

An Overview of the Role of Digital Marketing in International Business Growth in Present Scenario

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Abstract:

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising and any other digital terms.

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one's business.

Today, Digital Marketing has become a new phenomenon that brings together customisation and mass distribution to accomplish marketing goals. The development of Digital Marketing strategies offer much potential for brands and organisations.

In this research study the researcher has focused on an overview of the role of digital marketing in International Business Growth in present scenario.

Keywords: Marketing Strategies, Digital Channels, Search Engines, Social Media, Worldwide Audience, Brands, Interactivity, Marketing Challenges, Platforms.

INTRODUCTION:

Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts.

Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

A digital marketing strategy allows you to leverage different digital channels such as social media, pay-per-click, search engine optimization, and email marketing to connect with existing customers and individuals interested in your products or services. As a result, we can build a brand, provide a great customer experience, bring in potential customers, and more.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channels.

Objectives:

1. To study the concept of Digital Marketing in detail.
2. To focus on an overview of the role of Digital Marketing in International business growth.
3. To understand the significance of Digital Marketing.
4. To know the various platforms of Digital Marketing.
5. To study the various future trends in Digital Marketing.

Hypothesis:

1. Digital marketing is an umbrella term for the marketing of products or services.
2. The use of digital marketing depends on the organisation's marketing objective.
3. Digital marketing promotes brands and connects them to potential customers via the internet.
4. Digital marketing offers the ability to reach and engage target audiences in ways which were never before possible.
5. Digital platforms operate continuously and are accessible regardless of time zone or geographic location.

Research Methodology:

The Researcher has used the Primary and Secondary method of data collection. The primary sourced of data is collected by social and personal observations and also she has referred the reference books, articles and internet websites to collect the secondary data to analyse and conclude the research study. The research papers have been taken from various journals, reference books and the Internet information or website.

Concept of Digital Marketing:

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising and any other digital terms.

The term digital marketing became popular overtime, especially in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but, in the UK, and worldwide, digital marketing has become the most common term, especially after the year 2013.

The most common form of digital marketing is the website of the organisation and the epicentre of all its online activities. In order to drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimisation (SEO), pay-per-click (PPC) advertising and social media in their strategy.

Meaning & Definition:

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one's business.

The use of digital marketing depends on the organisation's marketing objective. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement. Digital marketing means more than just having a website. The website needs to be

aesthetically pleasing and easy to navigate, and also needs to have quality content to reflect the nature of the business. Digital marketing involves managing the organisation's social media presence and interacting with fans as well as marketing the business across major social media channels also.

Digital marketing is the use of digital channels to market products to boost brand awareness, drive traffic, and hit marketing goals. Digital marketing promotes brands and connects them to potential customers via the internet. It takes many forms, including:

- Search engines
- Websites
- Social media
- Email
- Mobile apps
- Text messaging
- Web-based advertising

Digital marketing uses the same principles as traditional offline marketing. It relies on consumer data to find a business's target audience and deliver the most relevant messaging possible.

Features of Digital Marketing:

- **Global Reach:** Digital marketing transcends geographical boundaries, allowing businesses to reach a worldwide audience.
- **Targeted Advertising:** It enables marketers to precisely target specific demographics, interests, and behaviours, ensuring messages reach the most relevant potential customers.
- **Measurable Results:** Digital marketing provides detailed analytics and tracking, allowing businesses to monitor campaign performance and ROI with tools like Google Analytics.
- **Interactivity & Engagement:** Digital platforms facilitate two-way communication, enabling businesses to engage with customers through social media, live chat, and other interactive tools.
- **Cost-Effectiveness:** Compared to traditional marketing, digital marketing can be more affordable, especially for small and medium-sized businesses.
- **Personalization:** Digital marketing allows for tailored messaging and experiences, increasing customer engagement and satisfaction.
- **Content Marketing:** Creating and distributing valuable, relevant, and consistent content (blog posts, videos, info graphics, etc.) to attract and engage a target audience.
- **SEO & SEM:** Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are crucial for increasing visibility on search engines.
- **Mobile Marketing:** Optimizing content and campaigns for mobile devices is essential due to the prevalence of mobile usage.
- **Social Media Marketing:** Leveraging social media platforms to build brand awareness, engage with customers, and drive traffic.
- **Marketing Automation:** Automating repetitive tasks like email marketing, social media posting, and lead nurturing to improve efficiency.
- **Data-Driven Insights:** Utilizing data analytics to understand customer behavior, optimize campaigns, and make informed marketing decisions.
- **Real-Time Communication:** Digital marketing enables immediate communication with customers

through various channels.

- **Adaptability:** Digital marketing strategies can be easily adapted and adjusted based on real-time data and changing market conditions.
- **Multi-Channel Approach:** Digital marketing utilizes various online channels to reach and engage with customers, maximizing exposure.

Benefits of Digital Marketing:

- **You can target a local audience, but also an international one:** Further, you can tailor a campaign to specific audience demographics, such as gender, location, age and interests. This means your campaign will be more effective.
- **Your audience can choose how they want to receive your content:** While one person likes to read a blog post, another person likes to watch a YouTube video. Traditional marketing doesn't give the audience a choice. Most people hate receiving sales flyers in their mailbox or phone calls at inconvenient times on stuff that they have little interest in. Online people get the choice to opt in or out of communications and often it is relevant because they were the ones searching for it in the first place.
- **Interaction with your audience is possible** with the use of social media networks. In fact, interaction is encouraged. Traditional marketing methods don't allow for audience interaction. You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market.
- **Digital marketing is cost-efficient:** Though some invest on paid ads online; however, the cost is still cheaper compared to traditional marketing.
- **Data and results are easily recorded:** With Google Analytics and the insights tools offered by most social media channels, you can check on your campaigns at any time. Unlike traditional marketing methods, you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results.
- **Level playing field:** Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought out site with a smooth customer journey and fantastic service is king - not size.
- **Real time results:** you don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.
- **Brand Development:** A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilising social media channels and personalised email marketing.

Significance of Digital Marketing:

Digital marketing offers the ability to reach and engage target audiences in ways which were never before possible. A strong digital marketing strategy can deliver a far higher return on investment (ROI) than traditional marketing methods.

Today, Digital Marketing has become a new phenomenon that brings together customisation and mass

distribution to accomplish marketing goals. The development of Digital Marketing strategies offer much potential for brands and organisations. Otero and Rolan (2016) put forward some of them are:

- **Branding:** platform is a great opportunity to build a brand image on the Web due to their scope, presence and constant updates.
- **Completeness:** the advantages of assembling information through links offer customers the chance to approach the organisation in a wider and customised way.
- **Usability:** simple and user-friendly platforms are available for all to improve user experience and allow for their activities.
- **Interactivity:** internet offers the possibility of having a conversation and therefore generating a positive experience with the brand.
- **Visual communication:** with digital marketing, marketers have different image and video-based tools. This helps to reach audiences and get them involved in your activities.
- **Community connection:** internet offers the opportunity for business to connect with their audience.

Digital Marketing Platforms:

Digital marketing platforms are integrated software systems that help businesses manage and execute their online marketing efforts. These platforms often include tools for various channels like social media, email, SEO, and advertising. They provide a centralized hub for planning, executing, analyzing, and optimizing marketing campaigns, offering features like content management, lead generation, and campaign management.

Digital platforms are business models that use online infrastructure to facilitate interactions between groups. Examples include:

- Social media channels
- Online marketplaces
- Crowdsourcing websites and apps

Digital platforms have several features that enhance their functionality and appeal. For one, they can grow and accommodate transactions without significant cost increases. That scalability is essential to expanding market reach with minimal business infrastructure.

Accessibility is another important feature. Digital platforms operate continuously and are accessible regardless of time zone or geographic location. This boosts user engagement by enabling real-time interactions and transactions.

Digital platforms also streamline business processes and automate complex tasks, reducing the need for extensive manual labour, minimizing operational costs, and improving resource management.

These features allow digital platforms to generate substantial value. If you want to shift your organization to a digital platform business model, here are three ways it can enhance the user experience.

Digital Marketing Challenges:

The digital world poses special challenges for marketers. For example, digital channels proliferate rapidly, and marketers have to keep up on them and figure out how to use them effectively. Marketers can also find it challenging to analyze and make productive use of the huge amount of data they can capture through these platforms.

Perhaps most important, consumers are increasingly inundated with digital ads and other distractions, making it more and more difficult to capture their attention.

Digital Marketing Trends for the Future:

The digital marketing landscape is evolving rapidly. Here are key trends shaping its future:

- **Artificial intelligence (AI) and automation.** AI tools will continue optimizing tasks like personalization, content creation, and analytics.
- **Voice search and smart devices.** With tools like Alexa and Siri, optimizing content for voice search will become a crucial way to reach people.
- **Interactive content.** Polls, quizzes, and interactive videos are becoming popular for boosting user engagement — especially on social media.
- **Personalization at scale.** Businesses are leveraging data to deliver hyper-personalized experiences to individual customers.
- **Sustainability and ethical marketing.** Consumers increasingly favour brands that align with environmental and social causes.

Staying on top of these trends will ensure your marketing strategies remain competitive and relevant in a rapidly changing digital landscape.

Conclusion:

Digital marketing is the use of digital channels to market products to boost brand awareness, drive traffic, and hit marketing goals. Digital marketing promotes brands and connects them to potential customers via the internet. A digital marketing strategy allows you to leverage different digital channels such as social media, pay-per-click, search engine optimization, and email marketing to connect with existing customers and individuals interested in your products or services. As a result, we can build a brand, provide a great customer experience, bring in potential customers, and more.

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