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DIGITAL MARKETING AS A TOOL FOR EFFECTIVE ADVERTISEMENT

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ABSTRACT

The recent trends in marketing allow the business to reach potential customers by fulfilling their needs at the right time. In this competitive business world, the traditional modes are not sufficient and fast enough to reach the consumers. We experience a radical change due to digitalization. Digital marketing has a lot of benefits to many companies. Digital marketing is a strategy of using digital communication media. The speed with which the digital media transmits information and helps the companies to boost their business is amazing. Digital marketing benefits to various companies with different forms such as Content Marketing, Social Media Marketing, Campaign Marketing, Search Engine Optimization, Social Media Optimization, E-mail Directing Marketing, Display Advertising, etc. This paper helps in viewing the trends in marketing. The paper is based on secondary data. The information is collected from extent literature, articles, newspaper, and websites.

The consumers are browsing more on internet to find the best deal from the producers'. Now-a-days, people are more connected through Facebook, Whatsapp, Instagram, etc. Various new opportunities are increased for the digital marketers through various digital modes to attract the customers. This paper mainly studies the history & development of digital marketing; significance; difference, traditionship and contact between digital and traditional marketing/advertising; and to know which social media sites a company's target market utilizes.

1. Introduction

The term 'Marketing' occupies an important position in the organization business activities. It helps the management responsible for identifying, anticipating and satisfying customer requirements profitably. Traditional view of marketing asserts the customers will accept whatever the product the seller presents to them. But the modern concept views the customers' point of view and it centers on the customers' needs & wants.

The rapid technological changes due to LPG, it has given a way for marketing

executives to take decision to provide the products & services and the information about the customers and for the development of environment.

In this competitive business world for any product or service, creating consumer awareness is a very critical aspect & to a greater extent the traditional modes are not fast enough to reach the consumers. Today meeting consumers on one to one basis is the top priority of the marketer to have better turnover and profits. Digital marketing has provided the solution to reach maximum number of leads for any goods and services to be sold.

Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs. In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely. Introduction of new technology has created business opportunities for Marketers to manage their websites and achieve their business objectives. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success.

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner.

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing. Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular. In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience. Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integrated approaches are adopted in organizations' marketing communication plan.

The Internet is the most powerful tool for businesses marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

2. Statement of the Problem & Objectives

The usage of internet and social media will be increasing, which is very important to every company. The power of smart phones in combination with social media is a constant expanding threat to many companies. The second big point of

consideration is related to the continuing trend of children, adolescents, and teenagers using digital and social media more and more excessively. That is why this study intends to focus on understanding the internet marketing and its technique with following set of objectives:-

- What are the successful techniques of internet marketing used today?
- Which is the most preferred internet marketing approach?
- Digital marketing as tool for effective advertisement?

3. Methodology

As a purpose of the study data have been collected through the secondary data for the preparation of this paper. The secondary data and information have been collected from various sources like textbooks, internet, articles, online data, etc.

4. Analysis and Discussion of Study

The world of marketing has not remained as it was as it is not an independent entity. The business unit as a sub-system of environment, has to constantly adjust to external environmental forces – economic, social, cultural technological, political, ecological over which the firm has no control any firm which wants to survive and survive successfully, has to identify the opportunities and threats thrown open by ever changing environment and has to use its internal strengths and resources judiciously to have smooth sailing of all the forces, the technological forces are fast especially information technology.

E-business: E-business means buying and selling of products or services, effecting payments and exchanges of information through electronic means of computers and networks.

Models of e-business:

1. Business to Business (B to B)
2. Business to Consumers (B to C)
3. Peer to Peer (P to P)
4. Consumer to Business (C to B)
5. Consumer to Consumer (C to C)
6. Business to Government (B to G)

Advantages of E-Business:

- E-business contributes to increased sales opportunities for business firms
- E-business helps business firms to have access to global market
- E-business facilitates operations 24 hours a day and 7days a week
- E-business contributes to decreases transaction costs
- E-business ensures accuracy of information exchanged between parties.
- E-business contributes to quick delivery of goods or services to customers.

Telemarketing: Telemarketing is a form of direct marketing. Here the marketers go direct to the customers, using telecom and information technology facilities.

Advantages:

- i. Telemarketing is used in business marketing and consumer marketing.
- ii. Telemarketing helps a marketer to reduce the amount of personal selling needed for contacting dealers and customers.
- iii. Telemarketing contributes to considerable increase in sales for marketers.
- iv. Telemarketing facilitates personalized contact with the prospective customers.

- v. Telemarketing gives the marketers better chance to influence the prospects.
- vi. Telemarketing is less expensive compared to other forms of direct selling.

Disadvantages:

- i. An increasing number of people have become adverse to telemarketing.
- ii. Risk of exposing confidential data.
- iii. Govt. rules and regulations.
- iv. Lack of professionalism.
- v. Lack of customer focus.
- vi. Security problem.

M-Business: M-business or mobile marketing is innovation marketing. M-business has become quite popular in recent years.

M-business is business through mobile phones or cellular phones.

In other words, it is the technology of buying and selling of goods through SMS {Short Message Service} via mobile phones.

Advantages:

- Mobile Business helps the marketers to conduct business with targeted customers at any time
- Mobile Business helps the marketers to reach millions of customers
- Mobile Business contributes to quick business
- Mobile Business is a low-cost business or marketing technique
- Mobile Business is quite suitable for both consumer market and business market.

DIGITAL MARKETING

In this competitive business world, for any product or service, creating consumer awareness is a very critical aspect and to a great extent the traditional modes are not too fast enough to reach the consumers. Today meeting consumers on one to one basis is the top priority of the marketer to have better turnover and profits. In such a situation, Digital Marketing has provided the solution to reach maximum number of leads for nay goods or service to be sold.

Digital Marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums, etc.,

According to www.Yourstory.com “Digital marketing is a process of promotion brands or products using the electronic media mainly using internet. Modes used are the mobiles, digital display and various other digital medium.

Features of Digital Marketing

DM is a process of promoting goods and services through electronic media viz., Internet. The growth of the social media and user generated content sites such as facebook, cyworld and blogs like Wikipedia have facilitated marketers to switch over to electronic promotion of goods and services. Businesses in the modern economy need digital marketing to compete because consumers today are online. Hence they can be easily reached. Their buying process begins with online. The following features of DM help marketers to complete their selling process effectively. Some vital features are as follows:

1. Today, technology is integrated into our lives more than ever before. Everyone uses either smart phones or conversational ‘Artificial intelligence’ (AI) devices such

as Amazon, Alexz or Googie Home, laptop, tables and smart mobile phones.

2. Digital marketing is an easy way for business units to tell their brand story and brings them (business houses) to life on an online platform.

3. Digital marketing will increase sales.

4. Digital marketing improves brand awareness. Business units have to reach more number of consume, to optimize their sales. Higher sales and higher revenue can be achieved by creating brand awareness, brand preference and brand loyalty.

5. For large business DM is a boon. Because it (DM) can create large customer who makes businesses stand out from competition. DM facilitates business house, marketers to differentiate them and get more leads (prospects to contact and co them as consumers). This is an essential growth strategy for large business units

6. Digital marketing gives really a voice to marketers; it shows customers that a business/marketer is than just a brand. It makes marketers to care about their customers' health and well-being

7. For small business units DM provides a platform to create brand awareness to their product. DM develops a good customer base for small units. It allows a brand to position itself in the market and thus develops consumer loyalty.

Selection of digital marketing channels

Digital marketing is a two-way activity. On the one side, corporate/marketers in corporate blogs and other social media platform upload product or service features with other details to encourage web traffic. They send messages with or without the consent of the recipients .Display advertising on websites, blogs, e-mail, and text messages is the modes through are sent. Thus type of sending product/service messages is called Push Digital Marketing. They are also called Spam. In Push or Spam, Marketers themselves volunteer to send product/service message to catch the web viewers. Push technologies deliver content as it becomes available and are targeted, to consumer demographics.

Adoption of each of these channels/methods for a specific marketing activity will be a strategy:

1. **Search Engine Optimization (SEO):** This is a process of optimizing the company (marketers) website to "rank" higher in search engine result pages, thereby increasing the amount of free traffic the company's web page receives. The channels that benefit SEO include website, blogs and info graphics.

There are number of ways to approach SEO in order to generate qualified traffic to company's website.

a. On page SEO: This focuses on all the content that exists "on the page", when looking website. By researching keywords, their search volume and meaning, the company can answer questions of readers and rank higher on the Search Engine Result Pages.

b. Off page SEO: This type of SEO focuses on all of the activity that takes place "off the page", when looking to optimize the marketer's (company's) webpage. This means that when certain marketing activities that affect the ranking of the company's website are not found on the company's web, the company can have such activities by networking with other publishers. The process is called "back linking" or "inbound linking". With this, what is not found on company's website can be

hoisted on the network sites by writing blogs to generate external attention.

c. Technical SEO: It refers to website and server optimizations that help search engine spiders crawl and index your site more effectively. It is the process of ensuring that a website meets the technical requirements of modern search.

2. Content Marketing: This is a channel which is concerned with the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generations and customers. This strategy takes place by writing (i) “Blogs” on company website and (ii) publishing e-books, white papers and long-term information to website users and (iii) Info-graphics (showing the product information to visitors of company's web in visual form). Content marketing through blog posts and publishing e-books will help the company to provide content (product information) to visitors of the company's website. This facilitates the generation of leads for the company and moving the people through the buyer's journey.

3. Social Media Marketing (SIM): This mode of advertising of product or service through internet promotes the company's brand and content on social media channels such as (i) Facebook, (ii) Twitter, (iii) Linked in, (iv) Instagram, (v) Snapchat, (vi) Pinterest etc. Through these channels companies have the strength brand, and helps leads for the company and these leads (consumer data) can be converted into customers with sincere marketing effort online.

4. Pay per Click (PPC): PPC is a method of driving traffic to company's website by paying a publisher every time the company's advertisement is clicked. One of the most common types of PPC is Google Ads, which allows company to pay for top slots on “Google search engine result pages” at a price “per click” of the links that company places. Other channels that can be used for PPC are (i) paid ads on Facebook, (ii) Twitter Ads campaign and (iii) Sponsored messages on linked in.

5. E-mail Marketing: Companies use e-mail marketing as a way of communicating with their audiences. Email is used to promote content, discounts and events as well as direct people towards the company's website. Email marketing campaign include (i) Blog subscription newsletters, (ii) Follow-up e-mails to website visitors who download something, (iii) Customer welcome e-mails, (iv) Holiday promotions to loyalty program members, E-mail continues to hold No.1 spot on marketers' list for planned spending. 60% of executives favor e-mail for its ability to delivering return on investment (ROI).

6. Affiliate Marketing: It is a performance based advertisement. The owner website permits to promote same one else's product or service on his website and commission for hoisting information. It is called “Affiliate marketing”, because the, owner of a website affiliates with the web owner by paying the prescribed fee or to promote the product of product information of an affiliate from owner's social account.

7. M-Marketing (Mobile Marketing): The popularity of mobile phones has spread

all walks of life. Millions of text messages are sent every day using mobile phones. Mobile Marketing is an innovative approach to increase returns at low cost to the organization and can also help enhance and differentiate its brand. It is highly personalized, interactive and has an immediate impact. It is ideal for any business to generate leads and prospective customers. Organizations can fully harness the power of SMS communication to tap potential customers. SMS refers to "Short Message Service" and involves the delivery of text messages to mobile handsets. SMS is a general name for the technology that enables users to send and receive text messages via mobile phones. Currently, SMS has an extremely high consumer usage, but a low business adoption. But this relatively low business usage is changing rapidly, with more and more organizations realizing the benefits of SMS, and using it as a new media within their traditional marketing, communications strategies.

Advantages of digital marketing

1. Addition to social media :

It is revealed from empirical studies that 22% of the world population uses Facebook, (a social media platform). When asked why they are addicted to social media, the main reason they say is "to buy products advertised to them",

2. Comfortable platform for small businesses:

Many multinational companies like McDonalds, Walmart, Nestle have entered in a big way to Indian market to sell various types of moving consumer goods (FMCGs) and services. Opening big shopping malls in every locality of or city have become an obstacle for small business, Amazon, Flipkart are very well known markets and it is very hard for small businesses to compete with these retail giants. It is here that digital marketing comes as a beacon of hope for small businesses. Digital marketing actually allows smaller businesses the ability to hold a good position. DM allows small businesses to compete with a much smaller advertising budget. If managed effectively, DM provides data to small businesses to take so: business decisions and thus creates a level playing field to small businesses.

3. Provides more targeted consumers :

Every advertisement made through print or media will be focusing on specific audience, who reads that magazine or newspaper. The message is also controlled within the publishing guidelines. Advertisement may reach huge readers.

Digital marketing on the other hand, provides access to all markets and provides the marketer to analyze and divide them into separate groups and focus on specific customers most likely to purchase what the marketer sells. Targeting under DM can create highly relevant advertisement to target market. This cannot be done by general advertising procedure. Opening website for marketing is equal to opening sales unit everywhere in the world.

4. Personal contacts :

The importance of DM lies in developing personal contacts of target consumers. DM facilitates targeting individual consumers through e-mail. Electronic mail takes the marketers to the individual level. Most of the consumers prefer that business uses e-mail to communicate with them. If product and service messages are sent

through e-mail, it is consumer's choice to accept or reject the product or service. If highly relevant content (about goods or service they required) is sent to them, they go on purchasing repeatedly. This is what marketers call "Personalization" of consumers. It builds relationship with customers. DM is totally interactive and one-to-one marketing. Marketer can also sell customized product.

5. More advanced analytics :

DM has become important, because of its more advanced analysis of customer data. The traditional method of analyzing the performance of TV advertisements, marketers are unable to get clear information about timing of beaming of advertisement reaching of product information to prospects, whether sales will be improved through audio-visual advertisement etc. Precise analytical tools cannot be adapted to get market information. In digital marketing, marketers will be getting precise information about the consumer liking of the product/service.

6. Easy to scale (measure) and adapt: In every marketing activity, initial investment is a must to secure consumers. Advertisements procure consumer traffic and it continues to flow with greater effort. This may be an expensive proposition for small businesses. The importance of DM to small businesses becomes very clear when marketers of these small units see how easy to scale and adopt as the business grows.

7. Best return on investment (ROI):

Empirical studies throughout the world have revealed that businesses get a whopping 3800% return on investment. If marketer spends Rs. one, he will get a return of Rs. 38 to 40. E-mail is the best chosen form to communicate the product message, if the seller builds e-mail list with quality subscribers, highly relevant content can be sent to mail boxes to increase traffic. These are the consumers who are very likely to buy the product and gradually become the loyal customers, if that relationship is nurtured by seller.

8. Meets the requirement of shoppers :

The importance of DM lies in the fact that it goods or service according to choice of the consumers. Those who are addicted to online consider first the online reviews of the product to be purchased. The purchase decision of consumers is governed by reviews. After analyzing reviews, the purchase takes place. It is estimated that trillion online searches (queries) are performed every year. Of these, Google holds the major share. This reveals that modern sales process starts online.

9. Valuing customers: The importance of digital marketing is that it allows marketer to market to people in the way that show respect and value them. They want someone to provide them with information that helps them for informed decisions. They want to buy from brands what they value. They want marketer/seller to be part of their decision.

Disadvantages of Digital Marketing

Digital marketing faces many limitations and has its own disadvantages.

1. Non-availability of Internet: First and foremost problem with DM is that without internet, DM activity cannot be carried. In many places internet network issues might discourage the customers. Internet non - availability in many places marketers cannot reach consumers and consumers in turn cannot access the campaigns about the product or service they want. They cannot converse with producers/marketers about organization's brand image or products. Non-availability of internet restricts the DM activities.

2. Using same digital channel: Another disadvantage is that many competing goods and services use the same digital advertising channel, and fix consumers in dilemma. They are confused and will not be in a position to pick-up a quality product at a reasonable price. Price war is a common feature of online. This prompts consumers to bargain for price and quality. Customers may look at alternative options for the cheaper price or better quality of the same product. This limitation has to be addressed by digital marketers.

3. Negative attitude of some consumers: Some consumers do not take some brands certain companies. These consumers can portray negatively such brands which they consider the products are of poor quality although the brand is accepted by majority consumers. Negative write-ups in blogs cause damage to the brand and results in selling.

4. Limited only to consumer goods: The practical limitation of DM is that it is suitable for consumer goods and services. These goods can be easily propagated through digital channels. Industrial goods and pharma products cannot be easily marketed through digital process. Even today these products are marketed effectively by traditional marketing process.

5. Viewed mainly by non purchasers: DM provides only information to the prospects most of whom do not have the purchasing authority or power. This may result in non- achievement of target sales. Real sales value will be less than what is expected.

Social Marketing

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.

Or Social marketing seeks to develop and integrate marketing concepts with other approaches to social change. Social marketing aims to influence behaviors that benefit individuals and communities for the greater social good.

Conclusion

In the present days, Digital marketing has given a gate of vast variety of opportunities for businesses. People are very much fascinated with digital world. In this study, we accept that business can really be advantageous from digital marketing. Digital Marketers attract marketers through various digital marketing platforms like Facebook, Whatsapp and Instagram are the most effective tool for advertising. Therefore Digital marketing is effective tool and has a great impact on

the business commercially. Nowadays, small companies are also attracting to compete with the larger companies.

6. Limitations of the study

From this study, it can be argued that digital marketing can be a life to digital marketers with online platform which companies can rely on to target the market. Online marketing will be successful with the effectiveness of internet marketing for various businesses. This study can help the various business people to use the internet techniques effectively and successfully.

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