

# Digital Marketing And It's Types

T.Dhanusia<sup>1</sup>, T.Poornaprabha<sup>2</sup>, S.Sowmya<sup>3</sup>

Department of commerce with Professional Accounting

<sup>1,2,3</sup> Students of III B. Com(PA), Dr.N.G.P. Arts and Science College, Coimbatore. (Autonomous)

**Abstract-** In this world of digitisation, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. This purpose of this paper is to gain basic knowledge of digital marketing, explain the different types of digital marketing.

**Keywords-** Digital marketing, Technology, Online, Phones

## I. INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods 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 disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

## II. DEFINITION

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.

Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media.

Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behaviour. For example, it requires companies to analyse and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

## TYPES OF DIGITAL MARKETING:

### 1. EMAIL MARKETING:

Being one of the earliest forms of digital marketing, it includes delivering personalized or targeted messages at the correct time. For example, brands like Amazon, Flipkart, etc. deliver emails that are tailored to meet the user's requirement.

### 2. SEO (SEARCH ENGINE OPTIMIZATION):

Well, it is the most general type of Digital marketing which is used to increase the website's visibility across the search engines. There are various techniques involved in this process ranging from on-site technical analysis and improvement, to blogging, link-building and content creation.

### 3. PPC (PAY PER CLICK):

It is better known as Paid Search. In this process paid adverts are typically placed to the right or above of the 'organic' search results. The cost will depend on the competitiveness of the keyword you're bidding on.

### 4. SOCIAL MEDIA:

It is all about managing a brand's image across multiple social channels including Twitter, Facebook, Pinterest, LinkedIn and many others. This type has become greatly popular, mature and complex over the last few years.

#### 5. ONLINE ADVERTISING:

Don't confuse it with PPC! This involves the process of advertising on others website. For example, you can buy a banner space on popular website, paying the website owner for the same.

#### 6. VIRAL MARKETING:

It is a perfect blend of various elements of the marketing. Generally, it always involves publicizing an element of content across multiple channels. It may include videos on YouTube, blogs, email marketing, as well as some traditional elements, all with goal to assure that the content grabs the attention of the market and spreads naturally through online communities.

#### 7. TEXT MESSAGING:

Besides, the aforementioned online marketing components, it is the widely used Digital marketing type. Especially, with the exponential rise in usage of smartphones around the world has enhanced the dependency on them for quick and timely information.

### **ADVANTAGES OF DIGITAL MARKETING:**

#### 1. LEVEL PLAYING FIELD:

Any business can contend with any opponent regardless of dimension with a strong digital internet marketing strategy. furthermore, typically a smaller store would find it difficult to coordinate the grace of the accessories of its larger opponents. Online, a sharp well thought out site with a sleek customer trip and fantastic service is master – not dimension.

#### 2. REDUCED COST:

It allows the organizations to save cash, an element that is really taken into account by the organizations since the Digital marketing strategies don't require a great amount of financial commitment.

#### 3. SIMPLE TO MEASURE:

Online everything can be calculated, thus it's simpler for the organizations to know right away if their strategy is operating or not, what organization or customer is enthusiastic about their items, from what places or nations are they, etc.

#### 4. BRAND DEVELOPMENT:

Existence on the Internet can help the development of the company from any regional market to nationwide and worldwide marketplaces at the same time, providing almost unlimited growth opportunities.

#### 5. AVAILABLE 24/7:

The World Wide Web never rests and so does Online promotion, enabling business with little sources to maintain physical 24-hour functions to contend in the electronic industry using Online promotion resources that can run almost 24 hours a day and 7 days a week.

### **DIS-ADVANTAGES OF DIGITAL MARKETING:**

#### 1. PROMOTION STRATEGY CAN BE COPIED:

One of the hazards in Internet marketing is that a particular technique can easily be copied by a rival. And, many have done so with finish ignore for the lawful repercussions their actions may carry. Pictures or images can be used to mislead customers and take away an important business from you. Not only that, these can also be used for perpetrating adverse and incorrect information about your product, products or services that will harm your online reputation – and reduce useful focused customers.

#### 2. DIGITAL MARKETING INCLUDES TOO MUCH COMPETITION:

Just like the growth of online ads, Internet promotion is experienced with a great process of too many competitors. Digital promoters are not capable of getting into a more powerful place for the best possible exposure for their promotion and promotion tasks, and with the use of too many competitors, will make it even more difficult and expensive to get the interest of targeted viewers.

#### 3. SECURITY ISSUE:

Internet marketing has its own disadvantages which are not noticeable on its experience value. so, For a person or client who queries online for products or services, there is a caution not to reveal all the private information as it might be used against them by unidentified people.

#### 4. LACK OF TRUST:

One of the significant drawbacks may be a deficiency of believing in of the customers. Because of could be exclusive special offers that appear to be scammers. So, This is a part that declines the picture and trustworthiness of quality and sincere companies.

#### 5. REQUIRES MORE INITIAL INVESTMENT:

Playing Digital marketing contains various restrictions like developing delicate and professional looking for your website and planning an effective technique. Therefore, Paid marketing like Search engines AdWords, Search engines Ads, and Social Media Marketing is quite expensive, especially for small enterprise owners.

## II. CONCLUSION

The mentioned information will help the digital marketers to understand the strengths and weaknesses of digital marketing. Digital marketing may fulfil all your dreams within the short span of your life. Digital marketing is a place where anybody can make his or her career without so much effort. Only you should have to keep patience to get your desired goals. This is a growing field of business. So, do not neglect the opportunity that digital marketing offers to you. Digital marketing is nothing but the utilization of digital technology to achieve marketing objectives.

## REFERENCES

- [1] Bampo, M; Ewing, M.T; Mather, D.R; Stewart, D and Wallace, M. (2008) The effects of the social structure of digital networks on viral marketing performance. *Information Systems Research*, 19(3), pp.273-290.
- [2] Brennan, R and Croft, R. (2012) The use of social media in B2B marketing and branding: An exploratory study. *Journal of Customer Behaviour*, 11(2), pp.101-115.
- [3] Chaffey, D and Patron, M. (2012) From web analytics to digital marketing optimization: Increasing the commercial value of digital analytics. *Journal of Direct, Data and Digital Marketing Practice*, 14(1), pp.30-45.
- [4] Chaffey, D. (2010) Applying organisational capability models to assess the maturity of digital-marketing governance. *Journal of Marketing Management*, 26(3-4), pp.187-196.