

A STUDY ON DIGITAL MARKETING AND IT'S IMPACTS

S.Sundar, I MBA

Department of Management Studies
C.K College of Engineering & Technology
Chellangkuppam, Cuddalore – 607003.
+91-9894271637, sssundar2001@gmail.com

K.Vinoth, I MBA

Department of Management Studies
C.K College of Engineering & Technology
Chellangkuppam, Cuddalore – 607003.
+91-7558105759, vino33147@gmail.com

Abstract: This review paper's goal is to investigate the significance of digital marketing for both consumers and advertisers. This essay starts with a brief introduction to digital marketing before focusing on the many forms it may take, the ways in which it differs from conventional marketing, as well as its advantages and disadvantages as well as its significance in the modern world. As the world transitions from analogue to digital, so does marketing. Digital marketing, social media marketing, and search engine marketing are all becoming more and more popular as technology advances. The number of internet users is rising quickly, and as digital marketing relies heavily on the internet, it has benefited the most. The purchasing habits of consumers are changing, and increasingly prefer digital marketing over conventional marketing.

Keywords— digital marketing, internet, online advertising, internet marketing

1. INTRODUCTION

Digital marketing is the area of marketing that promotes goods and services using internet- and online-based digital technology such desktop and mobile computers, as well as other digital media and platforms. Because of its growth in the 1990s and 2000s, it altered how companies and brands utilise technology for marketing. Campaign marketing, influencer marketing, content automation, search engine optimization (SEO), search engine marketing (SEM), content marketing, campaign marketing, data-driven marketing, e-commerce marketing, and social media marketing have all become commonplace in digital marketing campaigns as digital platforms have become more integrated into marketing strategies and

daily life[4]. The term "digital marketing" encompasses non-Internet platforms that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold ringtones. Digital marketing differs from online marketing in that it includes non-Internet outlets.



Facebook is the most popular social networking site. An organisation may use Facebook to advertise its goods and services. 2. LinkedIn: Professionals may create and share profiles on LinkedIn. LinkedIn connects these two links by having the business also construct their profile.

3. Google+: This is Google's social network, where users may quickly connect based on friendship and shared interests. 4. Twitter: Its goal is to enhance conversion rates, lead generation, and brand exposure while attracting new followers.

2. AFFILIATE MARKETING

In affiliate marketing, the parent business pays affiliates for each customer or website visitor their marketing initiatives or strategies on the firm's behalf result in. Pat Flynn's book *Smart Passive Income* claims that "Affiliate marketing is the technique of generating income by advertising the goods of other individuals (or businesses). You discover a product you enjoy, spread the word about it, and be paid a percentage of the sales price".

Display Advertising Online

Traditional marketing involves placing a billboard or banner advertising a firm on each side of the road, as well as placing an advertisement in a magazine or newspaper. An online variant of it is display advertising. Today, a marketer may accomplish the same goal by using online display advertising. Display advertising comes in a variety of forms, including banner advertisements, interactive ads, rich media, and video commercials. Due of the graphics in the adverts, display advertising is excellent at capturing the eye.

3. COMPARISON BETWEEN TRADITIONAL AND DIGITAL MARKETING

The most well-known kind of marketing is traditional marketing. Due of its duration, conventional marketing is familiar to the majority of people. Ads in a newspaper or magazine are a physical illustration of conventional marketing. A billboard, brochure, radio or TV advertisement, poster, etc. are also included. This kind of marketing is not digital.

Digital marketing benefits

The primary benefit of digital marketing is the cost-effective and quantifiable method in which a specific audience can be addressed. Brand loyalty will rise, and online sales will increase, among other benefits of digital marketing.

Global reach - a website allows you to find new markets and trade globally for only a small investment.

Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

Personalisation - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Disadvantages of digital marketing

Skills and training - You must make sure that your employees have the knowledge and experience necessary to successfully engage in digital marketing. Keep up with the latest trends, platforms, and tools since they change quickly.

It might take a lot of time to complete things like optimising internet advertising campaigns and producing marketing material. To guarantee a return on your investment, it's critical to track your performance.

High competition - although internet marketing allows you to access a worldwide audience, you are also up against international rivalry. The countless messages sent to customers online might make it difficult to stand out from the competition and attract attention.

Complaints and feedback - Through social media and review websites, your audience may observe any unfavourable comments or criticism of your business. It might be difficult to provide efficient customer service online. Negative feedback or a poor response might harm the reputation of your brand.

There are a variety of legal considerations around the collection and use of client data for the purposes of digital marketing, including security and privacy concerns.

The value and advantages of digital marketing

Superior Reach

Nowadays, a large number of individuals use the internet to pass their time. They are searching the internet for your stuff while doing so. Maximizing your internet presence is essential if you want to take advantage of this large audience base. Digital marketing enters the scene in this situation. Reaching the appropriate audience at the right moment is the foundation of digital marketing. Therefore, in order to increase audience reach, one must first build a compelling online shop with simple navigation.

Pay Per Click marketing, social media marketing, search engine optimization, content marketing, and other digital marketing strategies may all ultimately aid in brand creation throughout this phase.

able to compete with big businesses

One of the most important aspects of digital marketing is competition analysis. The action is necessary to stay competitive, particularly with rapidly expanding businesses like Myntra, Amazon, Big Basket, and Walmart.

Businesses also make an effort to push the limits of multichannel marketing, which includes PPC, SEO, social media, and several other platforms. The strategy levels the playing field by assisting both small and big enterprises in achieving their unique objectives.

Brand awareness among small firms grows

Digital marketing benefits companies greatly. Large businesses employ digital marketing to maintain their position in a cutthroat industry. On the other hand, tiny firms employ web marketing to break into a

burgeoning industry and build brand recognition among major corporations.

Growth in Sales

The ability to track real-time CRO (Conversion rate optimization) metrics is one of the primary benefits of using digital marketing. The information may be used to understand the total proportion of searches that result in leads for product purchases. Some of the popular avenues for connecting with people and getting high conversion rates include PPC, Social media marketing, SEO services, and affiliate marketing.

Income from investment

Look at the measuring indicators of profit and loss it generates for company to understand the value of digital media. The value of your marketing activities is determined by the ROI in digital marketing. For instance, SEO has been shown to provide greater ROI when compared to other media like e-mail marketing, content marketing, PPC, and social media campaigns. Basic data like sessions and bounce rate reveal that organic traffic from SEO generates 40% higher revenue growth than traffic from other marketing tactics.

Keeping Up The Brand's Image

Because a business's reputation is what solidifies its capacity to endure in the market, building a strong brand reputation online has become crucial. Thus, it is important to emphasise the value of digital marketing in this regard as well.

may choose the right audience

Imagine what a fantastic chance it is to connect with the perfect clientele for your industry. Digital marketing helps to do that precisely. You may do online audience behaviour analysis and take action to provide the best satisfaction. More traffic is generated when you target the correct audience, which leads to more effective marketing efforts.

Advance Your Competition

When it comes to internet business in particular, the digital industry is very competitive. So, you would like your top reviews and other efforts made by different digital marketing agencies to help prospective clients locate you. These steps may help you and your client ultimately work toward the proper business objectives.

In order to run a successful company, one must keep tabs on what their rivals are doing. How do they interact with clients? What distinguishes them? You may better grasp all of the aforementioned questions and create tactics that will work in your favour by doing competitor analysis.

Various Channels to Increase Your Traffic

In the field of marketing, one has a variety of options at their disposal to successfully run their firm. To increase traffic to their websites, business owners are free to use SEO services, PPC services, content marketing services, and even social media campaigns.

Interaction with Mobile Clients

We live in a portable world because so many individuals now travel with electronic gadgets like computers and cellphones. Since Google's mobile-first upgrade, practically all websites have been designed to be readily navigable on mobile devices.

Mobile users may be more prevalent than ever, and the likelihood that they will make a purchase is high.

CONCLUSION

People are spending more money in online content, and businesses who find it difficult to incorporate this reality into their advertising plan must swiftly adapt. The amount of time people spend online each year increases, and as a result, the role that digital platforms play in their lives also increases. The promotion of digital media is the primary goal of digital India. Because customers may utilise digital platforms from anywhere in the globe at any time, businesses must switch from conventional to digital marketing strategies.

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