

A study on digital marketing in business

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Abstract- The primary objective of this literature review is to examine the digital marketing strategies used by online retailers during the COVID-19 pandemic. In this case, effective marketing allows data to be collected to better understand target consumers, allowing for more targeted advertising and other strategies. Additionally, it was initiated to deeply understand how online retailers' digital marketing strategies work. Based on the literature review, the researchers identified the following topics: digitization and digital marketing, digital and traditional ways of marketing, social media as a digital marketing strategy, information technology as a marketing tactic, e-commerce during the COVID-19 pandemic, understanding online, internet, mobile and digital marketing, preferences and future research directions and implications. In conclusion, digital marketing has surpassed traditional marketing. These elements influence the digital marketing skills gap. Internet advertisements are becoming more widespread. Companies' perception of the value of digital marketing can be classified. An integrated approach is required to meet client needs using digital marketing channels. To succeed in this new market, businesses must first understand the lifestyles of their clients. Digital marketing has evolved into an internet advertising platform for small business owners, despite the lack of funds to update technology and take advantage of the development of the internet. Social media advertising is attracting the attention of digital marketers. Due to the potential increase in market share that social media marketing could provide to Internet marketers, social advertising spending is expected to continue to grow in the coming years.

INTRODUCTION

Digital marketing is the term used for targeted, measurable and interactive marketing of products or services using digital technologies to reach, convert and retain audiences.

So how does digital marketing differ from traditional marketing?

The traditional way of marketing involved businesses to promote their products or services in print media, radio and television commercials, business cards, billboards and many other similar ways where internet or social media websites were not used for advertising. Traditional marketing policies had limited reach to customers and the scope of influencing customer buying behavior. Digital marketing achieves business marketing goals through various online channels. Let's see how.

Social Media Marketing

Social media marketing is a way of generating website traffic or attracting viewers and customers through social networking websites like Facebook, Pinterest, LinkedIn, Twitter and so on. Social media marketing is a subset of digital marketing



All social networking websites support content sharing, but not all are necessarily used for digital marketing. While Facebook emphasizes personal sharing, Twitter emphasizes tweeting short messages about one's opinions or reactions, and LinkedIn focuses on professional networking, Pinterest encourages marketing one's own ideas and online business.

Principle of Social Media Marketing

Social media has grown as the most popular result of the internet as people all over the world like to communicate and share their special moments, problems, ideas and suggestions with others. They also like to learn about a place worth visiting, new craft projects, recipes or a new language. Social media websites allow you to share the content of your choice with the right audience as per your convenience.

This popularity of social media has inspired entrepreneurs all over the world with the idea of small online businesses. It is possible to open a store on Amazon, eBay or any other custom platform such as Shopify or Etsy. But the main problem is finding customers. There are ways like search results in Google, Bing or any other search engine. But for a new business with established competitors, it takes a long time to rank high in search results.

Social networking websites are a great solution to this challenge. The basic technique here is to share engaging posts and the right content created for the desired audience. The audience then helps by sharing the content further, which in turn reaches further. So there is another option to promote your product, services or ideas on social networking websites where there is less competition.

Review of literature

1) The development of digital marketing is inseparable from the development of technology. In 1971, Ray Tomlinson sent the first email and his technology set the platform to allow people to send and receive files through different machines. By the 1980s, the computer's storage capacity was already large enough to store huge volumes of customer information. Companies have begun to choose online techniques such as database marketing rather than short list brokers. This kind of database has enabled companies to track customer information more efficiently, thus transforming buyer-seller relationships. However, the manual process was not as efficient. In the 1990s, the term Digital Marketing first appeared, with the advent of server/client architecture and the popularity of personal computers, Customer Relationship Management (CRM) applications became a significant part of marketing technology. Fierce competition has forced vendors to include more services in their software, such as marketing, sales, and service applications. Marketers were also able to own huge online customer data with e CRM software after the internet was born. Companies could update data on customer needs and prioritize their experiences.

Ref- Dr. mrs. vaibhava desai, march 2019

2) In this study, we recognized that businesses can really benefit from digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing and social media . marketing, social media optimization, email direct marketing, display advertising, e-books, optical discs and games and are increasingly common in our advanced technology. It is proven that we are all connected through WhatsApp and Facebook and the increasing use of social media is creating new opportunities for digital marketers to attract customers through the digital platform. Understanding consumer motivations is important because it provides a deeper understanding of what influences users when creating content about a brand or store. Digital marketing is cost effective and has a great commercial impact on a business. Based on this study, it can further be argued that knowing which social media sites a company's target market uses is another key factor that will ensure online marketing is successful. One can analyze the effectiveness of internet marketing with respect to different businesses. The study can be further extended by comparing internet marketing techniques with those specific to different businesses.

Ref- m. bala, D. varma, 2018

3) Digital marketing includes any marketing effort that uses electronic devices or the Internet. Businesses use digital channels such as search engines, social media, email and their websites to connect with current and potential customers. This can also be referred to as "online marketing", "internet marketing" or "web marketing". Digital marketing is defined by using multiple digital tactics and channels to connect with customers where they spend most of their time online. From websites to online branding - digital advertising, email marketing, online brochures and more - there are a variety of tactics that fall under "digital marketing".

"Digital marketing is the marketing of products or services using digital technologies, especially on the Internet, but also including mobile phones, display advertising and any other digital media." 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.

Ref- Booms, B. H. and Bitner, M. J., 1981

4) Digital marketing is the marketing of goods or services that involves electronic devices. Digital advertising is widely referred to as "online advertising", "internet advertising" or "web advertising". Digital advertising means the advertising of goods or services through digital technologies. A form of marketing that revolves around internet promotional messages targeted at consumers. Digital technology includes the internet, mobile phone or any other digital media. In 1981, IBM launched the first PC and for the first time, Channel Net Soft Advertising Group, an advertising company that tried to engage many advertising campaigns in soft form with the support of digitalization of advertising, started the concept of digital marketing, which gave impetus to promotional attempts such as how predicted Reader Reply Cards in magazines and in return receive a diskette that contains multimedia content (Kamal, 2016).

5) Digital marketing is an integral part of the digital business transformation process. It includes new marketing techniques based on information and communication technology and related to current market conditions. With the help of digital marketing, businesses can access more effective customer relationship management tools and provide higher customer satisfaction. These tools are characterized by interactivity and mobility, and at the same time people are very close to them and understand them well, which allows them to fulfill their needs regarding information retrieval and understanding. They are carriers of traditional marketing principles that aim to help companies implement their marketing strategies more effectively, increase sales, profits, and achieve higher levels of customer satisfaction.

Ref- Global Leadership Forecast 2018

6) nearly a quarter of a century has passed since the commercial use of the Internet and the World Wide Web. During this time, the business environment has changed at a breakneck speed. Unheard of 20 years ago, large multinational corporations such as Google, Facebook, Amazon, Alibaba, eBay and Uber have emerged as key players in the modern economy. In 2015, online sales accounted for 7.4% of all US retail spending, the highest percentage since tracking began in 1999 (Phillips, 2015). Sales through mobile devices are growing rapidly from 22% to 27% of all online sales (Rao, 2015; Malcolm, 2015). Businesses now emphasize the importance of creating a "digital relationship" with their customers (Phillips, 2015).

Ref- N.T. Koukova ,Journal of Retailing(2008)

7) Digital marketing includes all marketing activities using electronic devices or the Internet. Businesses use digital channels such as search engines, social media, email, and their own websites to communicate with current and prospective customers. Sometimes this is called "online marketing", "internet marketing" or "web marketing". Digital marketing is defined as using many digital tactics and channels to connect with customers online, where they spend most of their time. There are many different tactics under the "digital marketing" umbrella, from websites to a company's online branding assets (digital advertising, email marketing, online brochures, etc.).

Ref- V Desai, B Vidyapeeth - International Journal of Trend in Scientific ..., 2019

8) The digital revolution has shaken up marketing to a great extent. In a world where customers bid their own prices (such as priceline.com) or buyers and sellers negotiate independently in auctions (such as e-Bay and many B2B auction sites), what is pricing? Does it get closer to perfection? What does marketing research mean if businesses can track every click in the decision-making process? You need to change your metaphor. We are talking about marketing like a hunt now. We may need to turn to the horticultural metaphor of "cultivating an ecosystem." This interactive gardening metaphor fits with the digital revolution, as Nicholas Negroponte states in his book *Being Digital*. According to Negroponte, the difference between a TV screen and a computer screen is very small. The former "mass" media is becoming a personal, two-way street of communication. Information is no longer "pushed" to consumers. Instead, it helps people or their digital agents to collect and create the specific information they need.

Ref- J Wind, V Mahajan - *Symphonya. Emerging Issues in ...*, 2002

9) The world is moving from analog to digital, and marketing is no exception. With the development of technology, the use of digital marketing, social media marketing and search engine marketing is also increasing. Internet users are growing rapidly and are mainly relying on the Internet, making digital marketing the most profitable. Consumer buying behavior is changing and they are more inclined towards digital marketing than traditional marketing.

Ref- Yasmin. S. Tasneem and K. Fatema, "Effectiveness of digital marketing in the challenging age: an empirical study," *Journal of International Business Research and Marketing*, 2015.

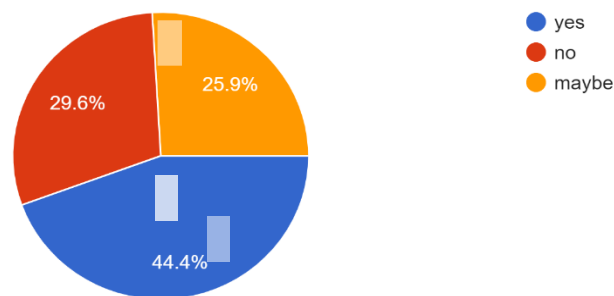
10) The Internet makes it easy for consumers to match product price and availability. Internet has introduced a modern, convenient, short and easy delivery platform. Advertising is a dynamic change in the conversation between advertisers and consumers. Today, marketers use a variety of communication strategies to execute digital marketing campaigns, such as SEO*, SEM* (Search Engine Marketing), Affiliate Marketing* and PPC* (Pay Per Click). The Internet refers to a unified data network that is internationally linked by servers, and a router

Ref-Whittaker, 2002.

Interpretation

do you interact with online marketing?

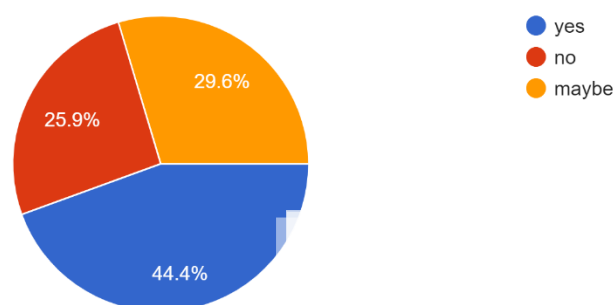
sponses



Through this chart we come to know that majority of the people comes in contact with online marketing, which inshort helps the business.

does online marketing instigate you for their purpose?

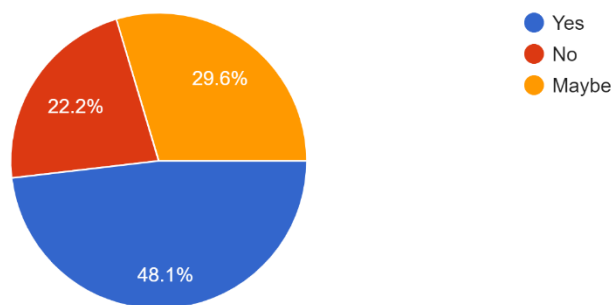
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Through online marketing people tend to buy product or services which are provided by the company.

do you get influence by online marketing?

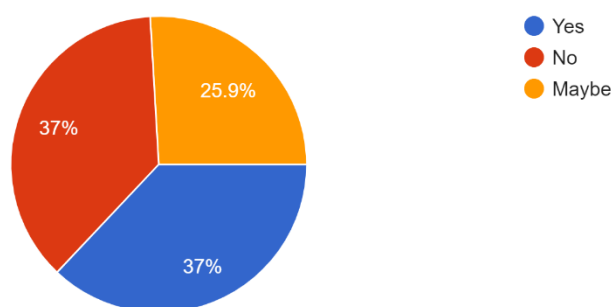
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By providing various offers and scheme, people tend to get influence by the online marketing.

is it useful for business?

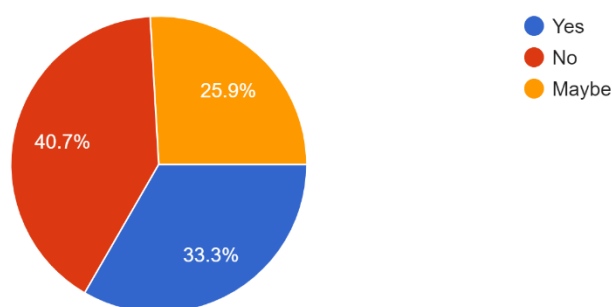
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As the chart show equal distribution between yes and no, it shows that the marketing should be done in a way or it may not show any result.

does it help in increasing business turnover?

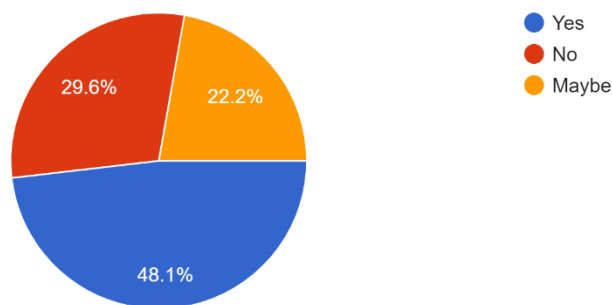
Responses



As marketing is not done in the right way, it does not show result on balancesheet and hence it does not show changes in turnover.

does it help to reach to new customer?

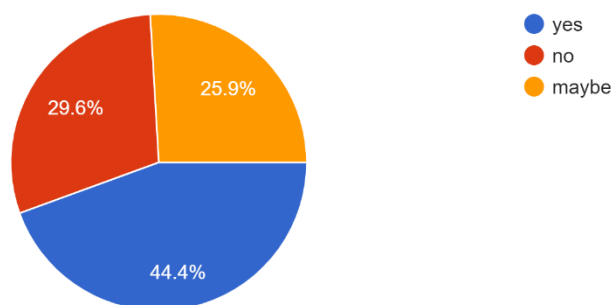
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As interne is available everyday nowadays, it help to reach more number of people living in urban and rural areas ,through which it reach new customer.

do you interact with online marketing?

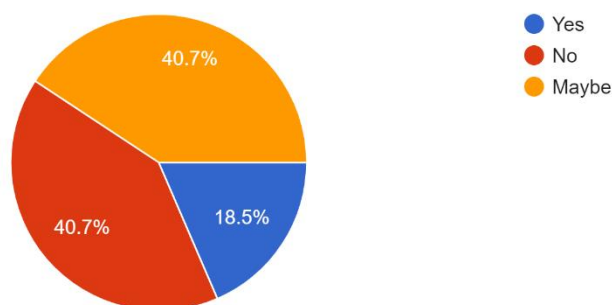
sponses



Many people see online marketing on apps and website during their work through which they come to know about the company or what does it do.

is digital marketing expensive?

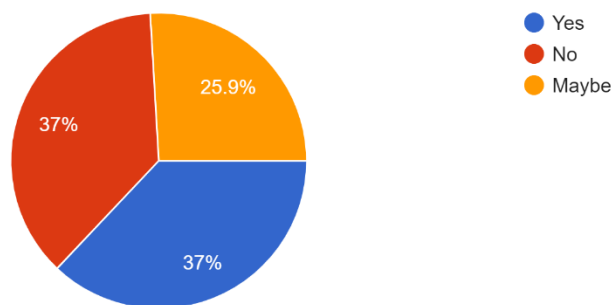
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The expense of the marketing depends on the type and size of promotion a company is trying to provide which can be large scale or small case.

does digital marketing require recurring expenses?

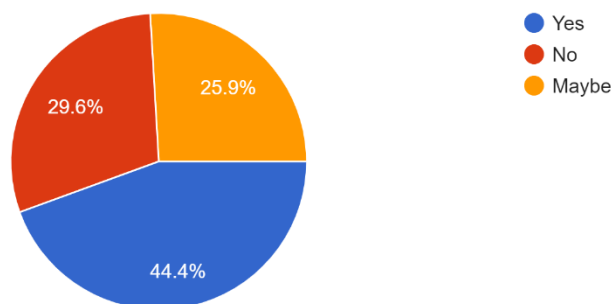
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If the promotion is done properly it does not require recurring expense but if the company wants to stay in between people it does recurring expense for the campaign.

does digital marketing impact market?

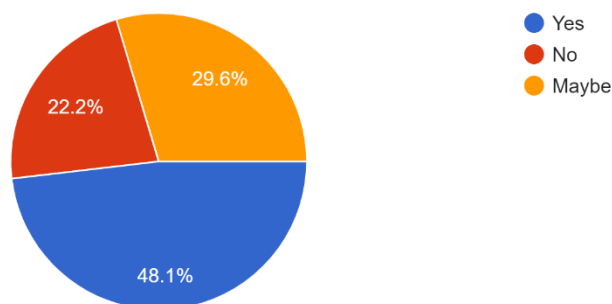
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It helps company to gain more attention of the market through which its market share increases.

does digital marketing attract customer for business?

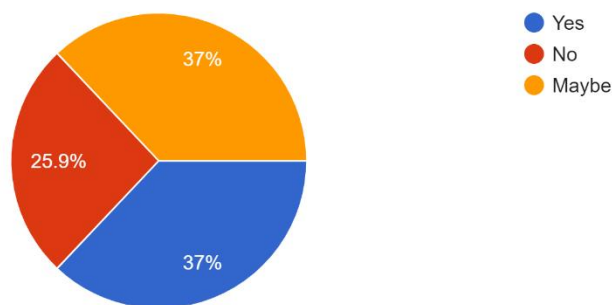
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As chart clearly shows it helps in attracting more customer for the business therefore it is beneficial.

does digital marketing help in market analysis?

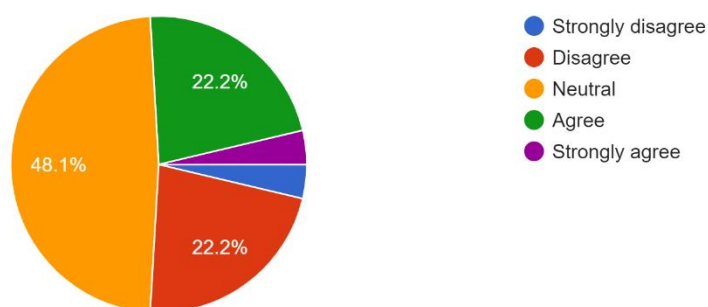
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It very much help in market analysis and help the company to know what a consumer want and according to that it take decision.

can digital marketing be more helpful than traditional marketing?

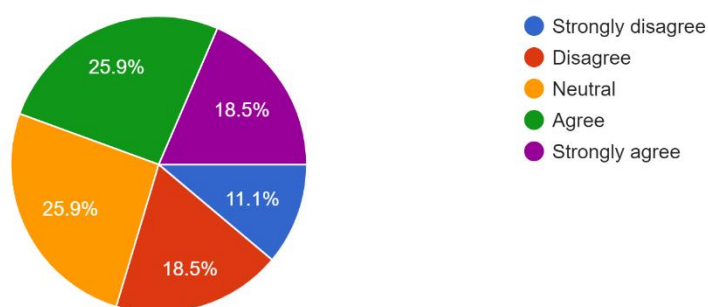
Responses



Some company still prefer traditional marketing and their old pattern so it still early to conclude on this point.

can digital marketing help in brand building?

Responses



It show that it does help in brand building and create a goodwill for the company.

which marketing do you prefer?

Responses

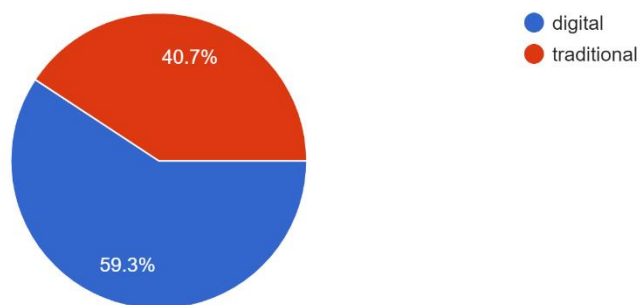
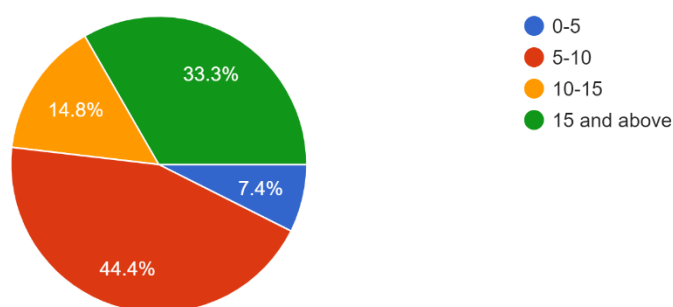


Chart clearly shows that people prefer digital marketing over traditional marketing.

how often do you get online ads?

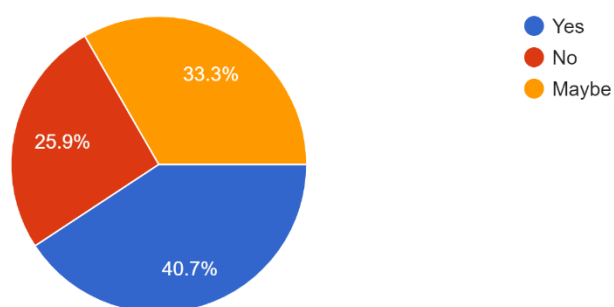
Responses



It shows that people come in contact with digital marketing, 5-10 times a day.

does online ads irritate you while working?

Responses

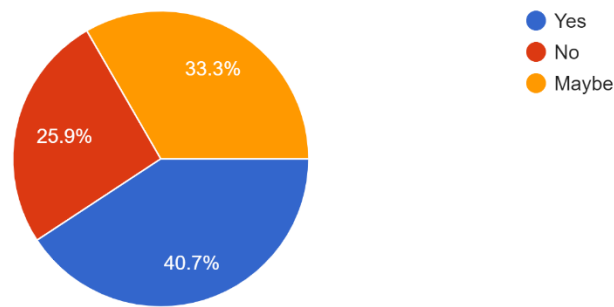


Sometimes it irritates a person when they see ad during work as it disturb them.

Eg. Ad on youtube

is digital marketing helpful or not?

ponses



Overall it shows that digital marketing is beneficial for a company to build brand, increase its revenue and profit.

Summary

The benefits of digital marketing include:

1. **Cost-effective:** Digital marketing can be less expensive than traditional marketing methods, making it ideal for businesses with smaller budgets.
2. **Targeted:** Digital marketing allows businesses to target specific demographics, interests, and behaviours, resulting in higher conversion rates.
3. **Measurable:** Digital marketing allows businesses to track and measure the success of their campaigns in real-time, providing valuable insights into audience behaviour.
4. **Flexibility:** Digital marketing allows businesses to quickly adjust their campaigns based on performance, ensuring optimal results.

There are several key strategies for successful digital marketing, including:

1. **Search Engine Optimization (SEO):** optimizing websites and content to rank higher on search engine results pages.
2. **Content Marketing:** creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
3. **Social Media Marketing:** leveraging social media platforms to build brand awareness, engage with audiences, and drive website traffic.
4. **Email Marketing:** using email to promote products, services, and events to targeted audiences.
5. **Pay-per-click (PPC) Advertising:** paying to place ads on search engines and other websites to drive traffic to a business's website.

Conclusion:

In conclusion, digital marketing is a powerful tool for businesses to promote their products or services, connect with their target audience, and grow their revenue. Its cost-effectiveness, targeting capabilities, measurability, and flexibility make it an ideal marketing strategy for businesses of all sizes.

By leveraging digital marketing strategies such as SEO, content marketing, social media marketing, email marketing, and PPC advertising, businesses can increase their online visibility, engage with their audience, and drive website traffic and conversions. As the digital landscape continues to evolve, businesses must stay up-to-date with the latest trends and technologies to remain competitive. With a well-planned digital marketing strategy, businesses can build a strong online presence and reach their goals in today's digital world.