot, but its value is priceless. Your digital marketing must also be brilliant.

3. *Show your customers what they want:* Success requires curiosity and courage, instinct, and a taste for the jugular. It requires you to look beyond simple answers and impulsive consumer rejection (the customer does not always know what they want...we must show them). Digital marketing allows you to show them.
4. *Focus on biggest fans:* Research supports the “rule of 2-20-80-150.” The 2 percent of customers (apostles) are personally responsible for 20 percent of sales. However, when they advocate to friends and acquaintances they are responsible for 80 percent of sales (and up to 150 percent of a company’s profits). Big companies often waste time generates losses chasing the remaining 20 percent of sales. In your digital marketing micro-focus on the 20%.
5. *Welcome customer’s scorn:* A complaint is a gift (according to Toyota). 'Complain once, let me fix it. Complain twice, shame on me. Complain three times, and I should be replaced'. When the complaints are really bad, listen and get ready to change. Also, find out not only *what* your customers really, really want, but also *when* and *why* they really want it. Digital engagement allows you to find out these things ASAP.
6. *Employees as passionate disciples:* Container Store calls this “man in the desert” selling... listening, helping, engaging, and suggesting. Passion equals knowledge. Knowledge equals solutions. Solutions translate into sales. It’s so simple but so infrequently exercised. Engage your employees in the digital marketing journey.
7. *Take giant leaps:* Continuous improvement, incremental advances, and consolidation never changed the world. To change the world, you must show foresight, fearlessness, and fortitude. Big wins require big dreams. Think big in your digital marketing.

Successful digital marketing is based on converting customers into loyal customers, who in turn advocate your brand, and urge others to enjoy your products or services.

VII. CONCLUSION

Different research findings shows that India is moving towards digitization very rapidly year by year, and the Indian government is also focusing on the complete digitization of the nation by launching the campaign Digital India. The objective of the Digital India is to make the people of India digital i.e; the people of India will be online. They can do anything from anywhere at any time using digital media.

So, there is a need to change the marketing strategy of various companies from traditional marketing to digital marketing. If the companies does not use the digital marketing platform to market their products and services then they will lack the competition that exist in a perfect competition market, and hence the future of the company cannot be assured and the company will go in loss.

Now-days the customers purchase the products online. They easily get the information about the product and compare the products and order without going to a retail shop or a shopping mall. It shows that the consumers prefer buying online rather than going to retail shops and shopping malls.

So with change in the buying behavior of the customer the marketing companies have to change their marketing strategies, and should adopt Digital marketing platform for marketing of their products and services.

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