

# The Rising Era of Digital Marketing

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## Abstract-

Digital Marketing is known as a part of the Digital Economy. India is a fast-moving economy towards digitalization. Digital marketing is growing rapidly in India. Many organizations are shifting from traditional to digital marketing. Digital Marketing is a boon for the growth of every type of business. Digital marketing provides a significant platform for businesses for developing and maintaining a relationship with customers through online activities.

**Keywords-** Digital marketing, traditional marketing, channels, economy

Digital Marketing is known as a part of the Digital Economy. Today Digital Marketing is the term most often used in the world of economy. In simple words, digital marketing means “Achieving marketing objectives through applying digital technologies and media”. So, digital marketing is about using digital technology to reach marketing goals. It is an umbrella term for the marketing of products or services using digital technologies, mostly on the internet, with mobile phones, display advertising, and any other digital channels.

## Objectives

- To study the concept and trends of digital marketing in India
- To study the differences between traditional marketing and digital marketing
- To study channels of the Digital Marketing
- To study the advantages of Digital Marketing

Digital Marketing can be understood as a target-oriented, conversion-oriented, measurable, and interactive marketing of products or services by using digital innovation to attain customers and transform them into clients in a sustainable fashion. The whole concept of Digital Marketing is more knowledgeable, effective, result-oriented, and measurable, which makes it very different from traditional marketing. In simple words, it is the practice of promoting products or services with the help of digital means and technology.

## TRENDS OF DIGITAL MARKETING IN INDIA

As we all know there is a drastic change in India toward digitalization. In the modern era, every brand and business is trying to use digital marketing in their marketing strategy. The digital marketing industry in India has spread its wings to all most all business areas. The use of mobile phones also significantly contributed to the growth and development of the digital marketing industry in India. We know that near about every people in India had started using the Internet through their mobile phone. Through this device, the companies got a golden opportunity to reach their customer. Hence, the growth of the internet and mobile use has been an important trend in India for supporting the growth of the digital marketing industry. Another major trend that is leading to the growth and development of digital marketing in India is the increasing online shopping platforms and the growing trend of Indian consumers towards online shopping is also giving scope for digital marketing. We can also say that digital marketing has got a huge scope in India after

the pandemic. Digital marketing has been important in building an online presence for many companies especially start-ups or MSMEs because it has made it possible to reach a large customer at an affordable cost.

**TRADITIONAL VS DIGITAL MARKETING**

Since digital marketing is more useful than traditional marketing and has a huge advantage over it, many businesses are shifting from traditional to digital marketing. Traditional marketing was the effective technique of marketing until and unless the growth of the internet. The emergence of the internet brings digital marketing into the modern world.

<b>TRADITIONAL MARKETING</b>	<b>DIGITAL MARKETING</b>
Traditional marketing refers to any form of marketing that takes place offline, such as print, advertisements, television commercials, or radio ads.	Digital marketing means any form of marketing that takes place over digital channels, like the internet, email, or mobile devices.
It is easy to reach out to local consumers.	Digital marketing lets organizations reach target consumers globally from all over the world
It is not so good for Brand building.	It is very effective for brand building.
The nature of traditional marketing is Static	The nature of digital marketing is dynamic.
It is more of a personal approach as it's very easy for marketers to have a person to personal relationship in informing the public or promoting their brand's name	The physical presence of marketers is not at all required in digital marketing. It allows marketers to reach infinite numbers of consumers easily.
Very less interaction is involved in this method	It offers a number of digital platforms to consumers for collecting feedback where they can put their views about the products.
This is expensive.	Compared to traditional marketing, it is less costly.
The company must wait for weeks or months to get the results	It gives quick results
It does not provide real-time results	It provides real-time results
This method is a one-way communication as the marketing means are quite inflexible	It is two-way communication and so it helps to satisfy the customers and make the customers feel that they are being cared for and supported.
Traditional marketing is not easy to measure	With the support of analytics tools, digital marketing is easy to measure
Advertisements cannot be changed after we post them.	Even after the posting of an advertisement, it can be edited.

**Types of Digital Marketing Channels**

Digital marketing is a type of marketing that is continuously growing and changing. For an effective digital marketer, it is must know the important skill to channelize different types of online marketing channels.

- **Search engine optimization** -Search engine optimization (SEO) is the way to affect the visibility of a website or a web page in a search engine's "natural" or un-paid search results. SEO may help in various types of searches, including image search, local search, video search, academic search, news search, and industry-specific vertical search engines, etc.
- **Email Marketing**- When sending a commercial message through email to a list of potential customers, this approach is called Email Marketing. With effective email marketing software, we can maintain email lists that are separated based on several factors. This helps to develop trust.
- **Social Media Marketing**-social media is one of the most effective,youngest,innovative,and powerful platformsfor digital marketing that businesses can use to maximize their reach, engage with customers, and convert sales. It involves driving traffic to sites or businesses through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc.
- **Apps Marketing**- Apps Marketing is creating various apps on the Internet to reach out to people and promote products and services. People nowadays use smartphones in significant numbers. Large corporations generate applications and make them offered to the public.
- **Online advertising**- It is also called internet advertising through which a company can deliver a message about the products or services. Internet-based advertising provides content and ads that match customer interests. Through online advertising, a company controls its budget and time.
- **Content Marketing**—Content marketing is often less promotional and more educational than other digital marketing campaigns.It can be presented in different presentations, including blogs, white papers, e-books, case studies, banners, webinars, videos, etc.
- **Affiliate Marketing**- Affiliated marketing is a process of encouraging other websites to promote their products in exchange for a commission on any sales generated. Affiliate networks act as the 'middle-men' among advertisers and publishers,

### Importance of digital marketing for the success of the business

With fast technological developments, digital marketing has changed customers buying behavior. There are various advantages to the business and consumers as given below:

1. **Global Reach**- With digital marketing, it is very easy for businesses to reach a global audience in less time and with less investment.
2. **Brand Development**- It is very important to create a brand image for the product and services. Digital marketing supports building a brand in many ways including direct campaigning and personalized approach.
3. **Personalization**-Digital marketing provides a platform for personalized marketing by designing specialized content for customers. The main aim is to make customers feel that the brand is addressing their individual needs.
4. **Accessibility**: Digital platforms provide the opportunity for both sellers and buyers to get easy access with the flexibility of time and location. The customers get an experience of a virtual shop with detailed information about products andservices. Customers can give reviews and suggestions that help organizations to decide their marketing strategies more efficiently.

5. **Effective Targeting-** Digital marketing involves effective targeting techniques which can target the right audience easily without spending too much time. It also helps to analyze the changing behaviors of customers and modify campaigns for those changes.
6. **Fast and less expensive-** The digital platform is very fast compared to the traditional channel of marketing. Its strategy is significantly less expensive than traditional marketing.
7. **Trackable and measurable results-** Web analytics and other online metric tools make it easier to establish how effective the company campaign has been. Companies can get information about how customers use their websites or respond to advertising.
8. **More interaction-** It is useful to have more interaction and constant touch with customers through digital marketing channels. These channels give more opportunities to interact with the crowd and build customer loyalty
9. **Survive the competition-** It helps businesses to survive today's rat race. Studying the competitor is a key activity in digital marketing. This activity is essential to keep up with the competition, especially amongst fast-growing brands.
10. **Very promising for small businesses-** It can be helpful for small businesses to create awareness about their product and services. It helps small businesses to effectively communicate with their customers, and find new customers and new partners anywhere in the world. Small businesses use online marketing to make progress in a booming market and create brand awareness amongst large companies.
11. **Useful to consumers-** Through digital marketing, consumers get information about the products or services. It allows the consumers to stay updated with the company's information.

#### **Digital Marketing – A boost for modern businesses:**

Regardless of what the company sells, digital marketing still involves building out buyer's personas to find the audience's needs and making valuable online content. It helps the business survive and grow by targeting the right people and the right time. The biggest challenge for small businesses and new entrepreneurs is to find a place for their products in the national and international market at low cost and this is becoming possible today not only in India but also in the world through digital marketing. Just for example, take a screenshot of Amravati's famous Sambharwadi and post it on social media. Being a small-scale hotelier, he can choose digital marketing to reach out to a larger bunch of people. He is not informing the people about the product but instead, they have posted for viewers. Today this type of trick is working for marketers. These types of tricks are helping businesses to promote their product due to digital marketing. Proper knowledge and skills are essential for digital marketing success. Sometimes the advertisement annoys the customers so they block them. Moreover, digital marketing is seen as cut-throat competition and due to this brand competition, consumers are confused and unable to make the right decision. Digital marketing reduces many costs but also increases the cost of buying and maintaining tools. The greatest thing to worry about is the security of the information of the customers. When customers aren't confident that a brand of business doesn't care about its data security, they won't believe in it. Digital marketing allows for feedback or criticism by anyone about products or services. There is a challenge to keep the brand reputation by replying to negative feedback successfully.

Everything has two sides; one is positive and the second is negative. This is also true of digital marketing. While digital marketing brings many benefits to businesses and consumers, it can also bring some disadvantages. These losses can be minimized by watchfulness by businesses and consumers.

## Conclusion

In this digital era, it is important to know how businesses can benefit by adopting digital marketing. Today, every business can earn name and fame by using various channels of digital marketing. But every businessman should aware of these channels of digital marketing so that they do not pose any threat to the customers and the country.

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