

IMPACT OF DIGITAL MARKETING IN THE CHALLENGING AGE

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Abstract

Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. The purpose of this paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing.

Paper Identification



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Introduction:

Digital marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From website to business's online branding assets - digital advertising, email marketing, online brochures, and beyond -- there's spectrum of tactics falling under the umbrella of "digital marketing." Digital marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. It includes wide range of marketing elements than in traditional business marketing due to the extra channels and marketing mechanisms available on online. Digital marketing moves at the speed on light to keep up a strong foundation with the judgment to think critically, act independently and be relentlessly creative. Internet is an element to make the life easy and faster. In the present scenario we can see that digital marketing plays a major role replacing the traditional marketing.

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:

- **Online Advertising**

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online.

- **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.

- **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. 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

- **Text Messaging**

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future. review digital marketing review

- **Affiliate Marketing:**

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "the affiliate") and the customer. The market has grown in such complexity resulting in the emergence of a secondary tier of players including affiliate management agencies, super-affiliates and specialized third party vendors. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to

be another business's affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company's website. Company's main goal here is to find affiliates who can reach untapped markets. For example, a company with an e-zine may become a good affiliate because its subscribers are hungry for resources. So, introducing one's offer through "trusted" company can grab the attention of prospects which might not have otherwise reached. digital marketing review

- **Search Engine Optimization (SEO)**

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines. digitalarketing review

- **Pay Per Click (PPC)**

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than "earning" those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company's ads since it brings low cost and greater engagement with the products and services.

Pros and Cons of Digital Marketing:

Digital marketing allows marketers to see accurate results in real time. If an advert is put in newspaper, it is difficult to estimate how many people actually flipped to that page and paid attention to ad. There's no surefire way to know if that ad was responsible for any sales at all. Yet digital marketing would help you to know reach for your product/service, to get engaged with prospective customers, to have global reach, to promote in personalized manner. However, with digital marketing have some setbacks .Digital marketing is highly dependent on the internet. Because internet may not be accessible in certain areas or consumers may have poor internet connection. It has lot of clutter, so marketers find it hard to make their advertisements stand out, and get consumers to start conversations about an organizations brand image or products. But still large amount of competing goods and services that are also using same digital marketing strategies can be the disadvantage. Some companies can be portrayed by customers

negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. Even an individual or small group of people can harm image of an established brand. Digital marketing disseminates only information to prospects most of whom do not have purchasing authority/power. Hence reflection of digital marketing into real sales volume is skeptical.

Future of Digital Marketing:

The future of digital marketing will be integration of successful past technology and growing interest to personalise and customise need of individual. It has changed most in last 5 years than the shift seen in last 50 years. It has resulted owing to change in human lifestyle and their interest on technology. Every individual business is now tech-savvy and wishes to be more productive and profitable in shortest possible time. Optimization is happening all around, and deliverable made to happen within available resources. Every industry and its segment want to gain and prove his product best in class with superior quality. The real difference in past and future scenario is not the quality of product someone delivering but the service someone offering along with the product will create differentiating factor and put him ahead in business race. Service of delivery and need based customization is the future of all and any product. The digital transformation trends and strategies are evolving in data cloud, internet-based platform where script post is changing to voice search dominated with artificial intelligence.

Conclusion:

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies need to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down. When customers want to buy any product online, they can easily get product information and can compare with other products without visiting any retail store or shopping mall. It shows that consumers are more inclined towards online buying rather than visiting a retail store.

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