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A research study to investigate the feasibility of digital marketing strategies in advertising

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ABSTRACT

Advertisement is an important aspect of a marketing plan's promotional mix since it delivers important information about the product and services, which has a direct impact on consumer purchasing behaviour and helps the company grow sales and market share. Companies spend a significant amount of money on advertising in order to promote their products or services in the marketplace. Every day, we are exposed to advertisements, which have an indirect or direct impact on our purchasing decisions. Advertising has a significant impact on sales and aids in the expansion of a company's market share. It facilitates direct communication with customers. We found that digital marketing, such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, ecommerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical discs, and games, can all benefit businesses. This article includes numerous reviews as well as supporting facts and numbers to demonstrate that digital marketing is an efficient advertising tactic.

Introduction

INTRODUCTION TO THE STUDY

Today's consumer e-marketing has more influence than TV and journal ads. Social media marketing helps businesses attract potential customers to their products or services. In response to this fundamental shift, marketers have increased the use of digital marketing channels. As we are all aware, the rate of growth in online shopping and ads on today's market is alarming, and industries and companies are

increasingly focusing their attention on e-marketing ads rather than other advertising forms. Consumer research therefore needs to examine and understand the behaviour of consumers in the digital context. Facebook, Twitter and other social media involvement methods The Internet is now available to almost anyone who has a mobile telephone with the introduction of 3G/4G services with unlimited download. The rapid growth of the internet thus signal that the internet is used as a marketing tool and that it provides every company with a great opportunity to change its consumer view via digital marketing.

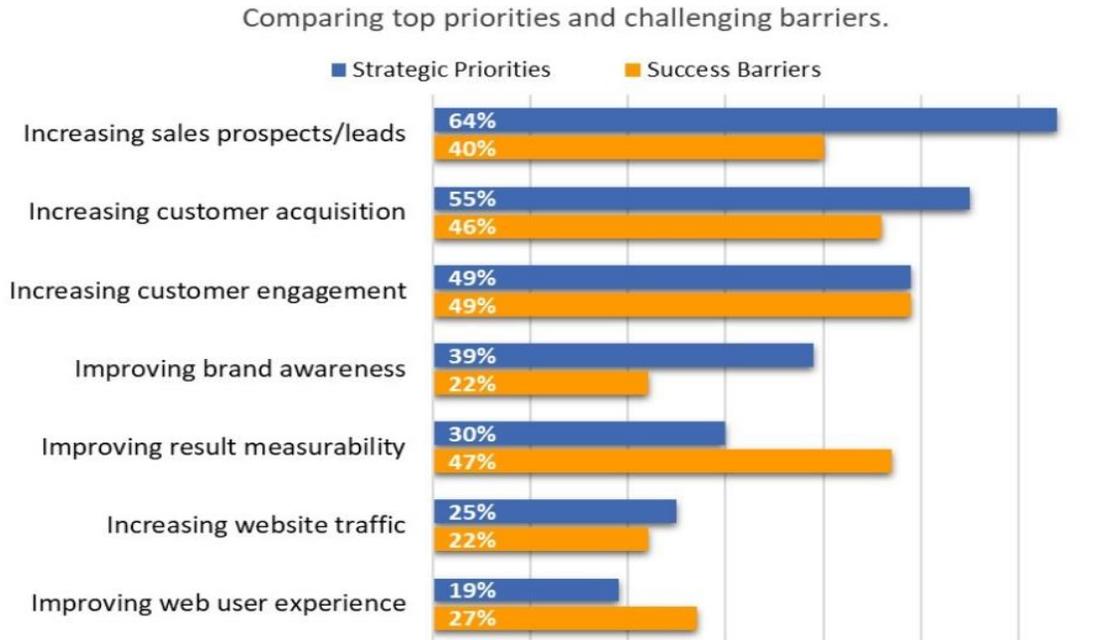
As a result of the trend towards one-to-one marketing the use of digital channels as a means of effective publicity for consumers is being given greater importance. This study explains that e-marketing is more convenient than traditional marketing, as it does not have any advertising limits and no restrictions on to whom to advertise because it uses the Internet to target the world market. Digital marketing includes a variety of other channels while internet marketing is a digital marketing subset. The distinction between digital and internet marketing is critical to understand, because it can help us develop our overall marketing strategy. This paper discusses the various strategies used in the present context or designed.

DIGITAL MARKETING

As the name implies, digital marketing refers to the marketing of digital technology. Digital marketing has become more common and with the increasing use and importance of technology worldwide, its significance and efficiency are rapidly increasing. Digital Marketing makes use of all electronic or electronic channels or electronic media for the purpose of marketing or promotion of products, services or brands. Digital marketing also helps organisations or institutions to analyse their marketing campaigns by recording all campaigns, so that they can measure each campaign's efficiency. Helping digital marketing Digital marketing monitors the number and duration of visuals for any particular ad, posting and impact on sales to calculate their full impact. Digital marketing channels include text messaging marketing, digital print advertising, TV marketing, radio advertising and other television channels.

For all digital commercialing channels, all these advantages, disadvantages and overall impacts of digital marketing. There are numerous digital marketing channels, such as internet marketing and non-internet marketing, which can be divided into two categories.

Many companies are identified and followed from various sources by different strategies, the most effective below and the barriers identified as challenging: There are different strategies. There are:



2019 Digital Marketing Strategies Survey by Ascend2 and our Research Partners. Published October 2018

Engaging in Digital Research

The company should conduct as much digital research as possible before developing a strategy, after determining its overall objective. Future marketing processes, market demand for products and services, target market profile, competition and industry needs to be learnt from research. While we may need to make certain assumptions to set your goals, the enterprise wants to minimise "conceptions" about the results of its digital marketing and sales activities.

The following should be included in the Research on digital strategy:

Analysis of marketing and sales

Review in detail marketing, sales practises, processes, performance metrics and tools used by customer service, marketing and sales teams. Identify any improvement gaps and potential areas.

Analysis of Market Demand

To determine how many people are searching for the products and services of the same company every month, establish the request for keywords most relevant to search engines such as Google. The company will also want the cost and the volume of traffic generated for paid ad campaigns.

Analysis of Market Impacts

Find out the most popular corporate social media content for the key influencers.

Audit of Digital Files

Conduct an audit of and manage all previously active sites, pages, profiles and accounts of the company.

Analysis of competitors

To see what they do and how well they do in the field of digital marketing, analyse the top competitors. What is their proposal for value and how does their industry stand out?

Customer Development

Create profound profiles for your perfect purchaser.

These profiles should contain the following information:

Priority Initiatives – How do you find solutions to a problem? What are their priorities and what made them change?

Success Factors – What are the expected product or service results? What does "successful" experience mean?

Perceived hindrances – Which obstacles do you perceive??

Decision criteria – What attributes are they going to use to evaluate, compare and do nothing?

What is the decision-making process for your assessment journey? What is the role of this person?

Content Review

Determine your products and services' popular content as well as the most requested information or information at every stage of the purchaser's assessment journey.

The results of the research in the digital strategy will be used to develop digital channels, contents, media and inbound marketing strategies.

REVIEWS OF LITERATURE

The factors influencing 'Like Clicks' in the Facebook advertising were explored by Jambulingam et al, (2019). In addition, the researchers tried to understand the link between millennials' buying products and "like clicks." A quantitative study was carried out using a survey questionnaire to gather data from 250 millennials. According to the study's findings, 'Like clicks' on Facebook advertisements were influenced by information about the product's economic value and quality. Furthermore, relevant product comments and similar clicks had a significant impact on millennial product purchasing decisions.

Pandey, Sahu and Dash (2018) tried to explore the influence of social media marketing on thousands of-year-old intentions to buy goods and services in their study. Three structures were identified following an examination of previous literature: electronic peer communication, electronic Word of Mouth and attitudes to advertising in social media. All the variables identified have a significant effect on the purchase intention for thousands of years.

According to Leena Jenefa (2017), there are numerous significant factors that demonstrate a close relationship between purchasing behaviour and the influences of promotional media advertisements. Customers' perceptions of a brand are largely based on the value they receive after paying for the product and the benefits they seek.

In order to determine whether brands are able to approach millennia effectively with traditional marketing techniques and also navigate digital marketing demand in the fast-moving advertising industry, Brown (2016) has carried out research. In order to achieve this, a critical literature review was carried out along with interviews with thousand-year-old clients and industry experts. Millennials show a shorter focus than previous generations, based on the results of the study. You are found to be technologically skilful and sleek and, as a result, you can click on a button to get answers to all your questions. The advertising practises have thus required a change. Advertising must be adapted for a specific goal and must provide the right information to consumers at the right time and place to target thousands of years.

In the study, Hartemo (2016) showed that e-mail marketing is a tool for personalised communication and that it empowers consumers to become active consumers. The study found, however, that markets are currently outdated and email marketing is under-used. Beyond the Rack is a retail e-commerce company that gets 16.2% of its e-mail marketing traffic because it's interesting enough for the interests of consumers.

According to Dehkordi and Javadian (2012), ecommerce and e-marketing demonstrate that internet marketing is far more straightforward than traditional marketing. They reduce marketing costs, allowing for more targeted marketing. They receive a low cost in exchange for their physical appearance. Results also show that e-marketing and e-commerce make people feel more relaxed and at ease than newspaper, TV, and magazine advertisements.

Another popular digital marketing tool is viral marketing, which marks use to disseminate information by creating mozzling, network marketing and using the media. The use of social media channels can help promote brand awareness and increased brand visibility (Raja, 2012).

In relation to primary digital channels, the following topics are discussed:

Search Engine Optimization (SEO)

The fact that organic search results are listed highly and ranked is important because they lead to discovery, awareness, interest and transformation without paying advertising. SEO is a complex tactic that contains many variables that affect the rating and exposure of your website, including:

- Incoming website links
- Authority for Domain
- Bookmarking Social
- If you are a mobile friend of your site
- have a safe website (SSL)

Google owns 89,98% of the search engine market according to Statistica. You have to be high (page 1) on the search engine results page of Google for your company (SERP).

PPC (Click Pay) (Pay-Per-Click, PPC)

These are ads on the results pages of search motor (also known as sponsored ads). Pay search is an excellent way of targeting your brand, products, and services in specific keywords. You will find your ads to those who are actively looking for the solutions that you offer.

The cost of your ads depends on several factors including how much you are prepared to pay per click and the relevance of your landing page after someone clicks your ad. This channel can supply high quality traffic from a particular population. The search engines are available for Google, Bing, DuckDuckGo, Wiki.com and others.

Display advertisement

These kinds of publicity allows you to display your ads in accordance with your particular interests, your age, your gender, your community and the keywords. These ads are available on a specific website or a set of websites that are visited online by your target audience. The well-known ad networks include Google Ads, Media.net, the Facebook Audience Network, Verizon Media, Infolinks, Apple Ads and many more.

E-mail marketing

The main purpose of sending e-mails and automating follow-up processes is to involve your network potential, contacts, and customers.

Emails, including list segmentation, subject lines, emails copy, call-to-act (CTAs), links to websites, landings and analytics pages, can usually be used in various campaigns. Increasing interest, customer conversion and retention through added value for a brand, product or service are the common goals.

Social Media Marketing

Content and social participation are used primarily for awareness raising and interest. Publicity is also available based on the above-mentioned advertising attributes.

Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube and Snapchat are all the most popular social media platforms.

Website Optimization

To engage and educate visitors to the website it is vital to optimise the Website. Appeal for action is an example of educational content for newsletter registration, content offer (ebooks, guides, White paper, case studies, lists, etc.) downloading for a podcast or seminar, requesting consultation or quote, buying and becoming a client.

As images and design are important, it is important for your content to attract, involve and translate strangers into clients. The load speed, reliability, navigation, response, contents, security and conversion should be optimised for all processes. This will improve the experience, actions, and performance of users.

Video ad networks

Video is a popular type of content. Although video is a content, certain video networks are worth considering. Video advertising explodes in all markets and industries. Cisco forecasts that 80% of all internet traffic accounts for video content by the end of 2019. Some of the most popular video ad networks are YouTube, Verizon, SpotX, Springerve, and Airpush.

I must remember that in today's digital world, power is in the hands of buyers and not sellers. Buyers arrive in the web for millions of dollars in annual digital marketing budgets based on their collective digital experience with major brands and portals. That is why it is important, in order to ensure your strategy is achieving your business goals and also meeting buyers' requirements, to successfully implement the above key components for an efficient digital marketing strategy. Too often businesses and even digital marketing agencies want to run and start campaigns without first considering their strategies.

CONCLUSION

Marketers do not permit consumers in the new world of digital communication to think outside of the periphery. Marketing or promotion by online or online media, pay-per-click, search engine optimisation, e-mail marketing, content marketing, telephone advertising, print ads, banners, digital advertising, television, radio advertising, gaming advertising... marketing or promotion of products, services or brands. These channels are categorised into two types: online and offline. Internet

marketing means all channels which rely on the internet as a platform or use it as such. This includes social media, the optimization of search engines, click-based advertising, email markets, etc. It is therefore abundantly evident that Internet marketing is a sub-set in digital marketing, but it is not the same thing. The most common and expensive digital marketing method, also known as online marketing. Since it is the most common channel and the development of digital marketing through online marketing, the understanding of digital marketing remains limited to internet marketing for the most part. Therefore, one of the main reasons why many people still call digital marketing internet marketing. We must recognise, however, that digital marketing techniques have also been used offline since technology is advanced. It must be understood that internet marketing is only a digital marketing subset and not the same, because it can help us to select the most suitable marketing tool or technique for use in our marketing campaigns and to form our overall marketing strategy.

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