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A Study on Digital Marketing Analysis

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Abstract: This review paper's goal is to examine the effects of digital marketing and highlight its significance for both advertisers and consumers. This essay starts with an overview of digital marketing, and then it discusses its various channels, the distinctions between it and traditional marketing, and the benefits, drawbacks, and significance of digital marketing in the modern world. Marketing is not an exception to the general world's transition from analog to digital. The use of digital marketing, social media marketing, and search engine marketing is growing along with the advancement of technology. Due to its reliance on the internet, digital marketing has benefited the most from the rapid increase in internet users. The purchasing habits of consumers are evolving, and they are now more likely to use digital marketing than traditional marketing.

Keywords: internet, digital marketing, online advertising, and online marketing.

1. Introduction

The Digital marketing is the area of marketing that promotes goods and services by using internet- and online-based digital technologies, including smartphones, desktop computers, and other digital media and platforms. The 1990s and 2000s saw its development, which altered how companies and brands use technology for marketing. Digital marketing campaigns have proliferated, utilizing a variety of strategies such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disk. These strategies have been adopted as digital platforms have become more and more integrated into marketing plans and daily life. Games and disks are now standard equipment. Digital marketing encompasses non-Internet channels that offer digital media, including call back, television, mobile phones (SMS and MMS), and mobile ring tones for on-hold usage. Digital marketing is distinct from online marketing in that it can be extended to non-Internet channels.

Different Digital Marketing Components

Marketing with Search Engines: An online tool that assists users in finding the information they need is a search engine. Search engines include Google, Yahoo, Bing, Baidu, and others. Any activity that raises a user's website's ranking in any search engine is referred to as search engine marketing. Search engine marketing comes in two flavors: sponsored search and search engine optimization (SEO).

Send an email: Email's adaptability is one of the main reasons it's so difficult to replace as a medium-to high-return marketing channel for your company. There are a number of other reasons as well. Email isn't the newest technology out there, but it still lets you use the newest content marketing trends, like automation and personalization, without going over your marketing budget. Since email can help with other marketing goals as well, it should come as no surprise that 73% of B2B marketers and 63% of marketers in general regard email as their most effective tool for lead generation and revenue generation, respectively.

There are a lot more ways that email benefits you in addition to lead generation and revenue.

- Due to its widespread use, email has grown to reach 3.9 billion users in 2020 and is predicted to reach 4.3 billion users in 2023, accounting for more than half of the world's population!
- Email continues to yield the highest returns; according to a study, 73% of participants rated the medium as excellent, while paid search and SEO received ratings of 72% and 67%, respectively.
- The average return on investment for email marketing is \$42, for every \$1 invested.
- Only 10% of opens occur on desktop computers; up to 62% occur on mobile devices.

Social Networks: Although there are many excellent reasons why social media marketing is included on this list, it goes beyond the fact that there are now 3.81 billion active social media users. Social media started out as a way for people to connect with each other personally, but it has since grown into something much greater than anyone could have imagined.

1. Facebook is the most popular social networking site. Businesses can use Facebook to advertise their goods and services.

2. LinkedIn: Experts create profiles on LinkedIn, which they can share with others. Additionally, the business creates their profile on LinkedIn, which links professionals and businesses.

3. Google+: This is Google's social network, where users can quickly establish connections based on friendships and shared interests.

4. Twitter: The platform aims to raise sales and brand recognition, draw in new followers, and lead and enhance conversions.

Partner Promotion: Through their marketing strategies or efforts on behalf of the company, subsidiaries are rewarded by the parent company for each customer or visitor they bring to the company's website through affiliate marketing. "Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products," according to Pat Flynn's Smart Passive Income. You locate a product that appeals to you, spread the word about it, and get paid a portion of each sale.

Internet-Based Display Advertising: In traditional marketing, a company may advertise its goods or services with a billboard, poster, or advertisement in a newspaper or magazine on both sides of the street. Digital display advertising is an example of that. These days, a marketer can accomplish the same goal by using online display advertising. Display advertising comes in various forms, including rich media, banner ads, interactive ads, and video ads. Because display ads are visually appealing, they are excellent at drawing attention.

Benefits of Internet Marketing

Digital marketing's primary benefit is its ability to reach a specific audience in an affordable and quantifiable manner. Driving online sales and enhancing brand loyalty are two more benefits of digital marketing.

- **Global reach:** For a minimal initial investment, a website can help you discover new markets and conduct international business.
- **Cheaper** - Compared to traditional marketing techniques, a well-thought-out and precisely targeted digital marketing campaign can reach the right customers for a lot less money.
- **Measurable and trackable outcomes:** Using web analytics and other online metric tools to measure your online marketing makes it easier to determine the success of your campaign. You can get comprehensive data regarding how users interact with your website or react to your advertisements.

Personalization: If your website is connected to your customer database, you can welcome visitors with offers that are specifically tailored to them. You can more effectively market to them and develop your customer profile the more they purchase from you.

- **Openness:** By participating in social media and using it wisely, you can cultivate a following of devoted customers and establish a rapport with ease.
- **Social currency:** By employing content marketing strategies, digital marketing enables you to develop captivating campaigns. These kinds of content—images, videos, and articles—have the potential to become social currency by spreading among users and going viral.

Higher conversion rates: If your business has a website, buyers can complete a transaction with just a few clicks. In contrast to other forms of media that necessitate individuals to get up and make phone calls or visit stores, digital marketing can be instantaneous and seamless.

The drawbacks of internet advertising

- **Skills and training** – To successfully execute digital marketing, you must guarantee that your employees possess the necessary knowledge and skills. It is imperative that you stay current with the rapidly evolving tools, platforms, and trends.

- Time-consuming: It can take a lot of time to complete tasks like creating marketing content and optimizing online advertising campaigns. Measuring your outcomes is crucial to guaranteeing a return on your investment.

Tough competition: Although digital marketing gives you access to a worldwide audience, it also puts you up against rivals from around the world. Amidst the plethora of messages targeted at customers on the internet, it can be difficult to differentiate yourself from rivals and attract attention.

- Complaints and feedback: Your audience may be able to see any unfavourable comments or critiques of your brand on review websites and social media. It can be difficult to provide efficient customer service online. Negative remarks or a poor response can harm the reputation of your company.

Concerns about security and privacy: Gathering and utilizing client data for digital marketing has several legal ramifications..

2. Review of Literature

"The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable (Edelman, 2010)."

Philip Kotler and Kevin Lane Keller: "Digital marketing is the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media."

American Marketing Association (AMA): "Digital marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses."

AviJorisch: "Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps."

Ryan Deiss: "Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing."

E-Marketing or Digital Marketing according to (Chaffey & Mayer 2009), is marketing that has a broader scope because it refers to digital media such as web, e-mail, and wireless media, but also includes the management of digital customer data, and also how the Internet can be used in common with traditional media to acquire and provide services to customers.

3. Research Methodology

Research Design:

A lot of systems and techniques are employed in the assembly, disregarding, and estimation of the aspects mentioned in the exploration problem that make up the research configuration. It is a cutting-edge piece of work designed to find research-related answers. It provides a detailed plan on how an inspection will take place, including information collection methods, tool applications, and information analysis techniques.

Data Collection:

1. Primary data

It is accurate information that has been obtained legally. The unique method for gathering essential data is in-person meetings, surveys, reviews, and so forth. Since my project is a clear study, no essential data was gathered in this way. The study's primary sources of data are observations and interviews. Interview: A series of haphazard questions about digital marketing were posed to office workers during the interview, and the response was recorded. Observation: An observation has been made regarding the strategies, tactics, and tools used by them in digital marketing to advertise their business.

2. Secondary data

Secondary sources for the analysis were gathered from journals, websites, and various historical studies. Subjective research was used in the investigation to achieve its goals. The audit of the current writing verified that the investigation was clear and helped to approve and remove the important factors and issues. Data was obtained from supporting bases. In addition to friends' information, auxiliary sources included magazines, websites, records, and office officials.

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Descriptive research Design: Because the study is descriptive in nature, a descriptive research design is used. The analysis is illuminating in that it now clearly includes a research plan. Clarifying test design is used to consider the characteristics of the population under consideration. This plan covers receding tide in addition to stream concerns or issues, completes the information gathering process, and gives the expert permission to fully depict the situation.

4. Conclusions

People are spending more money on internet content, so businesses that are struggling to incorporate this into their advertising strategy will need to change fast. People's use of digital platforms is constantly evolving, as evidenced by the amount of time they spend online each year. Digital India's primary goal is to advance digital media. Due to the fact that people can use digital platforms from anywhere at any time, businesses must switch from traditional to digital marketing strategies. Electronic phases aid in influencing the outcome of product evaluation in unbiased gatherings. The analysis of the purchasing behaviour of the purchaser demonstrates that Indian consumers are avid information seekers and will research an item before visiting a merchandising facility. Therefore, products must provide stages for customers to comprehend their item or to experience the texture of that product as it truly is. I genuinely acknowledge that promoters will find this venture story to be extremely valuable in understanding electronic promoting and anticipating future systems.

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