

A Study on Digital Marketing and its Components

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Abstract

Digital marketing is the part of marketing that uses digital based technology i.e. desktop, mobile phone, mobile apps and other digital media. Digital marketing is also known as online marketing and internet marketing. Digital marketing platforms promote product and services. Digital marketing effectively started in 1990 when the Archie Search engine was established. In the 1990s, the term digital marketing was introduced. With the development of server/client architecture and the popularity of personal computers, Customer Relationship Management (CRM) applications became a significant factor in marketing technology. In the 2000s, with increasing numbers of Internet users and the birth of the iPhone, customers began searching for products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers still needed to register their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development. In the 2000s, development of social media such as YouTube, LinkedIn, Facebook and Twitter, consumers are highly dependent on social media. Digital marketing entitles businesses to reach the right people with the right message. Through digital marketing, companies can understand their audience's preferences, behavior, and demographics. This study has mainly focused on digital marketing and its components. Digital marketing includes online advertising, email marketing, search engine optimization (SEO), social media marketing (SMM), content marketing, paid search marketing, mobile marketing, online reputation management, and video marketing etc.

Keyword: Digital Marketing, Components, Internet Marketing, CRM

1. Introduction

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register their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development. In the 2000s, development of social media such as YouTube, LinkedIn, Facebook and Twitter, consumers are highly dependent on social media. Digital marketing entitles businesses to reach the right people with the right message.

2. Digital Marketing Components

Digital Marketing components are discussed below

- Search Engine Optimization
- Pay-per-click (PPC)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Mobile Marketing
- Webinars
- Affiliate Marketing

Search Engine Optimization

SEO is also known as Search Engine Optimization. The aim of search engine optimization (SEO) is to increase natural traffic to your website.

- Technical strategies are used in SEO activities to raise search engine visibility and improve rankings. Some search engines are Google, Bing, and Yahoo. These three engines are the most hyped. To keep their websites at the top of search engine results, digital marketing managers concentrate on optimizing various factors, including keywords, cross links, back links and original content.
- Ensure that the website is compatible with mobile devices.
- Identify important keywords and use them strategically throughout the content.
- Create numerous back links.
- Voice search optimization.
- Boost the website's overall user experience.
- Prioritize topical clusters over keywords.
- Utilize local listings and landing pages to target local searches.

Pay Per Click (PPC)

PPC is another important element of a digital marketing plan. PPC's an online advertising model. In this modal an advertiser pays a publisher every time an advertisement link is "clicked" on. Furthermore, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is offered primarily by search engines for example Google and social networks i.e. Facebook.

Your pay-per-click campaigns can be created in a variety of ways. Check out its five components in brief:

- Groups of ads
- Keywords
- Campaigns
- Landing pages
- Advertisement text

Social Media Marketing

Social media has dominated the globe in the generation that we are now living in. People of every age

use social media platforms. Our youth is so much dependent on social media. They start assuming everything shown on social media platforms is true. Social Media Marketing is a major part of Digital Marketing. It becomes so easy to attract customers through Instagram, Facebook etc.

- A number of brands have grown through Social Media Marketing. One of the major examples of Urbanic. They started it on Instagram and have now reached a high level of success.
- There are many others Social Media platform for building customer-seller relationships.
- Without a significant social media presence, your company won't survive the social media craze.
- To increase brand awareness and establish a solid connection with your intended audience, you must work on your social media strategy and create social media campaigns.
- When the appropriate social media strategies are used, you can convert your fans and followers into subscribers and buyers.

Content Marketing

Content marketing is a marketing strategy utilizes to attract, fascinate and retain an audience by Creating and sharing important articles, videos, podcasts and other media. This approach confirmed expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. A crucial tactic to attract new clients is content marketing.

- It can improve SEO rankings as well as inform your target market about the issues your product can help them with.
- Consumers today are looking for high-quality content. Without pertinent content, there is no reason to visit a person's website, participate in their social media posts, read their emails, or communicate with the business.
- Therefore, it is crucial to create relevant content for your website as good content can attract potential customers to your company and aid in the achievement of your objectives.

Email Marketing

Sending promotional emails to a targeted audience of potential clients or customers is known as Email Marketing. It is most popular among e-commerce companies as a means of retaining customers.

- Sending personalized messages that are specific to the needs and interests of customers through email marketing is still a successful strategy.
- An effective method of internet marketing to cultivate prospects and entice them to your brand and services is email marketing. Additionally, it is a productive and economical way to communicate with customers and accomplish business objectives.
- Email marketing aids in all aspects of marketing, from generating leads to nurturing them so they can become potential customers and boost your sales.
- For your business, you should concentrate on your email marketing strategy. In order to drive relevant traffic and leads, the first step is to work on the buyer persona and send them a targeted message that is personalized and well-optimized for multiple devices.

Mobile Marketing

A product or service is specifically promoted through mobile phones and other mobile devices through mobile marketing. This includes mobile advertising in downloaded apps or text messages. However, a thorough approach to mobile marketing also entails optimizing content, landing pages, emails, and websites for mobile users.

3. A Scope of Digital Marketing 2024

Marketing strategies have changed along with the methods that customers obtain information. TV advertising followed radio advertising, and as the internet grew, TV advertising changed to digital marketing. In addition to these normal market trends, the COVID-19 pandemic is expanding the reach of digital marketing on the internet.

Even while many firms still find TV to be their most effective advertising medium, digital marketing enables enterprises to reach a worldwide audience online. The number of employment in digital marketing is inevitably growing as activities in the industry continue to expand at a rapid rate. Social media news feeds are how over half of customers find businesses. Businesses may engage with almost 1 million customers on Instagram alone, while over 9 million companies utilise Face book to reach customers.

Businesses use social media platforms in their digital marketing strategies for both business-to-business (B2B) and business-to-consumer (B2C) interactions.

B2B: B2B marketers use social media sites like LinkedIn and Twitter to create leads. Additionally, they frequently depend on PPC advertising to reach their target markets at a reasonable cost.

B2C: Using social media sites like Facebook, Instagram, Pinterest, and Twitter, B2C marketers concentrate on raising brand awareness and drawing people to their websites and products.

While sharing material and advertisements on Facebook and other well-known platforms is still a useful method

4. Conclusion

To summarize, digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all its pros and cons. Compared to Internet marketing, digital marketing deserves a closer examination. Digital marketing can also be found in software and gadgets that are used by users to trade data, not just on the Internet. As a result, because a man can communicate via TV as well as a mobile network, digital marketing combines digital and network technologies. Widespread reach makes it possible for the issue to operate on numerous digital platforms.

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